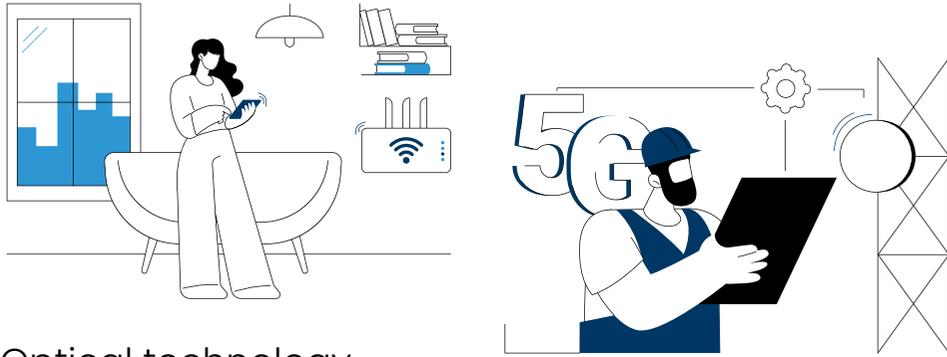


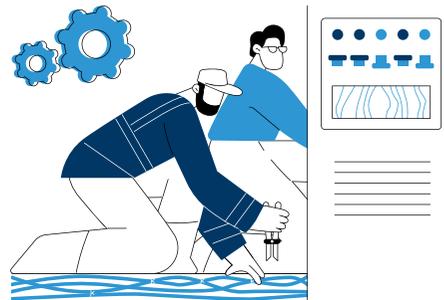
# LIGHTWAVE<sup>®</sup> MARKETING PLANNER 2025



# AT A GLANCE



Optical technology continues to change the way the world communicates and works. Since its founding, Lightwave has been the trusted source for information about optical products, systems, subsystems, and applications. Lightwave is uniquely positioned to address multiple industries, reaching the professionals within them that engineer, design, integrate, and manage optical networks, systems and subsystems. Among those industries is broadband services, for which Lightwave bolstered its coverage with the incorporation of Endeavor Business Media's Broadband Technology Report.



## GENERATE DEMAND & HIGH-QUALITY LEADS

**Lightwave** leverages high-quality content to drive brand awareness, build marketing pipeline, and generate leads for marketers wanting to connect with **optical communications professionals.**



### LIGHTWAVEONLINE.COM

**87K Monthly Page Views**  
Premium Lightwave Content  
[+VISIT WEBSITE](#)



### NEWSLETTERS

**112K+ Subscribers**  
Share your message within a relevant and responsive environment designed to deliver engagement and traffic.  
[+VIEW NEWSLETTERS](#)



### SOCIAL

**10K+ Followers**  
Join the Conversation on:  
[Facebook](#), [LinkedIn](#), and [X](#)



### WEBINARS

Editorial driven webinars that build brand awareness and generate high quality leads for your organization. Our webinars generate on average 545 leads.  
[+VIEW TOPICS](#)



### VIRTUAL EVENTS

**Data Center Insights:**  
Connect with key decision-makers in the data center industry  
[+LEARN MORE](#)

**High-Speed Networking Event:**  
Drive thought leadership, engagement, networking, brand awareness, and quality lead generation within the optical communications and broadband sectors.  
[+LEARN MORE](#)



### ON-TOPIC REPORTS

Sponsoring an On-Topic Report boosts lead generation, brand visibility, and thought leadership through content contributions and exposure to qualified industry professionals. Our On-Topic Reports generate on average 275 leads.  
[+VIEW TOPICS](#)

[+ VIEW FULL AUDIENCE PROFILE](#)

# FOCUSED CONTENT

LIGHTWAVE

## TECHNICAL & CONTENT EXPERTISE

Delivering technical and editorial expertise that ensures content is accurate, engaging, and focused on the topics that professionals need to know in today's rapidly changing business environment.

Through our integrated media portfolio, Lightwave delivers content focused on fiber optics and optoelectronics, the technologies that enable the growth, integration and improved performance of voice, data and video communications networks and services. Our experienced editorial team provides trusted technology, application and market insights to corporate executives, department heads, project managers, network engineers and technical managers at equipment suppliers, service providers and major end-user organizations.

Our unique ability to inform our audience's business-critical decisions is based in our 35+ year relationship with the entire optical community—technology vendors, communications carriers and major enterprises—and our recognition of the interplay among its members.

### NETWORK DESIGN

- DWDM/ROADM
- Packet-optical transport & OTN
- Fiber and cable
- Pluggable optics
- Network automation
- 5G fronthaul/backhaul
- Submarine networking
- AI-ML

### TEST

- Network troubleshooting and monitoring
- Installation and verification testing
- Lab/R&D testing
- Production and manufacturing testing
- Test automation

### OPTICAL COMPONENTS/ SUBSYSTEMS

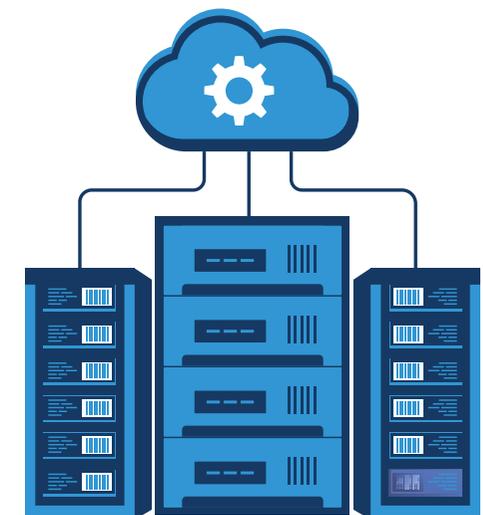
- Lasers
- Photonic integrated circuits
- Silicon photonics
- DSPs
- Optical transceivers
- Co-packaged optics

### DATA CENTER

- Data center transceivers
- Switches and routers
- Cabling and connectivity
- Data center interconnect
- Active optical cables
- High-performance computing

### FTTX

- EPON/GPON/10G-PON/25G PON
- Access network optics
- Cable hardware and enclosures
- Passive optical LAN
- MDU broadband technology
- Broadband



# 2025 EDITORIAL CALENDAR

	CONTENT	SHOW DISTRIBUTION	AD CLOSE	AD MATERIALS DUE
SPRING	OFC Show Preview	OFC 2025	2/20/25	2/27/25
SUMMER	FTTH related topics	FIBER CONNECT ISE EXPO	6/17/25	6/25/25
FALL	ECOC and cable topics	ECOC and CableTech SCTE	8/20/25	8/27/25
WINTER	What's ahead for 2026?	Distributed at 2026 shows: OFC, Fiber Connect, ISE, ECOC and SCTE	11/4/25	11/11/25

\*Months, themes, and topics are subject to change at the editors' discretion.

# ADVERTISING & PROMOTIONS

LIGHTWAVE

## WEBSITE ADVERTISING

### AD TYPE

Pushdown	\$4,170/mo
Rectangle	\$3,090.00/mo
Half page	\$3,350/mo
Welcome Ad	\$5,150/mo, 50% SOV
In-Banner Video	\$3,090/mo
Native Ad	\$2,390/mo
Native Post Premium – Sponsored Content or Video Plus Eblast	\$4,635/mo
Native Post – Sponsored Content or Video	\$3,090/mo

### Digital Ad Material Contact

[mmeng@endeavorb2b.com](mailto:mmeng@endeavorb2b.com)

**Materials Due:** Seven business days prior to publication.

**+ DIGITAL BANNER AD SPECS**

### DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Lightwave content.

[+VIEW SPECS](#)

### CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

### NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

### NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

### THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Lightwave reputation.

### AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

### AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

### SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

### MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

### CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.

# GAIN VISIBILITY

LIGHTWAVE

## LIGHTWAVE DIRECT NEWSLETTERS

- **Service Providers** Average Delivered **21,397**
- **Datacom/Data Center** Average Delivered **16,733**
- **Enabling Technologies** Average Delivered **16,906**
- **Lightwave Networking Newsletter**

## PRODUCT SHOWCASE NEWSLETTERS

Push decision-makers to your product details with a product showcase sponsorship.

Average Delivered **20,004**

## FRIDAY 5

Editor-in-Chief Sean Buckley highlights the five most important stories of the week in the optical communications industry.

Average Delivered **14,996**

## PRE-SHOW PRODUCT SHOWCASE

Distributed to Lightwave audience of 38,000 optical communications professionals.

Gain exposure at these tradeshows:

- OFC
- ECOC
- FiberConnect
- SCTE

[+ VIEW NEWSLETTERS](#)

[+ VIEW NEWSLETTERS AD SPECS](#)

## Market Focused Insight with **MARKET MOVES NEWSLETTERS**

### INFRASTRUCTURE

Twice Monthly on Fridays

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA.

**TARGET AUDIENCE:** Municipal, County, State, and Federal Government, Engineers, Contractors, Consultants, Corporate Management, General Managers, and Directors

**SPONSORSHIP OPPORTUNITIES:**  
\$5,500 includes up to 4 sponsored content ads

[+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA](#)

All newsletter rates are net per issue

\* Audience Engagement Report 2024

[+ Click to Learn More](#)

# SPECIAL OPPORTUNITIES



## TRADESHOW VIDEO

Showcase your brand with industry-leading tradeshow video opportunities—see how Lightwave can put your company in the spotlight!

[+LEARN MORE](#)



## ONLINE BUYER'S GUIDE

Increase your branding and purchase consideration by leveraging the capabilities of the Lightwave Online Buyer's Guide.

[+LEARN MORE](#)



## LIGHTWAVE INNOVATION REVIEWS

Recognizing the most innovative optical communications projects, applications, and products.

Benefit from year-round exposure

[+LEARN MORE](#)

# MARKETING SOLUTIONS



## INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- MARKET INSIGHT
- BRAND HEALTH
- PRODUCT LAUNCH
- VOICE OF CUSTOMER



## CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- WHITE PAPERS
- REPORTS
- FAQ's
- TOP TIPS
- ARTICLES
- INFOGRAPHICS



## AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- PODCASTS
- QUIKCHATS
- EVENT VIDEO
- EXPLAINER VIDEO
- STORYDESIGNS



## LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



## AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- [LEARN MORE AT PERSONIF.AI](#)



## EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



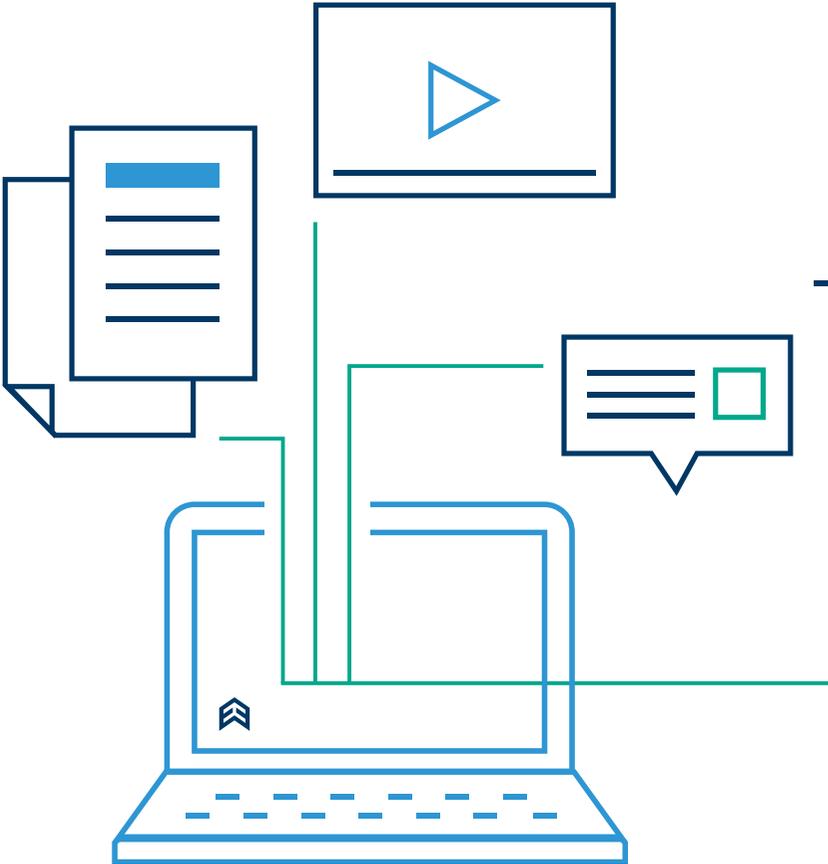
Leveraging our subject matter expertise, extensive data, and engaged audiences, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

# AI-POWERED MARKETING



**DELIVERING PERSONALIZED EXPERIENCES**

Leverage the power of artificial intelligence to drive highly qualified prospects from **our extensive network of audiences to your website**. Personif.ai enhances your brand awareness, audience engagement, marketing conversions, and return on investment.

## UNDERSTANDING HOW PERSONIF.AI WORKS.

- DATA COLLECTION**  
Personif.ai gathers real-time data about users interests and behaviors across our extensive network in our B2B industry brands.
- INTELLIGENT ANALYSIS**  
Our AI harnesses this data to create personas and find those most likely to engage with your brand or product.
- STRATEGIC DELIVERY**  
Your content is delivered to qualified prospects in real-time, driving high-quality traffic directly to your site.

- + Personalization and targeting capabilities.
- + Actionable insights for optimization and decision-making.

Data privacy compliant. Data integration into most CRM platforms.

# CONTACT US

**LIGHTWAVE**

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**CABLING**  
Installation & Maintenance

DATA CENTER  
**Frontier**

**ISE** ICT SOLUTIONS  
& EDUCATION

**LASER FOCUS  
WORLD**

**VISION**  
SYSTEMS DESIGN.

**LIGHTWAVE**

 **Digital Infrastructure**

ENDEAVOR BUSINESS MEDIA

**TRANSFORMING  
CONNECTIVITY, INFORMATION  
EXCHANGE, AND DIGITAL  
NETWORKING**

Media brands and events that connect marketers with executives, engineers, managers, and installers across the information and communications technology (ICT), data center, telecom, optical communications, optics and photonics, and machine vision industries—professionals who are seeking news, research, trends, best practices, and new technologies.

**Learn more at**

[digitalinfrastructure.endeavorb2b.com](https://digitalinfrastructure.endeavorb2b.com)

# ENDEAVOR ADVANTAGE



**90+ media brands** and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines**, and **delivering highquality leads** for their organizations.



## INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



## TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



## MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



## BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



## EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



## CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

