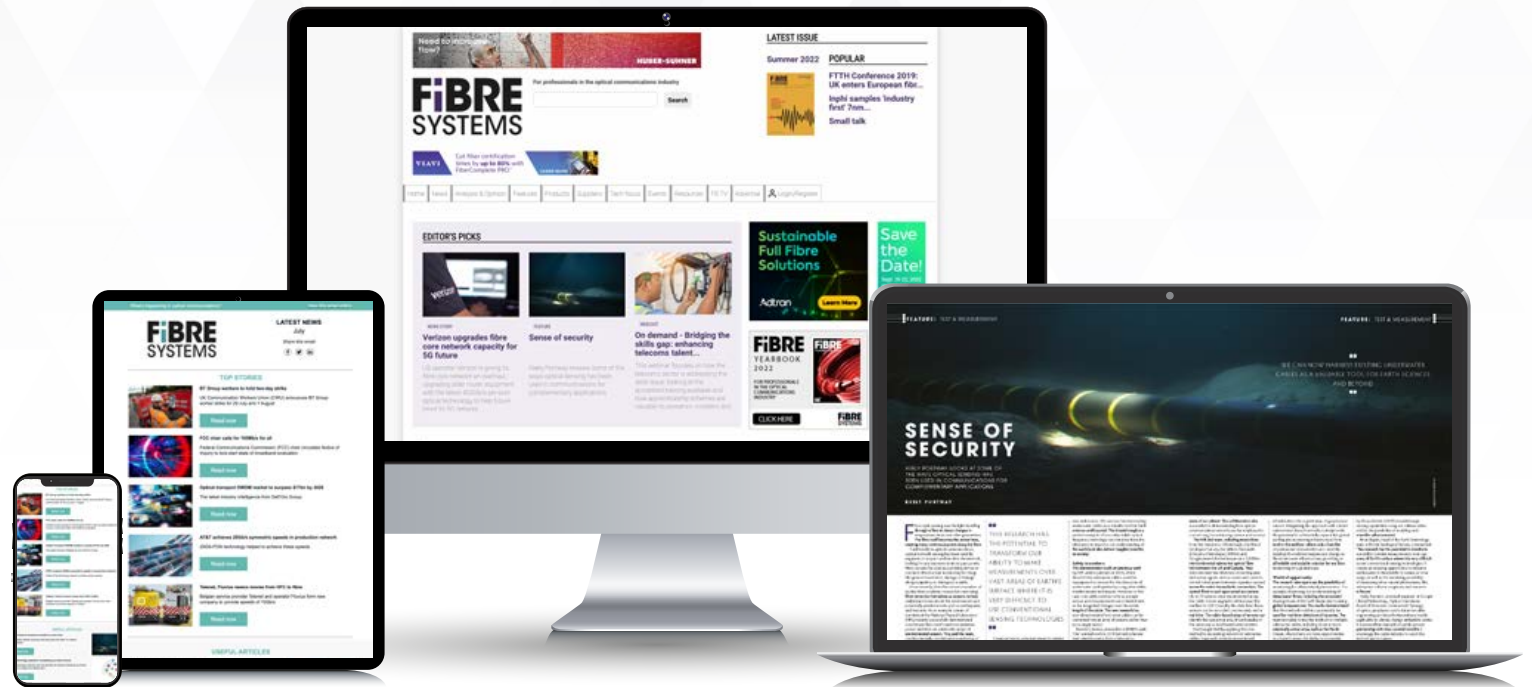
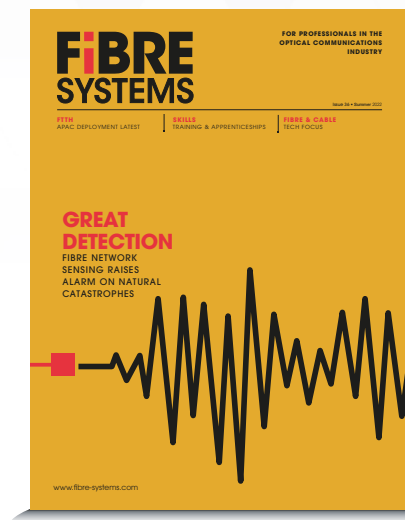


FIBRE SYSTEMS

Media information 2023

The multi-platform resource sharing optical communication innovation and insight – for manufacturers, integrators and operators of fibre networks



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Why Fibre Systems?

FiBRE
SYSTEMS

Reaching an engaged audience has never been more important, and cutting through the market noise to build awareness of your brand has never been harder. With new products and opportunities entering this fast-growing market all the time, **making your brand stand out** and influencing change is a real challenge.

Fibre Systems is a hub of analysis, feature content, lively debate, technical updates and industry news, making

it an **essential platform to support your marketing campaigns**. Our profile in the industry – paired with our understanding of your current challenges and our expert knowledge – provides a strong foundation for success.

Industry professionals rely on our content to **share insights, identify solutions** and **pursue partnerships** to drive their business forward.

Do you want to reach **heads of R&D, engineering and training; technical directors, engineers and training providers**? Our experienced team will recommend the best campaign approach that focuses on influencing your target audience at every single stage of the marketing funnel.



Understanding the year ahead

The past two years have had a significant impact on the optical communications industry – as they have on the planet at large. The pandemic put the need for reliable connectivity at the centre of the world stage, but the non-pandemic-related industry drivers have not gone away and will become more important in 2023 and beyond. The ever-present issue of **network capacity** will continue to be a key issue, alongside increased **connectivity competition** and **keeping network data safe** from potential cyber-attacks.

As the evolution to 5G draws closer, rapidly rising demand for bandwidth, which significantly accelerated during the pandemic, continues to put pressure on **network capacity**. This is unlikely to abate anytime soon, with additional drivers such as content streaming, the internet of things (IoT), artificial and virtual reality (AR/VR) and, more

recently, the Metaverse creating extra pressures on global network capability. It is generally accepted by the industry that higher speeds and better reliability can only be achieved with full-fibre. The good news is that there has been a significant increase in funding, policy and investment to build or expand full-fibre networks and, throughout the world, targets for deployment are now largely on track.

The challenge for network owners and operators in such a rapidly evolving market will be ensuring these networks are future-proofed to meet demands that may not even exist yet, which means packing as much capacity as possible into a network footprint. **Fibre densification** is one method being used

‘The ever-present issue of network capacity will continue to be a key issue’

to do this, but this is not always possible and decisions must also be urgently made on other network technologies to deliver future capacity and speeds. As an example, today’s fibre networks are widely based on Gigabit PON (GPON) technology – and the industry is already working towards the next generation of PON technologies for evolutions beyond 10Gb/s. Operators need to decide which iteration of **PON technology** will best suit their network going forward. Other technology decisions are needed on the optical engine, frequency band, topology, transmission equipment and access equipment, to name just a few. There’s also an urgent need to conclude whether to use an **open and disaggregated model** and to consider whether to adapt to digital with the increase in intelligent and automated networks.

We’ve mentioned the impact of 5G from a capacity standpoint, but it is also

‘The challenge for network owners and operators in such a rapidly evolving market will be ensuring these networks are future-proofed’

likely to lead to **increased competition**. We know that wireless and fibre are complementary technologies and the optical communications industry is generally in agreement that there can be no 5G without fibre... but consumers remain less aware of this. Even so, faster mobile speeds, coupled with better data plans, fixed wireless connections and – more recently – satellite communications are offering greater choice for consumers when evaluating a service.

As well as continuing to educate consumers on the benefits of fibre technology, operators are also finding that increased competition is raising

customer expectation on service and products. Operators and service providers who have not done so already are considering expanding their offering to include wireless. This is already prevalent where it has not yet been possible to deploy fibre. Other operators have moved to a **wholesale business model**, removing the interaction with consumers completely and instead selling their network capacity to other operators and service providers. This is helping firms remove many operating costs and focus on network construction.

The need to ensure that **network security** is up to the challenge of foiling attempted data breaches is more important than ever. Fibre is celebrated for being more secure and more difficult to penetrate than other network technology because the way that it transmits data makes the signal trickier to intercept – but even fibre is

not impenetrable to hackers. Operators are deciding on the best strategies to protect network data, both while ‘at rest’ at the data centre or storage facility and, crucially, in the optical layer when it is in transit in the fibre itself. Encryption at the optical layer and optical steganography for data-hiding both offer a high level of protection. One way that hackers are able to gain access is via the light leakage that can occur from bends in the fibre, so the strength and bend-insensitivity of the fibre is being rigorously assessed at the density planning stage. At a time of turbulence, the **strength and security of our fibre** has never been more critical.

‘The need to ensure that network security is up to the challenge of foiling attempted data breaches is more important than ever’

A global audience

Fibre Systems delivers quality content to a diverse audience across print, digital and social media. As a **central hub of knowledge and information**, subscribers rely on our content to make critical decisions about who is important to reach and where investment to support new technology and innovation should be focused.



11,750 monthly page views

22% increase in web traffic in 2021

A truly engaged subscriber base boasting an average session duration of **11 mins 34 secs** and average number of sessions per user of **3.48**

Sectors we serve:

- Network equipment manufacturers
- Training providers
- Start-up businesses
- Original equipment manufacturers
- Academia



Monthly reach of more than **13,000**

5,500+ email subscribers

21% Average email open-rate

8% click-through rate

Job titles represented include:

- Chief Executive Officer (CEO)
- Chief Technology Officer (CTO)
- Head of Engineering
- Head of Research & Development
- Head of Training
- Technical Director



8,500+ social media followers

4% LinkedIn engagement rate

4% Twitter engagement rate

Editorial calendar 2023/24



Issue	Features	Tech Focus
Winter	<ul style="list-style-type: none"> • Data centre optics • FTTH in the Americas • Fibre and 5G networks 	<ul style="list-style-type: none"> • Installation equipment
Spring	<ul style="list-style-type: none"> • FTTH in Europe • Cable TV networks • Network automation 	<ul style="list-style-type: none"> • Optical transport
Summer	<ul style="list-style-type: none"> • FTTH in APAC • Photonic integration • Next-generation optical network 	<ul style="list-style-type: none"> • Fibre and cable
Autumn	<ul style="list-style-type: none"> • FTTH in MENA • Submarine networks • Metro networks 	<ul style="list-style-type: none"> • Network access equipment
Fibre Yearbook	<ul style="list-style-type: none"> • State of the industry: analyst reviews and forecasts • FTTH (A global overview) • Interoperability • Regulations & standards • OpEx • Supply chains • Sustainability 	

Event distribution

Recognised as a trusted publication in the optical communications sector, *Fibre Systems* is distributed at events spanning numerous industry verticals.

We work closely with leading partners, helping to facilitate an essential platform for innovation and collaboration. By aligning your event marketing activity with our extensive distribution programme, you can take advantage of a unique opportunity to reach a captive, global audience of professionals.

Some of the global partners and events we work with include:

- ANGA COM
- Broadband World Forum
- CIOE
- Connected Germany
- Connected Britain
- Connected North
- CRU Wire and Cable
- Data Centre World
- ECOOC Conference and Exhibition
- FTTH Conference
- Future of Communication Conference
- Gigabit Access 2022
- International Telecoms Week
- Metro Connect USA
- Nexttv Series Europe
- NGON & DCI World
- OFC
- Optatec
- Opticle Wireless Communication Conference
- Photoptics
- SCTE Cable-Tec Expo
- Submarine Networks World
- Total Telecom Congress
- World Optical Fibre and Cable

Product overview

Influence every stage of the marketing funnel through our five defined campaign pillars

In the search for innovative solutions and actionable insights, industry professionals turn to *Fibre Systems* to help drive brand engagement, reach a wider audience and **grow their business**.

Fibre Systems presents the ideal platform to **reach new customers** with a breadth of opportunities across multiple platforms to help you achieve your business goals.

Positioned as the leading information source for the industry, we can help you communicate your key marketing messaging to a **qualified audience** of professionals and grow your network.

Work with our experienced account managers to launch a multi-platform campaign, focused on **achieving your marketing goals**.

> Making your content work harder

Harness the power of multi-platform campaigns and reach a wider audience with the content you have worked hard to create.

> Generate quality leads

Widen the net and collect leads from those that influence the buying process and are actively looking for new solutions and insights from trusted brands.

> Boost brand awareness

Place your brand amongst trusted independent content distributed globally to professionals in your sector, both in print and online.

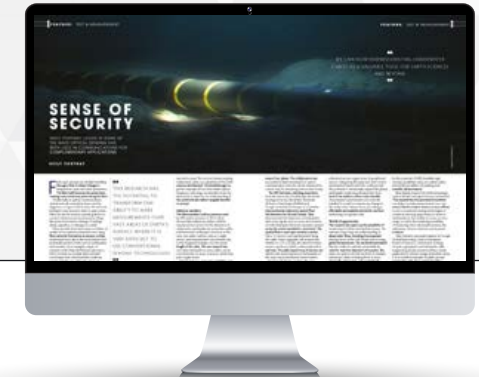
> Present innovative solutions

Promote new solutions or emerging technologies through targeted online advertising and email campaigns reaching key decision makers.

> Lead the discussion

Position your organisation's experts on critical topics through collaboration with our content and showcase your brand as an industry thought-leader.

The magazine



Key benefits

Distributed in print and digital formats, the magazine offers you the opportunity to **present your own message** alongside highly-respected, editorially-relevant content.

Our magazine helps you **build your campaign** by creating visibility among our loyal subscribers and a growing network of industry-event attendees.

Each issue of our magazine is seen by a global audience of more than 7,500 in both print and digital

Production details

Advertising deadlines are as follows:

2023 issue	Ad deadline
Winter	13/01/2023
Spring	17/03/2023
Summer	16/06/2023
Autumn	18/08/2023
Yearbook	03/11/2023

See pages 22 & 23 for mechanical specifications

Price

	x1	x4
Full-page	£4,125	£3,300
Half-page	£2,585	£2,197
Third-page	£2,189	£1,859
Quarter-page	£1,458	£1,239
Premium positions +20%		
Outsert		£4,945
Digital edition sponsorship		£2,200

SAVE when you book an advert in multiple issues

> Boost brand awareness

> Present innovative solutions

The website

Key benefits

We offer an extensive range of digital advertising formats and fibre-systems.com is fully mobile-optimised.

Elevate your brand visibility alongside relevant and trusted photonics content.

All digital options, sizes and price for each as shown in this example

- 1 **Dropdown banner: £2,530 per month**
(opens for four seconds as a large advert, then drops back to a smaller version)
- 2 **Leaderboard: £2,195 per month**
Desktop size 728 x 90 Mobile 300 x 100
- 3 **Top banner: £1,925 per month**
Desktop size 468 x 60 Mobile 300 x 100
- 4 **Skyscraper: £1,650 per month**
Desktop size 120 x 600 Mobile 300 x 100
- 5 **Box ad: £1,430 per month**
Desktop size 300 x 250 Mobile 300 x 100
- 6 **Right button banner: £545 per month**
Desktop size 120 x 120 Mobile 120 x 120

All measurements in pixels

The screenshot shows the fibre-systems.com website layout with the following advertising placements:

- 1**: A large dropdown banner at the top center of the page.
- 2**: A horizontal leaderboard banner at the top left, below the site logo.
- 3**: A horizontal top banner below the navigation menu.
- 4**: A vertical skyscraper banner on the right side of the page.
- 5**: A box ad on the right side, below the skyscraper banner.
- 6**: A right button banner at the bottom right of the page.

The website content includes sections for 'EDITOR'S PICKS', 'NEWS', and 'LATEST ISSUE'. The 'EDITOR'S PICKS' section features articles such as 'Verizon upgrades fibre core network capacity for 5G future', 'Sense of security', and 'On demand - Bridging the skills gap: enhancing telecoms talent...'. The 'NEWS' section includes 'Kent town set for £9.5m fibre boost', 'County Broadband selects civil engineering partner for £146m fibre', 'IPG Photonics sells telecom transmission line to Lumentum', and 'IQGeo acquires Comsof, expands market share'. The 'LATEST ISSUE' section highlights 'FTTH Conference 2019: UK enters European fibr...' and 'Enhancing telecoms talent through training and apprenticeships'.

> Boost brand awareness

> Present innovative solutions

Newsline

Key benefits

Read by **buyers and influencers** in the industry, you can deliver your brand straight to the inbox of our opt-in subscriber database.

At 21%, our established open-rate is well above average and we have five banners available on each Newsline, offering you **optimum exposure** in front of our engaged audience.

Production details

- 468 x 60 banner
- 300 x 100 mobile banner
- URL link

Price

£1,425

Sent via email to our opt-in subscriber database of more than 5,500*

*limited to five banners per Newsline.

Latest news [View this email online](#)

FIBRE SYSTEMS

LATEST NEWS
June
Share this email
f t in

TOP STORIES

UK connections by altnets surpass 1 million
The Independent Networks Co-operative Association (INCA) has released its Metrics for the UK independent network sector report for 2022, compiled by Point Topic.
[Read more](#)

Sony establishes newco for space optical communications
Sony Corporation of America (SCA), has formed a new company, Sony Space Communications Corporation (SSC), to conduct space optical communications.
[Read more](#)

Deutsche Telekom, Glasfaser Ruhr team up to bring FTTH to Bochum
Deutsche Telekom and Glasfaser Ruhr have agreed on large-scale cooperative FTTH expansion in the German city of Bochum.
[Read more](#)

FEATURED ARTICLES

On trend
Keely Portway reports on the popular Market Watch panel that took place at OFC 2022, focusing on the current state of the optical market.
[Read more](#)

PIC in the mix
As pressure on telecommunications networks continue to grow, photonic integrated circuits (PIC) are becoming more advanced for optical communications to sustain the unprecedented rise in traffic, finds Abigail Williams
[Read more](#)

Recruiting and retaining great telecoms talent
Keely Portway reports on a recent webinar about how the telecoms sector is addressing the current shortage in skills, from recruitment through to keeping great candidates once they are on board
[Read more](#)

> Boost brand awareness

> Present innovative solutions

Productline

Just two exclusive Productline boost placements are available each month

Key benefits

Productline is designed to **support your launches**, regularly drip-feed product news to a defined audience or strategically supplement a wider, multi-channel campaign.

fibresystems.com is a **trusted resource for decision-makers** in the photonics sector and a cost-effective solution to boost visibility and make your product stand out.

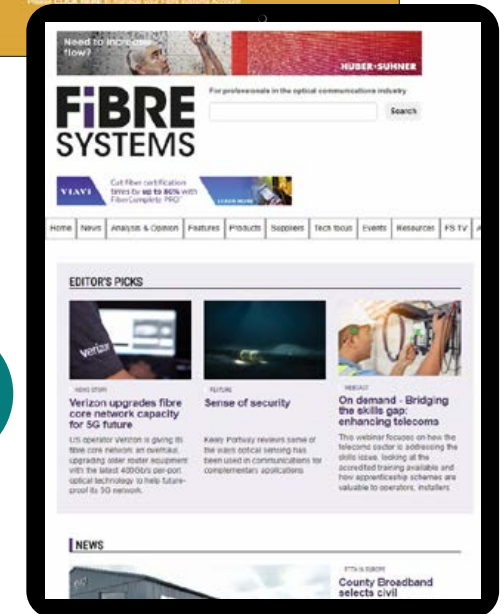
Production details

- Headline,
- 190 x190 image
- «40 words and URL

Price

For prices, see below. Sent via email to our opt-in subscriber database of more than 5,500

	Productline £550	Featured Productline £935	Productline Boost £1435
Productline email listing	✓	✓	✓
Featured Productline email listing		✓	✓
Online product listing			✓



> Present innovative solutions

> Boost brand awareness

Analysis & Opinion sponsorship

Shout about your core brand values

Key benefits

Analysis and Opinion (A&O) columns are written by leading experts from our industry.

Associating your brand with this type of high-end, opinion-forming content creates a platform for broader influence beyond your specific product campaigns. This represents a perfect showcase for your brand values.

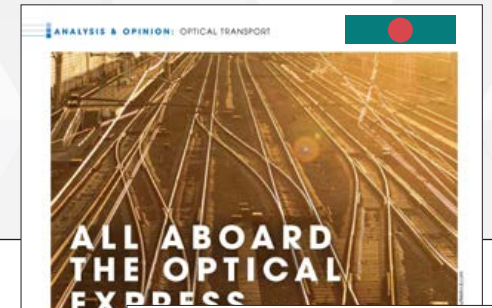
Production details

- Logo placement

Price

£1,095 per issue

You will receive a logo placement across multiple platforms, as A&O is delivered in-print, hosted online and via a standalone email



> Boost brand awareness

Webcasts



Key benefits

A chance to position your brand as an expert in a key topic through powerful, engaging content that generates **high-quality leads**.

Choose from editorially led webcasts or **drive the debate** with a topic of your own choice that's supported by our in-house creative team.

Price & options

Sole sponsorship £8,800

- Branding on all marketing promotions
- **Fibre Systems** as host, moderator and coach
- Pre- and post-event email promotions
- House advert in the magazine
- Social media coverage
- MP4 of the webcast for you to keep
- A supplied list of all of the questions asked during the session
- All leads, including opt-in delegate marketing leads

Editorial webcast sponsorship £1,645

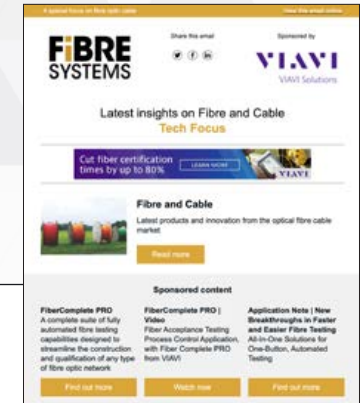
- Branding on all marketing promotions
- All opt-in delegate marketing leads

> Lead the discussion

> Generate quality leads

> Boost brand awareness

Tech Focus



Key benefits

Tech Focus spotlights a particular area of technology and delivers **a definitive overview**, plus insight into products that are currently available across the market.

You can **place your unique solution** alongside relevant content promoted across our digital products and the magazine.

2023 issue	Topics
Winter	<ul style="list-style-type: none"> • Installation equipment
Spring	<ul style="list-style-type: none"> • Optical transport
Summer	<ul style="list-style-type: none"> • Fibre and cable
Autumn	<ul style="list-style-type: none"> • Network access equipment

Price & options

Lead sponsorship £3,245

- Exclusive branding on magazine and online Tech Focus
- Sole branding on Tech Focus email, including 468 x 60 banner
- Top-spot 'enhanced product'
- Three x key positions linking to your content in the Tech Focus email

Enhanced product entry £1,100

- 150 words, plus a high-res image, highlighted in the magazine
- Product summary in Tech Focus email
- Full product listing online

> Making your content work harder

> Present innovative solutions

White Papers

Key benefits

A White Paper promotion with *Fibre Systems* allows you to harness the value of your expertise by **presenting the critical principals of your technology** to an engaged, knowledgeable audience.

Promoted across multiple platforms in both print and online; your curated content will be **seen by key decision makers**.

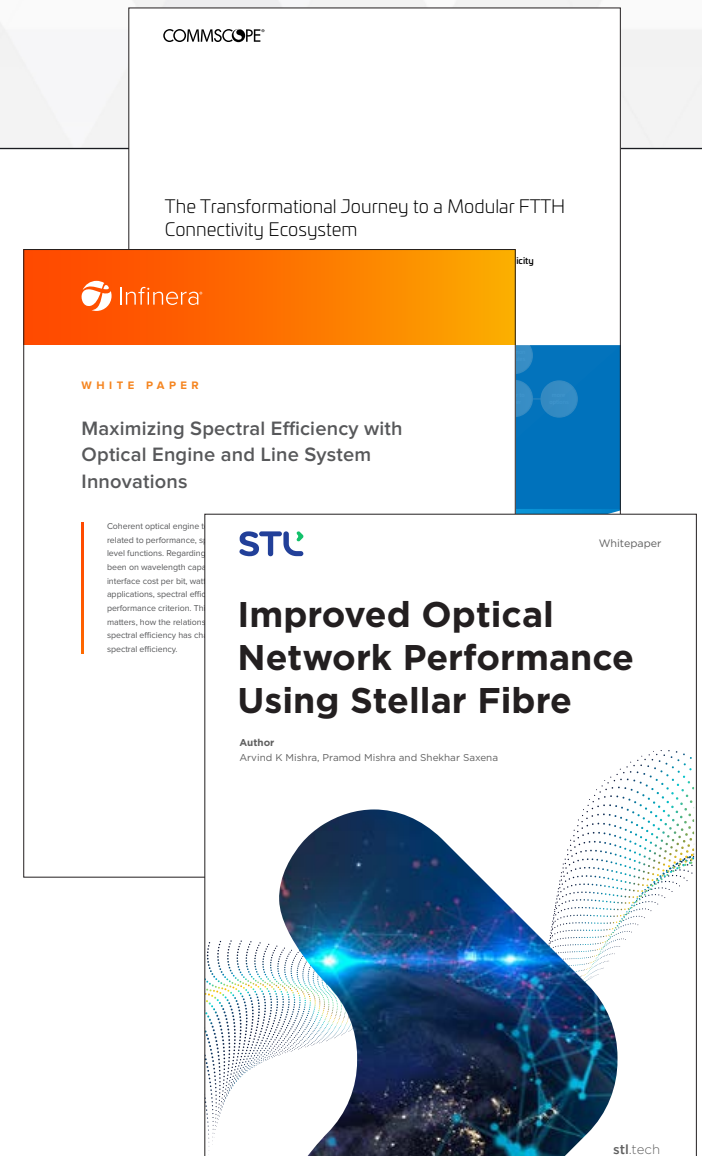
Production details

- PDF-ready version of your White Paper

Price

£1,375

- Hosted online for an entire year
- Promoted via our email and social media campaigns
- Highlighted in a magazine house advert
- Option to gate content and collect quality leads



> Making your content work harder

> Generate quality leads

Viewpoint

Key benefits

Take this opportunity to **share experience and knowledge** to present an opinion on industry-wide matters that others will be interested to hear.

Raise the personal profile of a key voice in your business and show how that expertise within your company places you ahead of your competitors.

Production details

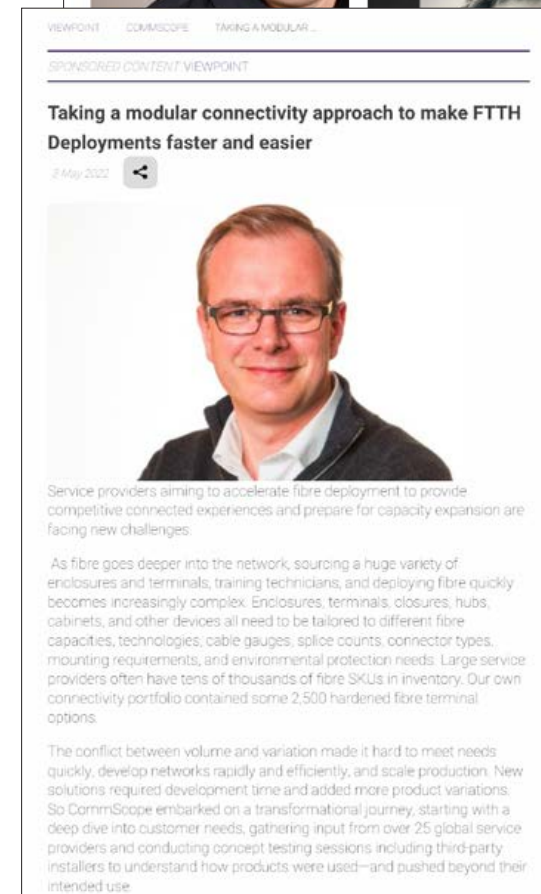
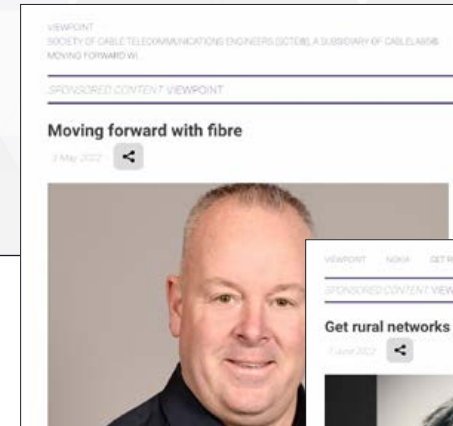
- 750 words
- Featured image

Price

£1,375*

(*additional writing and content charges may apply)

- Hosted online at fibre-systems.com
- Promoted by email to our opt-in subscribers
- Promoted through house adverts in the magazine



> Lead the discussion

> Making your content work harder

White Paper + Featured Technology



Key benefits

If you have a genuinely disruptive technology, **we will create an article** that uses the information detailed in your White Paper as the catalyst.

We **showcase your technology and demonstrate its critical impact** in a wider context and stimulate debate through this unique editorial approach.

Production details

- 1,200-word feature (written by us)

Price

£3,245

- Appears as two pages in the magazine
- Comprising a 1,200-word feature (written by us), plus a half-page house advert
- Also appears online as a Viewpoint, directing the audience towards your White Paper
- Hosted on fibre-systems.com

White Paper

- Promoted via an email campaign
- Highlighted via a house advert in the magazine
- Option to gate the White Paper online and collect lead data

> Present innovative solutions

> Making your content work harder

> Generate quality leads

Marketing services

Are you struggling to create high-quality content?

We understand that while many of the products detailed within our media pack complement your broad marketing objectives and serve to position your brand as a genuine industry leader, it can be a challenge to create the content to take full advantage of the opportunity. With

this in mind, we have designed a comprehensive menu of dynamic content creation options that allow you to work with our client success team and editorial experts to produce results that will maximise the effectiveness of our print and digital platforms.

- **Enquire for prices**



Need wider support?

Europa Science has a sister company: Europa Market Intelligence (EMIL). EMIL can support your wider marketing objectives; assisting your market exploration, data building and content creation efforts.

- **Price on application**
jon.hunt@europascience.com



Client success team

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Print specifications



FULL PAGE

Trim (Page size)
213mm (W) x 282mm (H)

Bleed (+3mm all around)
219mm (W) x 288mm (H)

Non bleed ad
189 (W) x 258mm (H)

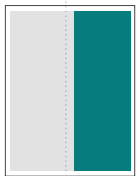


DOUBLE PAGE SPREAD

Trim (Page size)
426mm (W) x 282mm (H)

Bleed (+3mm all around)
432mm (W) x 288mm (H)

Non bleed ad
402 (W) x 258mm (H)

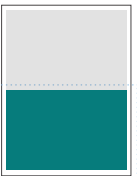


HALF PAGE VERTICAL

Trim
104mm (W) x 282mm (H)

Bleed (+3mm all around)
110mm (W) x 288mm (H)

Non bleed ad
92 (W) x 258mm (H)



HALF PAGE HORIZONTAL

Trim
213mm (W) x 141mm (H)

Bleed (+3mm all around)
219mm (W) x 147mm (H)

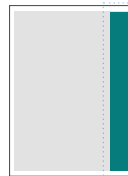
Non bleed ad
189 (W) x 129mm (H)



QUARTER PAGE

Non bleed ad
92mm (W) x 129mm (H)

Bleed ad not available

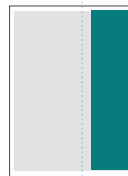


QUARTER PAGE STRIP

Trim
55mm (W) x 282mm (H)

Bleed (+3mm all around)
61mm (W) x 288mm (H)

Non bleed ad
42mm (W) x 258mm (H)

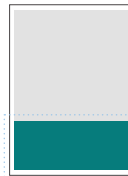


1/3 PAGE VERTICAL

Trim
71mm (W) x 282mm (H)

Bleed (+3mm all around)
74mm (W) x 288mm (H)

Non bleed ad
59mm (W) x 258mm (H)



1/3 PAGE HORIZONTAL

Trim
213 (W) x 94mm (H)

Bleed (+3mm all around)
219mm (W) x 100mm (H)

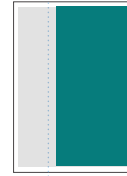
Non bleed ad
189mm (W) x 85mm



1/2 PAGE ISLAND

Non bleed ad
140mm (W) x 195mm (H)

Bleed ad not available



2/3 PAGE VERTICAL

Trim
136mm (W) x 282mm (H)

Bleed (+3mm all around)
142mm (W) x 288mm (H)

Non bleed ad
124mm (W) x 258mm (H)



1/3 PAGE SQUARE

Non bleed ad
125mm (W) x 125mm (H)

Bleed ad not available

Recommendation

If you are supplying a bleed ad, we recommend that any text or important information is placed at least 10mm from the edge of the advert, to allow for any discrepancies when the magazine is trimmed by the printer.

••••• Trim

These dimensions are where the page will be cut if you would like your advert to run right to the edge of the page, and represents the final dimensions of the printed magazine.

— Bleed

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

■ Non bleed ad

This is the size to create your ad if you wish the advert to have white space all around it on the page, and not run to the edge of the page.

Digital file requirements

PDF-X1a, PDF, EPS, TIFF files are all accepted. All high-resolution images and fonts must be embedded in files. Images must be 300dpi/cmyk.

A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.

Digital specifications

LEADERBOARD

Desktop
728px wide x 90px high

Mobile
300px wide x 100px high

Plus
URL click-through link



SKYSCRAPER

Desktop
120px wide x 600px high

Mobile
300px wide x 100px high

Plus
URL click-through link



TOP

Desktop
468px wide x 60px high

Mobile
300px wide x 100px high

Plus
URL click-through link



DROPDOWN

Desktop – expanded
960px wide x 400px high

Desktop – contracted
960px wide x 60px high

Mobile
300px wide x 100px high

Plus
URL click-through link



BOX

Desktop
300px wide x 250px high

Mobile
300px wide x 100px high

Plus
URL click-through link



MEDIA & BUTTON

Desktop
120px wide x 120px high

Mobile
120px wide x 120px high

Plus
URL click-through link



- Mobile banners are on rotation
- Please supply both desktop and mobile versions

File type

.jpeg
.png
.gif
Google DFP tag
html 5
Flash files are not accepted.

Deadline date

A complete list of deadline dates can be found on page 9 of these specifications. Please make a note of these when planning your submissions.

Send copy to:

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