RECONNAISSANCE

HOLOGRAPHY & OPTICAL TECHNOLOGY NEWS™

OPTICAL TECHNOLOGIES FOR PROTECTION AND PROMOTION

Get The Inside Track

With a 40-year legacy, **Holography & Optical Technology News™** (HOTN) is the definitive global source of news, analysis, and insights on optical technologies for security documents, brand and design enhancement, and industrial applications.

What Holography & Optical Technology News Covers

■ **Technology**: R&D, innovation, commercialisation, application of technologies ranging from diffractive features to advanced micro-optics, nano-structures, and hybrid physical–digital security solutions

■ **Market intelligence**: global industry news, trends, market developments, future outlooks

■ **Industry voice**: case studies, expert commentary, leadership interviews

■ **Policy**: global standards, regulations, anticounterfeiting strategies

■ **Events**: coverage of major global conferences, and Excellence in Optical Technology Awards

Who Should Read Holography & Optical Technology News

■ **Strategists**: CEOs, R&D heads, business intelligence leaders

■ **Issuers**: heads of currency, immigration, revenue protection

■ **Producers**: security printers, hologram and other optical device producers, labellers, packaging converters

■ **Suppliers**: of raw materials and machinery used to produce and apply holograms and other optical devices.

■ **Experts**: forensic auditors, risk managers, law enforcement agencies

Subscription Options

We offer a selection of annual subscription packages, comprising 12 issues per year

Premium
Online £990 | **Online & Print £1,085**

Online
- Number of people with simultaneous access to website: 1
- 12-page newsletter in PDF viewer – not downloadable
- Access to articles on website

Print
- Number of printed copies: 1
- Includes printing, postage and handling fees – flat rate for all locations

Premium+
Online £1,310 | **Online & Print £1,405**

Online
- Number of people with simultaneous access to website: 5
- All other benefits same as Premium

Print
- Same as Premium

Enterprise
Online £2,625 | **Online & Print £2,720**

Online
- Number of people with simultaneous access to website: 15
- 12-page newsletter in downloadable PDF format
- Access to archives
- All other benefits same as Premium

Print
- Number of printed copies: 10 – shipped to a single address
- Includes printing, postage and handling fees – flat rate for all locations

Charter
Online & Print £9,275

- Number of people with simultaneous access to website: 25
- 12-page newsletter in downloadable PDF format
- Access to archives
- A licence to include each issue of Holography & Optical Technology News (HOTN) on your company intranet
- A licence to reproduce articles and material from HOTN in your own marketing materials
- Your company name and logo in each issue of HOTN
- Preferential rates on brand and content advertising on the HOTN website
- The opportunity to submit news or material for an article, at any time, under your company byline (at the discretion of the editor)
- Number of printed copies: 10
- Includes printing, postage and handling fees – flat rate for all locations
- All other benefits same as Premium

Advertising Opportunities

There is no better platform than **Holography & Optical Technology News** to enhance your profile, promote your brand, and share your content to a community looking for information, analysis and solutions
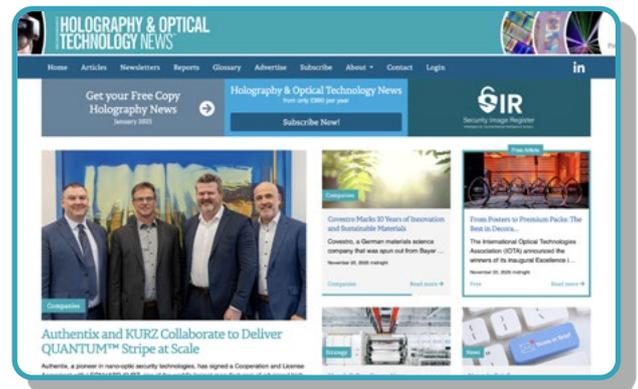
We currently offer two types of advertising:

- Brand advertising
- Content advertising

Brand Advertising

Promote your brand with banner advertisements on the HOTN website. Link the banners to your own website, a white paper, or to any other platform of your choice:

- Sidebar banners on the home page and all other pages
- One large banner on the home page only

Block Name	Location	Size*	Rates
Sidebar-top	**All**	336 x 280px	Exclusive – **£2,000** for 3 months (£500 per additional month)
Banner	**Home page**	810 x 135px	Exclusive – **£1,250** for 3 months (£325 per additional month)
Sidebar-bottom	**All**	336 x 280px	Exclusive – **£1,500** for 3 months (£375 per additional month)

*Maximum file size 1Mb

Content Advertising

Publish a sponsored article that appears as a standard article but includes your byline (name and company), photo and company logo:

- Article remains on website in perpetuity
- Either short or long form (maximum 2,000 words)
- Option to include images or charts (maximum of 3 per article)
- Editorial assistance included
- Opportunity to publish articles in more than one newsletter, for an additional fee

There are two options for articles:

1. Paywall only – £0.50 per word
2. Readable by all visitors to the site – £0.75 per word

(Charter subscribers receive two sponsored articles per annum as part of their package)

A few headline examples

TECHNOLOGIES

- Opto-Electronics Bring Smartphone Holograms a Step Closer
- Why Use UV Resin for Hologram Casting?
- Ultra-Thin Lenses that Make Infrared Light Visible
- Holograms and AI Create Uncrackable Optical Encryption System
- What Can Micro-Optics Learn from Holographics?

APPLICATIONS

- Across Asia, Central Banks Accelerate Launch of Banknotes with Optical Features
- Are Micro- and Nano-Optics Taking Centre Stage in Brand Protection?
- Optical Features Retained in Argentina's Revamped Tax Stamps
- From Documents to Pills: Malaysia's Optical Security Blueprint
- Global Momentum Builds for Diffractive Optically Variable Image Devices in Travel Documents

STUDIES, EVENTS, AWARDS

- Understanding the WOW Factor in Security Holography
- Evolution from the Eye of Origination: Highlights from the International Optical Technologies Association Awards
- Celebrating Disruption: Technologies Redefining Optical Security
- Optical & Digital Document Security™ Conference: It's Not Physical or Digital – It's Phygital!
- Optical Technologies Shine at Global Forums

Other Publications

ID & Secure Document News™ and **Tax Stamp & Authentication News™** subscribers receive a 20% like-for-like discount.

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