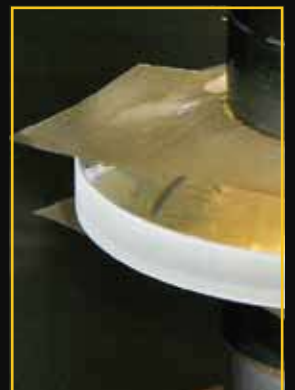
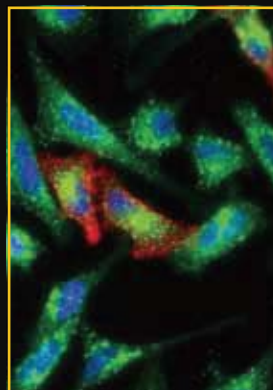


Laser Focus World

J A P A N

2012 Media Planner



Audience Reach

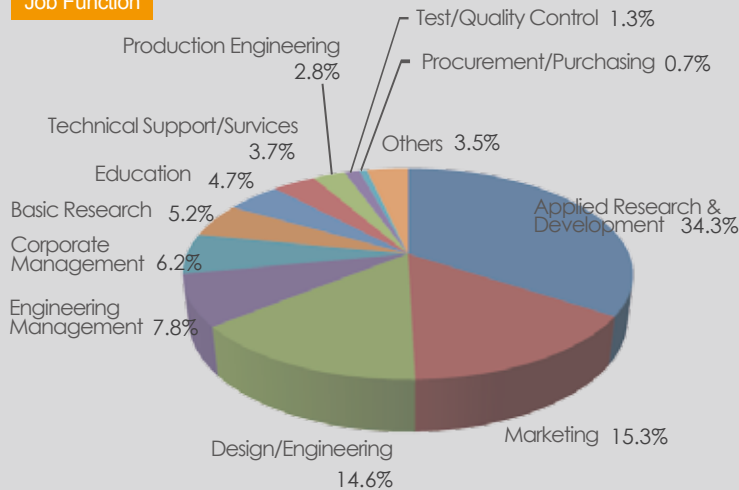
As a Japanese edition of Laser Focus World, Laser Focus World Japan's mission is to give you opportunities to expand your reach into the Japanese photonics and optics industry.

- Frequency: Monthly
- Language: Japanese
- Circulation: 12,000



AUDIENCE DEMOGRAPHICS

Job Function



Business/Occupation

Lab./Univ./Gov./Hospital	13.1%
Semiconductors/ICs/Electronics	9.2%
Fiber Optic Components & Systems	9.1%
Lasers	8.6%
Optical Components	6.9%
Precisions	6.9%
Manufacturing Systems	6.4%
Test & Measurement Equipment	6.0%
Materials/Chemicals	4.7%
Distributors	4.2%
Communication Systems	3.3%
Medical/Biomedical Instruments	3.2%
Consumer Electronics/AVs	2.8%
Automotive/Transportation	2.6%
Consulting	2.0%
Computers/IT Devices	1.4%
Controls/Robotics	1.2%
Design/Engineering Services	1.2%
Utilities	0.6%
Printing	0.6%
Aviation/Aerospace	0.4%
Machine Vision	0.4%

Applications

Manufacturing Equip.	22.6%
Test & Measurement	22.4%
Communications	20.2%
Semiconductor Process	19.1%
Material Process	16.4%
Spectroscopy	15.8%
Imaging	14.4%
Consumer Electronics/AVs	13.7%
Medical/Therapeutic	11.9%
Automotive/Transportations	10.9%
Lighting	8.6%
Biotechnology	7.5%
Signal Processing/Computing	6.4%
Chemistry/Chemical Engineering	6.3%
Aviation/Aerospace	4.9%
Sensing/Monitoring	4.9%
Material Research	4.4%
Remote Sensing	4.2%
Printing	4.1%
Data Storage	4.0%
Broadcasting/Entertainment	2.2%

Purchasing Influence

Lasers	48.5%
Optical Components	48.0%
Detectors & Sensors	34.6%
Fiber Optic Components & Systems	33.5%
Test & Measurement Equip.	31.8%
Laser Parts & Accessories	30.4%
Laser Systems	25.3%
Semiconductors/ICs	21.9%
Other Light Sources	21.6%
Software	20.6%
Power Supply	19.4%
Materials/Substrates	18.7%
Imaging Devices & Systems	16.6%
Manufacturing Systems	15.7%
Cooling, Vacuum & Gas Equip.	11.6%
Optical Fabrication/Services	9.9%

2012 Editorial Calendar

	● Editorial Highlights	● AD	● MAT
Jan	FTunable Sources, Thin-Film Coating, Single-Photon Detector, Terahertz Imaging, Fibers for Sensing, Vibration Control & Isolation <i>Aesthetic Photonics</i> <i>High-Power Diode Lasers</i> <i>Control & Automation</i>	12/5/2011	12/12/2011
Feb	Photonics West Preview, Annual Technology Review, Fiber Laser, Hybrid Optics, IR Detectors, Fiber for Lighting, Spectroscopy <i>Communications</i> <i>OCT</i>	1/15/2012	1/24/2012
Mar	Market Review & Forecast, Ultrafast Lasers, Slow Light, Plasmonic Light Detectors, Optical Sectioning Microscopy, Fiber for Fiber Lasers <i>Mid-IR Sensing</i> <i>Frequency Combs</i> <i>Image Processing</i>	2/15/2012	2/22/2012
Apr	High-Power Diode Lasers, Optics Fabrication, CCDs, Sensor Fusion, Next-Gen Communications Fiber, Spectroscopy <i>Forensics</i> <i>High-Harmonic Generation</i> ,	3/13/2012	3/22/2012
May	Supercontinuum Sources, Adaptive Optics, PMTs, Projection Displays, Microstructured Fibers, Nanometrology <i>Photoacoustics</i> <i>Ultrafast Laser Processing</i> <i>Optical Design</i>	4/12/2012	4/19/2012
Jun	Fiber Lasers, 3D Optical Imaging, CMOS, Advanced Cameras, Laser Safety <i>Wearable Photonics</i> <i>Room Temperature IR Imaging</i>	5/17/2012	5/24/2012
Jul	CLEO Innovation Awards Feature, Terahertz Sources, Nonlinear Optics, Photon Counting, Fiber-Based Medical Devices, Motion Control <i>Lidar</i> <i>Graphene</i> <i>Modeling</i>	6/15/2012	6/22/2012
Aug	Solid-State Lasers, LED Optics, Organic Photovoltaics, Low-Light Imaging, Specialty Fiber <i>Microprocessing</i> <i>Beam Combination & Steering</i>	7/17/2012	7/24/2012
Sep	Tunable Sources, Lensless Imaging, Detectors for Integrated Photonics, Molecular Imaging, Automotive Fiber <i>Spectroscopy</i> <i>Digital Holography</i> <i>Thin-Film Coating Design</i>	8/15/2012	8/22/2012
Oct	Fiber Lasers, Wideband IR Optics, Focal Plane Arrays, Panoramic Imaging, Optical Fiber Fabrication, Microscopy <i>Biophotonics</i> <i>QC Lasers</i>	9/14/2012	9/21/2012
Nov	Diode Lasers, Terahertz Optics, Next-Generation Detectors, High-Speed Imaging, Fiber Amplifiers, Beam Analysis <i>Materials Processing</i> <i>Plasmonics & Nanoscale Lasers</i>	10/15/2012	10/22/2012
Dec	Ultrafast Lasers, Optofluidics, IR Detectors, Spectral Imaging, Novel Optical Fibers, Spectrometers <i>Optical Data Storage</i> <i>Genomics (or DNA Sequencing)</i>	11/15/2012	11/22/2012

● Photonics Applied ● Photonics Frontier ● Software & Computing

Rates/ Ad specs

2012 RATE CARD

		1x	6x	12x	24x	US\$
4-Color	Full Page	3300	3140	2980	2830	
	1/2 Page(Hor. /Ver.)	2200	2090	1990	1890	
	1/2 Page(island)	2420	2300	2190	2080	
	1/3 Page(Hor. /Ver.)	1650	1570	1490	1420	
2-Color	Full Page	2750	2610	2480	2360	
	1/2 Page(Hor. /Ver.)	1800	1710	1620	1540	
	1/3 Page(Hor. /Ver.)	1380	1310	1250	1190	
B&W	Full Page	1650	1570	1490	1420	
	1/2 Page(Hor. /Ver.)	1320	1250	1190	1130	
	1/3 Page(Hor. /Ver.)	1050	942	890	850	

Premium Positions*	1x	12x
CV2	4200	3860
Facing CV2 (Pg. 1)	4000	3680
CV3	3500	3220
CV4	4500	4140

*Advertisers on a 12x contract prioritized to be served premium positions.

● Translation (English to Japanese): \$200 per page or fractional

ONLINE and TARGET MARKETING PROGRAM

e-Newsletter text ad:

Weekly : Top @\$500 Middle or Bottom: @\$450

● ad spec: Japanese Character 144 + linked URL

Online banner ad:

Leaderboard @\$1500/Month

Skyscraper @\$1000/Month

● minimum contract term: 1 month

e-List rental:

base rate @\$500/M segmentation +@\$100/M
transmission fee +@\$200/M

● minimum charge: \$1000

List rental:

base rate @\$500/M segmentation +@\$100/M
tipping charge +@\$100/M

● minimum charge: \$600 (postal charge excluded)

Outsert:

base rate @\$900/M* segmentation +@\$100/M

*material must be less than 297 x 210mm, 50g.

● minimum charge: \$1000

AD SIZES

W x H	TRIM	BLEED (mm)
Full Page	180 x 255	210 x 280
2 Page Spread	388 x 255	420 x 280
CV4	180 x 255	
1/2Page Island	115 x 200	
1/2Page Horizontal	180 x 125	
1/2Page Vertical	85 x 255	
1/3Page Horizontal	180 x 83	
1/3Page Vertical	55 x 255	

● We prefer ad material supplied as PDFs with PDF/X-1a format option.

Contact

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