


the business of photonics  
  
**VISION**  
 focus

Delivering the latest news on  
 Imaging and Machine Vision  
 applications and technologies

- targeted at OEM's and system integrators VISION focus puts your products alongside the latest imaging business news, market trends and product launches



**optics.org vision focus**

**VISION focus magazine delivers the very latest news on imaging and machine vision applications and technologies. Targeted at OEMs and system integrators VISION focus puts your products alongside the latest imaging business news, market trends and product launches.**



Sent out digitally to over 11,500 industry professionals every quarter **VISION focus** magazine is the most cost effective way to engage with potential buyers across a wide range of industries. From automated production lines to biomedical research **VISION focus** delivers news relevant to your products.

Due to the high demand for targeted marketing solutions that support exhibition attendance and product launches competition for visibility around tradeshows or to secure editorial coverage is fierce. As companies strive to deliver diverse or customised product solutions the need to communicate with potential buyers and business partners has become ever more essential.

**VISION focus** will enable you to promote your latest products, enforce brand and encourage direct contact at key times in the imaging and machine vision calendar. Ensure your latest product launches, press releases and in-person or virtual tradeshow attendance are seen by the key decision makers; from high speed industrial processes to biomedical imaging, security+defense and multispectral applications. We've got it covered!

Working in partnership with optics.org, **VISION focus** guarantees exposure to highly relevant vertical markets, whilst also expanding product promotion to a wider audience and increasing the potential to reach new customers. optics.org has over 30,000+ user visiting the site every month.

**Circulation**

- Distribution 11,500 industry professionals working throughout the vision supply chain
- Bonus print distribution at key exhibitions and events throughout the year
- Promotion in the **optics.org** weekly newsletter – sent to over 20,000 subscribers
- Promotion on the **optics.org** homepage (over 12,000 monthly visits)
- Hosting on the **optics.org** website for 12 months

**Target markets and applications**

- High speed imaging
- Biomedical research
- Agriculture
- Security
- Transportation
- Industrial processes
- Quality control and Safety

**Job Function**

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

**Cost effective marketing**

**VISION Focus** is a digital magazine. We have no printing or postage costs and pass these savings onto you. Working in partnership with the **optics.org** website **VISION Focus** combines the best of magazine and web media to ensure a global presence at a fraction of the cost of other trade magazines.

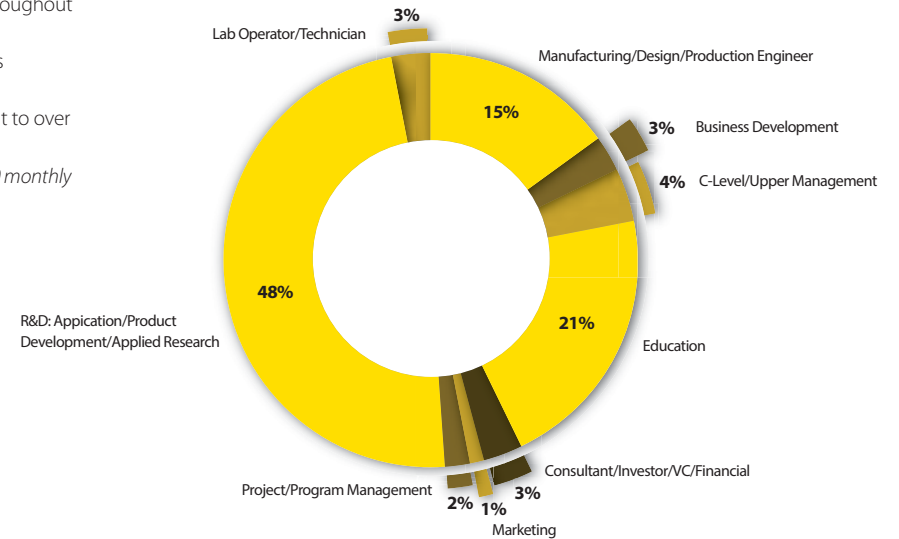
**Contact**

**Advertising Sales Team**

tel: +44 (0)117 905 5330

or email: [rob.fisher@optics.org](mailto:rob.fisher@optics.org)

**VISION focus readership by job function**



**Publication and Editorial Schedule 2024**

**Winter edition**

Copy Deadline: 1 December 2023

- Bonus Distribution: **SPIE BIOS, SPIE Photonics West, SPIE Medical Imaging**
- Editorial Focus: Medical imaging.
- Published in advance of SPIE BIOS 27 – 28 Jan 2024, SPIE Photonics West 30 Jan – 1 Feb 2024

**Spring Edition**

Copy Deadline: 28 March 2024

- Bonus Distribution: **SPIE Defense+Commercial Sensing**
- Editorial Focus: Defense, thermal and hyperspectral imaging.
- Published in advance of Defense+Commercial Sensing 21 - 25 April 2024

**Summer Edition**

Copy Deadline: 14 July 2024

- Bonus Distribution: **SPIE Optics+Photonics**
- Editorial Focus: Industrial and machine vision.
- Published in advance of SPIE Optics+Photonics 18 - 22 August 2024

**Autumn Edition**

Copy Deadline: 3 September 2024

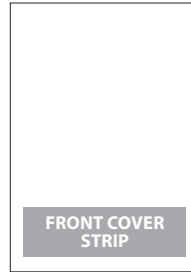
- Bonus Distribution: **SPIE Photonex**
- Editorial Focus: Machine vision.
- Published in advance of Vision Stuttgart 8 - 10 October 2024, SPIE Photonex 30 - 31 October 2024

**optics.org vision focus**

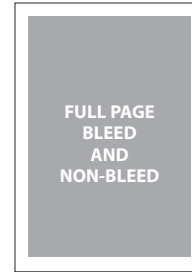
VISION focus Rates	USD	Euros	GBP
Front Cover Strip	\$1235	€1187	£1032
Full Page	\$1825	€1755	£1535
Half Island (Junior Ad)	\$1395	€1340	£1170
Half Page (Horizontal/Vertical)	\$995	€955	£835
Quarter Page	\$595	€570	£500
Third Page (Horizontal/Vertical)	\$795	€765	£670
Sixth Page	\$475	€455	£400
Sixth Page plus Star Product on optics.org	\$675	€650	£565

2x insertions = 10% discount from rate card cost

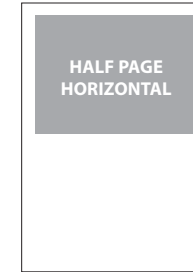
4x insertions = 20% discount from rate card cost



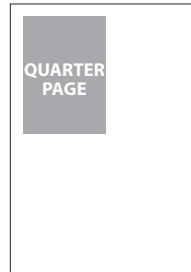
Size: 180mm (w) x 54mm (h).



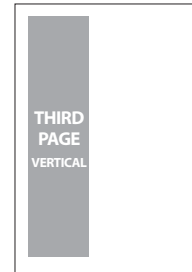
Trim: 210mm (w) x 297mm (h).  
Bleed: Allow 3mm all sides  
Type area: 180mm (w) x 267mm (h).



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



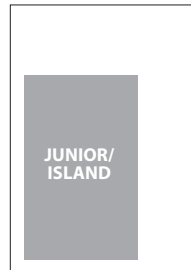
Size: 86mm (w) x 129mm (h).



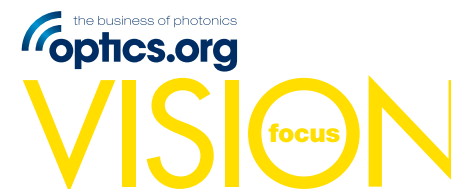
Size: 54mm (w) x 267mm (h).  
No bleed.



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



Size: 117mm (w) x 198mm (h).



**Advertising Material**

You can e-mail your copy and files to **Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

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](mailto:sales@optics.org)

## optics.org vision focus eNewsletter

The **VISION focus eNewsletter** sends a targeted message directly into the inbox of key decision makers from the imaging and machine vision markets.

**VISION focus eNewsletter** enables you to promote the latest products, show attendance and establish your company brand as an essential business partner. The **VISION focus eNewsletter** will push traffic directly to your website and encourage direct engagement.

### VISION focus eNewsletter - online dates

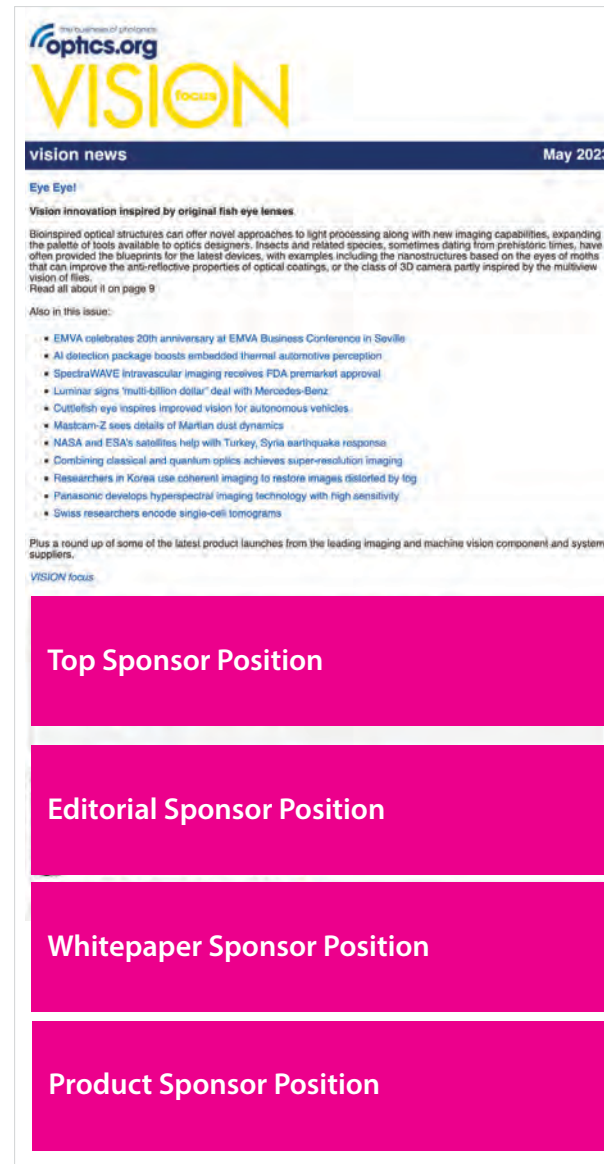
- 17 January 2024
- 17 April 2024
- 31 July 2024
- 17 September 2024

VISION eNewsletter Rates	USD	Euros	GBP
Top Sponsor	\$975	€885	£785
Editorial Sponsor	\$800	€730	£645
Whitepaper Sponsor	\$705	€650	£540
Product Sponsor	\$540	€500	£415

distributed to  
**11,500+**  
subscribers\*

\* Publisher's own data

**Handy hint.** eNewsletter Banners used in conjunction with leader or skyscraper banners on **optics.org** ensures month long brand visibility with a focused marketing message to drive traffic to your site.



## Adverts

All banners and logos must be supplied as GIF, animated GIF, JPEG or EPS. The maximum length of animation for animated GIF files is 15 seconds with a maximum of three loops through the animated sequence.

## Advertising Material

**You can e-mail your files to Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

If time allows, your advert 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

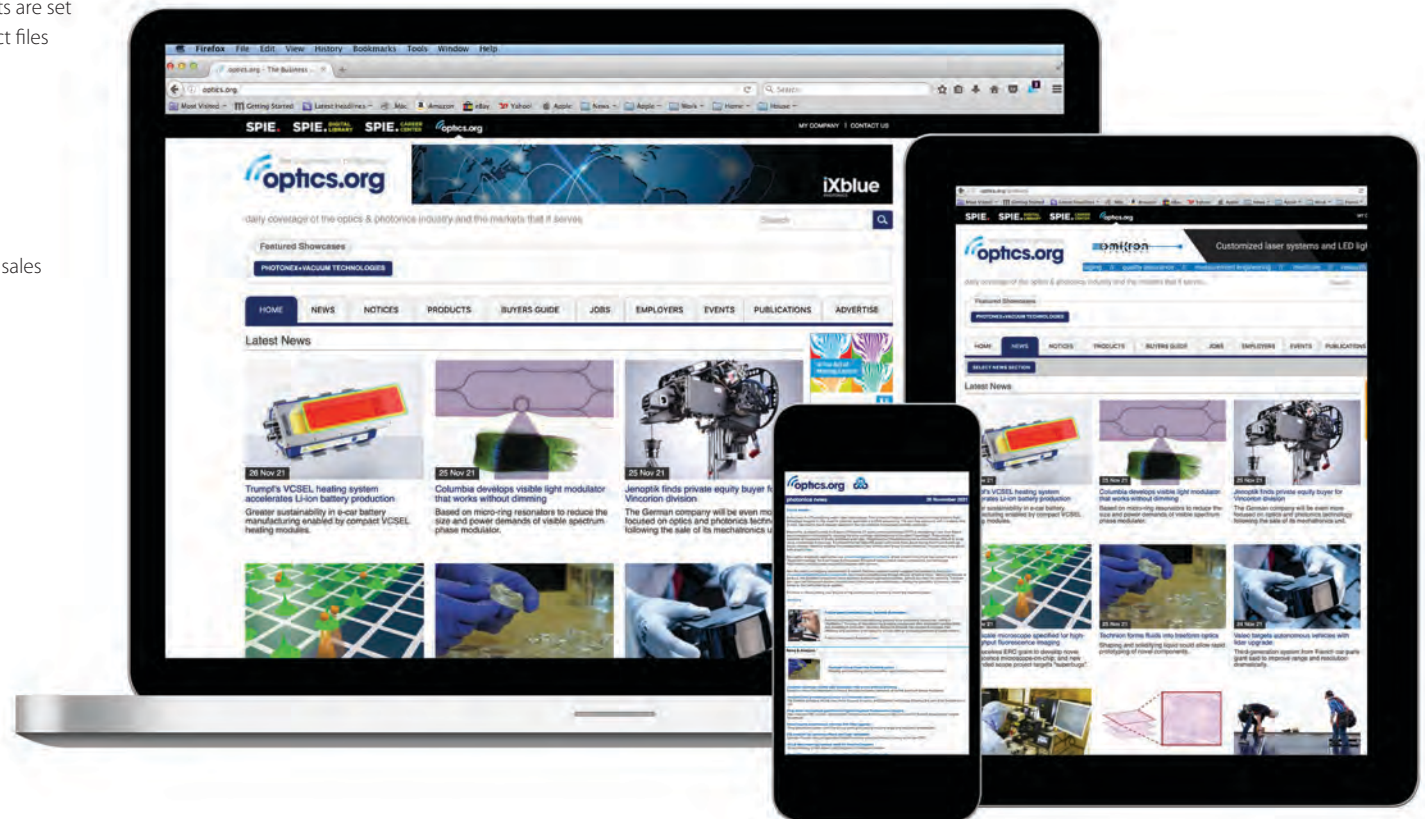
All UK advertisers are subject to VAT at 20%.

## 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](mailto:sales@optics.org)

## Size and shape specifications for advertising

	<i>Dimensions (pixels)</i>	<i>Max. file size gif, jpg (kb)</i>	<i>Max. file size anim. gif (kb)</i>
Sponsor Banner	125 x 125	25	150



## optics.org **VISION Focus**

# Exclusive Multimedia Marketing Package

In preparation for the upcoming **VISION Show**  
 Stuttgart - 8-10 October 2024

**optics.org VISION Focus** magazine has created an exclusive multimedia promotional package designed to deliver maximum impact across print, digital and video marketing channels.

the business of photonics  
**optics.org**  
 WINTER 2023/24

# VISION **focus**

Delivering the latest news from the Imaging and Machine Vision markets

EPFL identifies flaw in the training of machine learning systems

Kernel Flow takes neuroimaging out of the lab and into society

Sheba Microsystems launches MEMS autofocus actuator for embedded vision cameras

NAVITAR AMETEK  
 SPECIAL OPTICS AMETEK  
 Pixelink AMETEK  
 zygo AMETEK

**Custom Optical Design & Modular Imaging Components**  
 for Medical, Life Science & Research Instruments

optics.org Contact Rob Fisher, Advertising Sales tel: +44 (0)117 905 5330 email: rob.fisher@optics.org  
 SPIE.

# optics.org VISION Focus Exclusive Multimedia Package

VISION Show Stuttgart - 8-10 October 2024

Connect with the dedicated readership of **optics.org Vision Focus** magazine, a SPIE publication and leverage the combined power of print digital and video content to interact with engineers in the imaging and machine vision sectors.

Our comprehensive marketing program is carefully crafted to enhance brand awareness, solidify your market position and reinforce your reputation as a technology leader and dependable supplier.

Use the **optics.org Vision Focus** platform to influence decision-makers and communicate with prospective business partners across the imaging and machine vision world with our specialized multimedia package. Take advantage of cost-effective media solutions designed to drive traffic to your website and amplify your impact in key industries, including:

- Manufacturing
- Food and drink
- Robotics
- Security
- Automation
- Transportation
- Semiconductors
- Agriculture
- Pharmaceuticals

**optics.org VISION Focus is an official media partner of the VISION Show Stuttgart, 8-10 October 2024.**

**Click here** to download the 2024 **optics.org VISION Focus** media information and the very latest editions of **optics.org VISION Focus** magazine.

Take advantage of this exclusive opportunity for collaboration and growth as you connect with engineers shaping the future of imaging and machine vision systems and applications.

## Your package includes:

- Full page ad placement + sponsored editorial in the **optics.org VISION Focus** special edition distributed throughout the VISION Show, Stuttgart.
- 15,000 impressions retargeted marketing campaign with unlimited keywords – (via the **optics.org website and optics.org VISION Focus newsletter**).
- 3 min video to be filmed on your stand at the VISION Show\*.

*\*All videos will be promoted to the 13,000+ subscribers of the VISION Focus magazine and hosted on the optics.org website as well as promoted via our social media (LinkedIn and YouTube) channels.*

**Total investment: €5000/£4280/\$5385**

## Costs per service:

- Full page ad placement in **optics.org VISION Focus** + Sponsored editorial (includes approx. 450 words + 1 high res image) - **€2710/£3320/\$4175**
- 15,000 ad impression retargeted marketing campaign with unlimited keywords - **€1395/£1195/\$1500**
- 3 min video - **€3250/£2780/\$3500**

## optics.org VISION Focus readership by job function

