

2022 EDITORIAL CALENDAR

January - March

| | | JANUARY Ad Deadline: 12/15 Material Due: 12/20 | FEBRUARY Ad Deadline: 1/13 Material Due: 1/19 | MARCH Ad Deadline: 2/11 Material Due: 2/16 |
|--------------------------------------|--|--|---|---|
| Laser Focus World Magazine | Special Focus | Photonics Applied: Healthcare | Future Photonics: Beyond 5G | Photonics Applied: Sensing for Autonomous Vehicles |
| | Detectors & Imaging | Next-Generation Detectors | Hyperspectral Imaging | Thermal Imaging |
| | Lasers & Sources | High-Power Ultrafast Lasers | Fiber Lasers | Lasers for Lidar |
| | Optics | Nonlinear Optics | Optical System Components | Thin-Film Coatings |
| | Fiber Optics | Silicon Photonics | Next-Generation Optical Fibers | Fiber Sensing |
| | Software & Accessories | Simulation | Nanopositioning Equipment | Industry 4.0/Digitization |
| | Test & Measurement | Spectrometers | Quantum Technology | Power Meters |
| | Extras | Annual Laser Market Review & Forecast SPIE Photonics West Preview - Print | | |
| | Industrial Laser Solutions | From source to system engineering Beam shaper enables draping highly curved parts | Lasers in medical device manufacturing Fiber beam delivered ultrafast lasers | Beam shaping for scanner-based applications China market |
| BioOptics World | Bioimaging Light Sources | Microscopy AI in Bioimaging | Spectroscopy Biomedical Optics | |
| Laser Focus World Newsletters | 1/4 | January Photonics World News & Products | 2/1 | February Photonics World News & Products |
| | 1/6 | Fiber Optics | 2/3 | Optical Coatings & Filters |
| | 1/11 | Lasers & Sources | 2/8 | Fiber Optics |
| | 1/13 | Photonics West Preview | 2/10 | Spectroscopy |
| | 1/18 | Optics | 2/15 | Lasers & Sources |
| | 1/20 | Test & Measurement | 2/17 | Software |
| | 1/25 | Detectors & Imaging | 2/22 | Test & Measurement |
| | | 2/24 | Detectors & Imaging | |
| Laser Focus World Webcasts | High-Power Laser Diodes | Optical communications | Lidar | |
| BioOptics World Webcasts | Fluorescence | | | |
| On-Topic Reports | | Spectroscopy | | |
| Shows 2022 | SPIE Photonics West/ BIOS (Jan 22-27, San Francisco) | OFC (Mar 6-10, San Diego) | LASER World of Photonics China (Mar 23-25, Shanghai); SPIE DCS (Apr 5-7, Orlando) | |

Details subject to change. Contact your sales representative for current information.

2022 EDITORIAL CALENDAR

April - June

| | | APRIL Ad Deadline: 3/11 Material Due: 3/16 | MAY Ad Deadline: 4/15 Material Due: 4/20 | JUNE Ad Deadline: 5/19 Material Due: 5/24 |
|--------------------------------------|---|---|---|--|
| Laser Focus World Magazine | Special Focus | Future Photonics: Artificial Intelligence and Photonics | Photonics Applied: Environmental Sensing | Future Photonics: Additive Manufacturing |
| | Detectors & Imaging | Advances in Displays | Next-Generation Detectors | Optogenetics |
| | Lasers & Sources | Lasers for Quantum Computing | High-Intensity Lasers | VCSELs |
| | Optics | Novel Optics | Metamaterials | Laser Optics |
| | Fiber Optics | Fiber for Fiber Lasers | Fiber in Quantum | Testing Optical Fiber |
| | Software & Accessories | Optical Design Software | Scanning Systems | Laser Manufacturing Equipment |
| | Test & Measurement | Advances in Spectroscopy | Handheld Spectrometers | Raman Spectroscopy |
| | Extras | LASER World of Photonics Preview | | Industry Excellence Awards Signet Ad Readership Study |
| | Industrial Laser Solutions | Femtosecond industrial laser processing Laser modification of titanium sheet | Scanning for processing large parts Metal & polymer additive manufacturing: Market & Technologies | High-power blue laser applications Laser processing complex parts |
| | BioOptics World | Biosensors Laser Therapy | Flow Cytometry Optical Coherence Tomography | Advanced Imaging Illumination Sources |
| Laser Focus World Newsletters | 4/5 | April Photonics World News & Products | 5/3 | May Photonics World News & Products |
| | 4/7 | Optical Coatings & Filters | 5/5 | Optics |
| | 4/12 | Software | 5/10 | Fiber Optics |
| | 4/14 | Detectors & Imaging | 5/12 | Test & Measurement |
| | 4/19 | Lasers & Sources | 5/17 | Lasers & Sources |
| | 4/21 | Optics | 5/19 | Detectors & Imaging |
| | 4/26 | Lidar | 5/24 | Spectroscopy |
| | 4/28 | Defense & Security | 5/26 | Optical Coatings & Filters |
| Laser Focus World Webcasts | Raman Spectrometers | 3D sensing | Thin-Film Coatings | |
| BioOptics World Webcasts | Advanced Imaging | | | |
| On-Topic Reports | | | Lidar | |
| Shows 2022 | LASER World of Photonics (Apr 26-29, Munich); AKL (May 4-6, Aachen) | CLEO (May 15-20, San Jose) | | |

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2022 EDITORIAL CALENDAR

July - September

| | | JULY Ad Deadline: 6/16 Material Due: 6/21 | AUGUST Ad Deadline: 7/15 Material Due: 7/20 | SEPTEMBER Ad Deadline: 8/11 Material Due: 8/16 |
|--------------------------------------|--|---|---|---|
| Laser Focus World Magazine | Special Focus | Photonics Applied: Spectroscopy | Future Photonics: Quantum Technology | Photonics Applied: Energy |
| | Detectors & Imaging | High-Speed Cameras | THz Technologies | Photovoltaics |
| | Lasers & Sources | Lasers for Spectroscopy | Tunable Lasers | Visible Lasers |
| | Optics | Optical Manufacturing | Waveguide Optics | Advances in Optical Systems |
| | Fiber Optics | Optical Interconnects | Optical Fiber Components | Optical Fiber Advances |
| | Software & Accessories | Positioning Systems | Modeling | Advances in Optical Coatings Design |
| | Test & Measurement | Optical Metrology | IR Spectroscopy | Industrial Spectroscopy |
| | Extras | BUYERS GUIDE | LFW Innovators Awards | |
| | Industrial Laser Solutions | High-power nanosecond processing High-speed material deposition | Welding large cylindrical cells Very high-power laser metal cutting | Beam shaping for laser additive manufacturing Multi-laser additive manufacturing |
| | BioOptics World | Neuroscience Optical tools | High-resolution technology Raman-Spectroscopy-based tools | Genetic Sequencing Laser innovation |
| Laser Focus World Newsletters | 7/5 July Photonics World News & Products 7/7 Fiber Optics 7/12 Lasers & Sources 7/14 Optical Filters 7/19 Spectroscopy 7/21 Detectors & Imaging 7/26 Test & Measurement 7/28 Optics | 8/2 August Photonics World News & Products 8/4 Lidar 8/9 Test & Measurement 8/11 Optical Coatings & Filters 8/16 Software 8/18 Lasers & Sources 8/23 Optics 8/25 Detectors & Imaging | 9/6 September Photonics World News & Products 9/8 Motion Control 9/15 Fiber Optics 9/20 Lasers & Sources 9/22 Spectroscopy 9/27 Optics 9/29 Detectors & Imaging | |
| Laser Focus World Webcasts | Spectroscopy | Quantum information systems | Laser-Induced Damage Threshold (LIDT) Testing | |
| BioOptics World Webcasts | Medical lasers | | | |
| On-Topic Reports | | | Quantum Technology | |
| Shows 2022 | | SPIE Optics + Photonics (TBA, San Diego) | OSA Frontiers in Optics (TBA, Washington, DC) | |

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2022 EDITORIAL CALENDAR

October - December

Laser Focus World Magazine

| | | OCTOBER Ad Deadline: 9/16 Material Due: 9/21 | NOVEMBER Ad Deadline: 10/14 Material Due: 10/19 | DECEMBER Ad Deadline: 11/9 Material Due: 11/14 |
|--------------------------------------|-----------------------------------|---|--|--|
| Special Focus | Special Focus | Future Photonics: Materials Processing | Photonics Applied: Defense & Security | Future Photonics: Space & Astronomy |
| | Detectors & Imaging | Novel Imaging Technologies | Hyperspectral Imaging | Spectroscopy for Microscopy |
| | Lasers & Sources | New Light Sources | Infrared Lasers | Semiconductor |
| | Optics | Optical Materials | High-Power Optics | Imaging Optics |
| | Fiber Optics | PICs | Quantum Communications | Photonic Crystal Fiber |
| | Software & Accessories | Vibration Control | AI/Machine Learning | Photonics Accessories |
| | Test & Measurement | Microphone Calibration | Beam Profiling/Characterization | Optical Sensing |
| | Extras | LFW Innovators Awards | | Annual Top 20 Technology Review |
| | Industrial Laser Solutions | Very high power laser metal cutting Laser marking shaped surfaces | Laser application in aerospace Laser powder bed fusion | AI / machine learning Handheld laser processing |
| | BioOptics World | Spectroscopy Fluorescence | Cell Biology Clinical applications | Microscopy Advanced Optics |
| Laser Focus World Newsletters | | 10/4 October Photonics World News & Products 10/6 Lasers & Sources 10/11 Fiber Optics 10/13 Detectors & Imaging 10/18 Software 10/20 Test & Measurement 10/25 Optics 10/27 Lidar | 11/1 November Photonics World News & Products 11/3 Spectroscopy 11/8 Optical Coatings & Filters 11/10 Lasers & Sources 11/15 Fiber Optics 11/17 Optics 11/22 Test & Measurement 11/29 Detectors & Imaging | 12/1 December Photonics World News & Products 12/6 Software 12/8 Test & Measurement 12/13 Motion Control 12/20 Detectors & Imaging 12/22 Lasers & Sources |
| | Laser Focus World Webcasts | Optical coatings | High-Power Fiber Lasers | Ultrashort-Pulse (Ultrafast) Lasers |
| | BioOptics World Webcasts | Microscopy | | |
| | On-Topic Reports | | | |
| | Shows 2022 | ICALEO (TBA); FABTECH (Nov 8-10, Atlanta) | Neuroscience (Nov 12-16, San Diego); Cell Bio (Dec 3-7, Washington DC) | |

Details subject to change. Contact your sales representative for current information.

PRINT ADVERTISING SPECS

| | FULL PAGE SPREAD | FULL PAGE | 2/3 PAGE | 1/2 PAGE | | |
|--------------|--|---|---|--|--|---|
| Ad Size | | | | | | |
| Shape | ---- | ---- | ---- | Island | Horizontal | Vertical |
| Trim (W x H) | 15.5 x 10.5" 393.7mm x 266.7mm | 7.75 x 10.5" 196.85mm x 266.7mm | 5 x 10.5" 127mm x 266.7mm | 5 x 7.875" 127mm x 200.025mm | 7.75 x 5.375" 196.85mm x 136.525mm | 3.875 x 10.5" 98.425mm x 266.7mm |
| Bleed | 15.75 x 10.75" 400.05mm x 273.05mm | 8 x 10.75" 203.2mm x 273.05mm | 5.25 x 10.75" 133.35mm x 273.05mm | 5.25 x 8.125" 133.35mm x 206.375mm | 8 x 5.625" 203.2mm x 142.875mm | 4.125 x 10.75" 104.775mm x 273.05mm |
| Live | 15 x 10" 381mm x 254mm | 7.25 x 10" 184.15mm x 254mm | 4.5 x 10" 114.3mm x 254mm | 4.5 x 7.375" 114.3mm x 187.325mm | 7.25 x 4.875" 184.15mm x 123.825mm | 3.375 x 10" 85.725mm x 254mm |
| Non-Bleed | n/a | n/a | 4.375 x 9.5" 111.125mm x 241.3mm | 4.4375 x 7.375" 112.7125mm x 187.325mm | 7 x 4.875" 177.8mm x 123.825mm | 3.25 x 9.5" 82.55mm x 241.3mm |

Publication trim size:
7.75" x 10.5"
(196.85mm x 266.7mm)

CREATIVE SPECIFICATIONS

- Format (hi-resolution, full color):
 - PDF with PDF/X-1a option (preferred)
 - InDesign
 - Quark XPress
 - Illustrator
 - Photoshop
- Required supplementary items:
 - Fonts (embedded)
 - Images (CMYK color space)
 - Artwork (CMYK color space)

**MAILS BY THE 15th
OF THE MONTH.**

| | 1/3 PAGE | | | 1/4 PAGE | 1/6 PAGE |
|--------------|---|---|--|---|---|
| Ad Size | Horizontal | Vertical | Square | | |
| Shape | | | | | |
| Trim (W x H) | 7.75 x 3.875" 196.85mm x 98.425mm | 2.75 x 10.5" 69.85mm x 266.7mm | === | === | === |
| Bleed | 8 x 4.125" 203.2mm x 104.775mm | 3 x 10.75" 76.2mm x 273.05mm | === | === | === |
| Live | 7.25 x 3.375" 184.15mm x 85.725mm | 2.25 x 10" 57.15mm x 254mm | === | === | === |
| Non-Bleed | 7 x 3.3125" 177.8mm x 84.1375mm | 2.125 x 9.5" 53.975mm x 241.3mm | 4.4375 x 4.875" 112.7125mm x 123.825mm | 3.25 x 4.875" 82.55mm x 123.825mm | 2.125 x 4.875" 53.975mm x 123.825mm |

**PLEASE SEND YOUR AD NO LATER
THAN THE MATERIAL DUE DATE ON
THE EDITORIAL CALENDAR (Pg. 7-10)**

**ELECTRONIC SUBMISSION
OF PRINT AD MATERIAL**
PDFx1a is the preferred pdf format for
ad file submission.

TO EMAIL:
For files up to 10MB, please
email your ad to: [ebm-admaterial@
endeavorb2b.com](mailto:ebm-admaterial@endeavorb2b.com). Please include
advertiser name, publication name,
and issue date.

TO FTP TRANSFER:
For large files over 10MB, please
send via ftp, such as the free
service: www.wetransfer.com

Please use [ebm-admaterial@
endeavorb2b.com](mailto:ebm-admaterial@endeavorb2b.com) in the
[Email To] field for your
upload. Please include advertiser
name, publication name, and issue
date in the message field.

ASK YOUR SALES REP about additional ad formats,
such as belly band, gatefold inserts, and others!

DIGITAL ADVERTISING

Advertising that Reaches Decision Makers in the Moment

Showcase your brand to highly targeted audiences with our portfolio of display and rich media banners.

DISPLAY BANNERS

Banners appear on the home page and article pages. Standard display banners appear on desktop, tablet and mobile.

| | | |
|--------------------|---------------------|------------------|
| Leaderboard | Expanding Rectangle | In-banner video |
| Sticky Leaderboard | Half Page | In-article video |
| Billboard | Expanding Half page | Native ad |
| Pushdown | Welcome ad | Reskin |
| Rectangle | | |

WEBSITE SPECIFICATIONS:

Materials due:
Seven business days prior to publication.

Send website banner ads to:
webtraffic@endeavorb2b.com

Check out our advertiser site for more information:
<https://advancedtechnology.endeavorb2b.com/laser-focus-world/>



AUDIENCE SURVEY

Q. Please rate how important each of the following information sources are to help support the work you do.

93% Somewhat - Very Important

Magazine or trade journal websites

Q. How helpful are the following resources when finding out about new products or services to use at your company?

94% Somewhat - Very Important

Industry media websites

92% Somewhat - Very Important

Buyer's guide or product directory

Source: Laser Focus World Annual Audience Survey 2021

[CLICK HERE TO VIEW FULL SPECIFICATIONS >>](#)

EDITORIAL NEWSLETTERS

Established Frequency, Trusted Content, and Engaged Audiences – all our email lists have been cleaned to bring you only the most engaged industry professionals.

| BIOOPTICS WORLD | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| BIOPHOTONICS DEVELOPMENTS & NEWS | 6-JAN | 3-FEB | 10-MAR | 7-APR | 5-MAY | 9-JUN | 14-JUL | 11-AUG | 8-SEP | 6-OCT | 3-NOV | 1-DEC |
| | 20-JAN | 17-FEB | 24-MAR | 21-APR | 26-MAY | 23-JUN | 28-JUL | 25-AUG | 22-SEP | 27-OCT | 17-NOV | 15-DEC |

| INDUSTRIAL LASER SOLUTIONS | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| INDUSTRY WATCH | 6-JAN | 3-FEB | 3-MAR | 8-APR | 5-MAY | 2-JUN | 7-JUL | 5-AUG | 8-SEP | 6-OCT | 3-NOV | 8-DEC |
| LASER PROCESSING | 27-JAN | 24-FEB | 28-MAR | 23-APR | 26-MAY | 23-JUN | 28-JUL | 25-AUG | 29-SEP | 27-OCT | 30-NOV | 22-DEC |

| LASER FOCUS WORLD TOPIC UPDATES | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|---|------|------|-------------|------|------|------|------|------|------|-------|-------|-------|
| DEFENSE & SECURITY | | | | 4/21 | | | | | | | | |
| DETECTORS & IMAGING | 1/25 | 2/24 | 3/17 | 4/14 | 5/19 | 6/23 | 7/21 | 8/25 | 9/29 | 10/13 | 11/29 | 12/20 |
| FIBER OPTICS | 1/6 | 2/8 | 3/3 | | 5/10 | | 7/5 | | 9/15 | 10/11 | 11/15 | |
| LASERS & SOURCES | 1/11 | 2/15 | 3/8 3/24 | 4/19 | 5/17 | 6/16 | 7/12 | 8/18 | 9/20 | 10/6 | 11/10 | 12/22 |
| LIDAR | | | | 4/21 | | | | 8/4 | | 10/27 | | |
| MOTION CONTROL | | | | | | 6/7 | | | 9/8 | | | 12/13 |
| OPTICAL COATINGS & FILTERS | | 2/3 | | 4/7 | 5/26 | | 7/14 | 8/11 | | | 11/8 | |
| OPTICS | 1/18 | | 3/10 | 4/21 | 5/5 | 6/28 | 7/28 | 8/23 | 9/27 | 10/25 | 11/17 | |
| PHOTONICS WEST PREVIEW | 1/13 | | | | | | | | | | | |
| PHOTONICS WORLD NEWS & PRODUCTS: GLOBAL REPORT | 1/4 | 2/1 | 3/1 | 4/5 | 5/3 | 6/2 | 7/5 | 8/2 | 9/6 | 10/4 | 11/1 | 12/1 |
| SOFTWARE | | 2/17 | | 4/12 | | 6/9 | | 8/16 | | 10/18 | | 12/6 |
| SPECTROSCOPY | | 2/10 | | | 5/24 | | 7/19 | | 9/22 | | 11/3 | |
| TEST & MEASUREMENT | 1/20 | 2/22 | 3/15 | | 5/12 | 6/21 | 7/26 | 8/9 | | 10/20 | 11/22 | 12/8 |

PLAN YOUR 2022 NEWSLETTER CAMPAIGN HERE

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

SPECIFICATIONS

Accepted Formats:
JPG, PNG

Banner Dimensions/File Sizes:
300x250 or 300x600,
Maximum file size 40k

Intro Ad Dimensions:

- Image: 320 (w) x 180 (h) px jpg, gif
- Headline: 70 max character (including spaces and punctuation)
- Body Copy: 450 max character (including spaces and punctuation)
- One Paragraph
- No bullet points
- No custom formatting (bold, italics, color)
- No hyperlinked text
- One Click through URL

Materials Due:

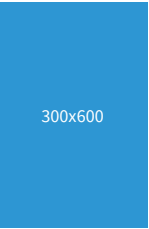
Seven business days prior to publication.

Send Material To:

webtraffic@endeavorb2b.com

CLICK HERE TO VIEW

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SPONSORED CONTENT NEWSLETTERS

Drive traffic to your website and push your marketing message to your target audience

| BIOOPTICS WORLD | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|-----------------|-----|-----|-------|-----|-------|-----|-------|-----|-------|-----|--------|-----|
| PRODUCT WATCH | | | 3-MAR | | 5-MAY | | 7-JUL | | 8-SEP | | 10-NOV | |

| INDUSTRIAL LASER SOLUTIONS | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| PRODUCT WATCH | 20-JAN | 17-FEB | 21-MAR | 15-APR | 12-MAY | 16-JUN | 21-JUL | 18-AUG | 22-SEP | 20-OCT | 17-NOV | 15-DEC |

| LASER FOCUS WORLD | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|--|------------------------------------|-----------|----------|------------|------------|-----------|------------|------------|-----------|--------------|-------------|-------|
| PRODUCT WATCH | 1/5 | 2/9, 2/23 | 3/9 | 4/13 | 5/11, 5/25 | 6/8, 6/22 | 7/13, 7/20 | 8/3 | 9/7, 9/21 | 10/12, 10/26 | 11/9, 11/30 | 12/14 |
| JANUARY BEST OF SHOW SPIE PHOTONICS WEST (JAN 25-27) | 1/11, 1/12, 1/13, 1/18, 1/19, 1/20 | | | | | | | | | | | |
| SPIE PHOTONICS WEST VIDEOS | | | 3/1, 3/3 | | | | | | | | | |
| MARCH BEST OF SHOW OFC | | | TBD | | | | | | | | | |
| MARCH BEST OF SHOW SPIE DCS (APRIL 3-7) | | | 3/30 | | | | | | | | | |
| APRIL BEST OF SHOW LASER MUNICH (APR 26-29) | | | | 4/19, 4/20 | | | | | | | | |
| MAY BEST OF SHOW CLEO | | | | | 5/4 | | | | | | | |
| AUG BEST OF SHOW SPIE O+P (AUG 21-25) | | | | | | | | 8/16, 8/17 | | | | |

| NEWSLETTER | SPECIFICATIONS |
|--------------------------------|---|
| Product Watch/ Best of Show | <ul style="list-style-type: none"> Product Image: 320 (w) x 180 (h) px; jpg, gif Headline: 70 characters max (including spaces and punctuation) Body Copy: 450 characters max (including spaces and punctuation) One paragraph, No bullet points, No custom formatting (bold, italics, color), No hyperlinked text. One Click through URL |