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

- the official magazine for the SPIE AR|VR|MR Conference
  San Francisco, 29 - 31 January 2024

- a magazine for AR, VR, MR optical hardware and software engineers, managers and industry professionals
AR|VR|MR focus delivers unique insight into the photonics technologies that drive this rapidly growing industry. Targeted at optical hardware and software engineers, managers and industry professionals. AR|VR|MR focus puts your products alongside the latest business news, market trends and product launches.

Circulation
- Sent quarterly to over 2,000 subscribers
- 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 ARVRMR show upon registration

Target markets and applications
- Environment
- Health/Medical
- Automotive
- Aerospace/Defense
- Manufacturing
- E-Commerce
- Education
- Computing
- Inspection

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

Cost effective marketing
AR|VR|MR 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 AR|VR|MR 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

Publication and Editorial Schedule 2024

<table>
<thead>
<tr>
<th>Issue</th>
<th>Published Date</th>
<th>Booking/Materials Deadline</th>
<th>Editorial focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Issue</td>
<td></td>
<td></td>
<td>Medical diagnostics and surgical techniques.</td>
</tr>
<tr>
<td>SPRING ISSUE</td>
<td></td>
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<tr>
<td>Summer Issue</td>
<td></td>
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<tr>
<td>Autumn Issue</td>
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4 new issues for 2024
Sent out digitally to over 20,000 industry professionals every quarter AR|VR|MR focus magazine is the most cost-effective way to engage with potential buyers across a wide range of industries. From optical hardware to software engineers, managers and industry professionals. AR|VR|MR focus delivers news relevant to your products.

AR|VR|MR focus will enable you to promote your latest products, underpin your brand and encourage direct contact with researchers and engineers, investors and entrepreneurs at key events throughout the year. Ensure your latest product launches, press releases and in-person or virtual tradeshow attendance are seen by these key decision makers.

AR|VR|MR focus is a key component in driving your business and strategic marketing planning.

Working in partnership with optics.org, AR|VR|MR 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 20,000 users visiting the site every month.

Bonus Distribution:
- SPIE Photonics West 27 Jan - 1 Feb 2024
- SPIE AR|VR|MR 29 - 31 Jan 2024
- SPIE Medical Imaging 18 - 22 February 2024
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.

<table>
<thead>
<tr>
<th>AR/VR/MR focus Rates</th>
<th>USD</th>
<th>Euros</th>
<th>GBP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Strip</td>
<td>$1340</td>
<td>€1030</td>
<td>£1250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1880</td>
<td>€1445</td>
<td>£1750</td>
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<tr>
<td>Half Island (Junior Ad)</td>
<td>$1235</td>
<td>€1125</td>
<td>£995</td>
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<tr>
<td>Half Page</td>
<td>$1020</td>
<td>€785</td>
<td>£985</td>
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<tr>
<td>Quarter Page</td>
<td>$590</td>
<td>€455</td>
<td>£550</td>
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<tr>
<td>Third Page Horizontal/Vertical</td>
<td>$840</td>
<td>€645</td>
<td>£780</td>
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<td>Sixth Page</td>
<td>$500</td>
<td>€465</td>
<td>£385</td>
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<tr>
<td>Sixth Page plus Star Product on optics.org</td>
<td>$675</td>
<td>€625</td>
<td>£520</td>
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Deadlines - Booking/Materials - See page 2.

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As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let’s talk about how we can create a multi-channel marketing campaign together!