

# IMAGING

& machine vision europe

## Media information 2020

For suppliers,  
integrators  
and OEMs of  
imaging and  
machine vision  
technologies in  
Europe



# Imaging and Machine Vision Europe – For suppliers, integrators and OEMs of imaging and machine vision technologies in Europe



**Greg  
Blackman**  
Editor

**IMAGING**  
& machine vision europe

**The industrial imaging market is going through some major changes, with influences from mobile devices in the form of high-performance computing platforms, along with the revolution in artificial intelligence, all having an impact on machine vision. There is a lot to talk about, and our coverage – both online and in the printed magazine – will continue to report on the latest technology and industry news as it unfolds.**

Our analysis and opinion slot is now well established, a place for experts to write on an aspect of machine vision that resonates with the industry as a whole. These commissioned pieces give opinion, backed up by analysis, on a wide range of topics from the people at the centre of the story.

Our live webcast series is another source of information. Each webcast will have presentations from three or four guest speakers on a topic, and an interactive question-and-answer session at the end.

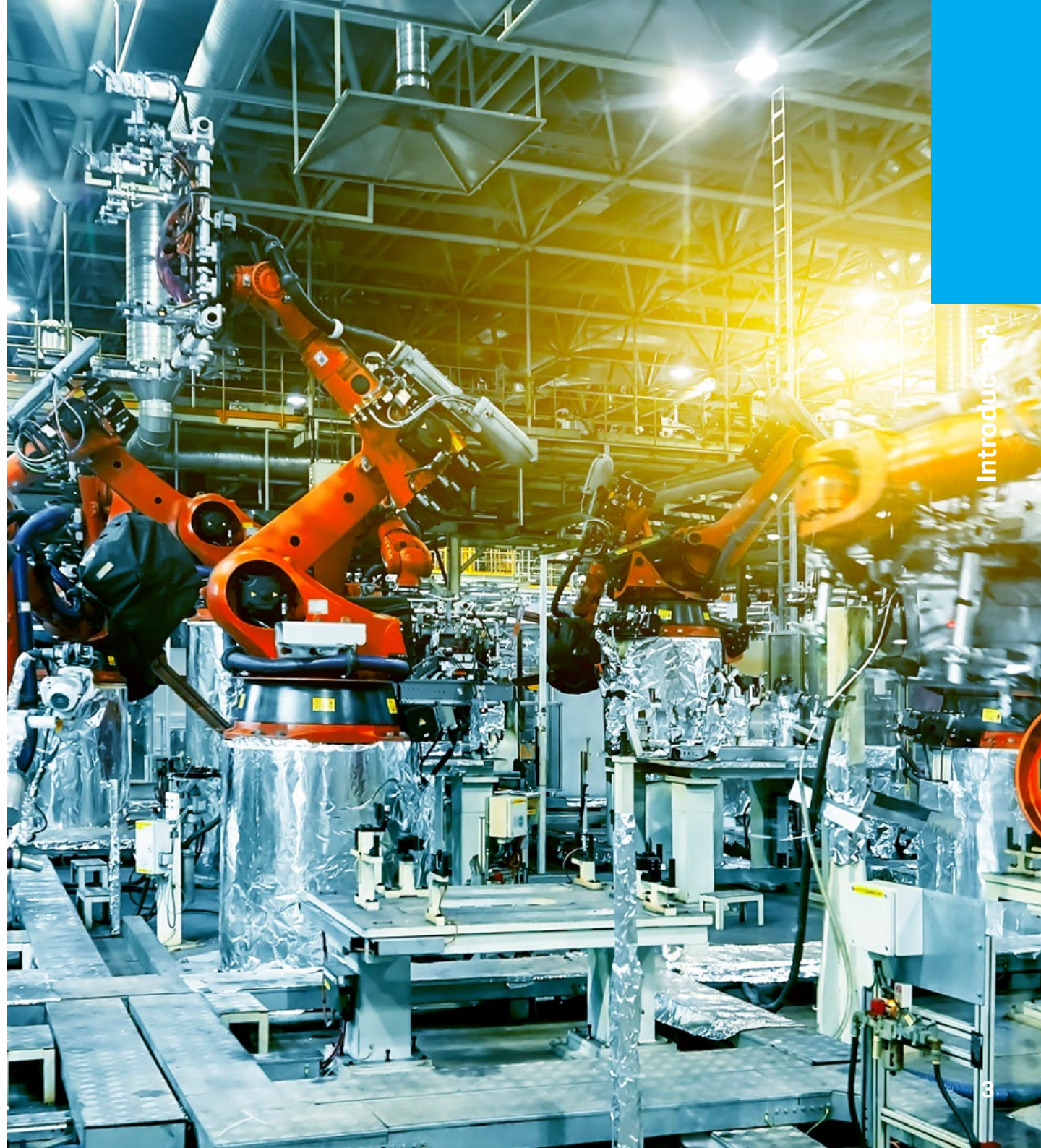
During 2019, and continuing into 2020, we will be carrying out reader surveys to understand better the professional challenges faced by our readers, and to determine how we can best adapt our content. We are also maintaining our editorial partnerships with the European associations EMVA, VDMA, and UKIVA, which help guide our content and provide relevant and insightful input.

The editorial content – the latest industry news, analysis, feature articles, and reports from trade fairs and conferences – is now complemented by a suite of content advertising options, to get information about your technology to our readership of OEMs and vision integrators. The 'Using Content' suite of products (page 12) has been designed to give you more involvement in some of the content we produce. There are opportunities to present your technology – in case studies, whitepapers, and what we are calling Tech Focus – along with your opinions through our Viewpoint channel.

“It’s an exciting time for the machine vision industry, and Imaging and Machine Vision Europe will continue to be at the forefront of this rapidly growing market.”

Along with our regular six print editions, we also publish our Vision Yearbook, an annual reference point for the vision industry, featuring in-depth analysis, market forecasts and a comprehensive supplier directory. Meanwhile, our monthly email newsletters – IMVE Newslines and Productline – keep subscribers up to date with the latest news and commercial products.

It’s an exciting time for the machine vision industry, and Imaging and Machine Vision Europe will continue to be at the forefront of this rapidly growing market.



# Profile and demographic information

Over 15 years of serving the European vision industry, *Imaging and Machine Vision Europe* has built up a loyal and ever-growing readership of imaging professionals, who trust our independent content to fuel their business decisions.

Reaching more than 15,000 industry professionals throughout Europe and beyond – and via more ways than ever before – *Imaging and Machine Vision Europe* remains your first choice to market your vision technologies.

## Key reader profile

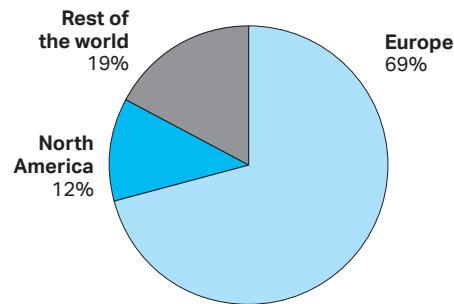
- Vision integrators, manufacturers and distributors, plus key end users
- All subscribers are opted-in via GDPR-compliant methods
- Focus on business opportunities within machine vision and intelligent imaging



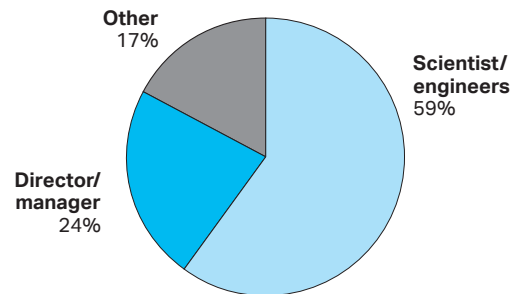
# Imaging and Machine Vision Europe in numbers

## Demographics

### Geographical distribution



### Job function



## GDPR (General Data Protection Regulation)

As any business that deals with data will know, new rules came into force in May 2018 governing the use of personal data.

At *Imaging and Machine Vision Europe*, our subscriber data capture and storage methods were already broadly compliant even before the legislation was announced, so we comfortably meet all the requirements of GDPR.

We have taken the opportunity to strengthen our commitment to our readers, so unlike certain other publications, all of our products are distributed on a 'consent' basis.

That means that every individual that receives content from us – whether that's a magazine in the post or an email to their inbox – has given us their personal consent to do so. They are in complete control of what they receive from us.

We do not buy in lists and we do not send out our content on the basis of 'legitimate interest'.

Everyone that receives our content does so because they want to learn about the industry, and trust us to deliver them content that is appropriate to their working lives.

We have also ensured that in circumstances where we pass personal data on to you, such as registrants for a webcast or a white paper, such data is collected in a GDPR-compliant manner. That means that when these personal details come to you, they have already given their consent for you to contact them.

All of this means that when you place advertising in our products, you can be sure that it will be seen by an opt-in, engaged audience.

# Build trust through brand visibility

*When trust is high, communication is easy*

**As a marketer, you live in a world of metrics, numbers and quantification. Of course, you have to justify every penny you spend, but by heading straight to the final numbers, is it possible to forget the factors that influence the results?**

Before you earn a click-through, business card or contact from a lead generation campaign, your prospect must first trust your brand. They need to know what you stand for, what you can offer them, and be reassured that by handing over their details, they're going to get something tangible in return.

**But how do you influence that decision? How do you build the trust?**

*At Imaging and Machine Vision Europe, we have spent many years building our reputation as a reliable, independent provider of high-quality, current content within the vision industry. The reason our subscriber database is so extensive is simply that our readers have learned to trust us.*

By using the suite of brand visibility options available with *Imaging and Machine Vision Europe*, you become associated with that level of trust. If they trust the place where they first come across you, they're much more likely to trust you too.

# Bonus distribution

**Exhibiting at an industry trade show does not start on the first day or end as the last attendee leaves – an intelligent marketing strategy squeezes the maximum value out of events each and every time.**

*Imaging and Machine Vision Europe* has long-standing and strong relationships with organisers of key industry events around the world (and we continue to sponsor the Vision Award in Stuttgart), working as partners with a common aim – to grow the industries in which we work and help the companies that supply that industry to prosper.

As an exhibitor you can harness these relationships and maximise your exposure before, during and after the event. *Imaging and Machine Vision Europe* exhibits at many of these shows and distributes thousands of bonus copies to delegates and attendees. Make sure your marketing and PR strategy aligns with this calendar and ensure that you gain a competitive advantage where other, slower competitors lose.

## Media Partner Events

A3 Business Forum  
SPIE Photonics West  
W3+ Rhine Valley  
SPIE Medical Imaging  
Embedded World  
Image Sensors Europe  
Enova Nantes  
IS Auto Europe  
SPIE DSS  
Control  
IFSEC International  
PPMA Total Show  
Motek  
SPS  
Chii  
Stemmer Imaging Days  
Photonex Coventry  
AutoSens Brussels  
MediSens  
EMVA Business Conference  
UKIVA Machine Vision Conference  
European Machine Vision Forum  
Enova Paris  
Measurement World  
Intertraffic  
Imaging Convention  
Automatica  
VISION  
W3+ Wetzlar  
All-over-IP-Expo  
Auto-sens Detroit  
Photonex Scotland  
The Vision Show (Boston)



# Brand visibility options



At the core of the *Imaging and Machine Vision Europe* suite of products is our bi-monthly magazine, which is produced in both print and digital formats. It has the highest penetration of our platforms – more of our database chooses to receive the magazine than our emails or visit our website.

It's in the magazine you'll find our renowned and respected independently-written feature articles, our carefully selected expert analysis and opinion columnists, and our mix of the most important news and product announcements.

Each issue remains a reference tool for months after publication, and as such, is the first place you should start when looking to build and promote your brand in the European vision industry.

Your choice of issue(s) may come down to favoured editorial features (see our planned features opposite), bonus event distribution, or your own product launch roadmap. Whatever your drivers for the year ahead, talk to our advertising manager who will help you make the best choice for the budget you have.





## Vision Yearbook

Since its launch in 2013, the *Vision Yearbook* has become an essential part of the vision marketer's strategy. Packed with thought-provoking analysis, predictions for the year ahead, and updates on the latest standards and industry initiatives, it provides a year-round bible for everyone in the vision industry.

Enhanced listings start at just £600, and these are free of charge when you advertise in the *Yearbook*.

Moreover, as well as being circulated to our existing subscribers, the *Vision Yearbook* is distributed at ALL major vision-related events for the 12 months following publication (September 2020).

## Editorial calendar 2019

Issue/date	Feature Content	Tech Focus	Show Preview
<b>Dec 2019/Jan 2020</b> <i>Booking deadline:</i> 10 December	Life sciences High-speed imaging Shortwave infrared	GigE Vision	Photonics West
<b>Feb/Mar 2020</b> <i>Booking deadline:</i> 31 January	Traffic and transport Warehouse automation Hyperspectral	Board cameras and embedded vision	Embedded World
<b>Apr/May 2020</b> <i>Booking deadline:</i> 13 March	Packaging Embedded vision Image sensors	Optics	The VISION Show UKIVA Conference
<b>Jun/Jul 2020</b> <i>Booking deadline:</i> 8 May	Robotics Food Illumination	Polarisation	Automatica
<b>Aug/Sep 2020</b> <i>Booking deadline:</i> 10 July	Photovoltaics Traceability Automotive	Line scan	Photonex
<b>Vision Yearbook 2020/2021</b> <i>Booking deadline:</i> 11 September			
<b>Oct/Nov 2020</b> <i>Booking deadline:</i> 9 Oct	Image processing Industry 4.0 Colour imaging	3D vision	Vision Stuttgart

### Key facts:

- Magazine distributed direct to individual desks and inboxes
- Bonus distribution at multiple industry events
- Premium brand positioning

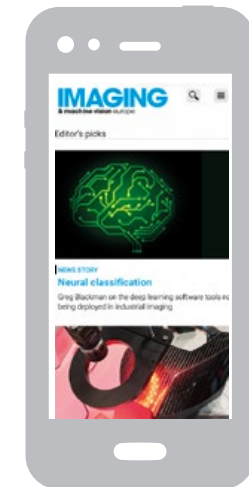
### Magazine print advertising prices

	x1	x6
<b>Full page</b>	£3,750	£3,000
<b>Half page</b>	£2,350	£1,880
<b>Third page</b>	£1,990	£1,595
<b>Quarter page</b>	£1,325	£1,060

*Premium positions +20%*

# imveurope.com

The *Imaging and Machine Vision Europe* website is much more than a replica of the magazine's content online. It is a hub of analysis, feature content, technical resource and news – all dedicated to vision professionals, and collated in one place.



We have also introduced a responsive, mobile version of the site, improving our visibility via Google. Most of our banner positions will now automatically resize for the mobile version, increasing the chances of potential customers seeing you brand alongside our content.

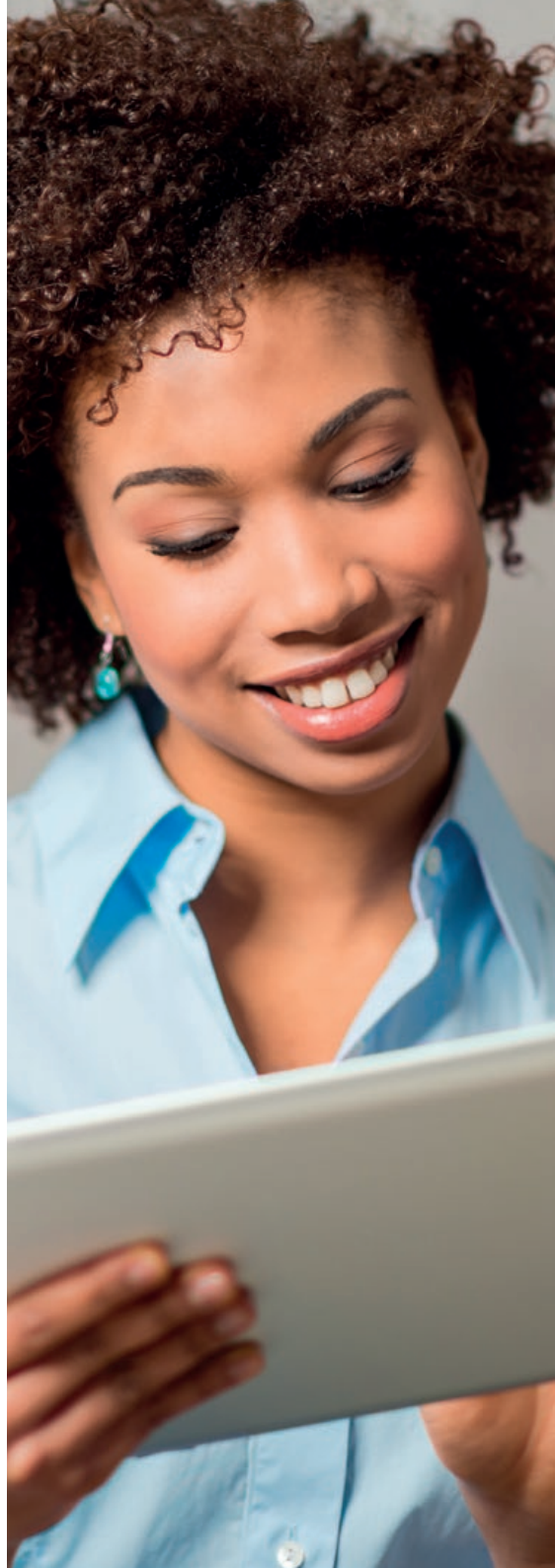
With multiple sizes and positions available, there is something to suit every budget and every type of campaign, no matter what your marketing goals. If you want online visibility in an environment where vision professionals gather, imveurope.com is for you.

### Key facts:

- Average dwell time: 2mins
- Monthly page views: approx 9,000
- Desktop and mobile presence

### Online advertising prices

<b>Dropdown banner</b> <i>(opens for four seconds as a large advert, then drops back to a smaller version)</i>	<b>£1,500 per month</b>
<b>Leaderboard</b>	<b>£1,200 per month</b>
<b>Top banner</b>	<b>£1,000 per month</b>
<b>Right button banner</b>	<b>£500 per month</b>
<b>Skyscraper</b>	<b>£800 per month</b>
<b>Box ad</b>	<b>£1,000 per month</b>
<b>Supplier directory</b>	<b>£600 per year</b>



### Newsline

Our flagship monthly round-up email covering the machine vision and intelligent imaging industry. Here, we collate a mix of news stories, analysis and opinion, feature content, conference reports, upcoming events and more. Our new responsive design ensures your branding advert is seen on both desktop and mobile devices.

- Our essential content surrounds your brand
- GDPR-compliant opt-in readership (7,000+ subscribers)
- Limited availability each issue

### Newsline price (per issue)

<b>Main Newsline sponsor</b> (logo top right)	<b>£500</b>
<b>Newsline banner</b> (supply 468 x 60 and 300 x 150)	<b>£750</b>

# Using content

As the world of publishing evolves from traditional print magazines to a more multi-platform model, the type of content and methods of delivery that we are able to offer our readership has expanded considerably.

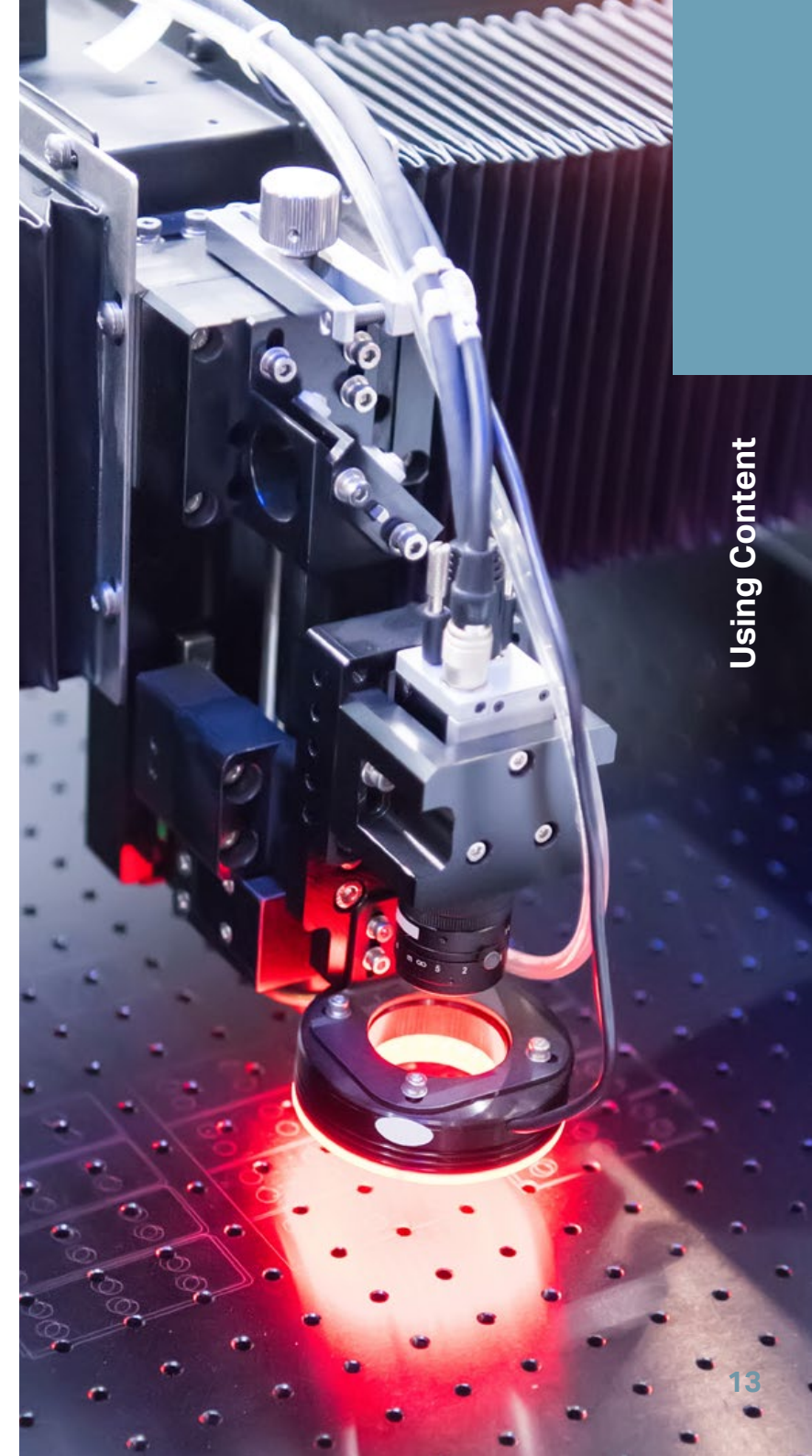
The same applies to our advertising clients – we can offer a fantastic range of options for maximising the potential of your existing content, and we can place that content in front of our audience in a number of ways.

**The *Imaging and Machine Vision Europe* has defined three broad areas for you to use content:**

- **Content sponsorship**
- **Hosted content**
- **Native advertising**

Intelligent use of content puts you at a competitive advantage across a multitude of arenas and provides the next, logical step to ensure your brand campaign reaps even more rewards. Use the *Imaging and Machine Vision Europe* content options for:

- **Technical explanations**
- **Visual demonstrations**
- **Application case studies**
- **Thought-leadership/opinion**
- **Reviewing event activity**



# Content sponsorship

This is an option if you want to associate your name with our existing editorial.

Because *Imaging and Machine Vision Europe* has a reputation for commissioning and creating high-quality editorial across many areas of the vision industry, there is great prestige in associating your brand with this independent writing. We have introduced a number of ways for you to do this in 2019.

Your branding will appear alongside our existing content, and best of all, you barely need to lift a finger, but you do get to bask in the reflected glory of being associated with our industry-respected content!

## Sponsorship options

### A&O section sponsor

The Analysis and Opinion (A&O) section of the magazine and website is a collection of exclusive editorial columns written exclusively for us by leading experts from throughout the world of machine vision and intelligent imaging, and distributed across a multitude of platforms.

There is more to the industry than just products – ultimately the industry is the people within it.

The Analysis and Opinion section delves into the expertise and thoughts of key industry figures, bringing you thought leadership, market research and insight not found elsewhere.

A&O articles appear online, and most also feature in the magazine; all will be included in a new monthly email dedicated to A&O articles.

As the sole sponsor of this section, you will receive:

- Logo on (A&O) page of website;
- Logo on monthly A&O emails;
- Logo on A&O pages in magazine;

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Price: £995 per issue



## Webcast Sponsorship

Our webcasts are editorially-driven online audio-visual presentations, providing a platform for in-depth technology explanations, case studies and interactive industry discussion.

We produce these webcasts in two ways:

### Co-sponsor

With this option, there can be up to four sponsors associated with our webcast, generally focused on a broad subject. You don't need to be able to put forward a speaker to be a sponsor!

### Sole sponsor

The sole sponsor option puts you in complete control. The subject and content is all yours, as are the leads generated.

All webcast sponsors benefit from promotion via our various distribution platforms, a gated sign-up system that generates leads and the association with the *Imaging and Machine Vision Europe* editorial prestige.

Whichever option you choose, we do the hard work; as a co-sponsor, we will create the webcast, distribute to our

network and provide you with a list of leads; as a sole sponsor you get all of the benefits of a co-sponsor, and you control the content. This means that we can work together to create a professional and polished finished product.

Webcasts are hosted live to allow attendee input, but will be made available on demand after broadcast via our webcast section on the website.

**Co-sponsor** an existing webcast: your logo on the webcast page and all pre- and post-event publicity; plus receive the leads of attendees.

- **Topics announced regularly (or suggest one!)**
- **Promoted in magazine, online and via email.**

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Price: £2,500

**Sole sponsor:** let us host your webcast; we'll provide you with a moderator from our editorial team, plus all the technology to put it together. We'll promote it for you too.

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Price: £8,000

# Hosted content marketing options

With hosted content marketing, you're in complete control of the content – all we do is market it for you through our various channels. It's likely you will already have created the content for your own website, blog, email campaign or event marketing materials, and simply want to spread that message as wide as you can. Of course, if you're struggling to create something, we can lend our expertise there too.

## Tech Focus

Every issue, Tech Focus will concentrate on a particular technology, deliver an editorial overview of an area and then outline, in more depth, the available and relevant products.

Tech Focus will be distributed across all platforms, including the magazine, online and via email.

Free editorial submissions continue to be welcome, but will be heavily edited to form part of the round-up.

In order to stand out in one of our Tech Focus topics, we offer two options:





## Tech Focus Calendar

<b>DEC/JAN</b>	GigE Vision
<b>FEB/MAR</b>	Board cameras and embedded vision
<b>APR/MAY</b>	Optics
<b>JUN/JUL</b>	Polarisation
<b>AUG/SEP</b>	Line scan
<b>OCT/NOV</b>	3D vision

## Lead sponsor

As a lead sponsor of Tech Focus you will receive:

- Exclusive branding on magazine article
- Exclusive branding on website
- Sole sponsor branding on email version
- An enhanced product entry in magazine
- Top-line enhanced product on email version
- Links to your own relevant content, within the email version – think relevant white papers, YouTube videos etc

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Lead Sponsor: £1,950

## Enhanced product entry

Your product in its own box within the feature, giving you greater prominence than the free entries, plus a spot in the subsequent email and online.

- 150 words plus image in magazine
- Inclusion in email (summary) and online (full text)

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Price: £850

# Hosted content marketing options (continued)

## Productline

*Productline* is our popular entry-level email marketing service for new product launches. It also provides a cost-effective platform for you to drip-feed your product information to a huge audience. As you build your full campaign, use *Productline* as a targeted tool to back up your high-visibility activity.

- **Comprises headline, 190 x 190 image, 40 words plus web link**
- **Sent via email (9 products per email) to opt-in database of 7,000 industry professionals**

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Price: £400

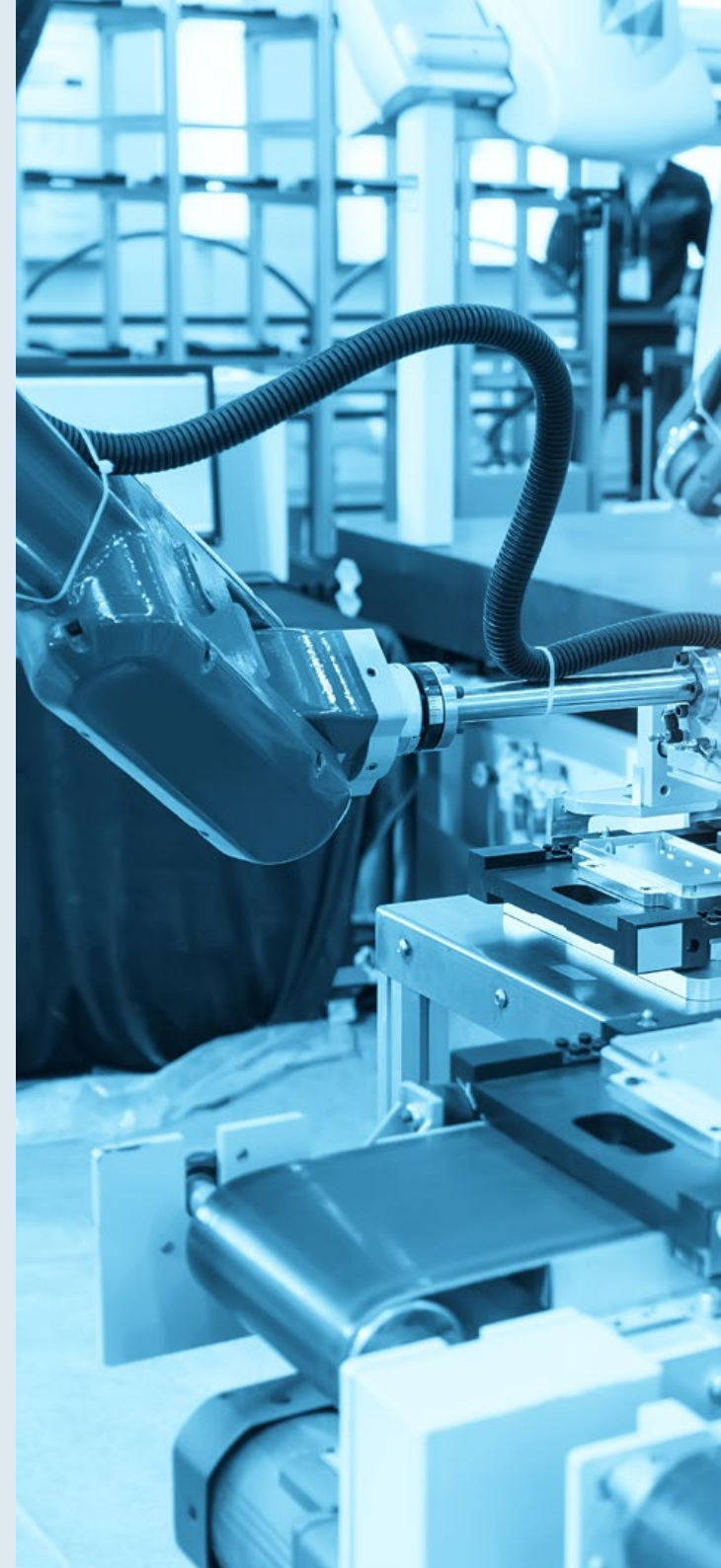
## Featured product

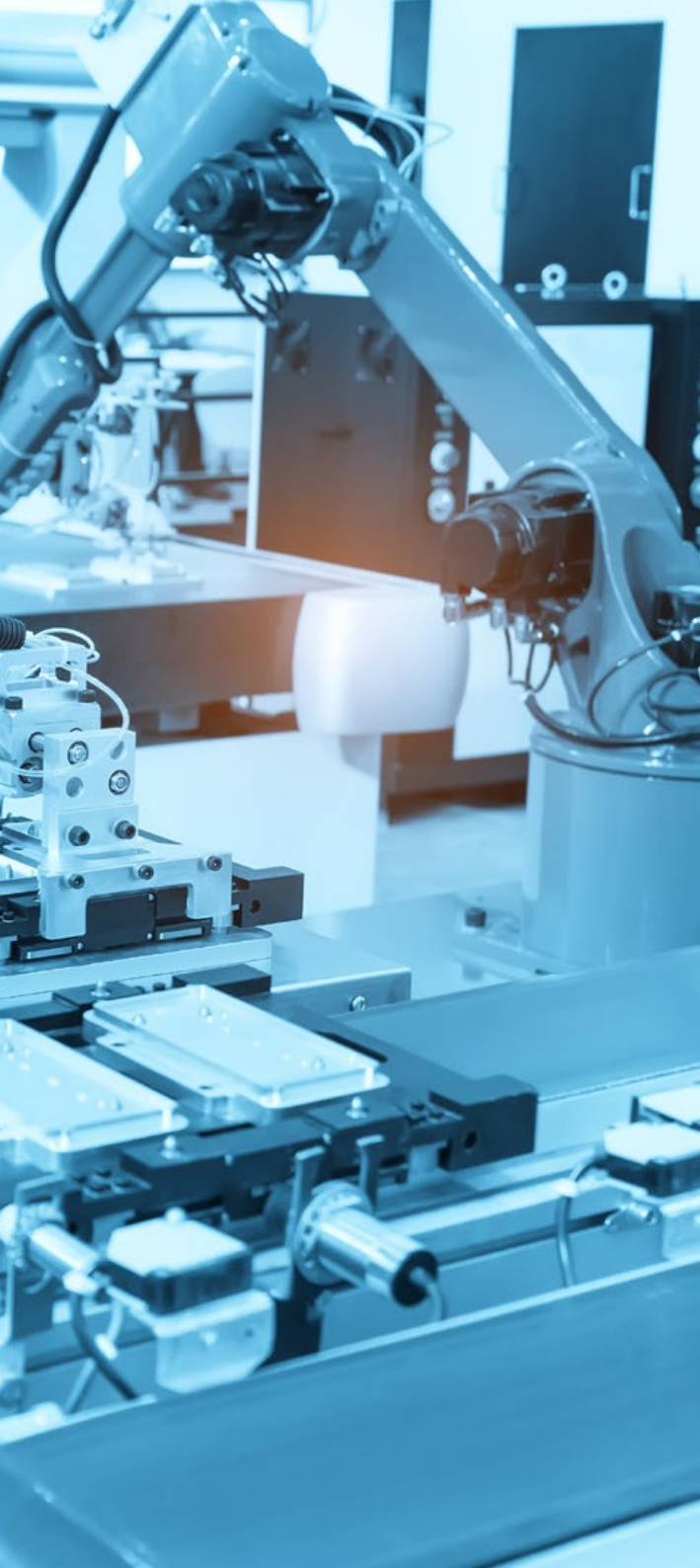
A premium *Productline* option, appears in an expanded middle section of a *Productline* email and is highlighted on our website.

- **Comprises headline, 300 x 300 image, 100-120 words plus web link**
- **Sent via email to opt-in database of 7,000 industry professionals**

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Price: £750





## White Papers

White Papers have become a hugely important part of the marketer's armoury. A well-written and interesting white paper transforms you very quickly from merely 'involved' in a technology, to 'expert'.

The *Imaging and Machine Vision* reader is typically a highly-qualified industry professional and as such they crave high-quality information. You should use this to your advantage. White papers have occasionally been used to repackage simple marketing information or product brochures – DO NOT DO THIS!

Our White Paper section is a fantastic way to highlight your technical capabilities, as well as generate leads. We can place the content behind a sign-in page and pass this lead data on to you, all with the reader's permission.

If you already have a White Paper that you'd like to reach a wider audience, we can host and promote it for you, plus there's an option to collect leads from anyone that downloads it. We can also help you write it if you don't have the resource in-house.

- **Featured on our White Paper page**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine**
- **Option to include data capture form to collect leads**

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**Price: £950**

(plus editing/writing costs if required – see Content Services)

# Native advertising

Native advertising refers to the areas within the *Imaging and Machine Vision Europe* editorial where the content has value to the reader, and a price-tag for the author.

With native advertising, we work with you to create content that is equal in quality and style to our own high editorial standards. The content appears in the normal flow of our own independent content (but marked as 'sponsored'), and should have the same value to the reader as anything our own editorial teams would write themselves. Importantly, our editors have the final say about whether the content makes the grade, guaranteeing that the reader will equate your content with the trust they have developed in our own brand.

A piece of native advertising could be written entirely by you – as long as it meets our editorial standards and fits in with our brand. More often, you'll be working with our editorial teams, who'll either help you convert your existing content into something that fits our platform, or can work with you from scratch to create fresh content. Either way, you'll have the rights to that content at the end of the process to distribute yourselves.

### The difference between 'content marketing' and 'native advertising'?

These terms are often confused with each other. This is often due to the different places a single piece of content could be seen.

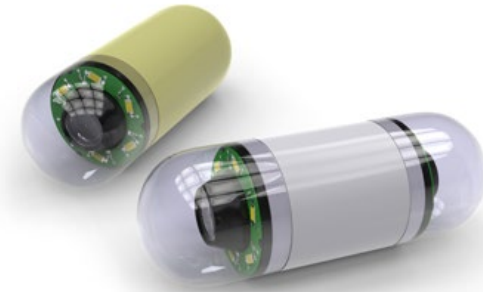
Let's take an application case study as an example. You commission a piece of content that highlights an end user project that uses, as part of the installation, your technology. This piece of content may be about the application as a whole, but also talks about your involvement. You then take that finished article and distribute it via your own platforms (website, email newsletters, social media etc). This is not just a PR piece, a press release or an extract from your product brochure – it is content that you market; content marketing!

However, you might come to us and present the finished article as something that could be interesting to our readers. We then look at it, assess its relevance and quality, and agree that it would be a perfect fit for one of our native advertising products – that is, your content

placed in and among our own independent content. What started as your own content marketing then becomes a piece of native advertising.

Most importantly, these platforms have been created with the *Imaging and Machine Vision Europe* reader at the forefront of our minds. Once you become a native advertising partner with us, think of yourself as a content ambassador. Regardless of where the content is placed, you need to be thinking: 'Can I enhance what the subscriber already receives from *Imaging and Machine Vision Europe* with my own expertise, experience or opinion?'

The decision on quality and relevance will be ours. We may host content as it is received from you, or we may suggest working with us to make improvements. This will be a consultative process, but because this type of content relates to surrounding editorial, our judgement is final.



“Can I enhance what the subscriber already receives from *Imaging and Machine Vision Europe*?”

# Native advertising options

## Feature Case Study

A Feature Case Study appears alongside a related feature (see our editorial calendar for our planned features for the year), both in the magazine and online. This is a unique opportunity to align your content seamlessly with ours.

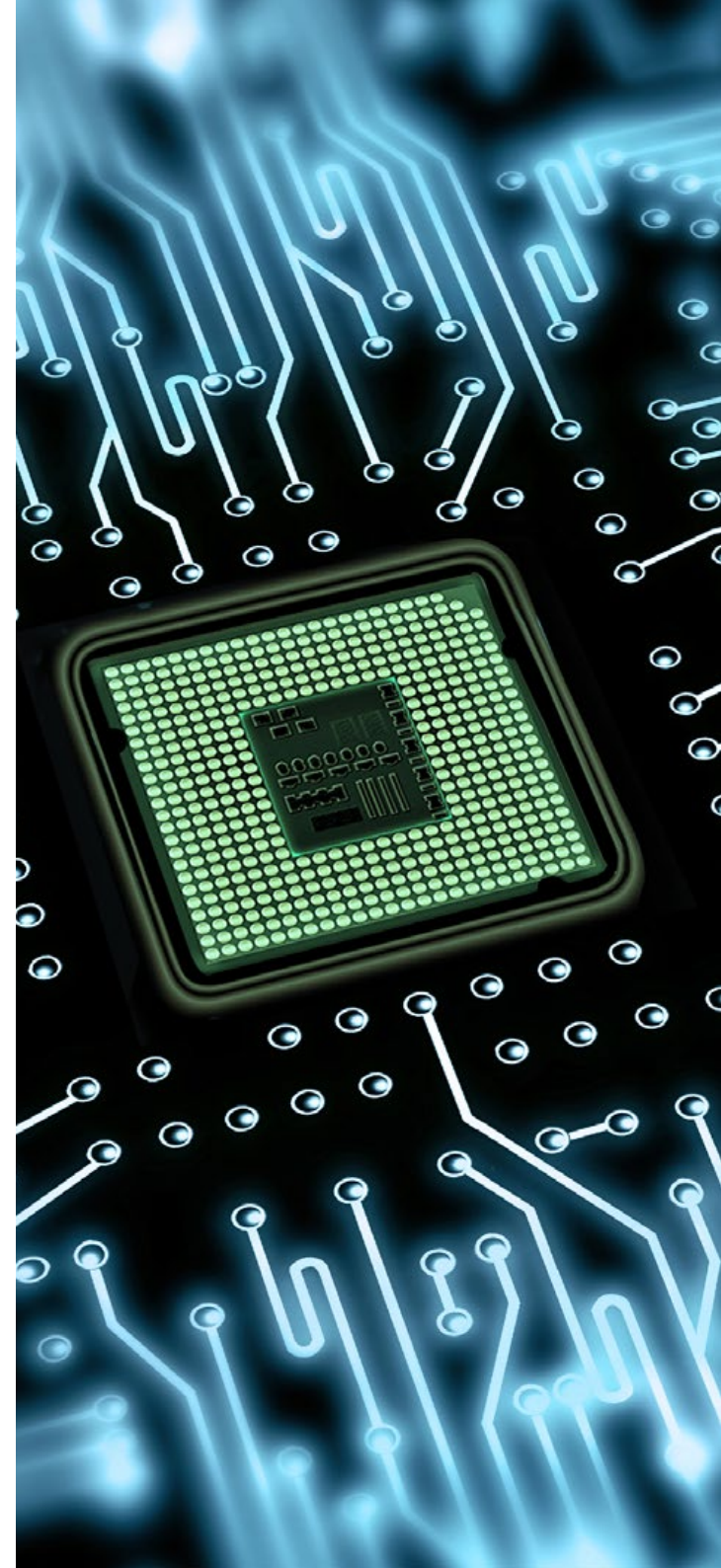
An excellent Feature Case Study will add context and expertise to an existing feature. It will draw on your experiences and relate them to the interests of our audience, as well as framing the technology discussed in the feature in a real-world environment.

- **Comprising approximately 750 words, plus an image, a Feature Case Study is a full page of content, designed and laid out by our expert production team. You can supply the content yourselves, subject to it meeting our editorial standards, or we can work with you to create it.**
- **There is only one opportunity for a Feature Case Study for each planned editorial feature, so it's a highly-desirable and exclusive opportunity.**
- **Appears in the magazine as a full page, and online linked from the original editorial feature and as a standalone page. In all cases, the term 'sponsored content' will appear on the page.**
- **You will also receive a PDF of the feature for your own marketing.**

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**Price: £3,500**

(additional charges may apply if using our editing and writing services – see Content Services)



## Viewpoint

Viewpoint represents an opportunity for your company to demonstrate thought leadership or leading opinion. From your CEO to your technical director and beyond, you will have more expertise in your company than you realise, and more often than not, they'll have the experience and knowledge to form an opinion on industry-wide matters that others will be interested to hear. Raise their personal profile, and show how the expertise within your company places you above your competitors.

- **Comprising approximately 750 words, plus an image, a Viewpoint appears online only, but is promoted via the magazine (as part of our own house adverts), and via email.**
- **Can be written entirely by you, subject to our editorial standards, or with our help.**

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**Price: £1,250**

(additional charges may apply if using our editing and writing services – see Content Services)

## Featured Technology + White Paper

If you have a genuinely disruptive technology, we can work with you to create a complementary editorial feature that will sit alongside (and point towards) your own White Paper. We agree the topic of the feature together, our editorial team writes the feature independently, and when it appears, we highlight the existence of your White Paper that will delve into the topic of that feature in more depth – and from your point of view. Again, our editorial teams have the final say on whether they feel the topic will be of interest to the readers – and whether they are able to write a suitable feature on it. For the White Paper, you can either write this yourselves, or we can help.

- **Appears as two pages in the magazine, comprising a 1,200 word feature (written by us), plus a half-page house advert pointing towards your White Paper.**
- **Also appears online as a feature, with a footer advert pointing towards your White Paper.**
- **Featured on our White Paper page.**
- **Promoted via email campaign.**
- **Highlighted via house advert in magazine.**
- **Option to include data capture form to collect leads.**

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**Price: £2,000**

(plus white paper editing and writing charges if required)

# Europa Market Intelligence Ltd



**Europa Market Intelligence (EMIL) is the sister company of Europa Science.**

**Launched in 2018, EMIL was created to help companies gain insight, competitive intelligence and leads within the industries that Europa Science currently operates.**

**EMIL provides the next logical step for those companies for whom detailed, depth of knowledge is paramount.**

**We focus on the identification and delivery of niche audiences, the application of data science to existing data sets and the uncovering of quality insight by taking a bespoke and qualitative approach.**



# EMIL Services



## Competitive Intelligence

Use EMIL to scope fresh markets, and research areas that you could be working in; or to help you understand why you should stay well away!

- **"How can we find out if there is a market for our product?"**
- **"Is our database covering the whole market – or are we missing out on market share?"**
- **"We want to expand, but we don't really know the size of the market in countries outside our territories"**
- **"Technology change means that our products are relevant to new sectors – but which ones?"**

## Data Building

Everybody worries about lead generation, and rightly so – today's leads are tomorrow's business. EMIL can start a lead generation project from scratch, and build you a bespoke data package.

- **"We need leads! A lot more than we're getting now."**
- **"How do we target a specific demographic?"**
- **"Bought-in lists are just not working. The data are too broad, they don't have the specific information we need."**
- **"How can we get leads for a brand new technology – there are no lists, no events and no publications covering this development"**

## Data Science

A database of names and addresses is not data – it's a mailing list. As well as assessing the quality and accuracy of your lists, EMIL will use data science methods to analyse your current set and identify where you can detect weakness, logically build in improvements and make your data work harder for you.

- **"We've used the same database for years – how can we make it relevant for the technology changes that affect our markets?"**
- **"What can my existing customer base tell me about how to approach new markets?"**
- **"I worry that 80 per cent of our list seems to be focused on 20 per cent of our products. What can I do about this?"**

For more information, contact:  
**Jon Hunt**, Commercial Director  
jon.hunt@europamarketintelligence.com  
Tel: +44 (0)1354 610188

# Content services

High-quality writing is in short supply, and many marketing teams simply don't have the in-house resource to be able to turn out the right content frequently.

Outsourcing to an agency is always an option of course, but few will have the specialist expertise to rival our own editorial team, each of whom has many years' experience in writing about the vision industry.

We can also help improve your existing content so that it appeals to a wider audience.

Every project will be different so we will work with you to create a finished piece that enhances your brand image and places you at the forefront of your industry.



# *It's not what you say, it's the way that you say it*

## **Case Study/Viewpoint/ White Paper writing service:**

Well-written content can be a hugely effective way of framing your technology, so let's work together to tell the story within the story. A member of our team will work with you to create your content, providing you with a finished product written in our style, and fitting perfectly with the 'feel' of *Imaging and Machine Vision Europe*.

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**£500 per 1,000 words**

## **Editing and copy improvement service:**

Where your content doesn't quite meet our own high editorial standards, we can help with copy improvement and editing. We will only charge you for the time it takes to bring it into house style and make it appropriate for our readers.

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**£50 per hour standard rate**

## **Creative artwork services**

We have our own in-house design team, who have decades of experience in creating beautiful artwork and page layouts. Not only do they have the skills, but they are also used to working with clients like you and the sort of products and services you offer.

### **Print advertising design service**

- **Adverts designed for use only with Europa Science publications £595 per advert**
- **Adverts design, including copyrights £1995 per advert**
- **Advert amendments (as part of same campaign), £100 per amend**

### **Digital advertising design service**

- **Adverts designed for use only with Europa Science publications £595 per advert**
- **Animated digital (multiple pane) advert £895**
- **Advert design, including copyrights £1995 per advert (single or multiple pane)**
- **Amends £100 each**

# Meet the team



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