



# Optics & Photonics



Digital Marketing & Advertising Solutions



# Who we are



AZoOptics is the world's foremost online publisher and trusted news source for the optics and photonics community. We create, curate, and distribute high-quality content to a global audience of engineers, academics, and manufacturing professionals. AZoOptics is one of 13 industry-specific websites that make up the AZoNetwork.

AZoNetwork is the leading digital marketing platform for connecting with Science, Technology, and Healthcare audiences. With over 46 million annual visitors, more than 1 million first-party subscribers, and 25+ years of experience, we specialize in connecting brands with engaged and highly targeted communities.



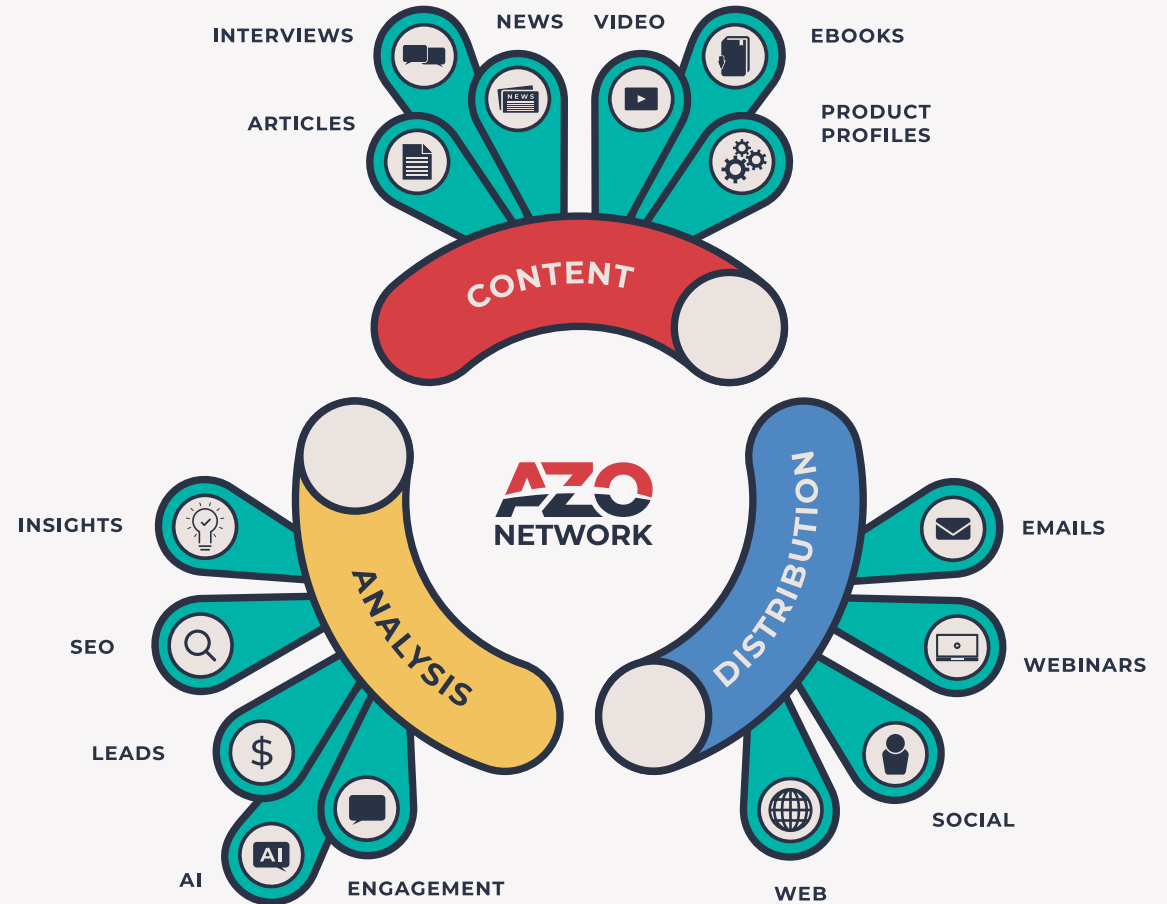
# What we do



We specialize in delivering a comprehensive suite of digital marketing services tailored for companies in Science, Technology, and Healthcare.

Our expertise spans email and content marketing, audio-visual production, and web services. We support organizations with strategic development and execution across brand awareness, lead generation, targeted content distribution, product promotion, and in-depth analytics.

All are designed to connect you with the right audience and drive measurable results.



# Optics Marketing



**AZO**  
OPTICS

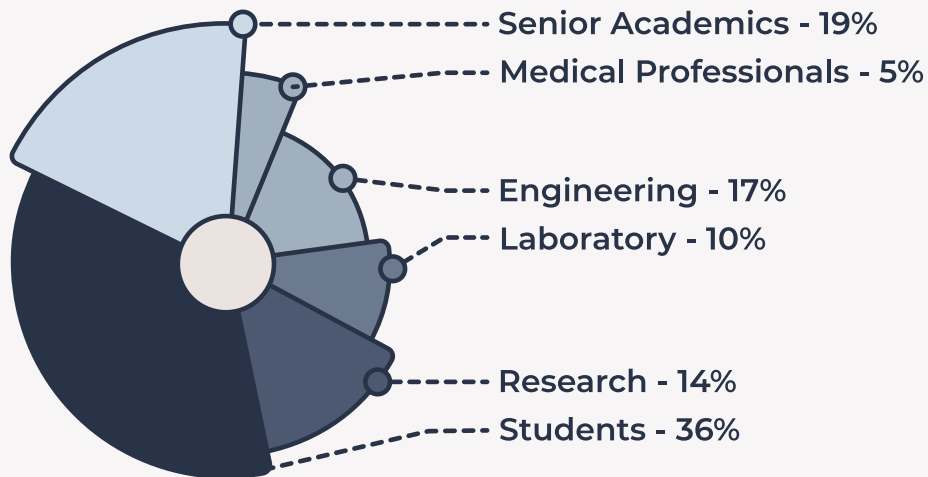
**256K**  
Total Annual Users  
[www.azooptics.com](http://www.azooptics.com)

AZoOptics is the leading digital publisher and trusted news source for scientists, engineers, and academics working in the optics and photonics industry. We share science stories with the people who make a difference.

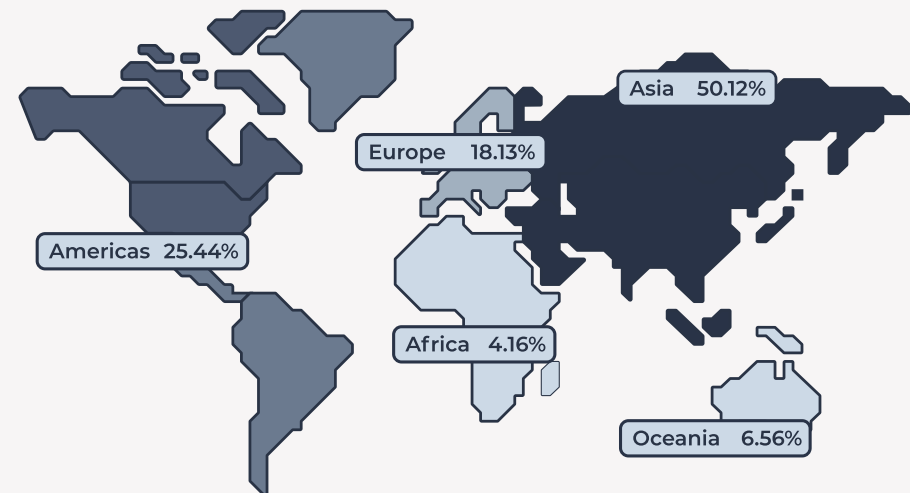
[Contact our team](#) today to discuss how to reach your ideal audience from the AZoNetwork.

*Visits sourced from Plausible - Yearly average - Readership based on sample of subscribers*










## Readership



## Global Distribution







# Materials

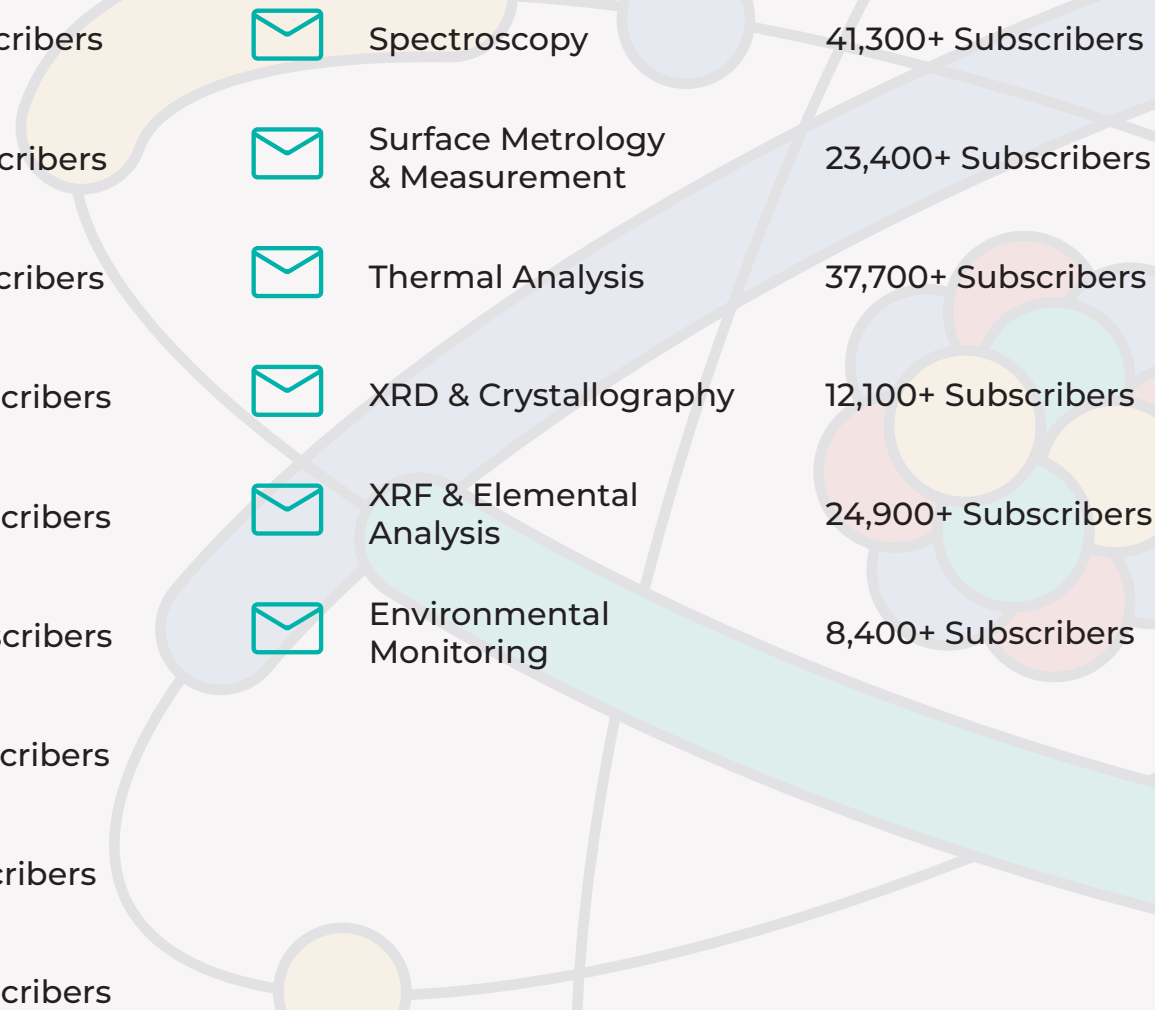
|   |   |                     |
|---|---|---------------------|
|    | Advanced Alloys                           | 29,300+ Subscribers |
|    | Graphene & Nanotubes                      | 18,900+ Subscribers |
|    | Nanoparticles & Colloids                  | 19,300+ Subscribers |
|    | Polymers                                  | 41,800+ Subscribers |
|    | Technical Ceramics                        | 36,000+ Subscribers |
|   | Metals Analysis                           | 7,100+ Subscribers  |
|  | Composites                                | 15,200+ Subscribers |
|  | Thin Films                                | 20,800+ Subscribers |
|  | Construction & Building Material Analysis | 23,300+ Subscribers |
















# Microscopy



|   |                               |                     |
|---|-------------------------------|---------------------|
|  | Atomic Force Microscopy (AFM) | 10,500+ Subscribers |
|  | Scientific Cameras & Imaging  | 8,100+ Subscribers  |
|  | Electron Microscopy           | 28,500+ Subscribers |
|  | Optical Microscopy            | 12,900+ Subscribers |














# Analysis Techniques

A background network diagram with various colored nodes (yellow, blue, green, red) and connecting lines, some of which are highlighted in larger, semi-transparent shapes of the same color.

|   |                               |                     |  |                                 |                     |
|---|-------------------------------|---------------------|--|---------------------------------|---------------------|
|    | Mass Spectrometry             | 13,200+ Subscribers |   | Spectroscopy                    | 41,300+ Subscribers |
|    | Gas Analysis & Measurement    | 14,200+ Subscribers |   | Surface Metrology & Measurement | 23,400+ Subscribers |
|    | Infrared Spectroscopy         | 13,900+ Subscribers |   | Thermal Analysis                | 37,700+ Subscribers |
|    | Lasers                        | 22,900+ Subscribers |   | XRD & Crystallography           | 12,100+ Subscribers |
|    | Mechanical & Physical Testing | 52,900+ Subscribers |   | XRF & Elemental Analysis        | 24,900+ Subscribers |
|   | Non-Destructive Testing       | 22,800+ Subscribers |  | Environmental Monitoring        | 8,400+ Subscribers  |
|  | Particle Analysis             | 25,200+ Subscribers |  |                                 |                     |
|  | Raman Spectroscopy            | 8,800+ Subscribers  |  |                                 |                     |
|  | Rheology & Viscometry         | 36,500+ Subscribers |  |                                 |                     |

# Industry



|   |                           |                     |   |                                  |                     |
|---|---------------------------|---------------------|---|----------------------------------|---------------------|
|    | Aerospace                 | 23,800+ Subscribers |  | Artificial Intelligence          | 25,700+ Subscribers |
|    | Agritech                  | 25,800+ Subscribers |  | Hydrogen                         | 6,100+ Subscribers  |
|    | Automotive                | 39,400+ Subscribers |  | Heat Treatment                   | 38,300+ Subscribers |
|    | Clean Technology          | 23,000+ Subscribers |  | Industrial Automation & Robotics | 11,500+ Subscribers |
|    | Energy Storage Research   | 24,200+ Subscribers |   |                                  |                     |
|   | Food & Beverage Analysis  | 19,700+ Subscribers |   |                                  |                     |
|  | Fuel & Lubricant Analysis | 12,500+ Subscribers |   |                                  |                     |
|  | Photonics & Fiber Optics  | 6,600+ Subscribers  |   |                                  |                     |
|  | Optics & Optical Sensing  | 8,600+ Subscribers  |   |                                  |                     |

Number of subscribers as of July 2025

# Our Solutions

Whether you are looking for increased brand awareness, generating more leads or connecting with your audience, we have a suite of digital products to engage with your target markets through content creation, distribution and AZoIntel, our proprietary analytics software. Click below to find out more:

## Email

[Newsletter Sponsorships](#)

[Targeted Email Campaigns](#)

## Content

[Content Distribution](#)

[Content Creation](#)

[Social Media Content](#)

## eBooks

[eBook Listing](#)

[Sponsored Industry Focus eBook](#)

[Sponsored Editorial Focus eBook](#)

## Interviews

[Insights from Industry Interview](#)

[Thought Leaders Interview](#)

## Product Packages

[Product Listings](#)

[Product Launches](#)

## Video & Audio

[Video Production](#)

[2D Animation](#)

[Podcast Production](#)

## Webinar

[Webinar Production](#)

[Webinar Promotion](#)

## Displays

[Display Advertising](#)

## SEO & Web Services

[SEO](#)

[Google Ads Management](#)

[Website Design](#)

[Conversion Rate Optimization](#)



# Contact Us



Our team helps brands like yours cut through complexity and connect with decision-makers who matter. Don't just take our word for it, see what our partners say below. [Get in touch](#) today and let's start connecting you with your audience.



"Working with AZoNetwork has been a fantastic experience. Their team is always professional, responsive, and genuinely invested in our success. They've helped us enhance our online presence, connect with the right audience, and maximize the impact of our content. Their strategic insights and support have made a real difference, and we truly value them as a trusted partner."



"Partnering with AZo has made a positive impact on our advertising efforts and brand recognition. Their team is responsive, professional, and always ready to suggest innovative strategies on how to best utilize their offerings. They take the time to understand our brand and tailor their approach to suit our unique needs and target market which shows in their results."



"The AZoNetwork team is great to work with. Their determination to get you the best results possible is extra motivating for us as a company. I would certainly recommend them to a colleague. AZoNetwork has been a great support partner in creating new content and re-using our existing content to generate awareness of our products and brand to a wider audience, resulting in real sales results."



"AZoNetwork has proven to be an indispensable partner in our strategy over the past 11 years. With its powerful platform and user-friendly data dashboard, we achieve better results every year. The combination of impact, customer focus, and excellent collaboration with their consultant and team has made this long-term partnership a great success!"



Discover our Ratecard   