

# Your marketing partner in intelligent vision

**IMAGING**  
& MACHINE VISION EUROPE



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# Mission Statement

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## Imaging and Machine Vision Europe helps vision businesses grow

With our Visionaries community at its heart, Imaging and Machine Vision Europe serves imaging professionals creating, integrating and deploying innovative vision technologies.

Our audience is drawn from integrators, vendors, start-ups, OEMs and academia, covering markets such as manufacturing and industrial automation, electronics and semiconductors, aerospace and defence, healthcare and medical imaging, automotive and transportation, and food and agriculture.

From our 20+ year foundation in B2B publishing, we have evolved into a full marketing services partner, driving growth for vision businesses through our extensive experience in lead generation, thought leadership, strategic insights and brand awareness.

Combining the in-house skills of a full service agency with an established platform on which to deliver campaigns makes Imaging and Machine Vision Europe is your essential photonics marketing partner.

## Demographic Information

# 15.2K

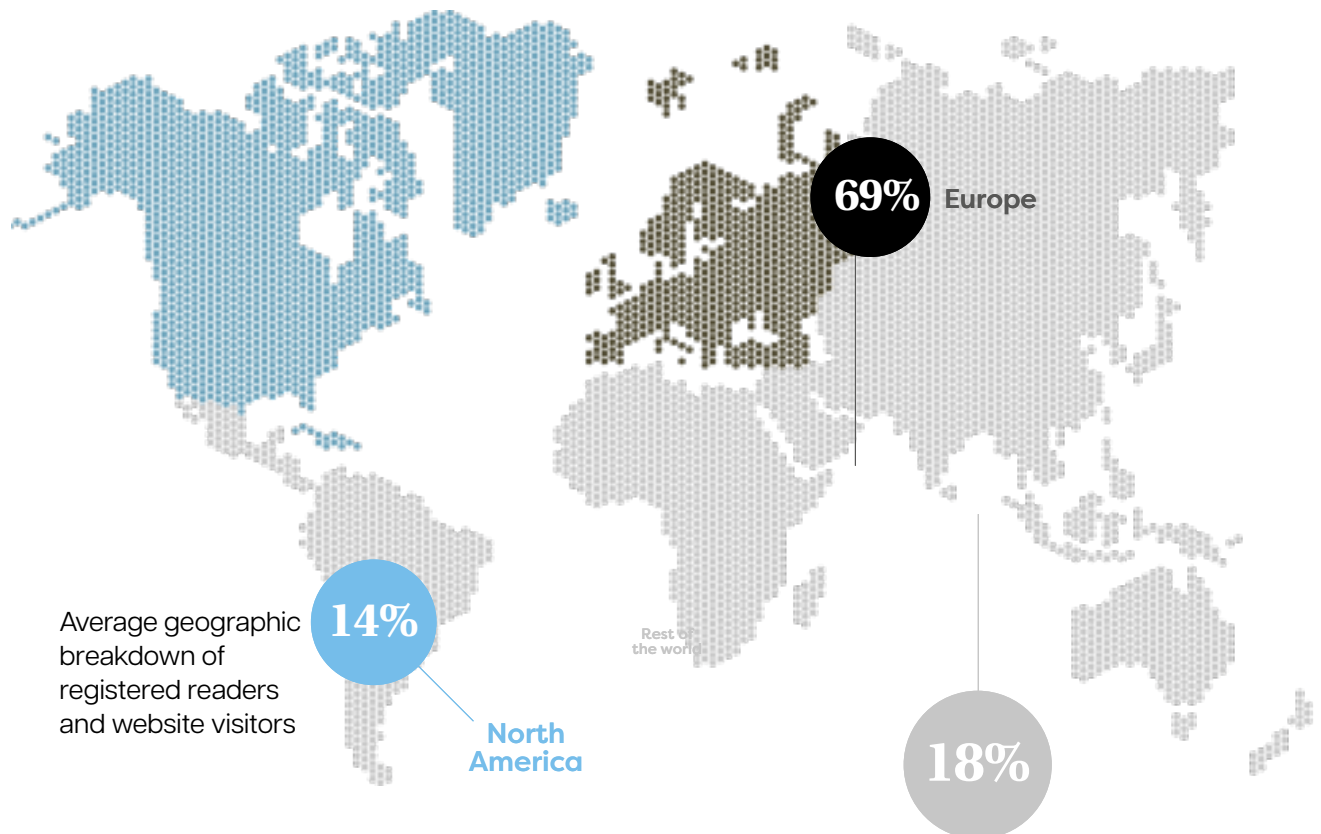
Average monthly audience

# 14.4K+

Email subscribers

# 3.5k+

LinkedIn followers



## Sample registered audience organisation



BAE SYSTEMS



DAIMLER



Ocado

Ocado



GENERAL DYNAMICS



L'ORÉAL

TESCO

GSK

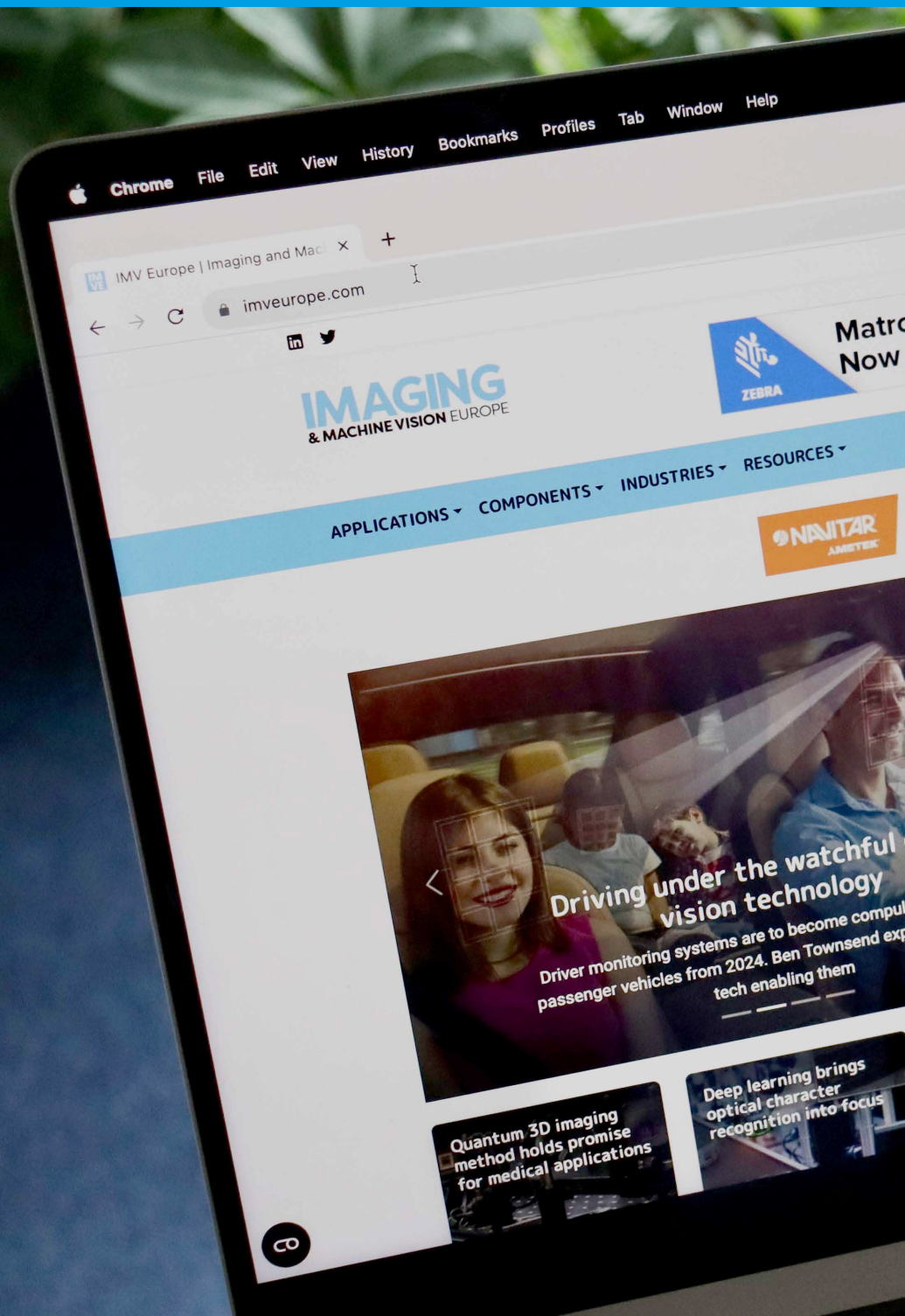
AIRBUS

NOKIA

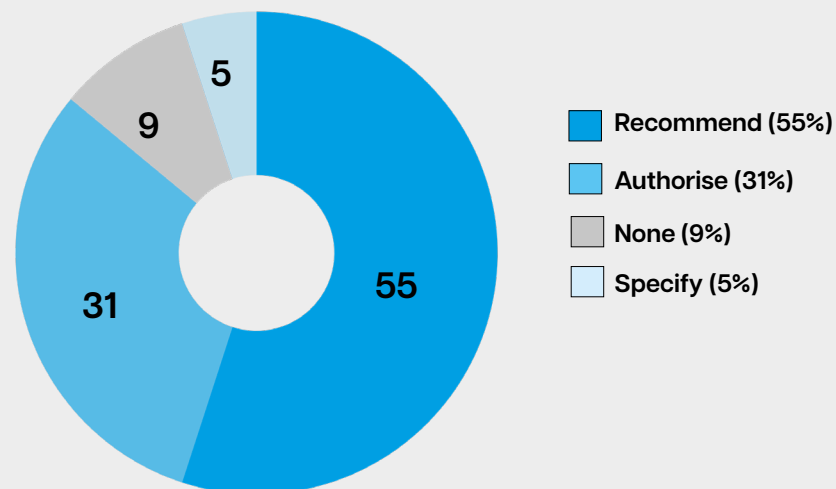


ROLLS-ROYCE

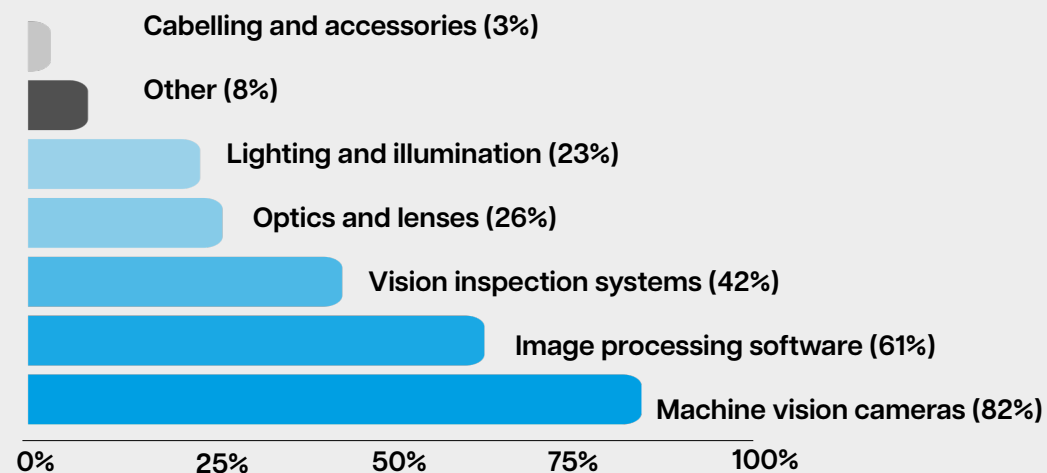




## Purchasing Authority

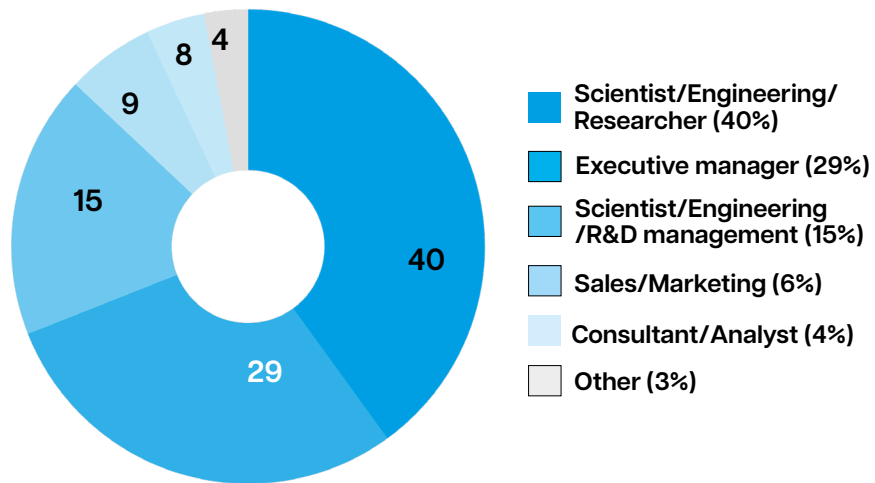


## Product Interests

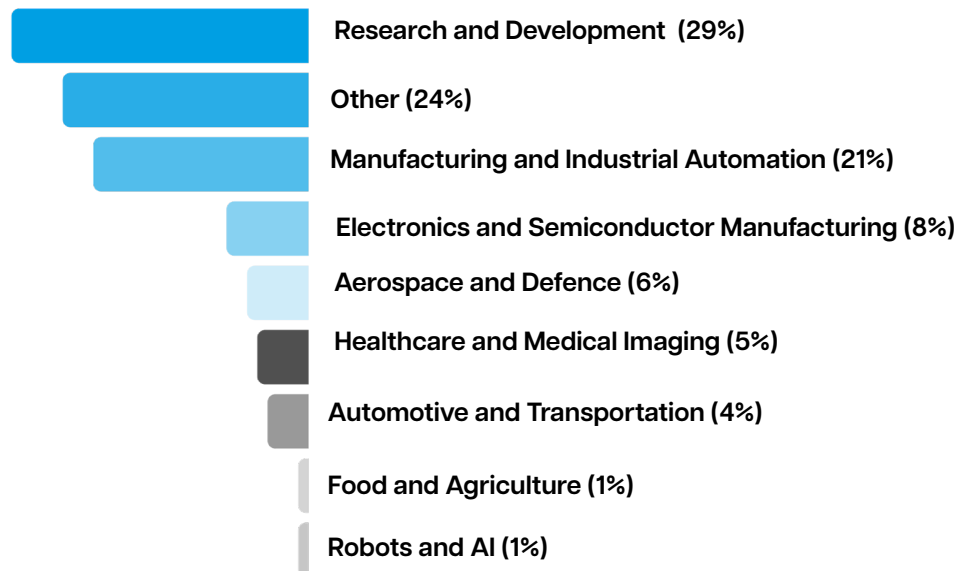




## Job Functions



## Market Sectors



# Publishing Schedule and Content Calendar

Our experienced editorial team curates the very best in content to serve vision professionals, leveraging the expertise of our Visionaries community. Through in-depth feature articles, exclusive interviews with innovators, news analysis and product round-ups, Imaging and Machine Vision Europe delivers content on a daily basis through its website and social media channels, supported by a twice-weekly email newsletter and a quarterly magazine.

Magazine Publishing Schedule (subject to revision)			
Cover Date	Key content focus	Ad booking deadline	Distribution date
Spring	AI & Intelligent Vision	20 Feb	13 Mar
Summer	Robotics & autonomous systems	22 May	12 Jun
Autumn	Advanced sensing & maintenance	3 July	24 July
Visionaries	Product roadmap; Vision preview Visionaries interviews	28 Aug	18 Sep
Winter	Connected systems & infrastructure	13 Nov	4 Dec

Email Publishing Schedule			
Email type	Ad booking deadline	Delivery dates starting from	Distribution frequency
Imaging and Machine Vision Europe Newslite	2 weeks before	From 28 Nov	Every Tues and Thurs



# Visionaries

Visionaries is an annual content stream focusing on vision integrators and technology disruptors. These in-depth profile interviews uncover the challenges faced by integrators at the front line of machine vision deployment.

We call upon these Visionaries frequently for our online panel discussions, leveraging their expertise on a wide range of vision-related topics – and vendors can benefit from their thought-leadership by having a seat at the table.

Collected interviews, together with market forecasts and leading industry voices, are pulled together in our flagship Visionaries magazine, which will be published just ahead of Vision in Stuttgart.

Packages from **£3,000**





## Engage with our Visionaries community by...



### **Sponsoring an Online Panel Discussion**

Allowing you to share the stage with Visionaries experts, while also benefiting from leads (around 80-100).



### **Running an exclusive strategic roundtable**

Bringing together a representative sample of your existing or potential customers to derive insights that can help with go-to-market strategies and product development, coupled with long-form content creation and lead generation.



### **Becoming a Visionaries partner**

Giving you visibility through advertising in our high-profile Visionaries magazine and website section.

Your vision,  
Our expertise  
**A powerful  
partnership**

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Work with us on  
these partnership  
opportunities





**“It was great to partner with Imaging & Machine Vision Europe on the Visionaries project. As its platinum partner, we worked with the brand on a roundtable with many inspiring participants, and created a successful White Paper from that work”**

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Tom Lambert, Technical Marketing Lead,  
Zebra Technologies

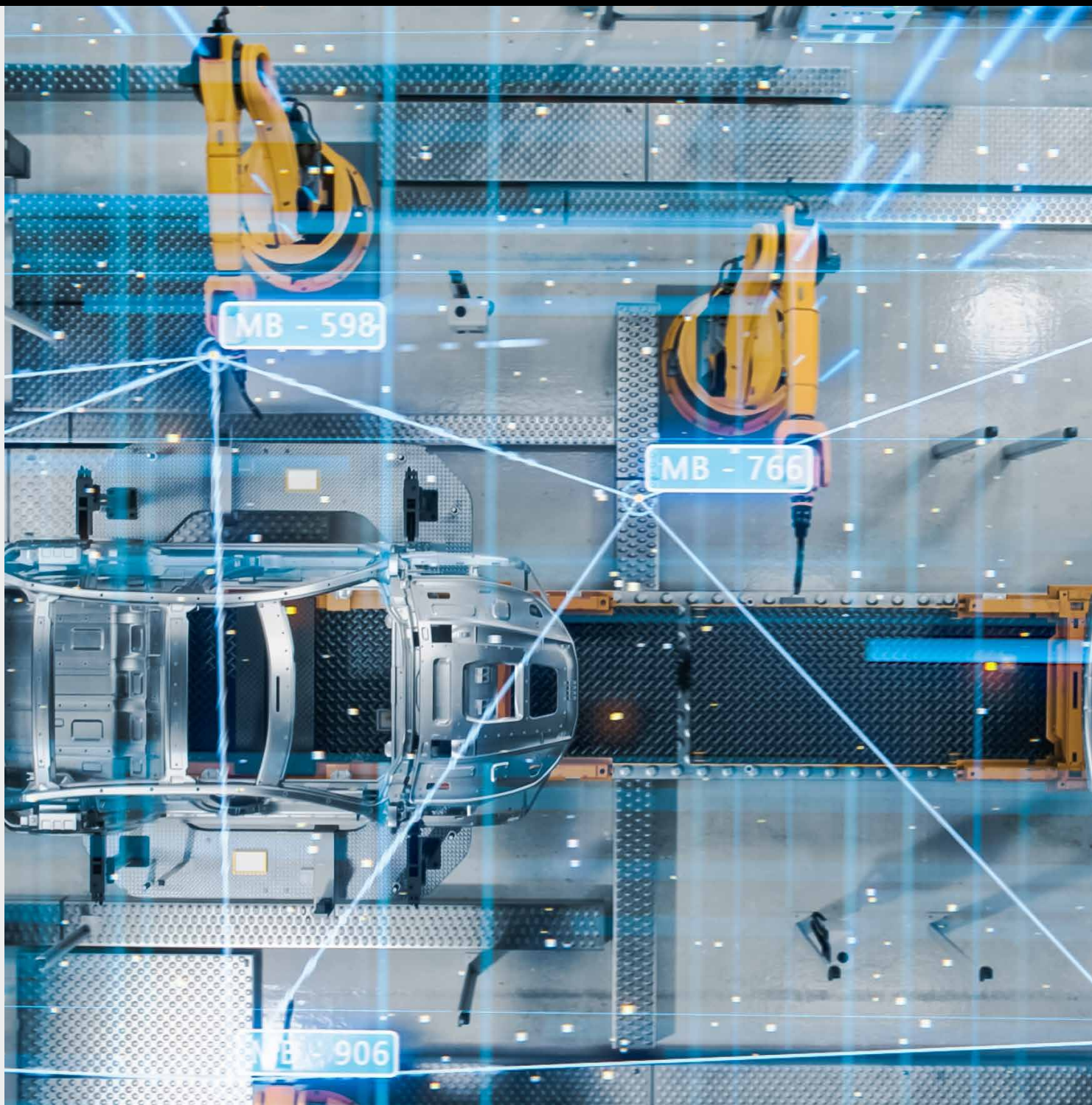


## Your Lead Generation Partner

Every marketer, sales leader or business development team has lead generation at the top of their list – and in this field, there is no one better placed than Imaging and Machine Vision Europe as your partner.

We offer a variety of ways in which to deliver targeted, GDPR-compliant leads that you can add directly to your ongoing marketing communications or hand over to your sales team for qualification.

Packages from **£4,500**





### Online panel discussions

Combine thought leadership with lead generation (around 80-100 leads) by sponsoring a discussion, leveraging expertise within the Visionaries community. Consult with us on topics and panel recruitment, co-market the event, and derive instant benefits in the form of direct engagement with the live audience and lead generation from the registrations.



### Guaranteed targeted lead generation

We can deliver you a guaranteed number of specified leads, based on the critical demographics your sales team needs, such as job title, seniority, market sector and geography. Using an asset you hold (or one we co-create with you), we'll go beyond our first-party data to get the leads you need – all of whom will have engaged with your content and given their GDPR-compliant consent by the time they reach you.



### Strategic roundtables

Bring together a representative sample of your existing or potential customers to derive insights that can help with go-to-market strategies and product development, coupled with long-form content creation and lead generation. The resulting white paper is the perfect vehicle for lead generation, particularly when coupled with the guaranteed targeted lead service.



### Hosted gated content

We can host and promote your existing white papers to deliver you organic, untargeted leads.



## Your Thought Leadership Partner

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It's easy to think that everyone knows everything about your company and what you do, but the truth is often very different.

The Imaging and Machine Vision Europe team has spent decades in communication – and unlike an outsourced PR company, we are specialists in our field. We know how to talk to our unique audience.

Partner with us to create articles, interviews and videos that can help you change how potential customers perceive your company and its capabilities.

Packages from **£2,000**







**Interviews** with C-suite executives on your overall company strategy



**Interviews** with CTOs, R&D leaders and product managers on why your technology stands out from the rest



**Case studies** with key customers, illustrating your partnership capabilities in specific markets



**Booth tours** at events, allowing you to communicate the breadth of your product offering beyond the show floor



Participate in **Online Panel Discussions**, leveraging your in-house expertise alongside our Visionaries community members



Create **strategic roundtables** to share and derive insights about market niches

## Your Strategic Insights Partner

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As well as providing you with a highly-targeted marketing platform, Imaging and Machine Vision Europe can offer you strategic insights gathered independently from a strategic, not-for-broadcast virtual round-table. Strategic roundtables are curated, closed-door virtual sessions designed to uncover deep customer insights while simultaneously generating high-impact marketing assets and qualified leads. These 90-minute discussions bring together a mix of current customers, consultants, users, prospects, and ideal customer profiles to explore real-world challenges and perceptions in a specific market segment.

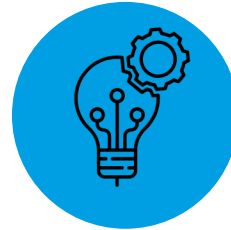
Packages from **£15,000**





### Market Validation

Test and refine existing go-to-market strategies with real customer feedback



### Product Development Input

Identify unmet needs and new opportunities for innovation



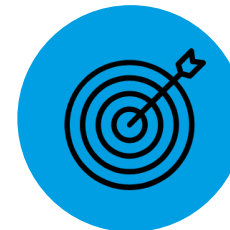
### Marketing Optimisation

Inform and improve messaging, positioning, and content



### Content Creation

Generate a long-form white paper and optional supporting articles based on authentic expert dialogue



### Targeted Lead Generation

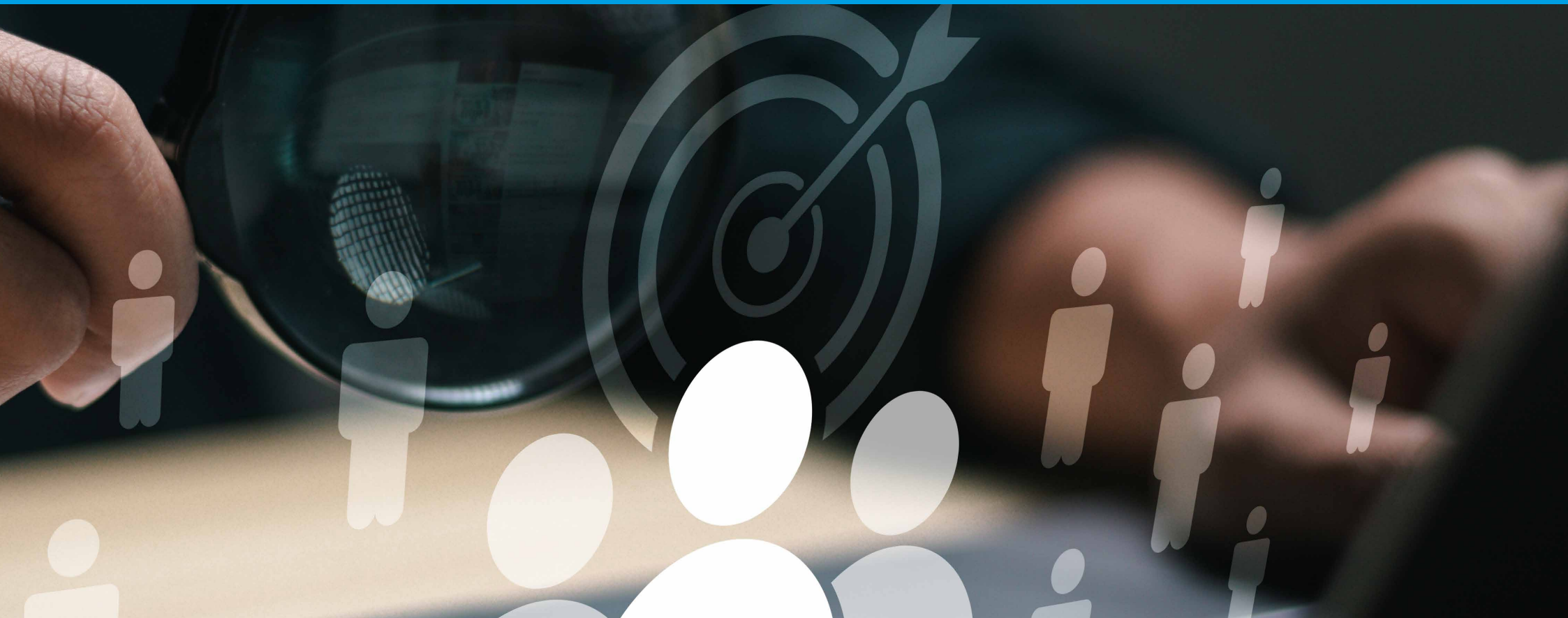
Receive guaranteed leads that match a pre-defined ideal customer profile. Imaging and Machine Vision Europe has several routes to placing your brand front and centre in front of our qualified professional audience



# Branding and Visibility

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Imaging and Machine Vision Europe has several routes to placing your brand front and centre in front of our qualified audience of photonics R&D professionals



# Email

Our most successful vehicle for advertising, offering you banner positions and text plus image options in the form of Featured Products and Event Previews.

# 14.4K

subscribers

# 23%

open rate



# Website

Leverage the daily traffic on our website by placing display advertising in and around our high-quality content.

<sup>1</sup>  
**Leaderboard banner**  
**1.7K**  
Impressions

<sup>2</sup>  
**Box banner**  
**1.6K**  
Impressions

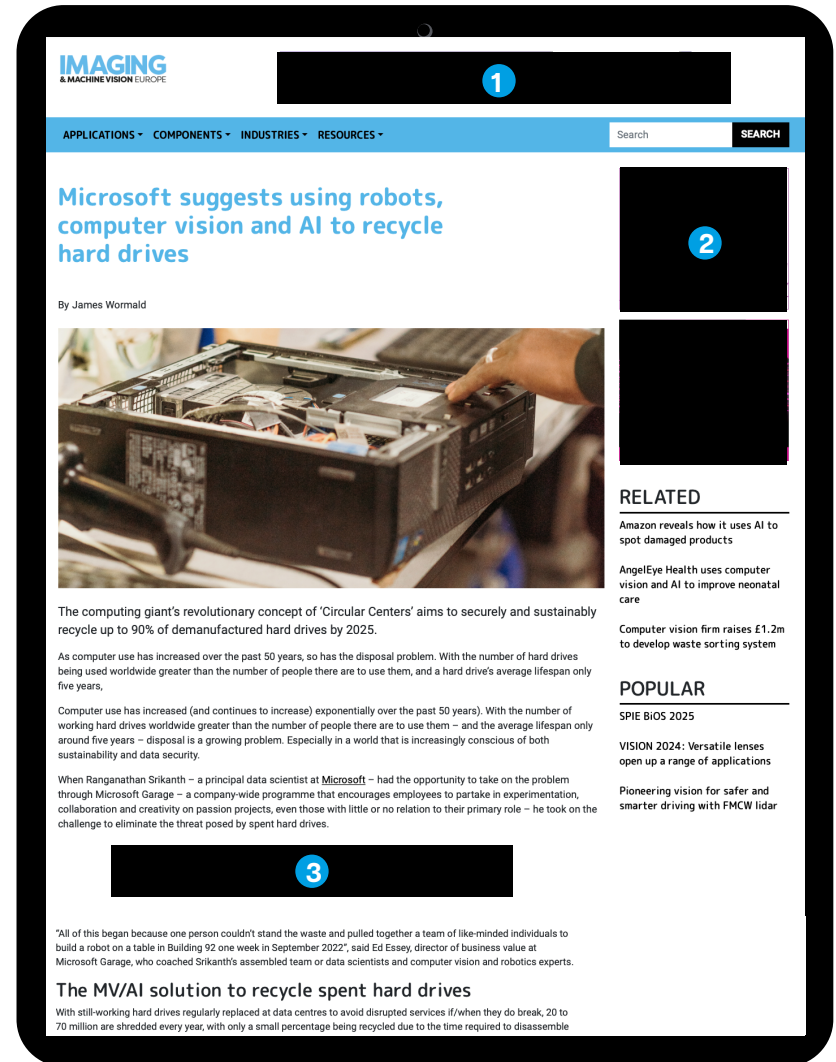
<sup>3</sup>  
**In-Content Banner**  
**500**  
Impressions



**Content views  
for Branded article**



**Content views  
for Hosted article**  
*Includes Tech Focus*





# Magazine

Our magazine, distributed in print and digital formats, remains the premium place for your display advertising, as not only do you reach our regular audience, but also get seen at major trade events throughout the year.

Maximise impact with our cover positions, take an outsert (with supporting digital version) for high visibility, or exclusively sponsor the digital edition email. If you want your brand to be visible, we've got you covered.

## Bonus distribution (selected)

Photonics West  
Automate UK  
Vision



## Tech Focus

As well as an email entry, upgrade to include a 12-month product entry in a dedicated online page for the appropriate technology. Our Tech Focus pages, comprising an introduction to a product type and a summary of appropriate vendors and their products, are designed to be SEO-friendly, offering year-round traffic and high visibility to contextual visitors – visitors to this page are only looking for products of this type, so are highly qualified.

### Tech Focus lead sponsor

Upgrade further to be the Lead Sponsor to get the guaranteed top spot on the web page, plus a dedicated email with exclusive promotional opportunities, including your featured product, plus up to three links to your own hosted content, such as case studies, webcasts, product specs, and videos.

### Tech Focus topics

- 3D vision
- **Area and line scanning**
- Colour imaging
- **Embedded**
- GigE vision
- **Hyperspectral imaging**
- Image sensors
- **Lighting and illumination**
- Logistics and 3D vision
- **Optics for imaging**
- Polarisation imaging
- **Software**





DESCRIPTION	SPECS	OUTCOMES	COST PER INSERTION	PREPAID CREDIT COST
<b>Cover Position (Inside Front, Inside Back, Outside Back)</b>	213mm x 283mm	~ 6,500 copies distributed (in print, online downloads and email)	£4,950	6
<b>Full Page</b>	213mm x 283mm	~ 6,500 copies distributed (in print, online downloads and email)	£4,125	4
<b>Half Page</b>	Horizontal 213mm (w) x 141mm (h) Vertical 104mm (w) mx 282mm (h)	~ 6,500 copies distributed (in print, online downloads and email)	£2,500	3
<b>Quarter Page</b>	92mm (w) x 129mm (h)	~ 6,500 copies distributed (in print, online downloads and email)	£1,500	2
<b>Outsert</b>	Enquire for details	~ 6,500 copies distributed (in print, online downloads and email)	£4,950	6
<b>Box Ad</b>	300px x 250px & 300px x100px	~ 1,500 impressions	£1,500	2
<b>Leaderboard</b>	728px x 90px & 300px x100px	~ 1,700 impressions	£2,250	3
<b>In-Content Banner</b>	728px x 90px & 300px x100px	~ 500 impressions	£750	1
<b>Email Banner</b>	468px x 60px	~ 1,800 impressions	£1,500	2
<b>Email Product Entry</b>	Company Name, Product Name Product Image, Max 1,000 character description, Destination URL	~ 23% open rate	£750	1
<b>Tech Focus Email and Online Bundle</b>	Company Name, Product Name, Product Image Max 1,000 character description (edited for email version), Destination URL, Logo	~ 23% open rate of email ~ 2,000 year-round web views	£1,500	3
<b>Tech Focus Lead Sponsor</b>	As above, plus: Dedicated email, inc 3 links to your own content, plus banner ad, plus your product entry	Guaranteed top spot on web version ~ 23% open rate on dedicated email	£2,500	4
<b>Event Preview Entry</b>	Company Name, Event booth or stand number, High-resolution logo, Max 1,000 character description, Company URL	Inclusion in 2 x event special emails (one pre- one post-event) Inclusion in online event preview page, Inclusion in magazine (where published)	£1,500	2
<b>Event Preview Premium Bundle</b>	As above, plus Booth Tour (see Branded Content) 750-word article from journalist visit to booth (or remote interview)	~ 3,000 content views across email, social media and online. New, journalist-written content for you to add to your ongoing marketing collateral	£3,000	5
<b>Hosted Article (online)</b>	750-word article, Up to 8-word headline Lead image , Summary - 50 words	~2,000 content views across email, social media and online	£1,500	2
<b>Hosted Article (print upgrade)</b>	750-word article, Up to 8-word headline Lead image , Summary - 50 words	As above, plus exposure in 6,500 copies distributed (in print, online downloads and email)	£1,500	2
<b>Branded article</b>	Co-created 750-word article	Guaranteed 3,000 content views across email, social media and online, Plus, new marketing collateral	£POA	n/a

## IMAGING & MACHINE VISION EUROPE

To discuss a tailored package to suit your needs and budget, contact our sales team today at [sales@europascience.com](mailto:sales@europascience.com) or contact your existing account manager.