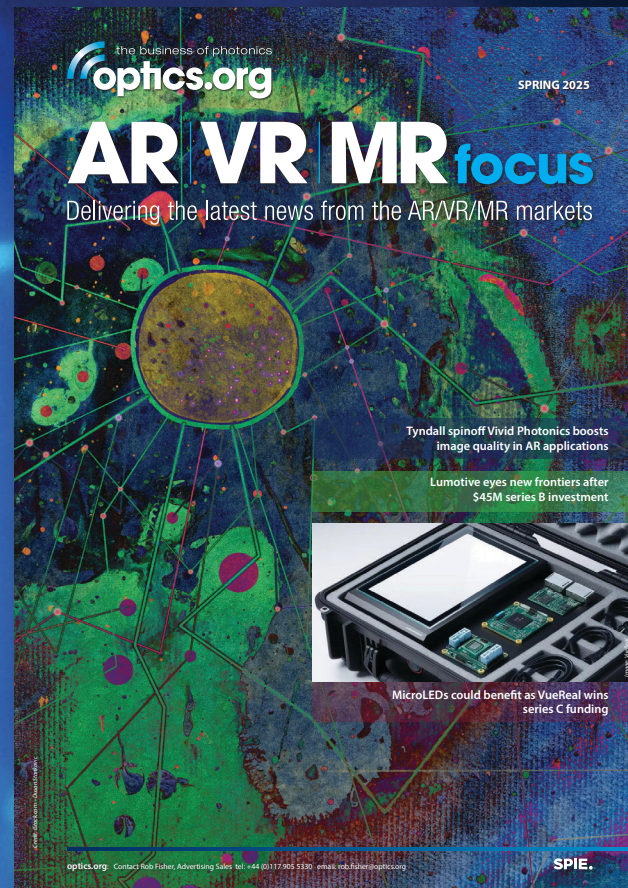


# AR|VR|MR focus

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

- the official magazine for the  
SPIE AR|VR|MR Conference  
San Francisco, 17 - 22 January 2026
- a magazine for AR,VR,MR optical  
hardware and software engineers,  
managers and industry professionals





## optics.org AR|VR|MR focus - advertising opportunities

**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.**



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.

### 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](mailto:rob.fisher@optics.org)

### Publication and Editorial Schedule 2025/26

#### Spring Issue

Published April 2025

**Booking/Materials Deadline: 14 March 2025**

**Editorial focus:**

Defense and aerospace.

**Bonus Distribution:**

**SPIE DCS**  
Defense+Commercial Sensing

**13 - 17 April 2025**

#### Summer Issue

Published July 2025

**Booking/Materials Deadline: 14 July 2025**

**Editorial focus:**

Automotive.

**Bonus Distribution:**

**SPIE Optics+Photonics**

**3 - 7 August 2025**

#### Autumn Issue

Published October 2025

**Booking/Materials Deadline: 13 September 2025**

**Show preview:**

**SPIE AR|VR|MR**

**20 - 22 Jan 2026**

#### Winter Issue

Published January 2026

**Booking/Materials Deadline: 15 December 2024**

**Editorial focus:**

Medical diagnostics and surgical techniques.

**Bonus Distribution:**

**SPIE Photonics West**

**20 - 22 Jan 2026**

**SPIE AR|VR|MR**

**20 - 22 Jan 2026**

**SPIE Medical Imaging**

**16 - 20 Feb 2026**

**optics.org AR|VR|MR 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.

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

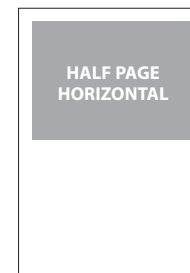


Photo courtesy of SPIE

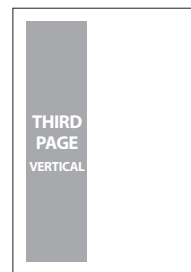
As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

**Deadlines - Booking/Materials - See page 28.**

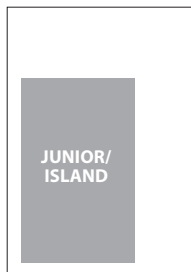

Size: 180mm (w) x 54mm (h).


 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).

**Contact**
**Advertising Sales Team**

tel: +44 (0)117 905 5330

 or email: [rob.fisher@optics.org](mailto:rob.fisher@optics.org)
**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 AR|VR|MR focus eNewsletter

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

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

### AR|VR|MR focus eNewsletter - online dates

- 17 January 2025
- 17 April 2025
- 31 July 2025
- 17 September 2025

### AR|VR|MR 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  
**2,000+** optical hardware engineers\*

\* Publisher's own data

Also sent to the 20,000+ subscribers of optics.org eNewsletter. Promoted on all optics.org and SPIE social media channels and attendees of the SPIE ARVRMR conference.

**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.

### AR|VR|MR focus

Delivering the latest news from the AR|VR|MR markets

#### AR|VR|MR news - ARVRMR Conference special edition

January 2023

Winter edition of AR|VR|MR Focus magazine now available to download

Welcome to the Winter edition of the AR|VR|MR Focus magazine (The official magazine for the SPIE ARVRMR Conference) published in association with the daily online news resource optics.org and the international society for optics and photonics (SPIE).

If you're delivering optical hardware or systems for AR|VR|MR markets then you'll want to get the latest business news market trends and product applications. You'll find a good round up of technical innovations here along with some of the latest product launches and information on upcoming events.

- VoxelSensors, OQmented collaborate on novel laser scanner for 3D perception
- Dispelix, Colorchip, Maradin partner to develop MEMS-based laser scanning solutions for AR glasses
- ITRI and Ganvix extend blue VCSEL venture
- Flir announces partnership with RealWear, a developer of AR wearables
- BAE Systems and Red 6 to trial AR systems on Hawk jet trainer
- 3D-Micromac and Schott join forces on augmented reality waveguides
- Lumotive raises \$13M for metamaterial beam-steering chips
- AR|VR|MR 2023: a leaner, meaner XR industry
- LZH and Beneq cooperate to develop 'ultrafast' ALD coatings
- Ganvix signs epitaxy deal to develop green VCSELs
- Kopin spins off OLED unit targeting AR|VR applications
- TRI and Ganvix extend blue VCSEL venture

Also, check out the monthly fireside chat with the AR|VR|MR industry's go to guy. Bernard Kress.

Join hosts Bernard and Christophe Peroz each month as they welcome XR industry leaders to explore important aspects of XR hardware, innovation, and development. The webinars include Bernard's XR market update, a guest presentation, and Q&A time with the guest and hosts.

Monthly webinars for SPIE AR | VR | MR

Top Sponsor Position

Editorial Sponsor Position

Whitepaper Sponsor Position

Product Sponsor Position



## 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.

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## 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

