



# LASER. PHOTONICS. PROFESSIONAL



*We celebrate 40 years!*

**Media kit  
2025**

[www.lppro.felchner-medien.de](http://www.lppro.felchner-medien.de)

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### Frequency

6 x per year  
Membership / participation:



### Annual subscription

Domestic (incl. VAT and postage) 125.00 €  
Abroad (excl. VAT, incl. shipping costs) 145.00 €  
e-paper (domestic / abroad) 120.00 €  
ISSN 0938-9172

### Bank details

Account holder: Felchner Medien GmbH  
IBAN DE25 7335 0000 0010 4127 81  
BIC BYLADEM1ALG

### Volume

Volume 40  
Price list no. 40 valid Jan 01, 2025

All prices are subject to VAT at the statutory rate.

Please note our general terms and conditions:

[www.felchner-medien.de/agb](http://www.felchner-medien.de/agb)

## 03 Media profile

The specialist journal **LASER.PHOTONICS. PROFESSIONAL (LP.PRO)** addresses development and manufacturing experts as well as executives and purchasing decisionmakers in the field of optical technologies (laser technology and photonics).

The range of topics covered by **LP.PRO** comprises the entire field of research, development and application of optical technologies: light and beam sources; optical, optoelectrical, optomechanical and laser technology materials, components, assemblies and systems including systems engineering; optical sensors, optical metrology and image processing; development tools and lighting.

**LP.PRO** provides cross-media information in the form of technology and application reports, R&D news, product presentations, interviews and industry news.

**LP.PRO** reflects a targeted and technology-oriented selection of topics. Key topics include innovations in the fields of photonic system integration, optical quantum technologies, optical analytics, biophotonics, photonics 4.0 and laser material processing.

**LP.PRO's** target markets are optical engineering, mechanical and plant engineering, automation technology, equipment manufacturing, the automotive industry, aerospace, telecommunications, biomedical technology and the life sciences, as well as science and research.

[lppro.felchner-medien.de](http://lppro.felchner-medien.de) (German) and [lppro.felchner-medien.de/en](http://lppro.felchner-medien.de/en) (English) provide a comprehensive digital portfolio of professional information.

[lppro.felchner-medien.de/en/technology-forum/](http://lppro.felchner-medien.de/en/technology-forum/) and the 'Photonics Radio' podcast complement **LP.PRO's** highly attractive cross-media content.

### Target group

- Engineers
- R&D managers
- Quality managers
- Technical sales managers
- Design engineers
- Technical purchasing managers
- Project managers/engineers
- Technical chairs at universities and universities of applied sciences
- Scientists and students at universities and research facilities

### Business sectors

**LP.PRO's** target markets are mechanical and plant engineering, automation technology, device engineering, the automotive industry, aerospace, telecommunications, biomedical technology and the life sciences, as well as science and research.

## 04 Our print and digital distribution



**LASER.**  
**PHOTONICS.**  
PROFESSIONAL

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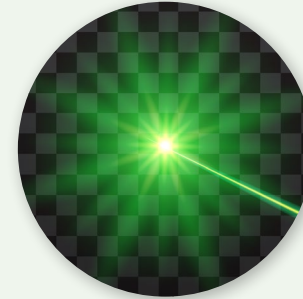
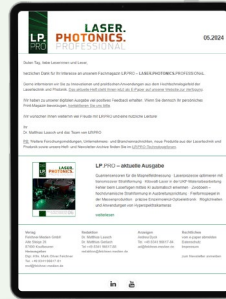
[Technical data](#)

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[Wall calendar](#)

[Digital channels](#)

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@istockphoto.com/Olena Agapova,  
Freepik

**5,000  
copies**

**Print**

Our specialist journal  
with IVW-certified  
circulation (tvA)

**+**

**5,663  
copies**

**E-paper**

Additional digital  
distribution with  
IVW-certified  
circulation

**=**

**10,663  
copies**

**Total circulation**

To accurately  
address your target  
audience in optical  
technologies

[Magazin archive](#) →

## 05 Dissemination analysis



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### Circulation analysis IVW-audited 2nd quarter 2024



Print run	6,000 copies	
Of which Germany	5,832	
International	88	
Archive	80	
E-paper circulation	5,663	
<b>Total circulation</b>	<b>11,663</b>	

Domestic distribution according to postcode	%	copies
Postcode area 0	7.49	437
Postcode area 1	4.29	250
Postcode area 2	5.44	317
Postcode area 3	10.56	616
Postcode area 4	8.95	522
Postcode area 5	11.56	674
Postcode area 6	8.59	501
Postcode area 7	19.75	1,152
Postcode area 8	13.68	798
Postcode area 9	9.69	565

Job characteristic	%	copies
Business management	40.19	2,379
Technical management	6.00	355
Marketing	3.63	215
Research & development	14.51	859
Manufacturing	18.39	1,089
Quality control	4.51	267
Not specified	12.77	756
	<b>100.00</b>	<b>5,920</b>

Position	%	copies
Without personalization	0.90	53
Management board	40.29	2,385
Factory management	1.33	79
Department management	29.68	1,757
Project management	0.17	10
Specialist	24.36	1,442
Department (without person)	3.27	194
	<b>100.00</b>	<b>5,920</b>

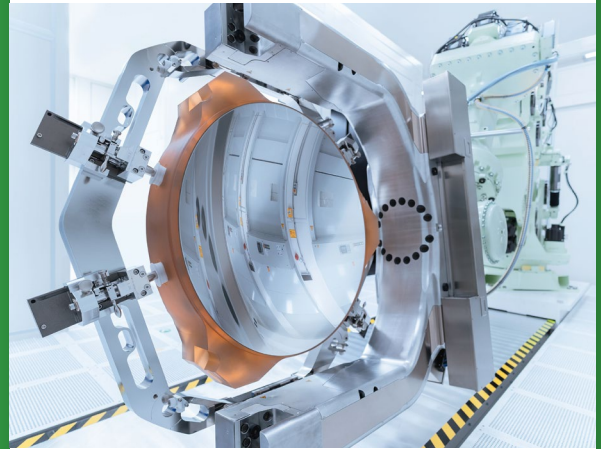
# IN FOCUS

Optical technologies at a glance:  
**LP.PRO** covers the full spectrum of  
laser technology and photonics.

Ausgabe  
02.2024

**LP.**  
PRO

**LASER.**  
**PHOTONICS.**  
PROFESSIONAL



CHIP-LITHOGRAFIE IN  
HÖCHSTER PRÄZISION 06

## 07 Editorial plan



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Issue	Dates	Topics	Trade fairs
<p><b>Permanent topics:</b> Laser technology, laser material processing, manufacturing technology, photonics, biophotonics, optical sensor and measurement technology, optical components, LED technology, fibre optics, image acquisition and processing, opics software, optical system technology, process technology, light sources</p>			
<p><b>LP.PRO</b> <b>01.2025</b></p> <p><b>February</b></p>	<p><b>Publication date:</b> Feb 17, 2025 <b>Advertising deadline:</b> Jan 30, 2025 <b>Editorial deadline:</b> Jan 16, 2025</p>	<ul style="list-style-type: none"> <li>• Micro- and nanophotonics</li> <li>• Optical metrology and imaging</li> <li>• Photonics in biology and healthcare</li> <li>• Quantum technology</li> <li>• Laser safety</li> </ul>	<p>Jan 25 – 26, 2025 <b>BiOS Expo, San Francisco / USA</b></p> <p>Jan 28 – 30, 2025 <b>Photonics West / Quantum West, San Francisco / USA</b></p> <p>Mar 11 – 13, 2025 <b>LogiMAT, Stuttgart</b></p> <p>Mar 19 – 20, 2025 <b>W3+Fair, Wetzlar</b></p> <p>Mar 31 – Apr 04, 2025 <b>Hanover Fair, Hanover</b></p>
<p><b>LP.PRO</b> <b>02.2025</b></p> <p><b>April</b></p>	<p><b>Publication date:</b> Apr 07, 2025 <b>Advertising deadline:</b> Mar 20, 2025 <b>Editorial deadline:</b> Mar 06, 2025</p>	<ul style="list-style-type: none"> <li>• Optical sensing and optical metrology</li> <li>• Laser metrology</li> <li>• Laser beam analysis</li> <li>• Ultra-shortpulse lasers</li> <li>• Additive manufacturing</li> </ul>	<p>May 04 – 09, 2025 <b>CLEO, Long Beach / USA</b></p> <p>May 06 – 08, 2025 <b>Sensor+Test, Nuremberg</b></p> <p>May 06 – 09, 2025 <b>Control, Stuttgart</b></p> <p>May 13 – 14, 2025 <b>Quantum Photonics, Erfurt</b></p> <p>May 13 – 15, 2025 <b>Rapid.Tech 3D, Erfurt</b></p>
<p><b>LP.PRO</b> <b>03.2025</b></p> <p><b>June</b></p>	<p><b>Publication date:</b> Jun 10, 2025 <b>Advertising deadline:</b> May 21, 2025 <b>Editorial deadline:</b> May 07, 2025</p>	<ul style="list-style-type: none"> <li>• AI in laser material processing</li> <li>• Integrated photonics, Photonic Integrated Circuits (PICs)</li> <li>• Quantum technologies</li> <li>• Biophotonics</li> <li>• Laser optics</li> </ul>	<p>Jun 24 – 27, 2025 <b>LASER World of PHOTONICS, World of QUANTUM, Munich</b></p>

Anniversary edition  
40 years LP.PRO

Issue	Dates	Topics	Trade fairs
<b>LP.PRO</b> <b>04.2025</b>  <b>July</b>	<b>Publication date:</b> Jul 30, 2025 <b>Advertising deadline:</b> Jul 14, 2025 <b>Editorial deadline:</b> Jun 30, 2025	<ul style="list-style-type: none"> <li>• Laser beam sources</li> <li>• Optomechanics</li> <li>• Positioning systems</li> <li>• Beam guidance</li> <li>• Optical spectroscopy</li> </ul>	
<b>LP.PRO</b> <b>05.2025</b>  <b>September</b>	<b>Publication date:</b> Oct 17, 2025 <b>Advertising deadline:</b> Sep 30, 2025 <b>Editorial deadline:</b> Sep 16, 2025	<ul style="list-style-type: none"> <li>• Lasers in e-mobility</li> <li>• Quantum technologies</li> <li>• Optoelectronics</li> <li>• Fiberoptics and optical communication</li> <li>• Laser beam analysis</li> </ul>	Sep 24 – 25, 2025 <b>W3+Fair, Jena</b> Sep 28 – Oct 02, 2025 <b>ECOC, Copenhagen / Denmark</b> Oct 07 – 08, 2025 <b>LaserEMobility Workshop, Bologna / Italien</b> Oct 21 – 24, 2025 <b>BlechExpo / Schweisstec, Stuttgart</b>
<b>LP.PRO</b> <b>06.2025</b>  <b>November</b>	<b>Publication date:</b> Dec 04, 2025 <b>Advertising deadline:</b> Nov 18, 2025 <b>Editorial deadline:</b> Nov 04, 2025	<ul style="list-style-type: none"> <li>• Biophotonics</li> <li>• Optical diagnostics &amp; therapy</li> <li>• Optical analytics</li> <li>• Optical microsystems technology</li> <li>• Laser metrology</li> </ul>	Nov 18 – 21, 2025 <b>Formnext, Frankfurt</b> Nov 17 – 20, 2025 <b>Medica / Compamed, Düsseldorf</b>



## 09 Prices and formats



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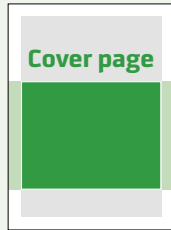
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**Cover page**

**Cover page\***

incl. technical article

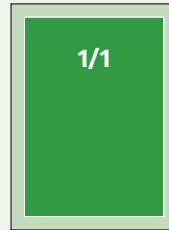
**7,850.00 €**

**Internal cover page\***

incl. technical article

**4,720.00 €**

**A:** 210 x 275 mm



**1/1**

**Inside front cover and  
outside back cover\***

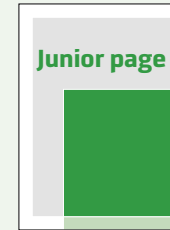
**4,720.00 €**

**1/1 inside page**

**4,340.00 €**

**S:** 180 x 240 mm

**A:** 210 x 275 mm



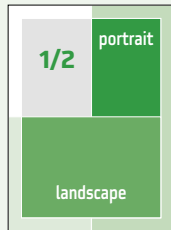
**Junior page**

**Junior page**

**3,170.00 €**

**S:** 115 x 182 mm

**A:** 130 x 200 mm



**1/2**

**portrait**

**landscape**

**2,530.00 €**

**1/2 page portrait**

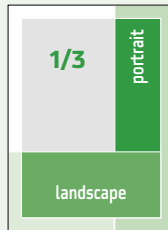
**S:** 87 x 240 mm

**A:** 102 x 275 mm

**1/2 page landscape**

**S:** 180 x 114 mm

**A:** 210 x 134 mm



**1/3**

**portrait**

**landscape**

**2,190.00 €**

**1/3 page portrait**

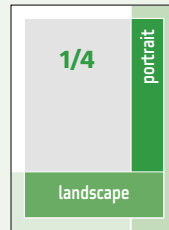
**S:** 55 x 240 mm

**A:** 70 x 275 mm

**1/3 page landscape**

**S:** 180 x 78 mm

**A:** 210 x 94 mm



**1/4**

**portrait**

**landscape**

**1,770.00 €**

**1/4 page portrait**

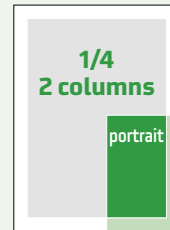
**S:** 42 x 240 mm

**A:** 57 x 275 mm

**1/4 page landscape**

**S:** 180 x 58 mm

**A:** 210 x 72 mm



**1/4**

**2 columns**

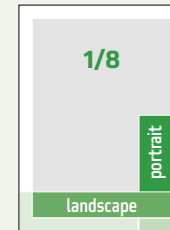
**portrait**

**1,770.00 €**

**1/4 page 2 columns**

**S:** 87 x 120 mm

**A:** 102 x 134 mm



**1/8**

**portrait**

**landscape**

**1,060.00 €**

**1/8 page portrait**

**S:** 42 x 120 mm

**A:** 57 x 134 mm

**1/8 page landscape**

**S:** 180 x 34 mm

**A:** 210 x 50 mm



**1/8**

**2 columns**

**portrait**

**1,060.00 €**

**1/8 page 2 columns**

**S:** 87 x 56 mm

**A:** 102 x 72 mm

**S:** Type area, **A:** Bleed: 3 mm bleed on all sides, all formats width x height

\* Cancellations of these bookings are only possible until the editorial deadline for technical reasons.

## 10 Bound-in inserts and supplements



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### Bound-in inserts (no discounts) incl. e-paper publication

80 – 135 g/m <sup>2</sup>	2 pages	<b>3,345.00 €</b>
	4 pages	<b>4,460.00 €</b>
136 – 170 g/m <sup>2</sup>	10 % surcharge on the basic price	

**Delivery quantity: 5,000 copies**

### Delivery

Submission of a binding sample when placing the order, blind sample with size and weight information required, if applicable. Delivery of a screen-optimized PDF of the insert for the e-paper version.

### Format

Bound-in inserts are to be delivered untrimmed 216 mm (width) x 281 mm (height), multiple-sheet bound inserts and bound inserts with flaps must be delivered folded to the above format

### Loose inserts (no discounts)

#### **incl. e-paper integration by arrangement**

max. weight 25 g	<b>3,345.00 €</b>
every further 25 g	<b>1,460.00 €</b>
max. format 205 mm x 278 mm	

**Delivery quantity: 5,000 copies**

### Affixed postcards

In connection with advertisement / bound-in insert on request plus adhesive costs

### E-paper plus

Increase the level of attention of your article in the magazine with interactive features in the e-paper. Possibilities: picture gallery, videos, additional links. Pricing on request

### Discounts (for several ads within one year of insertion)

#### Series discount

#### Quantity discount

3 ads	5 %	2 pages	5 %
6 ads	10 %	3 pages	10 %
		6 pages	15 %

### Terms of payment

Net within 14 days of the invoice date

**For international customers:** transfer free of charge for the beneficiary

### Delivery address for bound-in inserts and supplements

Holzmann Druck GmbH & Co. KG  
Gewerbestr. 2, D-86825 Bad Wörishofen  
Kennwort: LPPRO issue xx/2025

## Journal format

210 mm (width) x 275 mm (height)

## Type area format

180 mm (width) x 240 mm (height)

3 columns, width of each column

58 mm (width)

## Printing and binding specifications

Sheet-fed offset printing in CTP-process,  
adhesive binding

## Data transfer

Via email to [tf@felchner-medien.de](mailto:tf@felchner-medien.de)

## File formats

Printable PDF file (IsoCoated v2, X4)

→ Embedded fonts and images

→ Minimum image resolution of 300 dpi

→ Printing colors CMYK

## Ads

3 mm bleed on all sides without  
printer's marks

## Proof

Color-compliant proof  
(Direct shipment to Holzmann)

Holzmann Druck GmbH & Co. KG  
Gewerbestrasse 2  
D-86825 Bad Wörishofen

## Data archiving

Printing material will not be kept by  
the publisher for longer than 1 year after  
the last insertion.

## Guarantee

In the case of incomplete and incorrect  
data /printing documents, a complaint  
cannot be accepted.

For further information,  
please contact

**Tanja Fiedler**

Tel. +49 8341 96617-86

[tf@felchner-medien.de](mailto:tf@felchner-medien.de)



## 12 List of sources of supply



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Promote your company to a wide audience in a long-term and effective way using the **LP.PRO** supplier directory. Listed in the product categories that cover your portfolio, your entry will keep you visible to your potential customers and open up additional sales opportunities.

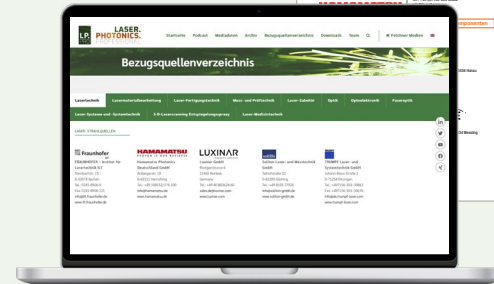
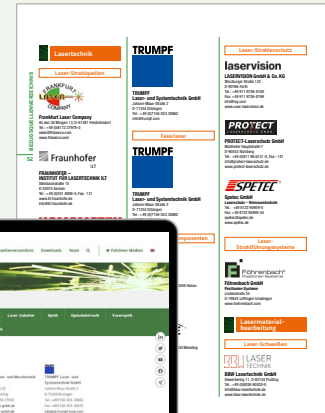
For a detailed order form with a comprehensive overview of product groups, visit: [lpro.felchner-medien.de/en/downloads/](http://lpro.felchner-medien.de/en/downloads/)

Or give us a call: we will be happy to send you specific order documents.

<b>Price</b>	Basic entry with logo per issue	<b>120.00 €</b>
	5 lines (max. 26 characters per line)	
	per additional category per issue	<b>65.00 €</b>
	per additional line	<b>10.00 €</b>

**Term** The minimum term is 1 year = 6 issues.  
New entries and changes can be made with each issue.

**Payment** Invoicing takes place once a year after publication of the of the first entry. Billing is without discounts and without agency commission.



For further information,  
please contact

**Andrea Dyck**  
Tel. +49 8341 96617-84  
[ad@felchner-medien.de](mailto:ad@felchner-medien.de)



# 13 Wall calendar



**LASER.**  
**PHOTONICS.**  
PROFESSIONAL

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Put your company in the spotlight and stay in front of your potential customers every day for an entire year in a cost-effective and long-lasting manner.

2026	January	February	March	April	May	June	July	August	September	October	November	December
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								

- Calendar format** 795 mm x 550 mm
- Advertising field size** 82 mm x 77 mm, 4-colors
- Print run** 5,000 copies  
Distribution with issue 06.2025 from Nov 20, 2025
- Advertising deadline** Oct 14, 2025
- Price advertising field** 1,100.00 €

For further information, please contact

**Andrea Dyck**  
Tel. +49 8341 96617-84  
ad@felchner-medien.de



## 14 Banner formats

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LB 1

LB 2

### Leaderboard

730 x 90 px

**1,460.00 €** per month



MR 1

MR 2

MR 3

### Medium Rectangle

300 x 250 px

**1,100.00 €** per month

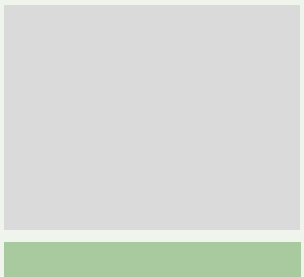


MR 1

### Large Rectangle

300 x 500 px

**1,460.00 €** per month



### Sticky Footerbanner

950 x 125 px

**1,460.00 €** per month

This is where the industry keeps up to date and where our customers' banners get the attention of **LP.PRO** readers.

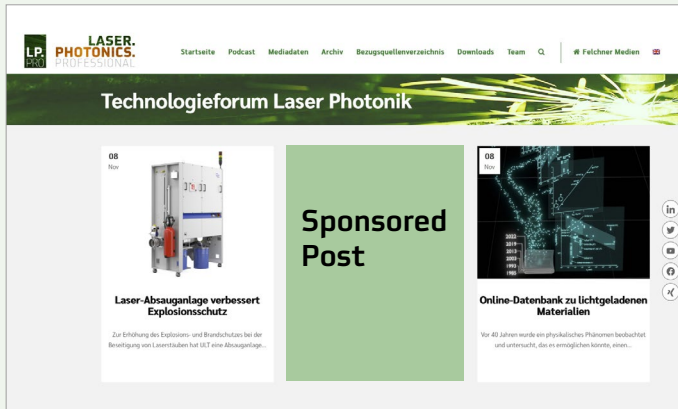
**Get in touch with us!** Whether print or digital: the Felchner Medien team is comfortable in both worlds. No matter what idea you have in mind: talk to us! We will be happy to provide you with a customized offer tailored to your goals that combines the best of the print and digital worlds!

Please also provide us with German and English versions of your advertising material. You will not incur any additional costs for this.

New articles are published as posts on a weekly basis. In this thematic environment, your Sponsored Post will gain a high level of attention. The Sponsored Post offers plenty of space for information.

Sponsored Posts remain in the blog stream for 4 weeks, just like editorial news articles. After that, they will be archived and remain accessible.

**Usage data:**  
157,894 visitors  
530,279 page views  
per year



### Sponsored Post

2,500 types, 1 picture 1000 x 800 px **1,100.00 €**

Please also provide us with German and English versions of your advertising material. You will not incur any additional costs for this.

**+ Social media special: see page 17 →**

The monthly newsletter of **LP.PRO** informs about current trends, news and important facts from the world of photonics and laser technology.

Place your advertisement in the **LP.PRO** newsletter and reach your target group without scattering loss.

<b>Monthly newsletter</b>	Jan 21, 2025	Feb 11, 2025	Mar 11, 2025	Apr 10, 2025
	May 13, 2025	Jun 17, 2025	Jul 08, 2025	Aug 12, 2025
	Sep 09, 2025	Oct 14, 2025	Nov 11, 2025	Dez 02, 2025

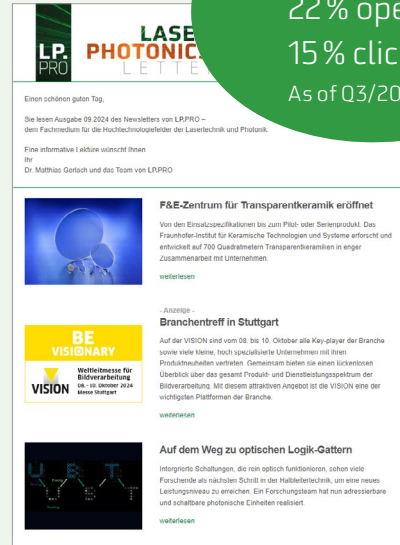
**Advertising Format**    Text- / image ad    **915.00 €**  
 Price per newsletter

Maximum 45 characters headline,  
 Maximum 350 characters teaser, including blanks  
 Picture: 300 x 200 px – max. 100 kB jpg/png  
 Target URL

Banner    **915.00 €**  
 Format: 590 x 120 px – max. 100 kB jpg/png/gif

**Date of delivery**    5 working days before dispatch to  
 tf@felchner-medien.de

**Reach:**  
 5,299 receiver  
 22 % opening rate  
 15 % click rate  
 As of Q3/2024



**+ Social media special: see page 17 →**

**i Newsletter archive →**

All newsletters are published in German and English.



## 17 Social media

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### Social media special: 100 % content, 100 % digital

Increase the reach of your articles via the social-media platforms of Felchner Medien.

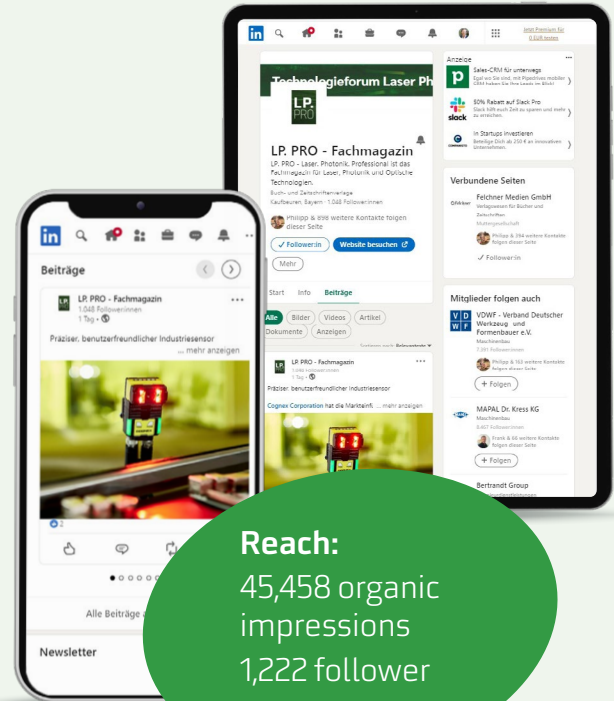


**Package 1** Posting of the selected article on our LinkedIn channels.

**Price** 290.00 €

**Package 2** Posting and sponsoring of the article on LinkedIn, in order to maximise the target group (min. 22,000) – details by arrangement.

**Price** 540.00 €



**Reach:**  
45,458 organic impressions  
1,222 follower  
(July 2023 – June 2024)

## 18 Technology speed dating



**LASER.**  
**PHOTONICS.**  
PROFESSIONAL

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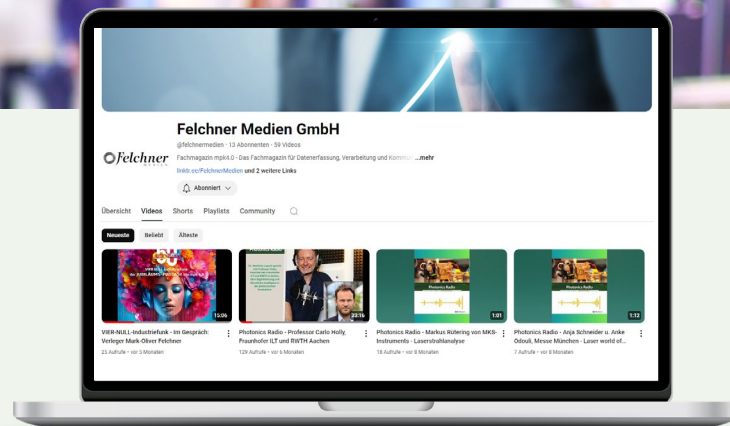
Contact

### Technology speed dating with LP.PRO

Present your trade fair highlight in a short video sequence of max. 90 seconds and use the additional reach of our channels on YouTube and LinkedIn.

Post the presented trade fair highlight on our LinkedIn channels.

**Price** 750.00 €



## Photonics Radio

Photonics podcast from **LP.PRO** - **LASER.PHOTONICS.PROFESSIONAL**

### We talk to entrepreneurs, market insiders, researchers, technology and product experts

- How will photonics change the industry and production of tomorrow?
- Which innovations are driving laser technology, optical engineering, biophotonics and quantum technologies?
- How are the photonics application markets developing? Which trends are driving the future?
  - We produce the podcast for you and publish it on the **LP.PRO** website, on our social-media channels as well as on the most relevant podcast platforms such as Spotify, YouTube and Podcast.de.
  - The podcast will be handed over to you for your own presentation on your website.

**LP.PRO-Podcast**    **4,200.00 €**

Prices without discount and agency fee.

For further information, please contact

**Dr. Matthias Laasch** | Host

Tel. +49 8152 9041558

redaktion@felchner-medien.de

32,275 listeners  
per year



„The high level of professionalism in the realisation of the podcast was very impressive and is capable of setting standards.“  
Frederik Dostal, Analog Devices Inc.

In a short video you will find everything important and all interesting facts about the production of your podcast by Felchner Medien.

**Take a look inside:  
How to Podcast**



## 20 Your contact persons

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