



# PHOTONIC INTEGRATED CIRCUITS

CONNECTING THE PHOTONIC INTEGRATED CIRCUITS COMMUNITY



## MEDIA PACK 2024

[picmagazine.net](http://picmagazine.net)

Supported by:



# Editor's comment

## Welcome to PIC Magazine

PIC MAGAZINE serves as a vital bridge within the photonic integrated circuit (PIC) ecosystem, fostering connections among its key stakeholders. Our publication delves into the cutting-edge developments from major manufacturers deeply committed to photonic integration. We also spotlight the groundbreaking endeavours of researchers and nimble PIC start-ups.

With a regular focus on fresh research endeavours, including those backed by the European Commission and international institutions, PIC Magazine provides a comprehensive overview of the field. We report on the launch of innovative products while providing market analyses. Moreover, we shed light on how existing and emerging standards are forging a supportive environment for PIC research and manufacturing. Our exploration extends to the foundational technological strides in silicon photonics (SiP), III-Vs, photonic materials science, test and measurement, as well as manufacturing automation.

PIC Magazine's unwavering commitment centres on raising awareness and disseminating knowledge about market prospects for PICs and integrated devices, including co-packaged photonics (COPs). We delve into diverse PIC applications within data communication, telecom, automotive lidar, and advanced photonic sensing systems. Our coverage extends to emerging PIC applications across various sectors, including communications, healthcare, and beyond.

We proudly spotlight the immense potential of photonic integrated sensors in applications spanning wellness, disease diagnosis, and general healthcare. As the PIC market matures, we allocate significant resources to explore the critical requirements of test, assembly, and packaging (TAP), along with assembly automation. Furthermore, we analyze the prospects for PICs in aerospace, computing, defense, IOT/IIOT sensory applications, and more.

The potential for PICs in both established and emerging markets continues to expand. PIC innovators face pressing questions: how will they address the need for advanced sensory systems to enhance disease detection?

How is PIC testing and packaging evolving? Are we shifting from the era of emerging markets to high-volume solutions?

Which innovations are already benefiting PIC manufacturers? Will AI and machine learning propel or temper new market expectations?

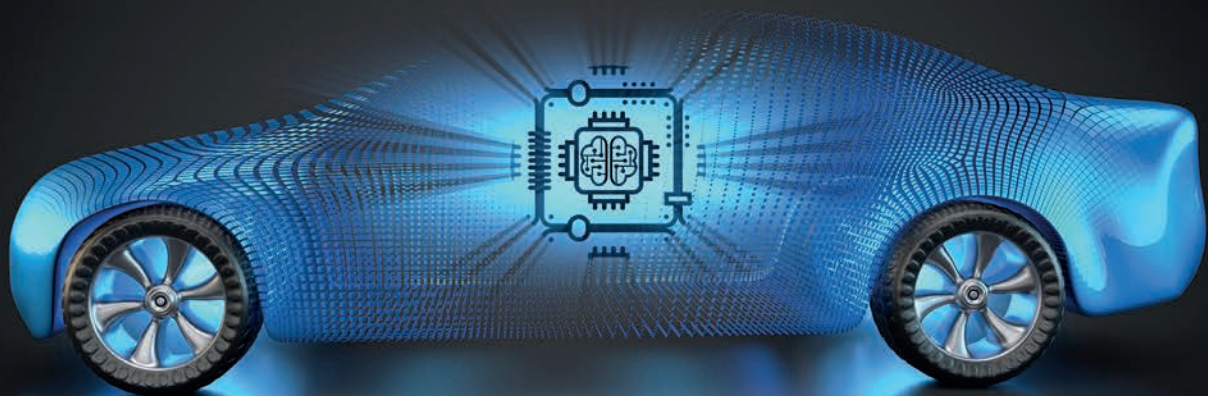
What role do PICs play in quantum computing?

Whether the discussion revolves around PIC market dynamics, shifts, or pioneering research advances, rely on PIC Magazine for the most up-to-date perspectives and insights into how photonic integration will shape our future and fortunes.

### Product Portfolio includes:

**Photonic Integrated Circuits magazine**  
**PIC International Conference**  
**Weekly Newsletter**

[picmagazine.net](http://picmagazine.net)  
[picinternational.net](http://picinternational.net)



# Editorial themes

PIC Magazine provides complete coverage of the photonic integrated circuit industry.

Each quarterly issue explores a wide range of PIC research, product innovation and market issues impacting the success and growth of PICs across the global photonics ecosystem. We explore PIC success stories, challenges and opportunities across applications.

Editorial Calendar - Edition Themes					
	Editorial	Ads	Online	Theme 1	Theme 2
<b>Issue I</b>	23 February	1 March	08 March	PIC International 2024	PIC Innovation
<b>Issue II</b>	10 June	17 June	24 June	PIC Manufacturing	PIC Materials
<b>Issue III</b>	4 September	11 September	18 September	Lasers & PIC Hybrids	PICs Beyond 100G
<b>Issue IV</b>	1 November	7 November	14 November	Optimising the Architecture	PIC Materials

Issue I 2024 – Show issue OFC and PIC International 2024

Issue III 2024 – Show Issue ECOC 2024

# Our readership

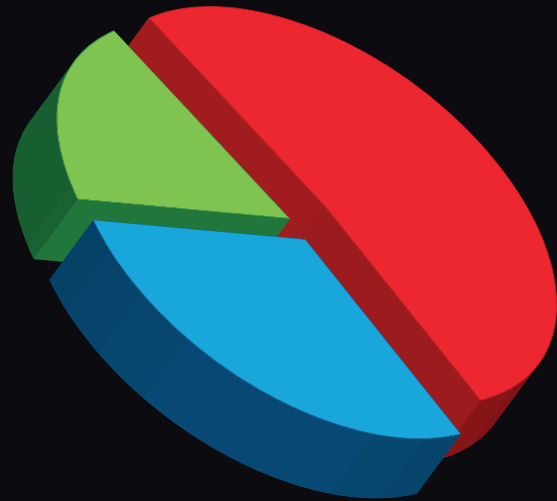
## Magazine circulation

Readers are involved in system integration, developing and manufacturing components, financing this sector, or providing the materials and equipment needed to support this industry.

PIC International magazine is the primary information resource for professionals working within integrated photonics industry.

PIC International magazine provides comprehensive coverage of all aspects of this industry, from basic research to materials, equipment, packaging, and the incorporation of chips in data centres and optical networks.

- Americas - 30%
- Asia - 18%
- Europe - 52%



Subscribers for digital magazine and newsletter: **15,000 +**

Website visitors: **28,000+ per month**

## Readership Profile

### C Level

- CEO
- CFO
- Commercial officers
- CTO / Technical director
- Directors / GM (E.g. Inc. - Optical Solutions, Product Design and Development, Sr. Director of Product Development, Director of Applied Photonics, Director of Solutions & Technology)
- Founders
- Presidents / Vice Presidents (E.g. Inc - VP Advanced Technology, VP of Engineering & Research, VP Optoelectronics, Technical Marketing Engineer)
- Program Director
- Project Leader

### Managers

- Business Development
- Heads of dept/managers (E.g. Inc. - Head of Photonics Programs Manager Sensor Processes, Market Manager Optoelectronics, Technical Manager Packaging, Senior Investment Manager)
- Global Sales And Marketing Manager (E.g. Inc. - Strategic Marketing, Key Account Manager, Manager Business Development, Product Marketing Manager, Product Manager - Integrated Photonics)
- Program Manager

### Academia

- Professors
- R&D (E.g. Inc. - Head of Laboratory, Products Research, Postdoctoral Researcher, Research Scientist, Research And Development Manager)
- Scientists (E.g. Inc. - Chief Scientist, Photonics Scientist, Scientific Assistant)

### Engineers

- Photonics Designer
- Engineers (E.g. Inc. - Electrical and Computer Engineer, Optics Advanced Engineering, Epitaxy engineer, Applications Engineering, Optical Assembly Engineer, Design Engineer and Process Engineer, Equipment Engineer, Manufacturing Quality Engineer, Field Applications Engineer, Integration Engineer, Packaging Engineer, Test Development & Software Engineer)
- Architects

### Others

- Consultants (E.g. Inc. - International Business Consultant, Senior Managing Consultant)
- Analysts



## displayrates



Size	4 Issues	2 Issues	1 Issue
Full Page	3,639	3,900	4,200
Half Page	2,333	2,500	2,700
Half Island	2,407	2,700	2,950
Third Page	1,790	2,050	2,300
Quarter Page	1,223	1,500	1,750
Inside Cover	4,500	4,750	4,950
Outside Cover	4,700	4,900	5,100

**Contact: Shehzad Munshi, Sales and Marketing Manager**  
T: +44 (0)1923 690215 E: shehzad.munshi@angelbc.com

# website advertising options

## LEADER BOARD

**DURATION:** 1 MONTH

\$4,000 / €3,000

**MAIN DISPLAY SIZE:**

1109 x 92 (Please supply as 1281 x 105)

## RECTANGULAR BANNER

**DURATION:** 1 MONTH

\$2,400 / €1,800

**MAIN DISPLAY SIZE:**

475 x 238 (Please supply as 700 x 350)

## SKYSCRAPER

**DURATION:** 1 MONTH

\$1,760 / €1,320

**MAIN DISPLAY SIZE:**

158 x 389 (Please supply as 335 x 825)

## SQUARE BANNER

**DURATION:** 1 MONTH

\$2,200 / €1,600

**MAIN DISPLAY SIZE:**

158 x 158 (Please supply as 335 x 335)

## NEWS SECTION BANNER

**DURATION:** 1 MONTH

\$1,760 / €1,320

**MAIN DISPLAY SIZE:**

426 x 90 (Please supply as 888 x 188)

## VIDEO

**DURATION:** 1 MONTH

\$1,760 / €1,320

**MAIN DISPLAY SIZE:**

340 x 170 (Please supply as 1280 x 720)

## NATIVE BANNER

**DURATION:** 1 MONTH

\$3,200 / €2,400

**MAIN DISPLAY SIZE:**

600 x 300 (Please supply as 1000 x 500)

## CORPORATE PARTNERS

**DURATION:** 12 MONTHS

\$2,800 / €2,100

**MAIN DISPLAY SIZE:**

Landscape logos will appear larger than portrait logos

## FLOOR BANNER

**DURATION:** 1 MONTH

\$3,200 / €2,400

**MAIN DISPLAY SIZE:**

1481 x 122 (Please supply as 1568 x 130)

The screenshot displays a website layout with various advertising placements. At the top, there is a 'LEADERBOARD' section. Below it, the main content area is divided into several columns: 'Industry News', 'Company News', and 'Interviews'. Each column contains 'NEWS SECTION BANNER' ads. To the right of these columns are vertical 'SKYSCRAPER' ads. Below the main content area, there are sections for 'Technical Insight', 'Vendor View', and 'Lab and Fab News', each featuring 'NEWS SECTION BANNER' ads. Further down, there is a 'Most recent issues of PIC Magazine' section with three magazine covers and three 'VIDEO' ads. Below that is a 'Corporate Partners' section with a large 'CORPORATE PARTNERS' banner. At the bottom, there is a 'FLOOR BANNER' section. The website also features a navigation menu at the top and a footer with copyright information.

All banners and logos must be supplied as GIF, JPG with "alt" text and a URL to which to link the banner or logo. Advertisers must warrant that they have tested adverts for technical stability on Internet Explorer, Firefox, Opera, Safari and Google Chrome browsers prior to supply. For the purposes of these guidelines, stability is defined as not causing error messages, dialogue windows, excessive CPU usage, browser crashes or system crashes.

# emailnewsalerts

The PIC newsletter email news alerts deliver the latest industry news direct into the inboxes of our subscribers, and provide our news alert sponsors a fantastic opportunity to get their message seen by over 15,000 industry professionals.

## Sponsors enjoy:

- A sponsor's message (up to 100 words)
- A 728 x 90 banner
- Cost: €1,800 / \$1,800

## Custom HTML email shots


Are you launching a new product?

Would you like your company, products or services to reach over 15,000 industry professionals?

If the answer is yes, then our custom HTML email shots are for you. This service will allow you to send an email shot, branded within your corporate style to our database. This will give your company a massive exposure to your target market. You can create the HTML newsletter and we send it out, alternatively you can use our in-house multimedia team to create the HTML for you.

The following email has been sent by a 3rd party on behalf of Mouser Electronics

[View Online](#)



**Enter Mouser's Home Automation prize draw**


As part of our series on Home Automation, Mouser is giving away a Google AIY bundle, containing a Google AIY Vision Kit and Voice Kit! The Vision Kit lets you build your own intelligent camera to see and recognize objects using machine learning. The Voice Kit is a do-it-yourself intelligent speaker project.

For a chance to win, simply sign up and join us for Mouser's series on home automation.

[Enter Now](#)

[View official rules »](#)

mouser.com



[Privacy Policy](#)

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PHOTONIC INTEGRATED CIRCUITS Newsletter: 6th September 2022

**FEATURES**

- Quintel Photonix secures investment boost
- Quintel Photonix secures investment boost
- Trump VCGLL set to open in quantum sensors
- Customer Complete (RealPhos) acquisition
- Optical transmitter market to reach \$2.75 in 2027

[View all feature news](#)

**LAB NEWS**

- MultiSpec and Viteo scope IAs to make fibre optically smarter
- Trump introduces new single-mode VCSEL platform
- EBL and ITO expand beam-piggyback integration partnership
- CloudPhosense and MacPhosense to drive convergence solution

[View all Lab News](#)

**USO**

- Globalizing the Power of Digital Offshore through Standards & Protocol
- Globalizing the Power of Digital Offshore through Standards & Protocol

[Watch Video](#)

**PHOTONIC INTERNATIONAL**

The PIC International conference will build on the success of its predecessors, with industry leading speakers delivering more than 30 presentations spanning 4 sectors.

Attendees at the two-day conference will gain an up-to-date overview of the status of the Photonics industry, and will have the opportunity to meet many other key players within the community.

PIC International is part of AngellTech, which delivers a portfolio of insightful, informative, timely, and high-level content. Bringing together 1,000+ engineers, 300+ exhibitors, 120+ presentations and numerous networking opportunities, AngellTech is the number one global trade event covering compound semiconductor, photonics, integrated visual and sensor technologies. With a strong focus on the latest technology, attendees and exhibitors are expected to see the latest supply chain and customer-led supplier solutions.

[View Website](#)

**CORPORATE PARTNERS**



**Why Not Join our Corporate Partners?**

Our digital event offering part of the Photonics Integrated Circuits Magazine website, every edition of the weekly email newsletter and all within our responsive job leads and review services, visibility to the Photonics Integrated Circuits industry.

**Mark Andrews** (mark.andrews@angelltech.com) **Dahmad Muzhi** (dahmad.muzhi@angelltech.com)

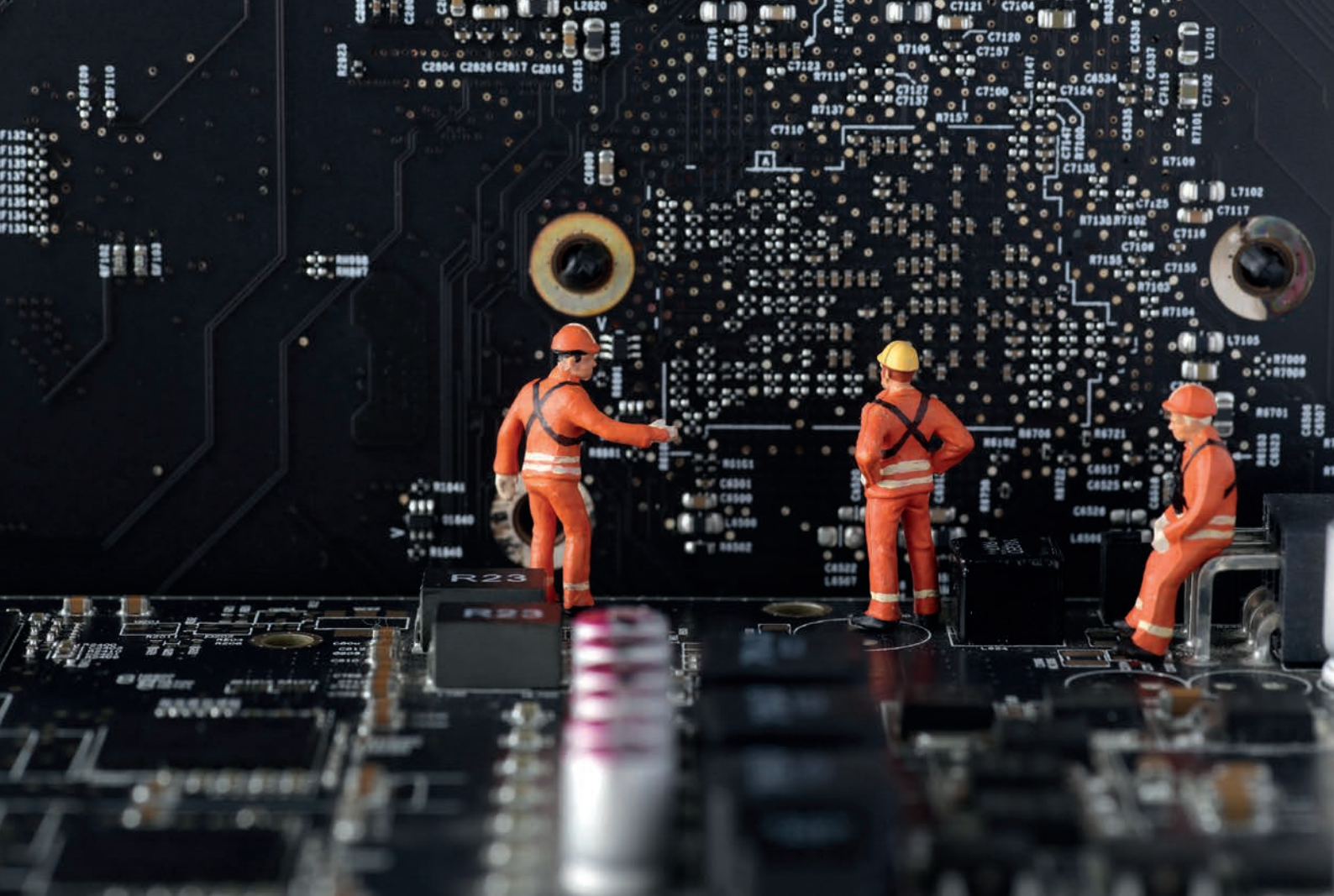
PHOTONIC INTEGRATED CIRCUITS

PIC magazine keeps readers informed of the progress being made worldwide in the production and application of photonics integrated circuits.

**AngellTech 2023 • 18th - 19th April 2023 • Brussels, Belgium**

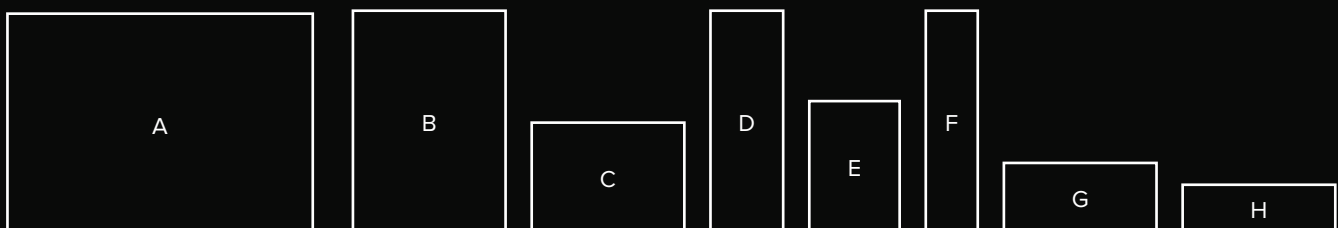
Comprising of CI International celebrating its 10th anniversary, PIC International joins in its 10th year, and the range of Power Electronics (PE) International.





## mechanical **specification** ad sizes

Advertisement Size (w) Width x (h) Height	Trim Size (mm)	Bleed (+3mm)	Type Area (mm)
A - DPS (Double Page Spread)	420 x 297	426 x 303	400 x 277
B - Full Page A4	210 x 297	216 x 303	190 x 277
C - 1/2 Page Horizontal	184 x 120	-	-
D - 1/2 Page Vertical	88 x 247	-	-
E - Island (On request)	121 x 186	-	-
F - 1/3 Page Vertical	58 x 248	-	-
G - 1/3 Page Horizontal	184 x 79	-	-
H - 1/4 Page Horizontal	184 x 58	-	-
Corporate Partnership	36 x 72	-	-







# technical details

## File Format

### High Resolution PDF.

Compliant to industry standard PDF/X-1a.

Files must be CMYK, images should be high resolution 300 dpi, with ALL fonts embedded and OPI settings switched off.

File must NOT contain any transparent elements and must be flattened.

Files must contain printers marks and show bleed area.

NB: Any file supplied non-CMYK, may print with unexpected results, due to possible colour shifts during CMYK conversion.

Size it is important to ensure that your document is supplied to the correct size, failure to do so may result in your document not been reproduced as required. All dimensions shown are (W) Width x (H) Height.

## Delivery Methods

Email: PDF / ZIP file using either of the following:

**[mitch.gaynor@angelbc.com](mailto:mitch.gaynor@angelbc.com)**

**[wetransfer.com](http://wetransfer.com)**

**[mailbigfiles.com](http://mailbigfiles.com)**

Please also send email with your name, contact number and confirmation that ad has been placed in our dropbox.

If you require any assistance please contact:

Mitch Gaynor

**T:** +44 (0)1923 690214 or

**E:** [mitch.gaynor@angelbc.com](mailto:mitch.gaynor@angelbc.com)

**Disclaimer:** Whilst every effort is made to ensure that advertisements are produced to the highest standards, Angel Business Communications will not accept responsibility for the reproduction of adverts that have not been supplied to our specification.



[stand out from the crowd]

## frontcoverpromotionpackage

The front cover of PIC Magazine is the most prestigious position in the magazine. It allows for an image and a technology story connected to your company to be showcased in front of a global audience. PIC Magazine is distributed to over 15,000.

### Front cover package includes:

- Cover image with your branding
- 2 - 3 pages of editorial within magazine
- Full page advertisement
- Magazine hosted on [picmagazine.net](http://picmagazine.net) for six weeks
- 728 x 90 pixels banner for 8 weeks
- 30 printed copies for promotion
- PDF of your cover and article for web promotion

### P.O.A

Contact us today for further information on:  
+44 (0)1923 690215

# Dedicated webinars for the photonic integrated circuits (PIC) industry

Using our 30+ years' experience in B2B vertical technical markets, and as the publisher of PIC Magazine, we offer effective webinars, ZOOM interview and virtual events. We help you get your message, to your desired audience, by marketing to over 15,000 PIC professionals.



In addition to organising and managing your webinar, we can also market your webinar to our specialist databases.

In a dedicated 6-week program we will promote through our magazine, newsletters, LinkedIn group and website.

We can also provide the webinar moderator, from our team of highly respected editors.

Let our editors work with you and help you with the content.

## Reach Educate Influence

### ● Brand Awareness

*Increase global awareness by running sponsored webinars, Zoom interviews and virtual events.*

### ● Lead Generation

*Generate and mature leads through the use of online events.*

### ● Thought Leadership

*Become the voice of knowledge by generating compelling content via online events.*



Find out how Angel Webinars can help you organise and run a webinar within the PIC industry.

Contact: Jackie Cannon  
jackie.cannon@angelbc.com  
+44 (0)1923 690205



# ROUNDTABLE

*Connecting The Photonic Integrated Circuits Community*

Not every discussion is a heated debate...



- Based around a hot topic for your company, this 60-minute recorded, moderated ZOOM roundtable would be a platform for debate and discussion
- Moderated by an editor, Laura Hiscott, this can include 3 speakers
- Questions prepared and shared in advance
- There would be an opportunity to view and edit in advance

**This event would be publicised for 4 weeks through all our mediums including:**

- A banner on the PIC Magazine homepage for 8 weeks
- 4x weekly dedicated HTMLs
- 4x news pieces which would also appear on the weekly e-newsletters
- Promoted through our social media platforms for 8 weeks (pre and post event)
- Available as an on-demand asset through all mediums
- All registered attendees' details would be made available to you

**Cost: €5995**

Contact: Jackie Cannon at [jackie.cannon@angelbc.com](mailto:jackie.cannon@angelbc.com)



## Marketing & Comms package

Your message will reach over 15,000 professionals worldwide through 3 different mediums of magazine, website and newsletter which creates maximum visibility.

### What is included?

- One sponsored newsletter which includes your message (up to 100 words) and 728 x 90 static banner (Additional service, we can create the banner)
- Classified listing in 4 issues. This is a position on the Corporate Partners page which allows for company logo, contact details and web address in a 36 x 72 format (included in Magazine, Newsletter & Website)

- Website: A button banner 160 x 60 pixels for 12 months (jpg or .gif; max. file size: 15k click-thru URL)
- All Partners are included in online buyer's guide
- One half page advertisement in issue of choice of PIC Magazine
- All press releases added to website within 48 hours with image, logo url plus contact details
- All press release will be included in the weekly newsletter which goes out to 15,000
- Q&A feature included in magazine and online in a month to be agreed. Editorial assistance included

**Price: €3000 / \$3550**





# corporatpartnershipprogram

## what you get?

- **PRINT:** A Corporate Partnership entry in 4 issues of PIC Magazine (size 36 mm x 72 mm)
- **WEBSITE:** A Corporate Partnership box (size 160 x 60 pixel) under Corporate Partners section on PIC Magazine homepage [picmagazine.net](http://picmagazine.net) for 12 months linking to your website
- Enhance directory listing within [picmagazine.net/buyers-guide/companies](http://picmagazine.net/buyers-guide/companies)
- **NEWSLETTER:** One sponsorship of PIC E-News Alert with a 728 x 90 pixel banner + text (100 words) at a time of your choice, mailed out to over +15,000
- 160 x 60 pixel banner on PIC E-Newsletter linking to your company home page

### PROGRAM 1

Price: €2100 \$2500

Promoting your products or your brand through a **Corporate Partnership Program** is an economical way to generate interest and drive prospects.

Your message will reach over 15,000 professionals worldwide through 3 different mediums of magazine, website and newsletter which creates maximum visibility.

### PROGRAM 2

Price: €3680 \$3995

Corporate Partnership 2 will include all Program 1 benefits + the following:

- 1 x half page advertisement in classified section
- 1 x half page Vendor View feature which includes 150 words and one image.

### PROGRAM 3

Price: €5520 \$5995

Corporate Partnership Program 3 will include all of Program 1 benefits + the following:

- 2 x half page advertisement in classified section
- 2 x half page Vendor View feature (150 words per vendor view) plus one image. These features will be included in print, digital issues and online.

### PROGRAM 4

Price: €6910 \$7500

Corporate Partnership - Digital Level - will include all of Program 1 benefits + the following:

- Four custom e-blasts per year - one per quarter
- One banner - 728 x 90 in news section for 12 months
- 2 x two page Vendor View feature (up to 1000 words) and several images of product or program.



## PIC Magazine **ZOOM** interview

- The 15 or 30 min interview allows for multiple topics to be addressed. As well as promoted through our platforms, it also is a useful asset for your company
- Moderated by the editor
- Questions prepared and shared in advance
- An opportunity to edit in advance
- This video would be a useful asset for any company to use on their website and social media platforms
- This event would be publicised for 4 weeks through all our mediums including:
  - Two PIC Newsletters
  - Promoted once through our social media platforms

### Cost per **ZOOM** interview

- 15 mins **€995** (This allows for discussion based around a single issue or product announcement)
- 30 mins **€1800** (This allows for a deeper dive into a particular topic)

For advertising and editorial enquiries contact us at:  
[info@picmagazine.net](mailto:info@picmagazine.net)  
 or call +44(0)2476 718970

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PIC Magazine joins a powerful portfolio including:

