IMAGING
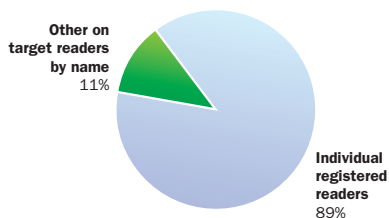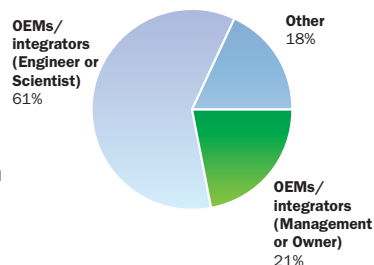## & machine vision europe

Welcome to the 2016 media information for *Imaging and Machine Vision Europe*. The title is continuing to go from strength to strength, providing unrivalled coverage of the European vision market, and is the perfect marketing platform for vision technology companies seeking to reach OEMs and integrators throughout Europe. Whether your preference is for display or online advertising, email or content marketing, or lead generation, *Imaging and Machine Vision Europe* can help you achieve your marketing goals.
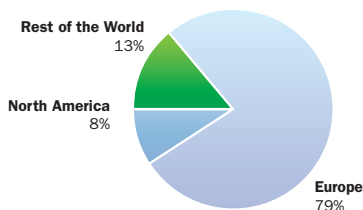
CIRCULATION AND READER DEMOGRAPHICS

CIRCULATION

Other on target readers by name 11%

Individual registered readers 89%

JOB FUNCTION

OEMs/integrators (Engineer or Scientist) 61%

Other 18%

OEMs/integrators (Management or Owner) 21%

GEOGRAPHICAL DISTRIBUTION

Rest of the World 13%

North America 8%

Europe 79%

BONUS DISTRIBUTION

Dec/Jan: Photonics West, A3 Business Forum
Feb/March: Image Sensors Europe, Intertraffic, MACH
Apr/May: SPIE Defense & Commercial Sensing, Control, EMVA Conference, Vision Show US
June/July: AUTOMATICA, IFSEC, Photonex Roadshows
Aug/Sept: Enova, Photonex
Oct/Nov: VISION (Stuttgart)

EDITORIAL & ADVERTISING CALENDAR 2016

ISSUE DATE	FEATURES & DEADLINES
December January Deadline: 27 November	**Feature:** Logistics **Feature:** Genomics **Feature:** Automotive **Product focus:** Lenses **Show preview:** Photonics West
February March Deadline: 29 January	**Feature:** Medical **Feature:** Aerospace **Feature:** Traffic and transport **Product focus:** Image sensors **Show preview:** Intertraffic
April May Deadline: 11 March	**Feature:** Security and surveillance **Feature:** Electronics **Feature:** Quality assurance **Product focus:** Smart cameras **Show preview:** US Vision show / SPIE Defence and Commercial Sensing / Control
June July Deadline: 20 May	**Feature:** Web inspection **Feature:** Food **Feature:** Robotics **Product focus:** Peripherals, including lighting and cabling **Show preview:** Automatica / IFSEC
August September Deadline: 15 July	**Feature:** Mapping **Feature:** Infrared imaging **Feature:** Embedded vision **Product focus:** Frame grabbers **Show preview:** Photonex
October November Deadline: 14 October	**Feature:** 3D imaging **Feature:** Heavy industry **Feature:** Software **Product focus:** High-speed cameras **Show preview:** Vision 2016

VISION YEARBOOK 2016/17

An annual publication, designed to provide an essential year-round reference point for the vision industry, featuring in-depth analysis, market forecasts and a comprehensive supplier directory.

VISION yearbook 2016/2017

Smart factories
Emerging markets
Industry view
Image sensors
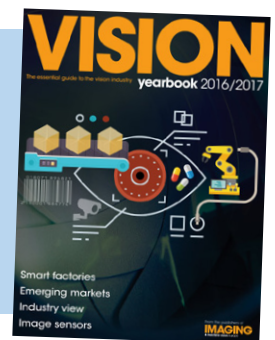
2016 PLANNED WEBCASTS

- **Consumer technology**
- **Life Sciences**
- **Spectral Imaging** *Further webcasts to be confirmed*

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IN PRINT — REACHING MORE THAN 10,000 READERS VIA PRINT AND DIGITAL DISTRIBUTION

- Established title with long-standing loyal readership
- Available as digital edition worldwide
- Independently-written features by experienced editorial team

	1x	3x	6x
Full Page	£3750	£3375	£3000
Half Page	£2350	£2115	£1880
Third Page	£1990	£1805	£1595
Quarter Page	£1325	£1200	£1060
Suppliers directory £600 per year			

Other sizes available on request
Special (cover) positions: +25 per cent   Solus Positions: +10%

ONLINE — MORE THAN 6,000 UNIQUE VISITORS EVERY MONTH

- Increasingly popular website with regularly updated content
- Multiple banner options for all budgets
- Web-exclusive editorial content

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Top banner (468 x 60) **£750 per month**

Right button banner (120 x 60) **£400 per month**

Box Ad (300 x 250) **£600 per month**

Right Skyscraper (120 x 600) **£500 per month**

Suppliers directory   £600 per year*

*Includes Enhanced Listing in Vision Yearbook

For information on sizes and placement visit
www.imveurope.com/onlineadvertising

EMAIL — MORE THAN 10,000 OPT-IN RECIPIENTS

- Two regular email newsletters, with more than 10,000 opt-in email recipients
- IMVE Newsline – premium product featuring high quality, exclusive editorial content
- IMVE Productline – a low-cost, email newsletter featuring product promotions

IMVE Newsline

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- Generate named leads
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Webcast shared sponsorship £2,500
Sole sponsorship £10,000

Content marketing

- Content creation – use our editorial expertise to create marketing collateral for your own use, or place it with us

Content creation £POA

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