FIBRE SYSTEMS

"Can I connect to the people **I really want to reach?**"

Media information 2022

For professionals in the optical communications industry

Fibre Systems – the leading magazine for optical networking professionals

Keely Portway
Editor

Fibre Systems **has proudly delivered vital business information to the optical communications industry since 2013.**

Many of our readers may remember even further back to *Fibre Systems Europe*, as it was known when it originally launched in 1996. Our audience (including component and subsystem vendors, network equipment manufacturers, planners, installers, systems integrators, global operators and end users of fibre-optic networks) tell us that they still place real value on the independent and unbiased editorial content we provide today.

As the technology used within optical communications has evolved, so too has your industry magazine. Today, *Fibre Systems* boasts a variety of diverse channels to suit our readers' appetites for great content, consumed in a way that suits them.

Our magazine is produced and distributed five times a year, including the popular Fibre Yearbook, in both print and digital formats. We regularly update our website (www.fibre-systems.com) with news, features, opinions, product launches and press releases to ensure that readers are

kept informed of the latest developments as they happen. You can also find content in various formats to suit you, from short-form stories to more in-depth articles, to video and webcasts, as well as a whole library of resources, including viewpoints and white papers. Meanwhile, our monthly email newsletters contain exclusive content that we curate and deliver directly to your inbox and you can see all of our latest updates across our popular suite of social media channels. If that's not enough, we have been working hard over the past 12 months to further improve *Fibre Systems* in order to best help our readers, so look out for some exciting announcements this year!

It has been a strange time for the industry since 2020 – as it has for the world – with the pandemic taking away the events we look forward to with one hand, and hammering home the importance of connectivity with the other. How else could the world work or learn from home, stream content and even attend virtual events during the many, many lockdowns?

"The need for more high-capacity networks shows no signs of abating, quite the opposite in fact"

The non-pandemic-related industry drivers have not gone away either. The evolution to 5G and beyond draws ever-closer, bringing with it greater demand for network capacity; emerging technologies and deployment methods, as well as increased security. The need for more high-capacity networks shows no signs of abating, quite the opposite in fact, and full-fibre is widely espoused as the holy grail. This, in turn has a number of associated challenges, including cost, logistics, politics, associated technology, supply chain disruption, and installation skill requirements to name but a few.

Higher service levels will be required as subscribers increase, and even more varied product ranges will be an important development. Operators will also need to be able to adapt for digital as intelligent and even automated networks emerge with software innovations.

You don't need us to tell you about the rapidly rising demand for bandwidth, which was originally driven by wider video consumption and streaming and has significantly accelerated since the pandemic began. It does, however, provide a nice

segue into the development in the last couple of years, of our FSTV video product. This is where industry spokespeople offer their opinion and advice in their own words. In addition, since the pandemic began, many of our advertising customers have benefitted from our relatively recent launch of the 'using content' suite of products. This allows you to share your valuable knowledge and experience in a way that blends seamlessly with our high-quality editorial content, and includes the Tech Focus, Featured Technology and Feature Case Study options, as well as the chance to take part in your own webcasts – something that has proved particularly popular in the time of Covid!

I have been part of the optical communications community for almost four years now, and I have to say again how proud I feel of our amazing industry for showing the world what we are capable of during times of crisis, as well as under 'normal' circumstances. I do hope you'll continue to keep in touch to let me know about the issues that matter to you, and what you want to see in your industry magazine in 2022 and beyond.

"Can I get to the people I really want to reach?"

Who are we?

Fibre Systems is the only global title dedicated to the optical communications industry, reaching more than 19,000 professionals across multiple platforms. Our independently-written feature content provides unrivalled insight into the technologies used in the optical communications industry.

We exist for our audience. Our content is delivered across multiple channels and platforms, with each product designed to invite the reader to engage in the way that suits them.

We have many, exciting opportunities for your organisation to harness the power *Fibre Systems* and reach our on-target readership.

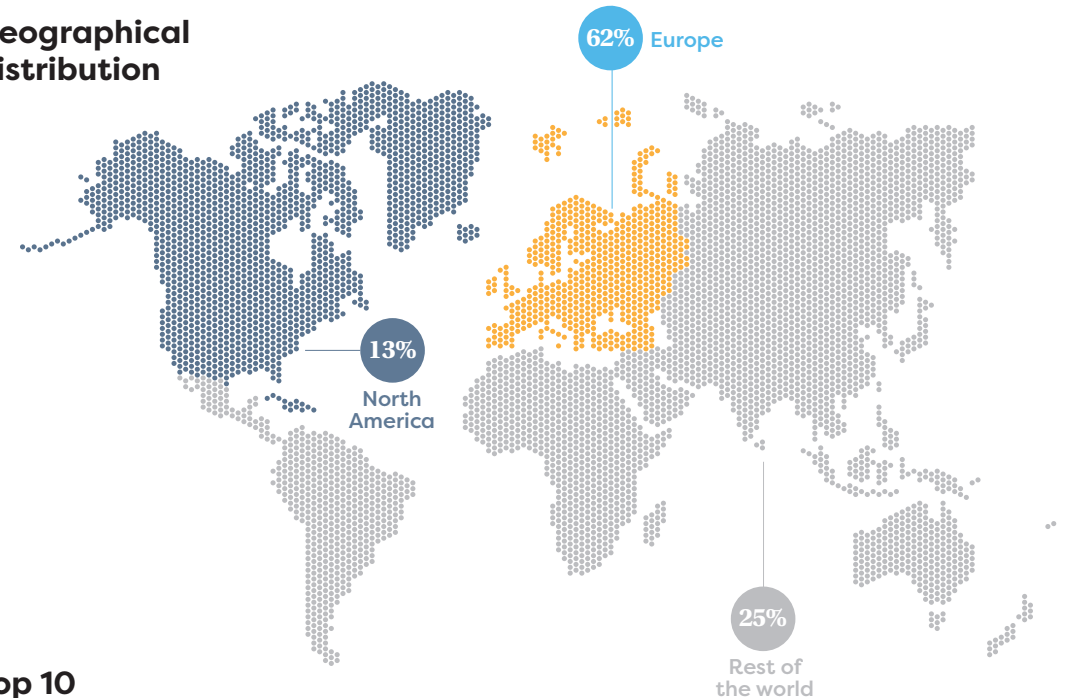# Demographic and numbers

Who could you reach?

- Component and subsystem vendors
- Network equipment manufacturers
- Planners
- Installers
- System integrators
- Global operators
- End users of fibre-optic networks

72%
work in a commercial environment
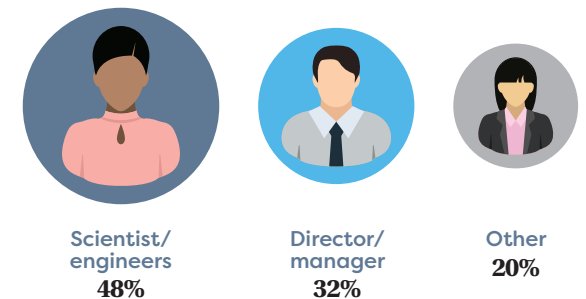
Where are they and what do they do?

Geographical distribution

62% Europe

13% North America

25% Rest of the world

Top 10 countries

United Kingdom
United States
Germany
France
India
Italy
Netherlands
Spain
Belgium
Switzerland

Job function

Scientist/ engineers
48%

Director/ manager
32%

Other
20%

FIBRE SYSTEMS

Build your brand

We all know that ensuring positive brand presence is the non-negotiable foundation for any serious business. It supports the direction of your organisation and facilitates the success of everything you do throughout the year.

In theory, brand visibility is simple. Make sure you put your message in front of the right people, as often as possible.

In reality, there are pitfalls at every turn. Everything is 'the next big thing', and it becomes very easy to be positioned in the wrong place and end up throwing good money after bad.

Fibre Systems has brand-supporting options available across all platforms, so let us be your partner as you build your presence. Our suite of 'brand visibility' products place you alongside relevant, consistent and trusted third party content.

The goal is often to generate new engagements and attain high quality leads, but it all starts with a base of trust in your brand.

FiBRE SYSTEMS

Build your brand magazine

Fibre Systems **started as a print magazine. Over the years we have introduced a digital version for those who prefer a digital format, and increased the places where it is distributed – at heart though, it is the foundation of everything.**

We also have our second Fibre Yearbook this year. The content and distribution are both 'evergreen', focussing on relevance throughout the year, and distributed at all industry events.

Work with our advertising team to start your campaign here. You could focus on relevant features and events that you are attending, or perhaps you feel that you would like to be visible all year around.

Editorial calendar 2022

Issue	Content	Major show distribution
Winter	**Features:** Next-generation optical networks FTTH in the Americas **Tech Focus:** High-capacity optics	Photoptics 2022 Data Centre World London 2022 OFC 2022
Spring	**Features:** FTTH in Europe Photonic integration Fibre in 5G mobile networks **Tech Focus:** Tech focus: Installation equipment	FTTH Conference 2022 Gigabit Access 2022 FTTH APAC 2022
Summer	**Features:** FTTH in APAC Cable TV networks Test & measurement **Tech Focus:** Fibre and cable	NGON & DCI World 2022 ANGA COM 2022 Connected Britain 2022
Autumn	**Features:** FTTH in MENA Submarine networks Next-generation cable networks **Tech Focus:** Network access equipment	ECOC 2022 Broadband World Forum 2022 SCTE Cable Tec 2022
Fibre Yearbook 2022	**Features:** Review/preview: State of the industry FTTH Analyst predictions Regulations & standards Interoperability Sustainability	All major 2023 events

Print

Key facts

Available in print and digital formats

1000s of bonus copies distributed at industry events

Global reach

Trusted, independent content

Magazine print advertising prices

	x1	x4
Full page	£3,750	£3,000
Half page	£2,350	£1,997
Third page	£1,990	£1,690
Quarter page	£1,325	£1,126

Premium positions +20%

Bonus distribution

Make your exhibition work harder for you! By focusing on the events you attend, you can stop worrying about whether you get value from three days hard work and instead make sure your message is driven home before, during and after the show.

Of course the uncertainty around the impact of Covid-19 has made physical events less reliable. Our events team work with each organiser to make sure we distribute to those audiences whether the event is virtual or happens for-real.

Media partner events

OFC 2022
Data Centre World London 2022
PIC International 2022
Photoptics 2022
Submarine Networks EMEA 2022
Metro Connect USA 2022
FTTH Conference 2022
Gigabit Access 2022
FTTH APAC 2022
ANGA COM 2022
NGON DCI 2022
Fiber Connect
Broadband TV Connect Asia
Connected Britain
Rural Gigabit Future: South East (INCA)
Subsea EMEA
CIOE
Submarine Networks World
ECOC CONFERENCE
SCTE Cable Tech
Photonic Integration Conference & PHAPPS
Broadband World Forum
INCA Conference and Awards
Data Centre World – Frankfurt
Nextv Series Europe
Nextv Series Central Europe
Digiworld Summit
Data Centre World – Paris
CRU Wire & Cable
Carniers World
Metro Connect Europe 2022
Total Telecom Conference
Africa Line Cable & Tube Conference
World Optical Fibre & Cable
NGMN
Optatec
Fibre Connect

"I know digital platforms are important, but how do I know I am being seen by the right people?"

Build your brand
online and via email

Reaching the digital *Fibre Systems* audience has never been easier. The website is a hub of analysis, feature content, technical videos and news, while our regular email newsletter, Newsline is an opt-in news and feature service delivered to inboxes every month.

Both the website and Newsline are presented in a traditional desktop format and via a responsive mobile version.

Why use the *Fibre Systems* digital brand-building suite?

Relevance

You will be seen by an audience of optical communications professionals

Credibility

Our content is independent. Being alongside this content, means you are associated with this third-party credibility

Platform

Being seen in a digital environment is increasingly important. Being seen by an opt-in audience on these platforms is perfect

Fibre-systems.com

Key facts

Average dwell time: 2m 12s per page

Monthly page views: approx 12,300

Desktop and mobile presence

Online advertising prices
(Includes desktop and mobile sites)

Dropdown banner £1495 per month
(opens for four seconds as a large advert, then drops back to a smaller version)

Leaderboard £1295 per month

Top banner £1195 per month

Right button banner £495 per month

Skyscraper £1150 per month

Box ad £1150 per month

Supplier directory £500 per year

Newsline

Key facts

Database of 8,300 opt-in recipients

Available via desktop and mobile

Packed with news, analysis and opinion

Newsline prices
Newsline banner £850
(supply 468 x 60 and 300x100)

Solo sponsorship £2000

www.fibre-systems.com

FiBRE SYSTEMS

Using content

'Using content' is a broad term. We hear about it all of the time, and there is no doubt that the production and delivery of content is a complex area. You produce lots of marketing content and here at *Fibre Systems* the delivery of quality content is our lifeblood.

How do we join forces to harness the value of what we collectively produce and deliver a better all-round experience for our audience?

With *Fibre Systems*, 'using content' means:

● Delivering your content to our audience

● Associating your organisation directly with our content

● Combining your expertise and our platforms to do a bit of both!

Our 'Using content' suite provides intelligent hosting and distribution of your:

● Technical explanations

● Visual demonstrations

● Application case studies

● Thought-leadership/opinion influence

That's not all, though!

Fibre Systems is always looking for ways to improve our audience experience. We have some super-cool, exclusive opportunities for native advertising. This puts you directly into the main stream of *Fibre Systems*' editorial. Prime real estate!

"Sure, I have some solid branding in place, but how can I use the content I have worked so hard to produce?"

Content sponsorship

The first way we can use content is for you to associate yourself with the regular *Fibre Systems* offerings. We have two great ways for you to do this.

A&O section sponsor

The Analysis and Opinion (A&O) section of our magazine and website is a collection of exclusive editorial columns written just for us by leading experts from throughout the world of optical communications and distributed across a multitude of platforms.

Sponsoring this section is about being part of the conversation. We could be talking about political change, environmental issues, vocational development – who knows! The topics may vary, but the value for you remains – make being part of the conversation one of your core brand-values.

A&O is delivered in-print, hosted online and via a stand-alone email. You will receive:

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

A&O section sponsor price
£995 per issue

Webcasts

Following the Covid-19 pandemic, webcasts have become increasingly important as people look to become positioned as an industry thought-leader.

***Fibre Systems* has two ways that you can work with us on webcast delivery**

Sponsor a *Fibre Systems* webcast

As the year goes on, our editorial team will produce webcasts that are completely editorially-led. This means that rather than a calendar of topics set out at the start of the year, the webcast will be focussed on timely industry discussion. You can sponsor these events!

What do you get as a sponsor?

- Branding on all pre-event, post-event and in-event activity and promotion (across all platforms)
- Leads – Since these webcasts are free-to-attend, delegates will have the opportunity to opt-in to your marketing lists at the point of registration.

***Fibre Systems* webcast sponsor**
£1495

Sole sponsor

Here, you are in control of everything. The content is driven by you, and as sole-sponsor, you will receive all leads.

As sole-sponsor of your webcast you get:

- *Fibre Systems* team as host, moderator and coach (we will offer pre-event run-throughs, format coaching, as well as helping with suggestions for topics and case studies)
- 3 x pre-event promotions to the *Fibre Systems* database
- 1 x post-event promotion to the full database
- House ad in the magazine
- Hosting online
- Promotion via *Fibre Systems* social media
- MP4 of the event for your own use
- List of questions asked during event
- All lead data – 'lead data' refers to a one-time follow up from you, with permission required as part of registration. Delegates will also have the opportunity to opt-in to your marketing lists at the point of registration

Fibre Systems webcast sponsor
£8000

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Using content – hosting your content

These products have your offerings at heart.

You work hard on creating your own innovative content - so why not partner with us to present it to a wider audience than simply your own database?

Fibre Systems has designed these products to focus on relevance, interactivity and ultimately the combination of your expertise and our platforms to provide our audience with a better experience.

Tech focus

Tech focus brings the focus onto a particular technology and delivers an editorial overview of this industry area, as well as the products available across that market.

Tech focus is multi-platform (print, online, email and socials), allowing you to place your content alongside our own in the full knowledge that the topic is on-point and the audience is engaged and relevant. There are two options here - look at the calendar for your area of expertise and choose either:

Lead sponsor
(One sponsor per topic)

- Exclusive branding on magazine and online version;
- Sole sponsor branding on the email version, including 468x60 banner;
- Top-spot 'enhanced product' in both magazine, email and online version
- 3x positions linking to your content on the Tech focus email – use your videos, app notes, stories etc here

Fibre Systems tech focus lead sponsor

£2950

Tech focus calendar - print

Winter: **High-capacity optics**

Spring: **Installation equipment**

Summer: **Fibre and cable**

Autumn: **Network access equipment**

Tech focus calendar - digital only

Janury: **Fibre & cable**

February/March: **Optical transport equipment**

April: **Submarine networks**

May/June: **Passive optical networks**

July/August: **Data centre interconnect**

September: **High capacity optics**

October: **Network automation**

November/December: **Test & measurement**

We are happy to consider further digital tech focus slots on request, please get in touch with the team if you have any suggestions

Enhanced product entry

- 150 words plus hi-res image, highlighted and boxed-out within the magazine version
- Inclusion in email version (summary) and online (full text)

Fibre Systems tech focus product entry

£850

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 9,000 industry professionals.

Productline price
£500 per issue

Featured productline price
£850 per issue

White papers

The *Fibre Systems* reader is typically a high-level industry professional and as such they crave high-quality information. You should use this to your advantage.

By hosting your white paper with *Fibre Systems*, you place yourself as a thought-leader, reach the right audience with very specific content and of course, generate leads.

Our white paper package includes:

- Hosting online for a year (including front page promotion for minimum one month)

- Promoted via 'educational resources' email

- Highlighted via house advert in magazine

- Option to gate content and collect lead information

White paper price
£1250
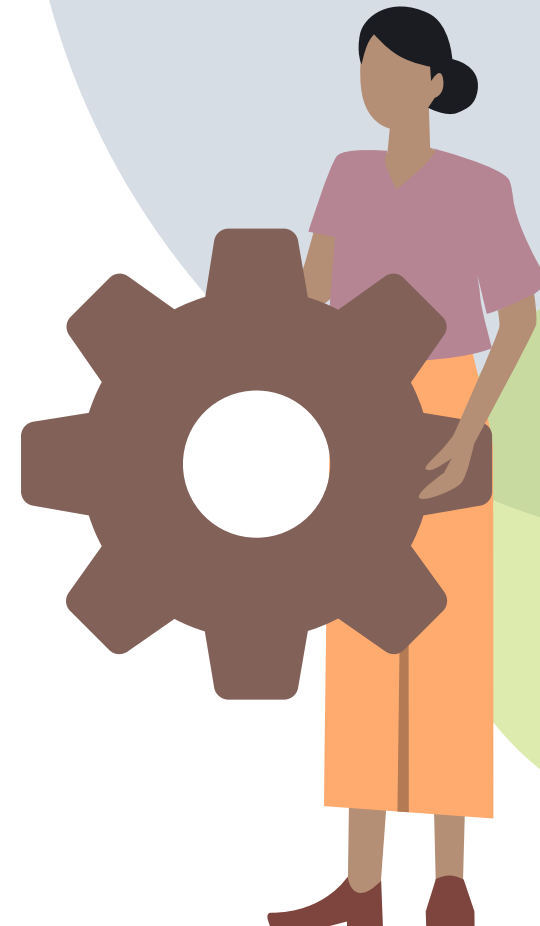
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Using content - native advertising

The third way of using content in partnership with *Fibre Systems* is through native advertising.

Here we look for ways that your expertise and experience can enhance and complement what our audience already receives, then place it directly into the main-stream of editorial content. Our editorial integrity is paramount here so the focus is squarely on quality – when we work together on projects we consider it a partnership and will guide you as we go.

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.

Comprising approximately 750 words, plus an image, a feature case study is a full page of content, designed to appear a part of the feature. You can supply the content yourselves, subject to it meeting our editorial standards, or we can work with you to create it.

An excellent feature case study frames our existing topic in a way that the reader can personally relate to.

- One feature case study available per calendared feature

- PDF and copyright provided post-publication (for your ongoing marketing activity)

Featured case study price
£2950

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 a broad range of experience in your company, 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.

Viewpoint price
£1250
(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 will create an article that uses the information detailed in your white paper as the catalyst.

Considering whether your technology is 'disruptive' means asking "does my technology affect the industry in a new and exciting way?"

It could influence efficiency, cost, speed, environment etc.

Also, talk to us! We consider this a partnership and will work with you.

It is important to remember that the article is *Fibre Systems* content so will be written by us and will have our audience in mind. You will not be asked to write the content, but may be invited to contribute in a similar way to our usual features. Your white paper will be advertised at the end of the article.

- 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 Viewpoint, pointing towards your white paper.

- Appears on the Resources tab under white paper.

- Promoted via email campaign

- Highlighted via house advert in magazine

- Option to gate the white paper online and collect lead data

Featured technology + white paper price
£2950

FIBRE SYSTEMS

Fibre Systems TV

Carefully created to complement the existing suite of industry-leading products from *Fibre Systems* magazine, Fibre Systems TV (FSTV) is our platform for high-quality and up-to-date video content. Hosted and promoted across all of our respected media, FSTV provides unique, relevant information – presented by our professional team to a qualified and established audience.

Work with FSTV to distribute your own existing content, or create brand new videos – working with a team of industry experts.

FSTV audience

The FSTV audience is a primarily European selection of opt-in, highly skilled, optical communication industry professionals... including:

- Service providers;
- Cloud and data centre operators;
- Enterprises and businesses using fibre optics;
- OEMs, component and subsystem vendors;
- Installers and system integrators;
- Test and measurement suppliers.

FSTV distribution

FSTV is hosted on fibre-systems.com and YouTube, with all finished video content promoted across all of our various platforms. Recipients engage with our content via:

- *Fibre Systems* magazine;
- Fibre-systems.com;
- Various *Fibre Systems* email products;
- Social media channels.

We are able to provide filming at strategic European events as well as offering an opportunity to create content from your own offices.
- Create your own corporate video (Price POA)
- Present your event activity via video (Price POA)

All video is hosted and promoted by us, but available to, and owned by you. Promoted across all our media channels

We welcome a consultative approach to our FSTV platform. While there are many opportunities to simply host your content, we also have a number of bespoke options that can considerably improve your brand position and corporate identity.

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 a freelancer or a PR company 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 optical communications 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.

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 *Fibre Systems*.

£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 satisfy our editors.

£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.

FIBRE SYSTEMS

Print specifications
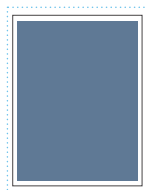
FULL PAGE

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)*
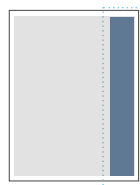426mm (W) x 282mm (H)

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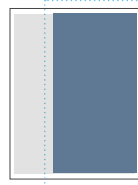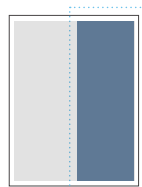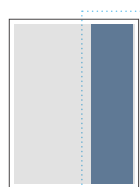432mm (W) x 288mm (H)

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
189mm (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)

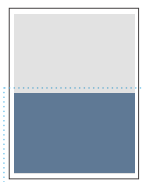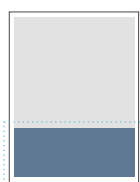**Bleed** *(+3mm all around)*
74mm (W) x 288mm (H)

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

1/3 PAGE HORIZONTAL

Trim
213 (W) x 94mm (H)

Bleed *(+3mm all around)*
219mm (W) x100mm (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 at the printers.

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
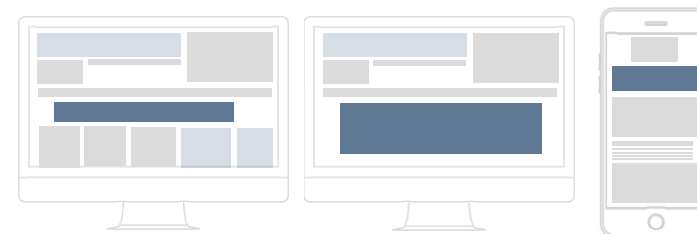
Plus
URL click-through link

DROPDOWN

Desktop – expanded
960px wide x 400px high

Desktop – contracted
960px wide x 60 px 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

BOX

Desktop
300px wide x 250px 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

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 version

File type
- .jpeg
- .png
- .gif
- Googe DFP tag
- html 5

Flash files are not accepted.

Deadline date
A complete list of deadline dates can be found on page 11 of these specifications. Please make a note of these when planning your submissions.

Send copy to
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FiBRE SYSTEMS

Meet the team

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