

# IMAGING & MACHINE VISION EUROPE

The industry's multi-platform  
resource for suppliers, integrators  
and OEMs using machine vision

## Media information 2023



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# Why Imaging and Machine Vision Europe?

**IMAGING**  
& MACHINE VISION EUROPE

Reaching an engaged audience has never been more important, and cutting through the market noise to build awareness of your brand has never been harder. With new products and opportunities entering the vision market all the time, **making your brand stand out** and influencing change is a real challenge.

*Imaging and Machine Vision Europe* is a hub of analysis, feature content, lively debate, technical updates and industry news, making it an **essential platform to support your marketing campaigns**.

Our profile in the industry – paired with our detailed understanding of your ongoing challenges and our expert knowledge – provides a strong foundation for success.

Vision industry professionals rely on our content to **share insights, identify solutions** and **pursue partnerships** to drive their business forward.

Do you want to reach **integrators, OEMs, academics** and **end users**? Our experienced team will recommend the best campaign approach that focuses on influencing your target audience at every single stage of the marketing funnel.



# Understanding the year ahead

Demand for automation remains as strong as ever as we emerge from the COVID-19 pandemic. **Growth in our sector has been slowed by the chip shortage**, but order books are full.

Two of the biggest areas that are driving this growth are the **push to automate warehouses** and **semiconductor manufacturing**, although the latter tends to be cyclical in terms of investment. For example, Cognex's revenue from the logistics sector grew 65 per cent year-on-year in 2021 – a huge jump that's being mirrored in quarterly statements from other vision suppliers.

The **vision technologies going into warehouses** range from track-and-trace scanners to vision-guided robot arms that unload totes and pallets. The more complex vision tasks in warehouses involve bin picking, and there's lots of development work going

into **engineering 3D vision** and robot stations able to unload a random assortment of objects from a crate. It's currently unclear whether there will ever be a completely 'lights out' warehouse, but efforts to automate the types of processes found in warehouses are drawing on the latest vision technologies, augmented in some cases by stunning AI.

There's plenty of change happening in the more traditional machine vision markets. **Factories are becoming more connected and far more reliant on data and cloud services** to make processes efficient, while automotive factories are switching to building electric vehicles, requiring a huge investment in new manufacturing lines. All of this opens up opportunities for machine vision, which, firstly, generates a lot of data that can feed into smart factory processes, and, secondly, will have a critical role to play

in factories making batteries and other components for electric vehicles.

Outside of factory automation, vision technology is finding uses in areas as diverse as farming, retail, and sports and entertainment. The growth outside of machine vision's traditional manufacturing base is down to many factors: **the proliferation of inexpensive and powerful computing hardware** is one; AI could arguably be another. These types of market – as well as factory automation to some extent – are also being served by firms outside of the traditional machine vision space, but there are opportunities here for machine vision players to sell into, especially as they have the expertise in imaging. Some machine vision companies are addressing what's known as **embedded vision**, with very specific hardware and software offerings, to try and tap into these non-traditional markets. In some

**‘There’s plenty of change happening in the more traditional machine vision markets. Factories are becoming more connected and more reliant on data and cloud services’**

respects, the gap between traditional machine vision and those firms selling consumer devices incorporating vision is closing, which makes the field dynamic and full of potential, but also home to some strong competition.

In terms of new technology, advances in **shortwave infrared sensors** look like one of the most promising for expanding imaging capabilities – imaging in the SWIR wavelength range opens up many new types of application. The breakthrough is thanks to SWIR image sensors based on nanomaterials

such as quantum dots rather than the standard InGaAs material. InGaAs has reached its limits in terms of fabrication improvements, although Sony has seen success recently with InGaAs detectors. Where quantum dot sensors show promise is that nanomaterials can be deposited onto CMOS read-out circuits, making them compatible with CMOS fabrication. This has the potential for high-volume production for the consumer and automotive markets and, therefore, to lower the cost of manufacturing SWIR sensors significantly. Inevitably, this will eventually open up SWIR imaging for use in various applications within factory automation and surveillance – already two of the first adopters of new nanomaterial SWIR cameras.

Running through seemingly every facet of **machine vision is AI**. There is no doubt that neural networks will push vision technology to new heights

but, at the moment, there are some definite areas – such as inspecting organic materials – where it is being applied successfully. These tend to be tasks where rule-based algorithms have struggled in the past. It might not infiltrate every area of machine vision, but the developments being made in AI will continue to be big news.

There is other technology coming through such as **event-based vision** – a new paradigm in imaging where only changes in the scene are recorded, rather than recording everything frame by frame. And machine vision will continue to benefit from advances being made in far larger markets, such as the consumer and automotive sectors. Our sector is evolving fast, with a lot of new technology coming through, and interest from companies outside of the traditional vision industry. All this makes for an exciting year ahead.

# A global audience

*Imaging & Machine Vision Europe* delivers quality content to a diverse audience across print, digital and social media. As a **central hub of knowledge and information**, subscribers rely on our content to make critical decisions about who is important to reach and where investment to support new technology and innovation should be focused.



**11,500** monthly page views

**34%** increase in web traffic in 2021

A truly engaged subscriber base boasting an average session duration of **9 mins** and average number of sessions per user of **3.17**

## Sectors we serve:

- Original Equipment Manufacturers
- Start-up businesses
- Machine vision suppliers
- Integrators
- Academia



Monthly reach of more than 13,200

**6,700+** email subscribers

**22%** Average email open-rate

**9.5%** click-through rate

## Job titles represented include:

- Senior Researcher
- Vision Engineer
- Director of Research & Development
- Product Engineering Specialist
- Engineering Director
- Vision Project Engineer
- Chief Technology Officer
- Project Manager



**3,100+** social media followers

**4%** LinkedIn engagement rate

**4%** Twitter engagement rate



# Editorial calendar 2023/24

Issue	Features	Tech Focus
<b>Dec/Jan</b>	<ul style="list-style-type: none"> <li>Life sciences</li> <li>Shortwave infrared imaging</li> <li>Astronomy</li> </ul>	<ul style="list-style-type: none"> <li>Optics</li> </ul>
<b>Feb/March</b>	<ul style="list-style-type: none"> <li>Food and agriculture</li> <li>Event-based imaging</li> <li>Aid to manual inspection</li> </ul>	<ul style="list-style-type: none"> <li>Image sensors</li> </ul>
<b>April/May</b>	<ul style="list-style-type: none"> <li>Logistics</li> <li>Semiconductor inspection</li> <li>Web inspection</li> </ul>	<ul style="list-style-type: none"> <li>Embedded</li> </ul>
<b>June/July</b>	<ul style="list-style-type: none"> <li>Embedded vision</li> <li>Robotics</li> <li>Industry 4.0</li> </ul>	<ul style="list-style-type: none"> <li>Colour imaging</li> </ul>
<b>IMVE Yearbook</b>	<ul style="list-style-type: none"> <li>Market analysis</li> <li>Predictions for the year ahead</li> <li>Updates on latest standards and industry initiatives</li> </ul>	
<b>Aug/Sept</b>	<ul style="list-style-type: none"> <li>Recycling</li> <li>Automotive</li> <li>Pharmaceuticals</li> </ul>	<ul style="list-style-type: none"> <li>Illumination</li> </ul>
<b>Oct/Nov</b>	<ul style="list-style-type: none"> <li>3D vision</li> <li>Packaging</li> <li>Image processing</li> </ul>	<ul style="list-style-type: none"> <li>GigE Vision</li> </ul>

## Event distribution

Recognised as a trusted publication in the sector, *Imaging & Machine Vision Europe* is distributed at events spanning key industry sectors including Traffic, Security, Defence, Medical, Pharma, Automotive and Electronics.

We work closely with leading partners, helping to facilitate an essential platform for innovation and collaboration. By aligning your event marketing activity with our extensive distribution programme, you can take advantage of a unique opportunity to reach a captive, global audience of professionals.

### Some of the global partners and events we work with include:

- Automate
- AutoSens Brussels
- AutoSens Detroit
- A3 Business Forum
- CIOE
- Control
- Embedded World
- EMVA Business Conference
- European Machine Vision Forum
- Image Sensors Europe
- Intertraffic Amsterdam
- Laser World of Photonics
- MACH
- Measurement World
- MediSens
- Motek
- PPMA Total Show
- SPIE Defense & Commercial Sensing
- SPIE - Medical Imaging
- SPIE Photonex
- SPIE - Photonics West
- The Vision Show
- UKIVA Machine Vision Conference
- VISION
- W3+
- W3 Rhine Valley

# Product overview

Influence every stage of the marketing funnel through our five defined campaign pillars

In the search for innovative solutions and actionable insights, machine vision professionals turn to *Imaging and Machine Vision Europe* to help drive brand engagement, reach a wider audience and **grow their business**.

*Imaging and Machine Vision Europe* presents the ideal platform to **reach new customers** with a breadth of opportunities across multiple platforms to help you achieve your business goals.

Positioned as the leading information source for the industry, we can help you communicate your key marketing messaging to a **qualified audience** of professionals and grow your network.

Work with our experienced account managers to launch a multi-platform campaign, focused on **achieving your marketing goals**.

## > Making your content work harder

Harness the power of multi-platform campaigns and reach a wider audience with the content you have worked hard to create.

## > Generate quality leads

Widen the net and collect leads from those that influence the buying process and are actively looking for new solutions and insights from trusted brands.

## > Boost brand awareness

Place your brand amongst trusted independent content distributed globally to professionals in your sector, both in print and online.

## > Present innovative solutions

Promote new solutions or emerging technologies through targeted online advertising and email campaigns reaching key decision makers.

## > Lead the discussion

Position your organisation's experts on critical topics through collaboration with our content and showcase your brand as an industry thought-leader.



# The magazine



## Key benefits

Distributed in print and digital formats, the magazine offers you the opportunity to **present your own message** alongside highly-respected, editorially-relevant content.

Our magazine helps you **build your campaign** by creating visibility among our loyal subscribers and a growing network of industry-event attendees.

Each issue of our magazine is seen by a global audience of more than 7,000 in both print and digital

## Production details

Advertising deadlines are as follows:

2023 issue	Ad deadline
February/March	27/01/2023
April/May	10/03/2023
June/July	05/05/2023
August/September	07/07/2023
IMVE Yearbook	08/09/2023
October/November	29/09/2023
December/January	24/11/2023

See pages 22 & 23 for mechanical specifications

## Price

	x1	x4
<b>Full-page</b>	£4,125	£3,300
<b>Half-page</b>	£2,585	£2,197
<b>Third-page</b>	£2,189	£1,859
<b>Quarter-page</b>	£1,458	£1,239
Premium positions +20%		
<b>Outsert</b>	£4,945	
<b>Digital edition sponsorship</b>	£2,200	

SAVE when you book an advert in multiple issues

> Boost brand awareness

> Present innovative solutions

# The website

## Key benefits

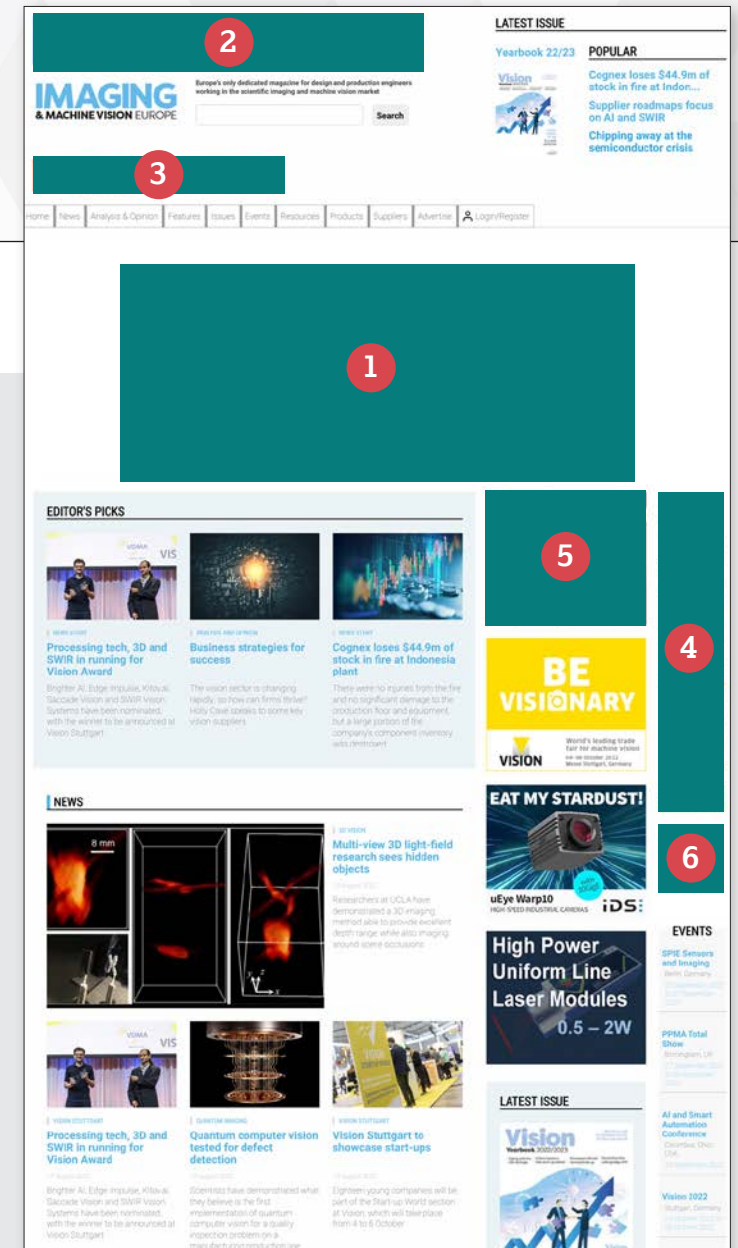
We offer an **extensive range of digital advertising formats** and **imveurope.com** is fully mobile-optimised.

Elevate your **brand visibility** alongside relevant and trusted machine vision content.

### All digital options, sizes and price for each as shown in this example

- 1 Dropdown banner: £2,530 per month**  
(opens for four seconds as a large advert, then drops back to a smaller version)
- 2 Leaderboard: £2,195 per month**  
Desktop size 728 x 90 Mobile 300 x 100
- 3 Top banner: £1,925 per month**  
Desktop size 468 x 60 Mobile 300 x 100
- 4 Skyscraper: £1,650 per month**  
Desktop size 120 x 600 Mobile 300 x 100
- 5 Box ad: £1,430 per month**  
Desktop size 300 x 250 Mobile 300 x 100
- 6 Right button banner: £545 per month**  
Desktop size 120 x 120 Mobile 120 x 120

All measurements in pixels



> Boost brand awareness

> Present innovative solutions

# Newsline

## Key benefits

Read by **buyers and influencers** in the industry, you can deliver your brand straight to the inbox of our opt-in subscriber database.

At 22%, our established open-rate is well above average and we have five banners available on each Newsline, offering you **optimum exposure** in front of our engaged audience.

## Production details

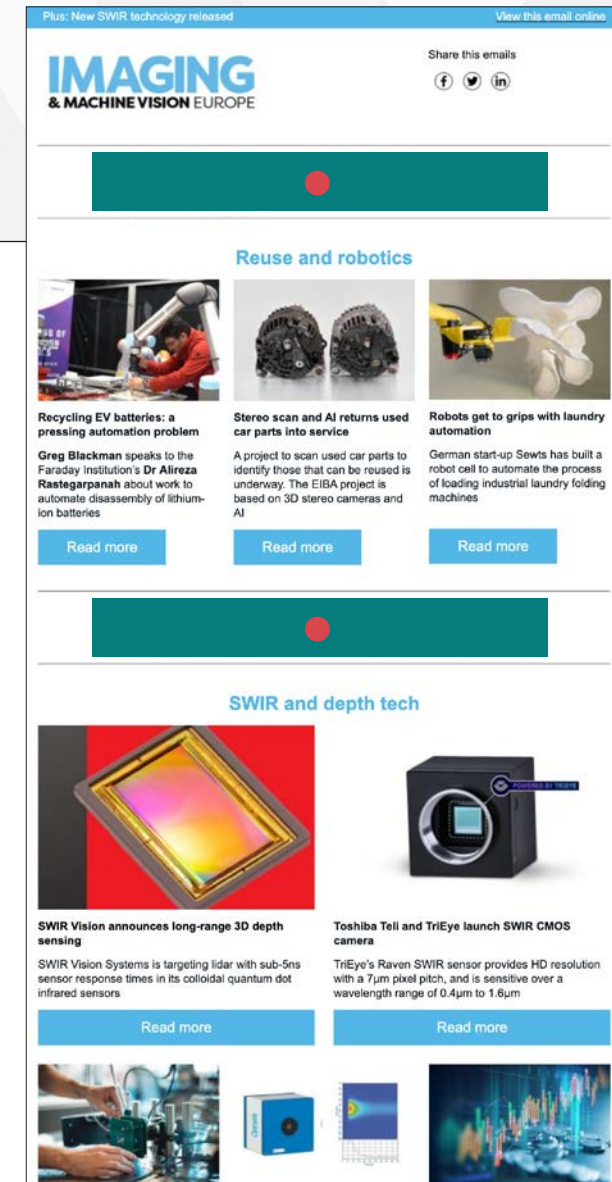
- 468 x 60 banner
- 300 x 100 mobile banner
- URL link

## Price

**£1,425**

Sent via email to our opt-in subscriber database of more than 6,700\*

\*limited to five banners per Newsline



> Boost brand awareness

> Present innovative solutions

# Productline

Just two  
exclusive  
Productline  
boost placements  
are available  
each month

## Key benefits

Productline is designed to **support your launches**, regularly drip-feed product news to a defined audience or strategically supplement a wider, multi-channel campaign.

imveurope.com is a **trusted resource for decision-makers** in the machine vision sector and a cost-effective solution to boost visibility and make your product stand out.

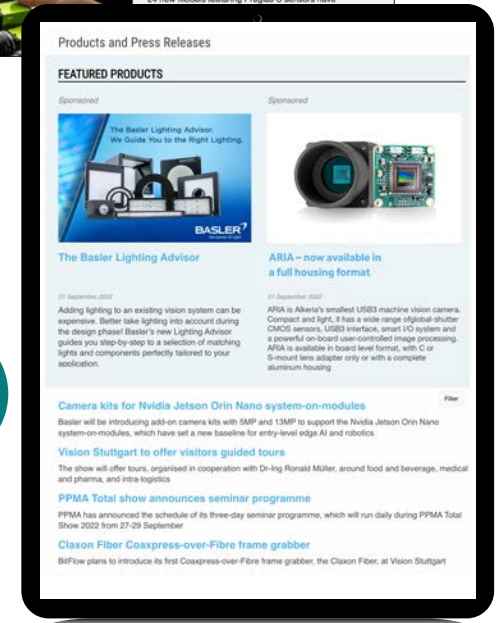
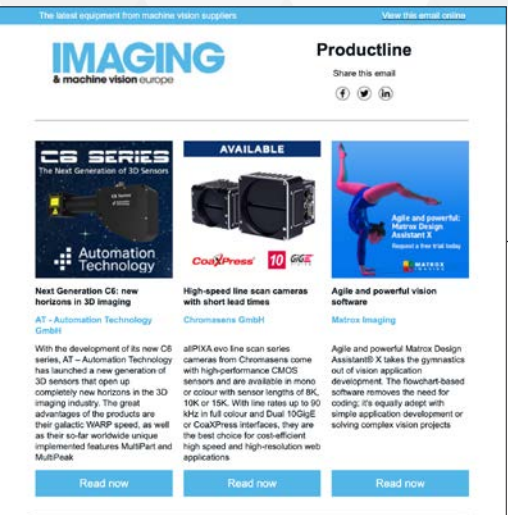
## Production details

- Headline,
- 190 x190 image
- 40 words and URL

## Price

For prices, see below. Sent via email to our opt-in subscriber database of more than 6,700

	Productline £550	Featured Productline £935	Productline Boost £1435
Productline email listing	✓	✓	✓
Featured Productline email listing		✓	✓
Online product listing			✓



> Present innovative solutions

> Boost brand awareness



# Analysis & Opinion sponsorship

Shout about  
your core  
brand values

## Key benefits

Analysis and Opinion (A&O) columns are written by leading experts from the world of vision.

Associating your brand with this type of high-end, opinion-forming content creates a platform for broader influence beyond your specific product campaigns. This represents a perfect showcase for your brand values.

## Production details

● Logo

## Price

**£1,095 per issue**

You will receive a logo placement across multiple platforms, as A&O is delivered in-print, hosted online and via a standalone email

**Embedded vision: plug-and-smile!**

Anne Wendel, VDMA Machine Vision, reports on what was said during a vision panel discussion at Embedded World earlier in the year

**Supply chain problems**  
Like all other areas of the electronics industry, the embedded vision sector is also affected by delivery shortages and supply chain problems. Embedded vision for machine vision companies has increased significantly and, depending on the component, can be a year or even longer. In addition, there is a long-term backlog that many companies have to work with.

**'Young people leave universities and are already vision experts because they have dealt with this topic during their studies'**

off first. Market is crowded the current supply problems will not be resolved within a year, but will become the main industry for a longer period.

Despite these current limitations, the experts agree the use of embedded vision in industry will broadly grow, with a certain time lag. One of the reasons for this is the increasing complexity of the manufacturing process and the increasing demand for automation. Embedded vision, such as machine vision, is a key technology for the future of manufacturing. It is a key technology for the future of manufacturing. It is a key technology for the future of manufacturing.

**Intel-Tower deal shines light on machine vision**

Greg Blackman examines the importance of Tower founders to machine vision sensor firms, following Intel's acquisition

Moreover, who has been using Tower's vision for the time being, the Intel deal is a clear signal to the industry that machine vision is not just a niche market, but a mainstream technology. The Intel deal is a clear signal to the industry that machine vision is not just a niche market, but a mainstream technology.

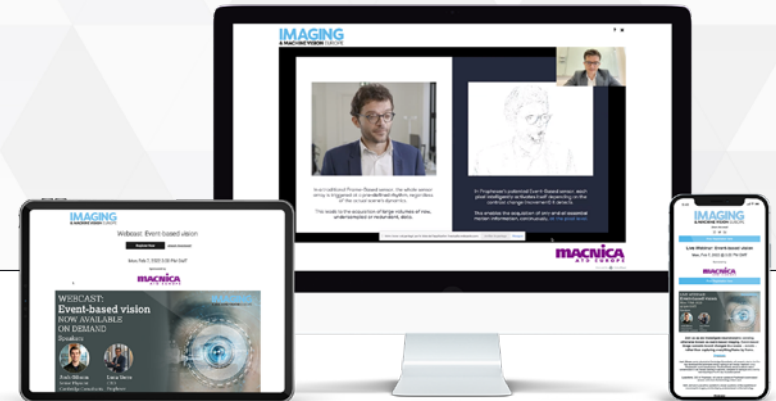
**'It will be interesting to see what the reactions of Tower customers and Tower competitors will be'**

vision sensor designs. At the 2015 Vision World in Stuttgart, Dr. Ingrid Isenhardt, vice president at Tower, told delegates and Machine Vision Europe that offering a good global service was Tower's strategy for competing with Sony. In the next 2015, Tower released a global service strategy with a goal of 10,000 units, which is a significant increase from the 1,000 units in 2014.

**Advanced technology in the**  
The Intel acquisition has been a significant event for the machine vision industry. It is a clear signal to the industry that machine vision is not just a niche market, but a mainstream technology. The Intel deal is a clear signal to the industry that machine vision is not just a niche market, but a mainstream technology.

> Boost brand awareness

# Webcasts



## Key benefits

A chance to position your brand as an expert in a key topic through powerful, engaging content that generates **high-quality leads**.

Choose from editorially led webcasts or **drive the debate** with a topic of your own choice that's supported by our in-house creative team.

## Price & options

### Sole sponsorship £8,800

- Branding on all marketing promotions
- Imaging and Machine Vision Europe as host, moderator and coach
- Pre- and post-event email promotions
- House advert in the magazine
- Social media coverage
- MP4 of the webcast for you to keep
- A supplied list of all of the questions asked during the session
- All leads, including opt-in delegate marketing leads

### Editorial webcast sponsorship £1,645

- Branding on all marketing promotions
- All opt-in delegate marketing leads

> Lead the discussion

> Generate quality leads

> Boost brand awareness



# Tech Focus

## Key benefits

Tech Focus spotlights a particular area of technology and delivers **a definitive overview**, plus insight into products that are currently available across the market.

You can **place your unique solution** alongside relevant content promoted across our digital products and the magazine.

2023 issue	Topics
Dec/Jan	• Optics
Feb/March	• Image Sensors
April/May	• Embedded
June/July	• Colour imaging
Aug/Sept	• Illumination
Oct/Nov	• GigE Vision

## Price & options

### Lead sponsorship £3,245

- Exclusive branding on magazine and online Tech Focus
- Sole branding on Tech Focus email, including 468 x 60 banner
- Top-spot 'enhanced product'
- Three x key positions linking to your content in the Tech Focus email

### Enhanced product entry £1,100

- 150 words, plus a high-res image, highlighted in the magazine
- Product summary in Tech Focus email
- Full product listing online



> Making your content work harder

> Present innovative solutions

# White Papers

## Key benefits

A White Paper promotion with *Imaging and Machine Vision Europe* allows you to harness the value of your expertise by **presenting the critical principals of your technology** to an engaged, knowledgeable audience.

Promoted across multiple platforms in both print and online; your curated content will be **seen by key decision makers**.

## Production details

- PDF-ready version of your White Paper

## Price

**£1,375**

- Hosted online for an entire year
- Promoted via our email and social media campaigns
- Highlighted in a magazine house advert
- Option to gate content and collect quality leads



TELEDYNE  
VISION SOLUTIONS

APPLICATION NOTE | CASE STUDY | TECHNOLOGY PRIMER | WHITE PAPER

### The Importance of Data Quality When Training AI

With artificial intelligence (AI) on the rise and making its way more and more into our daily lives, companies of all kinds have also started exploring what AI has to offer. In imaging applications, AI has become widespread in assisting with the analysis of complex images. The challenge in deploying a trustworthy AI-based system is not necessarily just with the machines themselves. The quality of the training that can be provided to the AI can also have a major impact.

### The Prerequisite for a Trustworthy AI

A crucial factor in properly training an AI is the quality of images that are used in the process. Instead of high resolution, even though clarity in images is important, in AI image sets is strongly proportional to volume. For example, in a traffic application an AI needs to be able to understand various vehicles. To do this, a large number of images must be provided to visualize what the AI is looking to identify. In Figure 1, images of different vehicles are captured as they pass by the camera. By having a variety of vehicle types in these images, the AI can be trained for the types of vehicles that will likely appear in a real-world scenario. This is done by flagging images to provide context for each vehicle.

Figure 1 – A set of images used for training a traffic imaging system.

WHITE PAPER

## TRITON EDGE: THE PROMISE OF INDUSTRIAL EMBEDDED VISION SYSTEMS

WHAT'S INSIDE

- Moving Towards Embedded Vision
- Where to Start?
- Embedded Development Kits
- Camera Modules
- Major Challenges
- Balancing Edge Processing
- Surviving Industrial Challenges
- AI-In-One Edge Computing Camera
- Leapfrog over Hardware Development Time
- Edge Processing Power for Your Vision IP
- The FPGA: Speed vs Power Consumption vs Flexibility
- Scaling Up Your Vision IP - Multi-Camera Flexibility
- Tools To Build Your Vision
- AI and Edge-to-Cloud
- Conclusion: Jump Start Your Vision

This white paper will discuss how LUCID's Triton Edge camera helps vision application designers reduce their time-to-market while integrating their own IP into a compact vision system. By offering an innovative industrial IP67 camera powered by Xilinx® Zynq® UltraScale+™ MPSoC (Multi-Processor System-on-Chip), LUCID effectively removes many of the steps needed to design and manufacture a compact embedded vision system. Validated to withstand the hardships of industrial use, the Triton Edge allows application designers more time to focus on creating their own innovative vision processing.

LUCID  
VISION LABS

> Making your content work harder

> Generate quality leads

# Feature Case Study

We grant full copyright, so you can share your Feature Case Study as part of your marketing campaigns

## Key benefits

A Feature Case Study represents a unique opportunity to **present your proven solution** in the context of an editorially-relevant, independent article.

It is promoted both in the magazine and online. We can offer advice on how to create a **high-quality piece of content** of your solution in action.

## Production details

- 750 words
- Featured image

## Price

**£3,245**

Exclusivity, with only one Feature Case Study available per article\*

\* Check the calendar on page 7 to pick the most relevant theme

SPONSORED: AI IN VISUAL INSPECTION

## Under control

Keely Portway finds out how combining AI with visual inspection in manufacturing can help to reduce errors and increase efficiency

Artificial intelligence (AI) is increasingly being used in manufacturing and production



SPONSORED: AI-ASSISTED IMAGING

## Answering AI's imaging issues

Gemma Church looks at how finding the right AI-assisted software can benefit specific vision tasks

The advent of artificial intelligence (AI) technology has helped multiple industries and the imaging and machine vision market is no exception. AI-assisted imaging is currently used in areas such as machine vision, manufacturing, agriculture and smart cities. Brandon Hunt, product manager at Teledyne Dalsa, explained: 'Smart cities are an emerging application area as Industry 4.0 and 5G take charge. The resulting IoT infrastructure starts to enable more data and connectivity than ever before. All this extra data is rocket fuel for AI models to perform well.'

From food packages to flat panel displays, automotive parts and medical x-rays, AI-assisted inspection tools are now entering those markets where standard algorithms have challenges, from high variation rates to changes in shapes or lighting levels. Hunt defines these cases as 'any area where the logic is fuzzy and requires a human's judgement'.

However, AI is still fairly new to the imaging industry. Hunt explained: 'There are still many companies out there who rely on humans for applications like defect inspection and they often are not even aware of what AI can do for them.'

As such, AI-assisted imaging still faces challenges surrounding managing user expectations. 'One of the biggest challenges is communicating what AI can or cannot do and explaining the process,' Hunt continued. 'There is often a gap between the technology and the customer's expectations.'

AI models follow a different workflow, for example, which is iterative in nature. As a result, users must repeatedly run the workflow and analyse the results that are returned. 'Some customers want specific levels of accuracy, but it's hard to get that kind of information without trying it out first,' Hunt added.

'Then, if something goes wrong in the AI model, it's not a straightforward fix. It usually requires experimentation and trying out different parameters, datasets – and requires an engineer to look into those areas.'

This is where the right platform can help, providing users with an intuitive interface and the tools to understand both how AI works and how it can benefit specific imaging applications.

**Working together**  
The user experience is a key factor to increase adoption rates and help everyone understand the benefits of AI-assisted imaging tools.

To achieve this, these tools must integrate with existing, traditional image processing software. This provides users with the best of both worlds, allowing them to cater to their needs while also lowering the barrier to entry, streamlining the user experience and learning process.

The latest developments in tools such as Teledyne Dalsa's Sapura Vision Software can provide field-proven image acquisition, control, image processing and artificial intelligence functions to help users design, develop and deploy high-performance machine vision applications. Sapura Vision Software includes Antropy, a GUI-based tool for training AI models.

Users can, for example, use the GUI-based Sherlock machine vision in conjunction with Antropy. This provides them with a no-code environment, democratising these AI models for everyone. Visualisation is another important means to help users understand the AI-assisted tools with which they are working. When dealing with anomaly detection, such data visualisations can help users intuitively understand any detected defects, presenting the size and location of those defects in an intuitive manner.

An anomaly detection algorithm can robustly locate defects while generating output heatmaps. The provision of



Different coloured licence plates

22 IMAGING AND MACHINE VISION EUROPE APRIL/MAY 2022

@imveurope | www.imveurope.com

> Lead the discussion

> Making your content work harder

# Viewpoint

## Key benefits

Take this opportunity to **share experience and knowledge** to present an opinion on industry-wide matters that others will be interested to hear.

**Raise the personal profile of a key voice** in your business and show how that expertise within your company places you ahead of your competitors.

## Production details

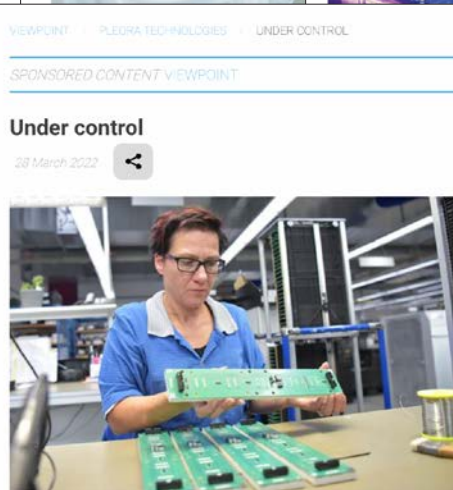
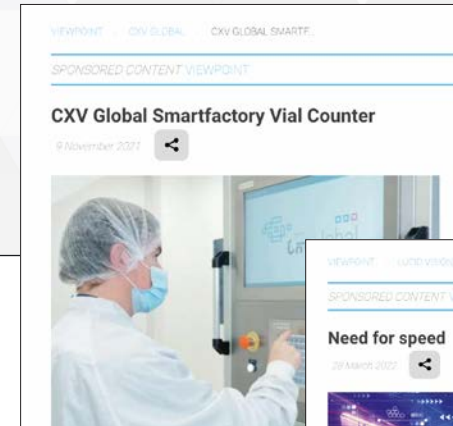
- 750 words
- Featured image

## Price

**£1,375\***

(\*additional writing and content charges may apply)

- Hosted online at imveurope.com
- Promoted by email to our opt-in subscribers
- Promoted through house adverts in the magazine



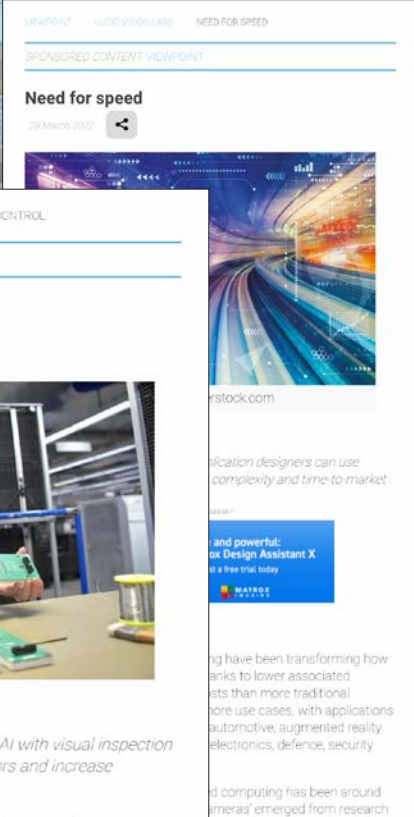
this article is brought to you by:  
**PLEORA TECHNOLOGIES**

*Keely Portway finds out how combining AI with visual inspection in manufacturing can help to reduce errors and increase efficiency*

Artificial intelligence (AI) is increasingly being used in manufacturing and production as a way to help automate a number of processes, ensuring maximum efficiency, minimum errors and a reduction of costs.

One application is in quality control, particularly in industries where the consequences of errors could be particularly high – examples include defence, aero, food production, medicine and automotive.

A recent example of such an investment came in the form of a new Nissan production line at its Tochigi Plant in Japan, which



> Lead the discussion

> Making your content work harder



# White Paper + Featured Technology

## Key benefits

If you have a genuinely disruptive technology, **we will create an article** that uses the information detailed in your White Paper as the catalyst.

We **showcase your technology and demonstrate its critical impact** in a wider context and stimulate debate through this unique editorial approach.

## Production details

- 1,200-word feature (written by us)

## Price

**£3,245**

- Appears as two pages in the magazine
- Comprising a 1,200-word feature (written by us), plus a half-page house advert
- Also appears online as a Viewpoint, directing the audience towards your White Paper
- Hosted on [imveurope.com](http://imveurope.com)



## White Paper

- Promoted via an email campaign
- Highlighted via a house advert in the magazine
- Option to gate the White Paper online and collect lead data

> Present innovative solutions

> Making your content work harder

> Generate quality leads

# Marketing services

## Are you struggling to create high-quality content?

We understand that while many of the products detailed within our media pack complement your broad marketing objectives and serve to position your brand as a genuine industry leader, it can be a challenge to create the content to take full advantage of the opportunity. With

this in mind, we have designed a comprehensive menu of dynamic content creation options that allow you to work with our client success team and editorial experts to produce results that will maximise the effectiveness of our print and digital platforms.

● **Enquire for prices**



## Need wider support?

Europa Science can support your wider marketing objectives; assisting your market exploration, data building and content creation efforts.

● **Price on application**  
warren.clark@europascience.com



# Client success team

**Warren Clark****Chief Executive Officer**

warren.clark@europascience.com

**Eleanor Waters****Senior Account Manager,  
Photonics division**eleanor.waters@europascience.com  
Tel: +44 (0)1223 221041**Stephen Russell****Senior Account Manager,  
Photonics division**stephen.russell@europascience.com  
Tel: +44 (0)1223 221044**Keely Portway****Head of Collaborative Content,  
Photonics division**keely.portway@europascience.com  
Tel: +44 (0)1223 221048**Matt Vann****Business Development Manager**matt.vann@europascience.com  
Tel: +44 (0)1223 221037**Nick Clark****Junior Production Controller**nick.clark@europascience.com  
Tel: +44 (0)1223 221034**Mark Elliott****Chief Operating Officer**mark.elliott@europascience.com  
Tel: +44 (0)7803 565092**Kate Risdon****Marketing Manager**kate.risdon@europascience.com  
Tel: +44 (0)1223 221033**Josh Warner****Data Manager**josh.warner@europascience.com  
Tel: +44 (0)1223 221045

# Print specifications



**FULL PAGE**

**Trim (Page size)**  
213mm (W) x 282mm (H)

**Bleed (+3mm all around)**  
219mm (W) x 288mm (H)

**Non bleed ad**  
189 (W) x 258mm (H)

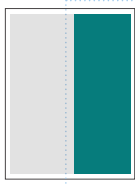


**DOUBLE PAGE SPREAD**

**Trim (Page size)**  
426mm (W) x 282mm (H)

**Bleed (+3mm all around)**  
432mm (W) x 288mm (H)

**Non bleed ad**  
402 (W) x 258mm (H)



**HALF PAGE VERTICAL**

**Trim**  
104mm (W) x 282mm (H)

**Bleed (+3mm all around)**  
110mm (W) x 288mm (H)

**Non bleed ad**  
92 (W) x 258mm (H)



**HALF PAGE HORIZONTAL**

**Trim**  
213mm (W) x 141mm (H)

**Bleed (+3mm all around)**  
219mm (W) x 147mm (H)

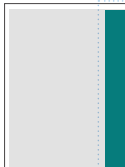
**Non bleed ad**  
189 (W) x 129mm (H)



**QUARTER PAGE**

**Non bleed ad**  
92mm (W) x 129mm (H)

*Bleed ad not available*

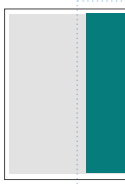


**QUARTER PAGE STRIP**

**Trim**  
55mm (W) x 282mm (H)

**Bleed (+3mm all around)**  
61mm (W) x 288mm (H)

**Non bleed ad**  
42mm (W) x 258mm (H)



**1/3 PAGE VERTICAL**

**Trim**  
71mm (W) x 282mm (H)

**Bleed (+3mm all around)**  
74mm (W) x 288mm (H)

**Non bleed ad**  
59mm (W) x 258mm (H)



**1/3 PAGE HORIZONTAL**

**Trim**  
213 (W) x 94mm (H)

**Bleed (+3mm all around)**  
219mm (W) x 100mm (H)

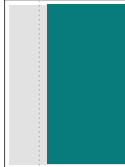
**Non bleed ad**  
189mm (W) x 85mm



**1/2 PAGE ISLAND**

**Non bleed ad**  
140mm (W) x 195mm (H)

*Bleed ad not available*



**2/3 PAGE VERTICAL**

**Trim**  
136mm (W) x 282mm (H)

**Bleed (+3mm all around)**  
142mm (W) x 288mm (H)

**Non bleed ad**  
124mm (W) x 258mm (H)



**1/3 PAGE SQUARE**

**Non bleed ad**  
125mm (W) x 125mm (H)

*Bleed ad not available*

**Recommendation**

If you are supplying a bleed ad, we recommend that any text or important information is placed at least 10mm from the edge of the advert, to allow for any discrepancies when the magazine is trimmed by the printer.

..... **Trim**

These dimensions are where the page will be cut if you would like your advert to run right to the edge of the page, and represents the final dimensions of the printed magazine.

— **Bleed**

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

■ **Non bleed ad**

This is the size to create your ad if you wish the advert to have white space all around it on the page, and not run to the edge of the page.

## Digital file requirements

PDF-X1a, PDF, EPS, TIFF files are all accepted. All high-resolution images and fonts must be embedded in files. Images must be 300dpi/cmyk.

A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.

# Digital specifications

## LEADERBOARD

**Desktop**  
728px wide x 90px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



## SKYSCRAPER

**Desktop**  
120px wide x 600px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



## TOP

**Desktop**  
468px wide x 60px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



## DROPDOWN

**Desktop – expanded**  
960px wide x 400px high

**Desktop – contracted**  
960px wide x 60px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



## BOX

**Desktop**  
300px wide x 250px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



## MEDIA & BUTTON

**Desktop**  
120px wide x 120px high

**Mobile**  
120px wide x 120px high

**Plus**  
URL click-through link



- Mobile banners are on rotation
- Please supply both desktop and mobile versions

### File type

.jpeg  
.png  
.gif  
Google DFP tag  
html 5  
*Flash files are not accepted.*

### Deadline date

A complete list of deadline dates can be found on page 9 of these specifications. Please make a note of these when planning your submissions.

### Send copy to:

production@europascience.com

# IMAGING & MACHINE VISION EUROPE

The industry's multi-platform  
resource for suppliers, integrators  
and OEMs using machine vision

**EUROPA  
SCIENCE**



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