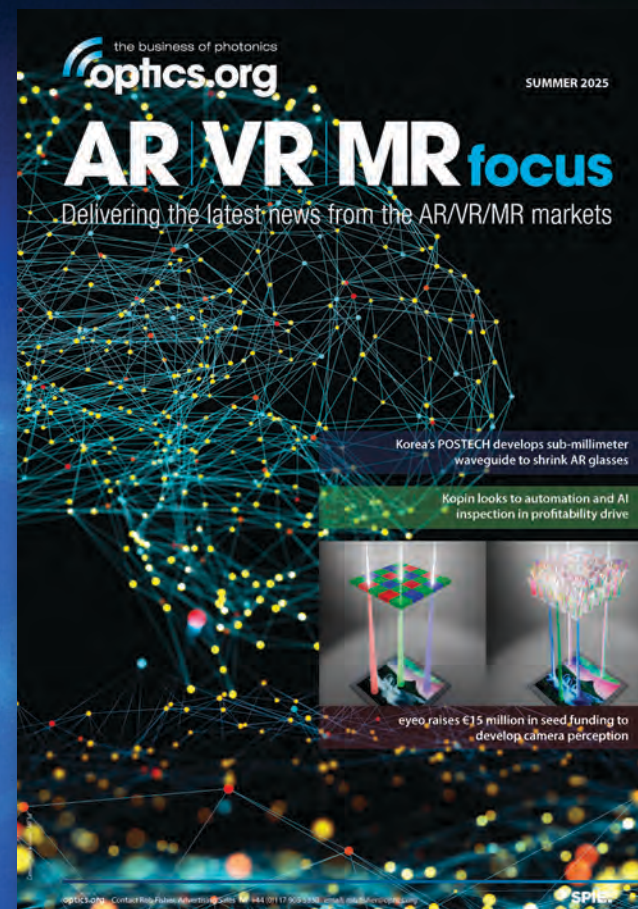


AR | VR | MR **focus**

Delivering the latest
AR, VR, MR related technology
and applications news.

- The official magazine for the SPIE AR|VR|MR Conference San Francisco, 20 - 22 January 2026
- A magazine for AR,VR,MR optical hardware and software engineers, managers and industry professionals



Showcasing the photonics, connecting the pioneers

AR|VR|MR Focus delivers unique insight into the essential photonics technologies that drive this high-growth market.

Targeted at the optical hardware and software engineers, R&D professionals, and senior management on the cutting edge, each quarterly issue puts your products alongside the latest business news, market trends, and product launches.

Key benefits

- **Targeted, multi-channel reach:** Each issue is sent to over 2,000 direct subscribers, promoted to more than 20,000 eNewsletter readers, and amplified via SPIE and optics.org social media channels.
- **Exclusive event distribution:** The winter issue is handed out to all attendees of the SPIE AR|VR|MR conference, placing your brand directly into the hands of a dedicated and engaged audience.
- **Year-long visibility:** Every issue is hosted on optics.org for 12 months, creating a lasting resource and ensuring continuous exposure for your brand.
- **Cost-effective marketing:** As a primarily digital magazine, we pass the savings from printing and postage on to you, ensuring a global presence at a fraction of the cost of other trade publications.

A targeted and influential audience

AR|VR|MR Focus connects you with professionals across a wide range of high-growth sectors and with the key job functions responsible for specifying and purchasing technology.

Target markets and applications include:

- Aerospace/defense
- Automotive
- Computing
- E-Commerce
- Education
- Environment
- Health/medical
- Inspection
- Manufacturing

Key reader job functions include:

- Senior Management
- Design and development/system integration
- Manufacturing/production engineering and quality control
- Engineering management
- Research & Development

Contact

Advertising Sales Team

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or email: rob.fisher@optics.org

Publication schedule 2026

Issue: Winter - 14 January 2026 (Bonus distribution at the SPIE AR|VR|MR conference)
Distribution: SPIE AR|VR|MR
Focus: Special edition for SPIE AR|VR|MR, includes information on conference and exhibitors
Booking deadline: 17 December 2025 **Materials deadline:** 22 December 2025

Issue: Spring - 15 April 2026
Distribution: SPIE Defense + Security
Focus: Training and Simulation Technology
Booking deadline: 18 March 2026 **Materials deadline:** 23 March 2026

Issue: Summer - 22 July 2026
Distribution: SPIE Optics + Photonics
Focus: Automotive
Booking deadline: 26 June 2026 **Materials deadline:** 1 July 2026

Issue: Autumn - 16 September 2026
Distribution: Vision, Stuttgart
Focus: AR|VR|MR Preview - An advance look at the SPIE AR|VR|MR show
Booking deadline: 30 August 2026 **Materials deadline:** 4 September 2026



Pricing options

From high-impact branding to tactical product promotions, we offer a full range of advertising sizes and positions to match your specific marketing goals and budget.

Advert-Package	USD	Euros	GBP
Front cover strip	\$1,410	€1,210	£1,055
Full page	\$1,975	€1,700	£1,480
Half island (junior ad)	\$1,300	€1,115	£975
Half page	\$1,070	€920	£805
Third page	\$885	€760	£660
Quarter page	\$620	€535	£465
Sixth page	\$525	€450	£395
Sixth page + Star Product	\$710	€610	£530

For advert sizes see technical specifications on [page 38](#)

Engage key decision-makers directly in their inbox

The AR|VR|MR Focus eNewsletter sends a targeted message directly to the inbox of key decision-makers from the imaging and machine vision markets.

It is the ideal platform to promote your latest products, announce your show attendance, and establish your brand as an essential business partner. Use this powerful tool to push traffic directly to your website and encourage direct engagement with a highly qualified audience.

Key benefits

- A highly targeted audience: Your message is delivered to over 2,000 dedicated optical hardware engineers and is also promoted to the 20,000+ subscribers of the main optics.org eNewsletter.
- Direct engagement: By placing your brand within trusted, curated content, you can push traffic directly to your website and encourage direct contact with potential buyers.
- Multi-platform promotion: Your sponsorship is amplified across all optics.org and SPIE social media channels and is promoted to attendees of the SPIE AR|VR|MR conference.

distributed to
2,000+
optical hardware engineers*

* 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.

Publication schedule 2026

The eNewsletter is published quarterly, aligned with the digital magazine.

- **Winter issue:** Jan 2026
- **Spring issue:** April 2026
- **Summer issue:** July 2026
- **Autumn issue:** Oct 2026

Sponsorship opportunities

Connect with the innovators building the next reality by sponsoring the AR|VR|MR eNewsletter. We offer a variety of sponsorship positions that can be used as part of a wider campaign to achieve your marketing goals. From tactical product promotions to high-impact brand building, we can tailor a solution to suit your budget.

Pricing options

AR VR MR eNewsletter Rates	USD	Euros	GBP
Top Sponsor	\$1,025	€870	£770
Editorial Sponsor	\$840	€715	£630
Product Sponsor	\$570	€485	£430
Whitepaper Sponsor	\$740	€630	£555

Amplify your reach with multiple touchpoints: For a comprehensive campaign, combine a month-long on-site banner with a sponsorship in the AR|VR|MR Focus eNewsletter. This strategy uses the main optics.org site to establish consistent brand presence, while the quarterly newsletter provides a focused touchpoint with the innovators building immersive technology, driving highly qualified traffic to your website.

