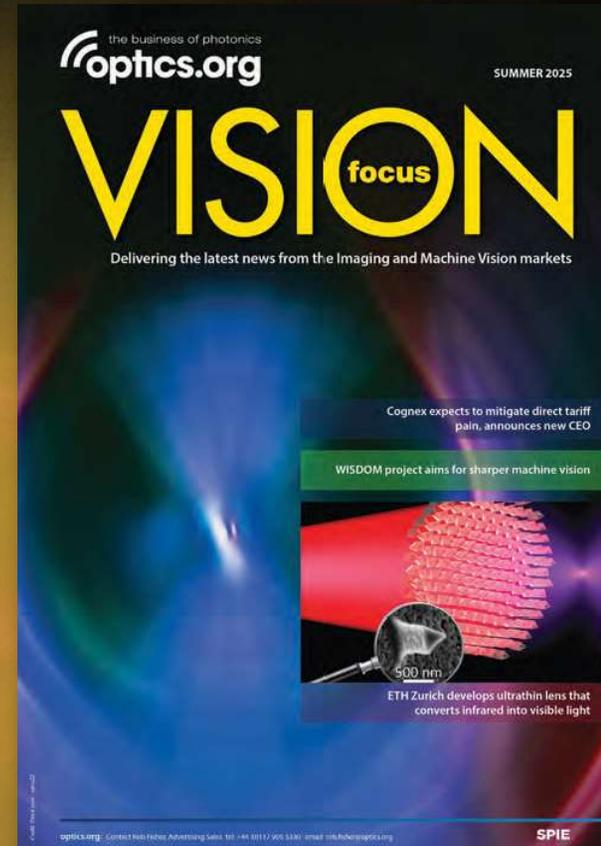


VISION focus

Delivering the 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



optics.org print and digital publications – Vision Focus

Connecting you with the global machine vision community

VISION focus delivers the latest news on transformational imaging and machine vision applications.

Targeted at the OEMs and system integrators engineers sourcing more accurate, faster, smaller or more lightweight imaging sensors, cameras, lens systems or software.

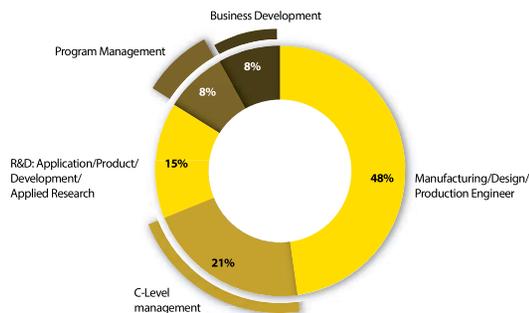
Each quarterly issue places your products alongside essential business news, market trends, and product launches

Official publication and key industry partnerships

The authority and reach of VISION focus are strengthened by its unique status at the industry’s most important events.

- Vision Tech Expo at SPIE Photonics West VISION focus is the official magazine for this key event, placing your brand at the very center of the exhibition.
- VISION, Stuttgart We are a media partner with the world’s leading trade fair for machine vision, connecting your brand with a truly global audience.

VISION focus readership by job function



Reach a targeted and influential audience

The VISION focus eNewsletter is delivered to a dedicated readership of professionals who are actively working in high-growth technology sectors and hold key purchasing and specifying roles.

Target markets and applications include:

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

Key subscriber job functions include:

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

Contact

Advertising Sales Team

tel: +44 (0)117 905 5330

or email: rob.fisher@optics.org

Publication schedule 2026

Issue:	Winter - 14 Jan 2026 (bonus distribution at SPIE Photonics West and the Vision Tech Expo)
Distribution:	SPIE Vision Tech Expo - Special edition
Focus:	Special edition for SPIE Vision Tech Expo, 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:	Defense, SWIR applications
Booking deadline:	18 March 2026 Materials deadline: 23 March 2026
Issue:	Summer - 22 July 2026
Distribution:	SPIE Optics + Photonics
Focus:	High speed imaging and automation
Booking deadline:	26 June 2026 Materials deadline: 1 July 2026
Issue:	Autumn - 16 September 2026
Distribution:	Vision, Stuttgart - Special edition
Focus:	Special edition for Vision, machine vision and AI
Booking deadline:	30 August 2026 Materials deadline: 4 September 2026



Pricing options

Whether your objective is broad brand awareness or a targeted product launch, we provide a variety of advertising formats and sizes designed to achieve your specific marketing goals within your budget.

Advert-Package	USD	Euros	GBP
Front cover strip	\$1365	€1175	£1025
Full page	\$2048	€1760	£1535
Half island (junior ad)	\$1495	€1285	£1120
Half page	\$1105	€950	£825
Third page	\$900	€765	£665
Quarter page	\$655	€565	£490
Sixth page	\$530	€455	£400
Sixth page + Star Product	\$750	€650	£565

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

A targeted message to key decision-makers

The eNewsletter sends your message directly into the inbox of key decision-makers from the imaging and machine vision markets.

It is the ideal platform to promote your latest products, highlight your show attendance, and promote your brand as a key supplier and technology leader in imaging markets.

Key benefits

- **Direct inbox access:** Your brand is placed within trusted, curated content and delivered to a highly engaged opt-in audience.
- **A dedicated readership:** The eNewsletter is sent to over **11,500 subscribers** working across the machine vision and imaging supply chain.
- **Drive direct engagement:** The platform is designed to push traffic to your website and encourage direct contact with potential buyers

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.

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

Reach key OEMs and system integrators by sponsoring the Vision Focus eNewsletter. We provide a range of sponsorship positions that can be integrated into your overall marketing strategy. This allows you to achieve diverse objectives, from broad brand awareness to targeted product promotions, with a solution that aligns with your budget.

Pricing options

Vision Focus eNewsletter Rates	USD	Euros	GBP
Top Sponsor	\$1,025	€830	£730
Editorial Sponsor	\$840	€680	£600
Product Sponsor	\$570	€460	£405
Whitepaper Sponsor	\$740	€600	£530

Reinforce your message to key buyers: Combine a month-long Leader or Skyscraper banner on optics.org with a sponsorship in the quarterly **Vision Focus eNewsletter**. This approach ensures your solutions are consistently seen by our broad website audience, while the newsletter provides a direct line to our dedicated subscriber base of OEMs and system integrators.

