

QUANTUM FOCUS

Your gateway to the latest advances in Quantum technology.

- **QUANTUM FOCUS**, is your quarterly window into the rapidly evolving world of quantum technology and its expanding range of applications
- Our mission at **QUANTUM FOCUS** is to be your trusted source of insight into the diverse realms of quantum technologies



optics.org QUANTUM FOCUS - advertising opportunities

QUANTUM FOCUS, is your quarterly window into the rapidly evolving world of quantum technology and its expanding range of applications. In an era defined by unprecedented leaps in scientific discovery and technological innovation, the potential of quantum-based technologies ushers in a new era of possibilities, reshaping the boundaries of what is achievable.

As we understand more and explore the further potential for quantum-based technologies, prepare to embark on a journey of discovery and innovation. All brought to you by the same team that has been at the forefront of the optics industry with the industry-leading online resource, [optics.org](https://www.optics.org).

Our mission at **QUANTUM FOCUS** is to be your trusted source of insight into the diverse realms of quantum technologies. With each issue, we'll delve into the practical applications that are reshaping industries and paving the way for a quantum future.

Here's a peek at the technology sectors we'll be covering in upcoming issues of **QUANTUM FOCUS**:

- **Quantum Computing**
- **Quantum Communication**
- **Quantum Sensing**
- **Quantum Materials**
- **Quantum Cryptography**
- **Quantum Machine Learning**
- **Quantum Simulation**
- **Quantum Metrology**
- **Quantum in Industry**

Stay updated on the real-world applications of quantum technology across various industries, from finance and healthcare to logistics and aerospace.

Stay tuned for our inaugural issue, which will be the **only official magazine** distributed in conjunction with the **SPIE Quantum West** exhibition and conference taking place at Moscone Center, San Francisco 30-31 Jan 2024.

In the dynamic landscape of a rapidly expanding market, **QUANTUM FOCUS** offers you a powerful platform to showcase your products and services to a discerning audience actively seeking industry solutions. By advertising with us, you not only enhance your brand visibility but also position yourself as an industry leader.

Seizing every opportunity to elevate your brand and connect with potential buyers is paramount. Unlock your business's potential and advertise with **QUANTUM FOCUS**.

QUANTUM FOCUS - Exploring tomorrow's technology today!

Circulation

- Promoted digitally to over 20,000+ subscribers of the **optics.org** eNewsletter
- Hosted on **optics.org** for 12 months
- Actively promoted via the **optics.org**, **SPIE** social media and LinkedIn Channels
- Handed out to all attendees of the **SPIE Quantum West** show upon registration

Job Function

- Senior Management
- Design & Development/System Integration
- Manufacturing/Production Engineering & Quality Control
- Engineering Management
- Research & Development

Cost effective marketing

QUANTUM FOCUS is primarily a digital magazine. We have minimum print and no postage costs and pass these savings onto you. Working in partnership with the **optics.org** website.

QUANTUM FOCUS combines the best of magazine and web media to ensure a global presence at a fraction of the cost of other trade magazines.

Contact

Rob Fisher to secure your placement:

tel: +44 (0)117 905 5330

or email: rob.fisher@optics.org

Publication and Editorial Schedule 2024

Winter Issue

Published 15 January 2024

Booking/Materials Deadline: 1 January 2024

Editorial focus:

Quantum Metrology.

Show Distribution:

SPIE Quantum West **28 Jan - 2 Feb 2024**

Spring Issue

Published 9 April 2024

Booking/Materials Deadline: 12 March 2024

Editorial focus:

Quantum Communications and Cryptography.

Bonus Distribution:

SPIE DCS **21 - 25 April 2024**
 Defense+Commercial Sensing

Summer Issue

Published 24 June 2024

Booking/Materials Deadline: 13 May 2024

Editorial focus:

Quantum Detection.

Bonus Distribution:

TBC

Autumn Issue

Published 8 October 2024

Booking/Materials Deadline: 17 September 2024

Editorial focus:

Driving Commercialisation.

Bonus Distribution:

SPIE Photonex **tba 2024**

National Quantum Technologies

Showcase **tba 2024**

optics.org QUANTUM FOCUS - advertising opportunities

We are able to offer a wide range of advertising positions and sizes – in fact, something to meet every marketing need and budget. So whether you are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.

QUANTUM FOCUS Rates

	USD	Euros	GBP
Full Page x1 Issue	\$1950	€1815	£1555
Full Page x2 Issues	\$1850	€1720	£1475
Full Page x3 Issues	\$1755	€1635	£1400
Full Page x4 Issues	\$1655	€1540	£1320
Half Page Horizontal/Vertical x1 Issue	\$1190	€1110	£950
Half Page Horizontal/Vertical x2 Issues	\$1130	€1050	£900
Half Page Horizontal/Vertical x3 Issues	\$1070	€995	£855
Half Page Horizontal/Vertical x4 Issues	\$1010	€940	£805
Third Page Horizontal/Vertical x1 Issue	\$795	€740	£635
Third Page Horizontal/Vertical x2 Issues	\$755	€705	£600
Third Page Horizontal/Vertical x3 Issues	\$715	€665	£570
Third Page Horizontal/Vertical x4 Issues	\$675	€625	£540
Quarter Page x1 Issue	\$595	€555	£475
Quarter Page x2 Issues	\$565	€525	£450
Quarter Page x3 Issues	\$535	€500	£425
Quarter Page x4 Issues	\$505	€470	£400
Sixth Page x1 Issue	\$395	€370	£315
Sixth Page x2 Issues	\$375	€350	£300
Sixth Page x3 Issues	\$355	€330	£285
Sixth Page x4 Issues	\$335	€310	£265

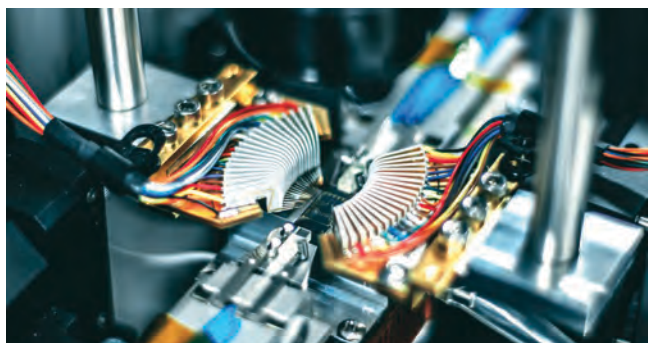
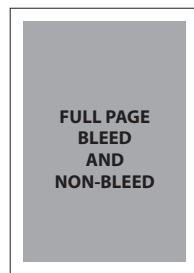
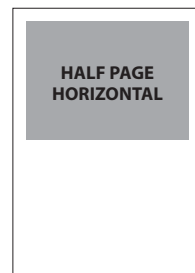


Photo courtesy of SPIE

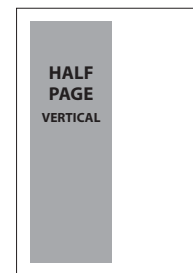
Deadlines - Booking/Materials - See page 2.



Trim: 210mm (w) x 297mm (h).
Bleed: Allow 3mm all sides
Type area: 180mm (w) x 267mm (h).



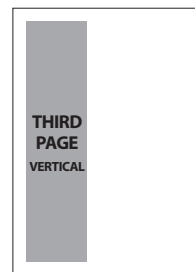
Size: 180mm (w) x 130mm (h).
No bleed.



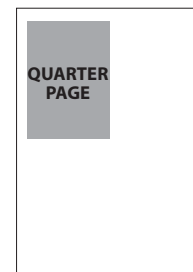
Size: 87mm (w) x 267mm (h).
No bleed.



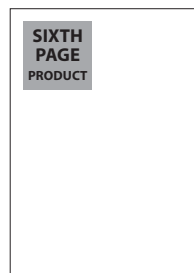
Size: 180mm (w) x 84mm (h).



Size: 54mm (w) x 267mm (h).
No bleed.



Size: 86mm (w) x 129mm (h).



Size: 86mm (w) x 84mm (h).

Contact

Rob Fisher to secure your placement:

tel: +44 (0)117 905 5330

or email: rob.fisher@optics.org

Artwork Specifications

Digital materials are required. Hi-res print-ready Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated. Hard copy proofs are requested with all materials.

Accepted Native File Formats include (Macintosh platform only) Adobe InDesign, Illustrator, and Photoshop. PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

Unacceptable Programs and File Formats: GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

Bleed Allowance: Full page ads require .125" bleeds ALL SIDES. Incremental ads (1/2 page, 1/4 page and cover strips) do not bleed and must be made to exact size. A 1/2 point headline is recommended to outline all incremental ads.

Live Area/Safety Margin: Keep all live matter .375" from edge.

Color: CMYK only. RGB files are not accepted.

Graphics: Import images at 100% size and at 300 dpi resolution.

Fonts: Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

Proofs: High quality color proofs output at 100% showing crop marks.

Pick ups: Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

Storage and Liability: Photonics West Show Daily does not store or return material after printing. Photonics West Show Daily is not liable for loss or damage of ad materials. Materials not prepared to Photonics West Show Daily specifications may incur additional charges and may sacrifice reproduction quality. Publisher is not responsible for incorrect or incomplete ad materials.

Advertising Material

You can e-mail your copy and files to **Rob Fisher** at rob.fisher@optics.org

Sixth Page Product Advertising - Copy should not be more than 85 words and full company details should be provided plus any contact names.

Product photo size:
Minimum 35mm (w) x 30mm (h)

Photo should be supplied as high-resolution TIFF, JPEG and EPS files. All image files must be 300 dpi minimum at above size and CMYK.

If time allows, your details will be checked by our production team to ensure that the dimensions, format, resolution, colour and fonts are set up correctly for printing, but responsibility for supplying correct files remains with the advertiser.

VAT

All UK advertisers are subject to VAT at 20%.

Terms and conditions

Advertising is accepted only on the basis of our "Conditions of acceptance for advertising".

For more information, contact the sales team or e-mail sales@optics.org

optics.org QUANTUM FOCUS - advertising opportunities

SPIE Quantum West Expo

30-31 January 2024
**Moscone South, Mezzanine Level,
Esplanade Ballrooms**

Tuesday 30 January 10:00 AM—5:00 PM

Wednesday 31 January 10:00 AM—5:00 PM

Featured technologies

Gain insights and partnerships at an exhibition featuring products and technology from companies that provide hardware enabling the new quantum reality. Join organizations working to bring Quantum 2.0 applications to market. The exhibition includes:

- Laser systems
- Optical subsystems
- Optical components including polarizers, beam splitters, resonators
- Cameras and detectors
- Single photon sources
- Frequency combs
- Vacuum systems
- Cryogenic components
- Atom traps
- Ion traps
- Quantum materials
- Quantum devices
- Mounting and positioning systems and hardware
- Simulation and modeling software
- Quantum communications
- Quantum key distribution and cryptography
- Quantum computing
- Sensing and imaging
- Precision metrology and timing systems

The premier event for Quantum 2.0 technologies

Companies offer an inside look into their innovations, capabilities, and services. Build partnerships that will advance your work and capabilities, save you money, and keep you on the cutting edge of the Quantum 2.0 revolution.

Become an exhibitor

Join us for the SPIE Quantum West Expo 2024, the newest and fastest growing exhibition at SPIE Photonics West. Featured on quantum and quantum-enabling technology, this new exhibition is guaranteed to draw attention. It's a good time to be part of the buzz. Learn more about how your company can participate as an exhibitor.



Photo courtesy of SPIE

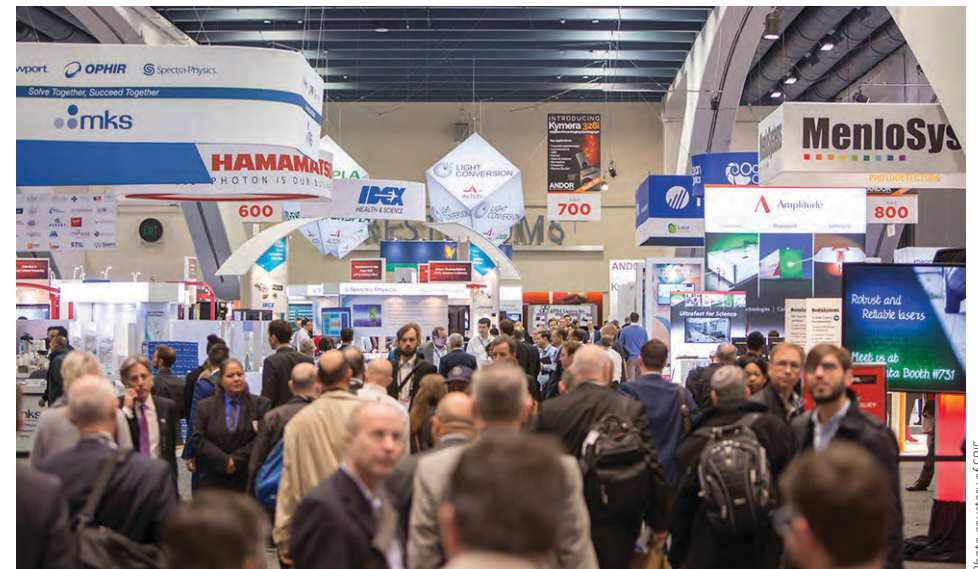


Photo courtesy of SPIE