

**SPIE.**



**media information 2026**

**optics.org**



**optics.org weekly eNewsletter**



**SPIE Photonics West Preview**



**SPIE Photonics West Show Daily**



**optics.org Show Focus**



**optics.org AR|VR|MR Focus**



**optics.org Quantum Focus**



**optics.org Vision Focus**



**optics.org Optatec in Focus**

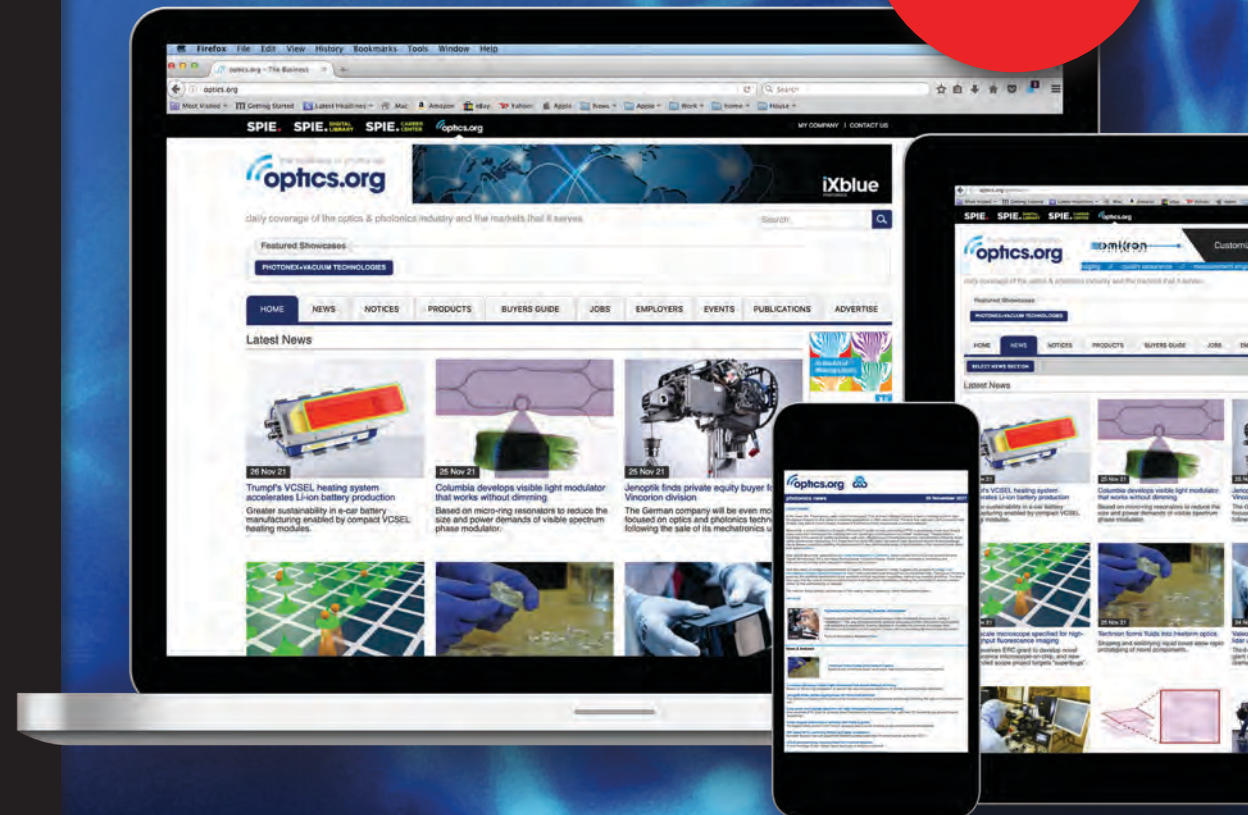


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**INCLUDES  
BUNDLE  
OPPORTUNITIES  
for 2026**



# Partner with optics.org

## The global business voice of photonics

Cut through the noise and reach the customers who matter most efficiently and effectively.

For nearly 30 years, optics.org has been “the business of photonics”, providing trusted technology, application and commercial news and connecting businesses with key industry decision-makers actively searching for new solutions.

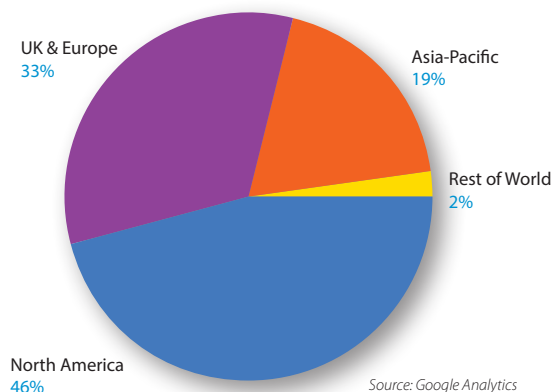
As an official SPIE media platform, our on and offline marketing solutions work seamlessly with SPIE’s exhibitions and publications to ensure maximum engagement across the photonics and optics industry.

- **You can connect with a truly international user base** spanning North America, Europe, and the Asia-Pacific region.
- **We allow you to leverage our trusted reputation**, built over three decades in the industry.
- **You can choose from a complete suite of advertising options**, from digital campaigns and video interviews to targeted print promotion in our Show FOCUS magazines and the official Photonics West Show Daily.

Partner with us to generate high-quality leads, foster valuable industry connections, and achieve measurable marketing success. Now is the time to elevate your 2026 marketing plan. Contact us to discover how our data-driven solutions can grow your business.



### Geographical breakdown of users



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"Our experienced team of journalists makes optics.org stand out from the crowd with its coverage of the photonics industry. Focused on the market trends and business developments that shape this high-tech sector, we bring you the stories behind the headlines – from market reports, mergers & acquisitions and CEO interviews, to industry events, start-up funding and patent disputes.

Whether it's microscopy or solar energy, materials processing or infrared countermeasures, what sets optics.org apart is its

attention to the commercial side of these technology-driven industries, with an emphasis on straight talking and market insight.

Keep on top of the fast-moving sectors that are served by photonics: get our weekly newsletter, visit the site for daily updates or follow us on Twitter."



**Matthew Peach**  
 Editor-in-Chief, optics.org

### Editorial submissions

Got an announcement to make? Send me your ideas.

### New product announcements

Similarly, I am keen to receive press releases detailing new products. Each one should be around 250 words and describe your product's specifications and applications. You should supply a high resolution JPEG, or flash file of your product. There is no charge but inclusion of your product cannot be guaranteed.

Registered users can also log in to post their press and product releases. <https://optics.org/company/product>

### Matthew Peach

Mob: +44 (0)7787 510949

E-mail: [matthew.peach@optics.org](mailto:matthew.peach@optics.org)

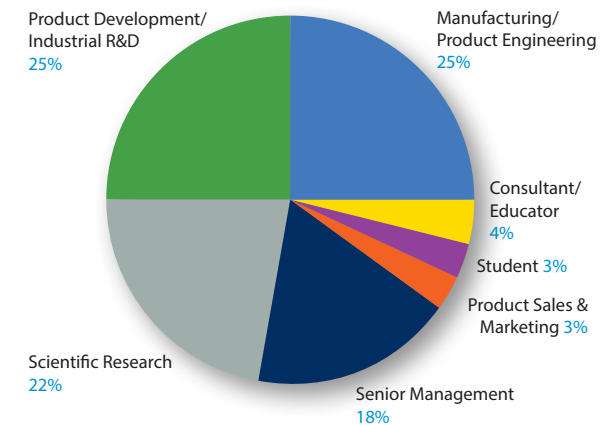
*Press and product releases are moderated prior to publication.*

an average of  
**over 45,000 +**  
 visiting the site every month \*

\* Google Analytics data – 21/09/2024 – 21/09/2025

### Job function of users\*

Over 80% of our users have responsibility for purchasing or specifying a wide range of products and services. Give your products prominence by advertising on optics.org



\* Publisher's own data

over **2.7million+**  
 downloads\*

\* Google Analytics data – 21/09/2024 – 21/09/2025



Photo courtesy of SPIE

## optics.org digital media solutions – Made simple – packages & custom advertising

optics.org offers a range of digital and print advertising products. Whether your marketing objectives are brand awareness, product promotion, lead generation or supporting your tradeshow exhibiting, we have the solution you need and at a cost effective price.

We've listed a few example packages here. However, we can customize advertising programs to suit your specific marketing needs and budget. On subsequent pages, we explain in more detail how the individual products work and what they offer.



## Ad campaign packages

### Option 1

- 2x Star Product
- 1 month Leader/Skyscraper banner across all editorial pages of optics.org
- 2x 125x125 Homepage Post-It banner
- 1x Product Sponsor in the weekly eNewsletter\*

**Total Investment \$3,485 / €3,110 / £2,745 per annum**

Add a 1/6 page in an issue of optics.org Product Focus for just \$370 / €315 / £280

### Option 2

- 4x Star Product
- 4x month Leader/Skyscraper banner across all editorial pages of optics.org
- 2x sponsor message in the weekly eNewsletter (middle position)\*  
(sent to over 20,000 opt-in subscribers)
- 1x Featured Whitepaper
- 4x 125x125 Homepage Post-It banner (duration 1 month per banner)

**Total investment \$6,210 / €5,280 / £4,660 per annum**

Add a 1/6 page in an issue of optics.org Product Focus for just \$370 / €315 / £280

### Option 3

- 4x Star Product
  - 4x Editorial banner (Leader or Skyscraper position)
  - 2x Editorial Leader banner
  - 2x Featured Whitepaper
  - 1x Top eNewsletter Sponsorship\*
  - 1x Editorial eNewsletter Sponsorship\*
  - 1x Middle eNewsletter Sponsorship\*
  - 1/6 page in the SPIE DCS Product Focus – includes distribution at the SPIE DCS Show and digitally to all 20,000 subscribers to the optics.org eNewsletter.
  - 1/6 page in the SPIE Optics+Photonics Product Focus – includes distribution at the SPIE Optics+Photonics Show and digitally to all 20,000 subscribers to the optics.org eNewsletter.
- or
- 1/6 page in all 4 editions of the VISION Focus magazine – print distribution at all major exhibitions and sent digitally to 14,000+ subscribers.
- or
- Video Interview with editor-in-chief Matt Peach

**Total investment \$12,415 / €10,550 / £9,315 per annum**

\* eNewsletter sponsorship excludes the week before, during and after Photonics West

## Custom advertising packages for your marketing goals

We believe the most effective advertising campaigns are built through collaboration. While our pre-designed bundles offer great value, our team is ready to create a custom package tailored to your specific marketing objectives and budget.

A custom campaign with optics.org gives you:

- **Complete flexibility:** We can build a package for any goal, including lead generation, brand promotion, product launches, and exhibition support. All our services can be purchased individually or bundled to suit your needs.
- **Multi-channel reach:** As part of SPIE, we offer integrated opportunities across digital, print, and international events, connecting you with a highly targeted global audience.
- **Exclusive print discount:** When you combine your online marketing with a placement in the SPIE member magazine, SPIE Photonics Focus, we will give you a 10% discount on your print advertisement.

**Ready to create a campaign that delivers? Let's talk.**

### Contact

**Advertising Sales Team**

**tel: +44 (0)117 905 5330**

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



## optics.org digital media solutions – Buyers Guide listings and Show Calendar

The optics.org Buyers Guide is the industry's go-to resource, connecting thousands of qualified buyers with suppliers like you every month. While a basic listing gets you on the list, a Corporate Partnership and ensures you are seen first.

Elevate your presence from a simple name to an industry leader. Our enhanced packages are designed to increase your visibility, build brand credibility, and drive quality traffic directly to your website. Choose the level of promotion right for you.

### Corporate Partner

Ideal for essential visibility and consistent brand presence.

This package lifts your company above the competition, ensuring your brand is visible to buyers actively searching for solutions.

#### Benefits comprise:

- Priority placement above all basic listings for 12 months.
- Your company logo displayed prominently in your Buyers Guide listing.
- An enhanced company profile page to better showcase your business.
- Your logo featured on all your company's product announcements.
- Brand exposure across the site with your logo promoted on all optics.org editorial pages.
- A one-month banner promotion (125x125) on optics.org.

Rate: 12 months – \$1,035 / €880 / £805

### Corporate Partner Platinum\*

Designed for maximum exposure and multi-channel lead generation.

Platinum partnership provides the highest level of visibility in the buyers guide and extends your reach through our targeted newsletters and digital magazines.

This package includes all the benefits of the Corporate Partner package, with these additional features:

- The highest ranking, placing your company above all basic and Corporate Partner listings.
- A banner promotion (125x125) in the weekly optics.org eNewsletter, sent to over 20,000 subscribers.
- A 1/6 page advertisement in one of our targeted digital magazines: Product Focus, VISION Focus, or SPIE AR|VR|MR Focus (excludes the Photonics West show daily).
- A Google Analytics performance report on your listing, available upon request.

Rate: 12 months – \$2,555 / €2,175 / £1,920



Photos courtesy of SPIE

## Show Calendar 2026

optics.org and members of the team will be present at the following shows during 2025/26:

### SPIE BiOS \*

17 - 18 Jan 2026, San Francisco, USA

Product Focus

### SPIE Photonics West \*\*

SPIE Quantum West \*\*

SPIE AR|VR|MR \*\*

Vision Tech Expo \*\*

20 - 22 Jan, 2026 San Francisco, USA

Product Focus

Product Focus

Product Focus

Product Focus

### SPIE Photonics Europe

14 - 15 April 2026, Strasbourg, France

### SPIE Defense + Security

28 - 29 April 2026, Baltimore, USA

Show Focus

### Optatec \*\*\*

5 - 7 May 2026, Frankfurt, Germany

Product Focus

### Q-EXPO

Dates TBC, 2026 Coventry, UK

### SPIE Optics + Photonics

25 - 27 Aug 2026, San Diego, USA

Show Focus

### VISION

6 - 8 October 2026, Stuttgart, Germany

Product Focus

\* Included in the Photonics West Preview (see page 18 for rates)

\*\* Included in the Photonics West Show Daily (see page 21 for rates)

Subject to change

\*\*\* Included in Optatec in Focus, the official show magazine published in partnership with the organizers PE Schall (see page 36 for rates)

## eNewsletter sponsorship: direct inbox access to over 20,000 professionals

Our weekly eNewsletter is a direct line to the inbox of over 20,000 opt-in in photonics professionals. We also publish dedicated show preview newsletters.

Sponsoring the newsletter places your brand within this trusted, curated content, engaging a dedicated audience and turning your message into a powerful tool for driving high-quality traffic and uncovering new sales leads.

### Key benefits of sponsorship:

- **Premium brand placement:** Your message is integrated directly alongside our most popular weekly content, leveraging the trust and authority of the optics.org brand.
- **Full creative control:** Deliver your campaign your way with a custom headline (max 10 words), promotional text (max 65 words), a banner or product image (125x125), and a direct linking URL.
- **Cut through the digital noise:** Sponsoring the eNewsletter bypasses typical banner blindness by placing your brand within a trusted, curated environment, ensuring your message is seen by an attentive audience.

### Sponsorship opportunities

Our premium sponsorship positions sell out quickly due to high demand. We recommend booking in advance to secure the best weeks for your campaign.

Sponsorship Level	Description	Rate per Week
<b>1. Top Sponsor Position</b>	The lead placement at the very top of the newsletter for maximum visibility and impact	\$1,275 / €1,085 / £955
<b>2. Editorial Sponsor</b>	Your message integrated within the main body of the newsletter, alongside our top stories	\$1,025 / €870 / £770
<b>3. Middle Sponsor Position</b>	A high-value position in the central part of the newsletter	\$880 / €750 / £660
<b>4. Star Product</b>	One product/one week	\$775 / €665 / £580*
<b>5. Product Sponsor</b>	A dedicated spot perfect for showcasing a specific product, technology, or service	\$735 / €630 / £545
<b>6. Banner</b>	A simple cost-and cost effective to get your branding into the newsletter	\$545 / €470 / £410

\*Multiple rates for Star Products, see page 7. Enquire for eNewsletter sponsorship package prices.

## eNewsletter Special Editions

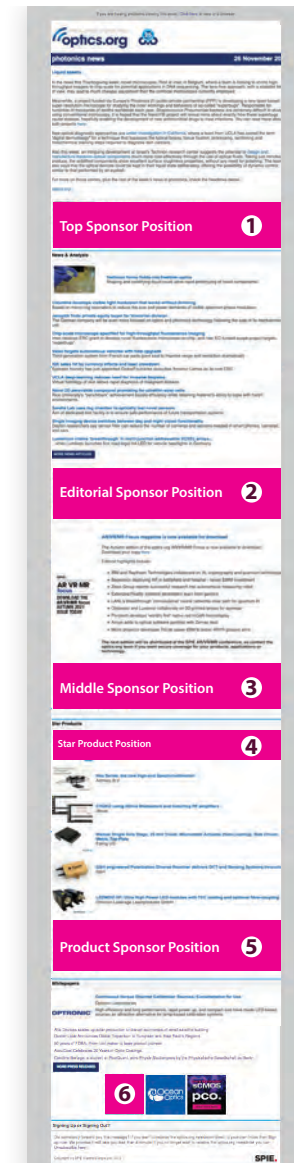
- **SPiE BiOS Special Edition**  
Published 14 January 2026
- **SPiE Photonics West Special Edition**  
Published 20 - 22 January 2026
- **SPiE Defense+Security Special Edition**  
Published 22 April
- **Optatec Special Edition**  
Published 29 April

### A powerful combination

Reinforce your marketing message by combining an on-site banner with our newsletter sponsorship. A month-long Leader or skyscraper banner establishes constant visibility for all site visitors, while the weekly eNewsletter banner delivers a direct call to action to over 20,000 opt-in subscribers. Using both, you keep your company top-of-mind and drive consistent, high-quality traffic to your website throughout the month.

now exceeds  
**20,000**  
subscribers\*

\*Publisher's own data



## Highlight your technical expertise and promote new products

### Share your expertise and generate qualified leads

Position your company as an industry thought leader by hosting your whitepaper on optics.org. Our platform connects your expertise with a highly targeted global audience, offering a free way to increase your visibility or a premium service that transforms your content into a powerful lead-generation engine.

#### Basic hosting: share your expertise

Our free hosting service is an excellent way to share your technical paper with the industry. We will post your whitepaper in our popular resource section, making it available to our audience.

- **Service includes:** Hosting on the optics.org whitepaper portal.

**Materials needed:** Whitepaper (PDF), headline or strapline (maximum 25 words), company banner (125x125)

**Rate: FREE**

### Premium promotion: turn content into a lead-generation engine

Maximize your reach and generate a tangible return on content. Our premium service transforms your whitepaper into a powerful lead-generation tool.

#### This comprehensive promotion and lead-capture package includes:

- **High-quality lead generation:** You will receive the name and contact email of every user who downloads your whitepaper, delivered directly to you.
- **Targeted eNewsletter promotion:** Reach over 20,000 subscribers with a two-week sponsored feature in our popular weekly eNewsletter.
- **Continuous brand visibility:** Your paper will be supported by four weeks of banner promotion across all editorial pages of optics.org.
- **Extended social media reach:** We will promote your paper for four weeks via our LinkedIn channels, reaching a combined optics.org and SPIE group audience of over 20,000 members.

**Materials needed:** In addition to the basic materials, a 60-word promotional text is required.

**Rate: \$2,050 / €1,765 / £1,540**

### Put your key product in the spotlight

When you need to generate immediate attention for a new launch or a flagship product, the Star Product package delivers maximum, multi-channel exposure.

For one week, we place your product in the most prominent positions across the optics.org platform, driving interest and traffic from thousands of global photonics professionals.

#### Your one-week Star Product campaign includes:

- **Premium homepage placement:** Your product will be featured in one of only six exclusive Star Product positions on the busy optics.org homepage, guaranteeing immediate visibility.
- **Dedicated eNewsletter feature:** We will showcase your product with an image and description in our weekly eNewsletter, delivered directly to the inbox of over 20,000 opt-in industry professionals.
- **Priority product page ranking:** Your product will appear at the top of all relevant category pages, ensuring it is seen first by buyers during their search.
- **A comprehensive product entry:** The feature includes a detailed description, a large 300x200 pixel image, full company contact information, and a direct hyperlink to your website to capture leads.

#### Rates:

**One product/one week \$775 / €665 / £580**

**Five products/five weeks \$3,525 / € 2,995 / £2,640**

**10 products/10weeks \$6,225 / € 5,290 / £4,670**





## optics.org digital media solutions – Banners

### Place your brand in front of the photonics industry's largest online audience with banner advertising on optics.org.

Much like a billboard on a specialized freeway, our banner placements build top-of-mind brand awareness and reinforce your company's status as a market leader.

#### Homepage placements: be the first thing visitors see

The optics.org homepage is the gateway to the latest industry news and resources, with thousands of professionals visiting it every month and is the single most visited page on the site.

A homepage banner has prestige and ensures your brand captures their attention at the very start of their journey.

#### 1. Homepage Leader

This premium banner offers maximum brand visibility to the photonics industry's largest online audience.

- **Duration:** 1 month
- **Size:** 728 x 90
- **Position:** Exclusive placement with only 4 positions available per month
- Hyperlink to your web site

**Rate:** \$2,660 / €2,290 / £1,995

#### 2. Homepage Skyscraper

This eye-catching format places your company directly alongside the day's top news stories.

- **Duration:** 1 month
- **Size:** 120 x 600
- **Position:** Left-hand side of the homepage ; only 4 positions available per month
- Hyperlink to your website

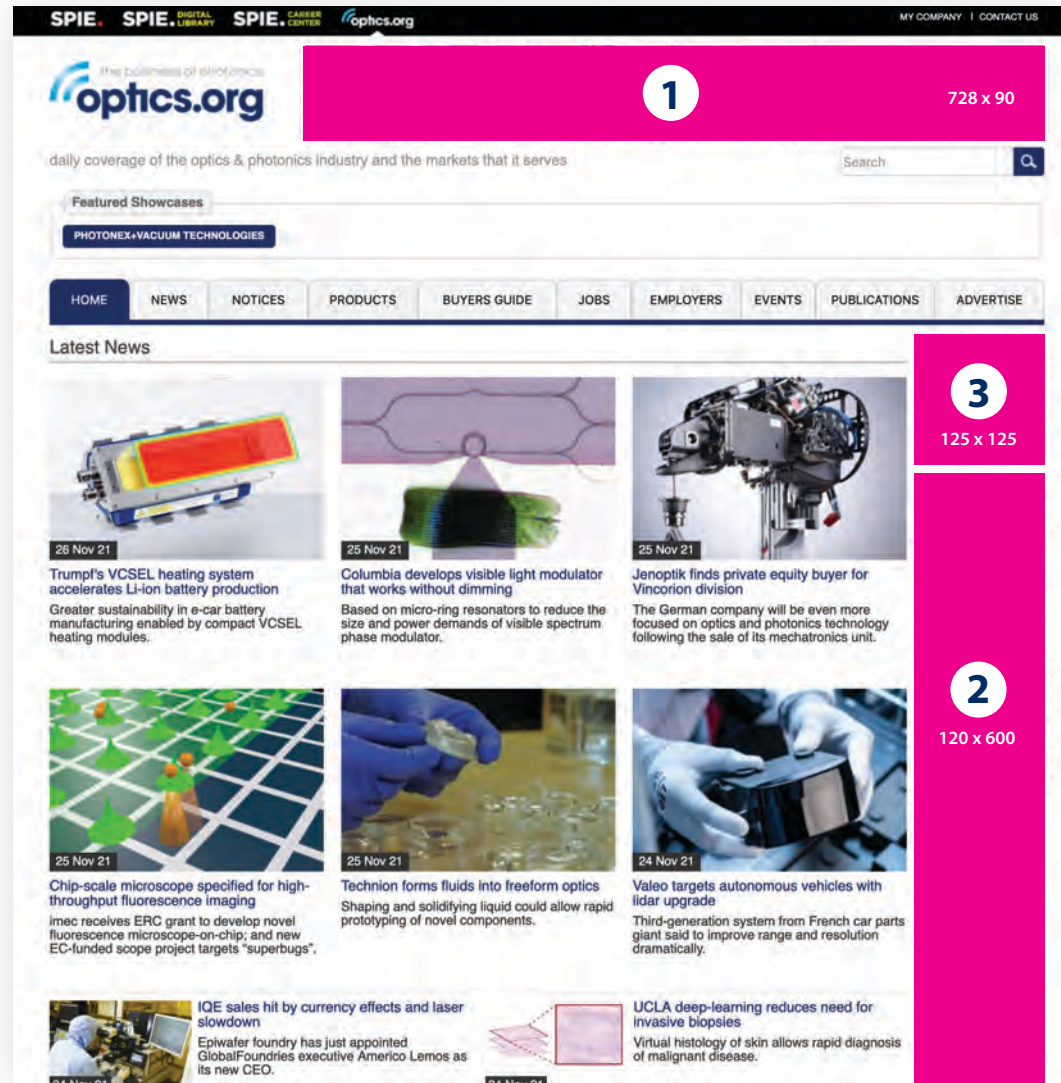
**Rate:** \$2,045 / €1,760 / £1,535

#### 3. Homepage Post-It

A high-value position for a direct product promotion or company message.

- **Duration:** 1 month
- **Size:** 125 x 125
- **Position:** Bottom left-hand side of the homepage
- Hyperlink to your website

**Rate:** \$1,030 / €885 / £775



The screenshot shows the optics.org homepage with three numbered callouts indicating banner placement areas:

- 1 (728 x 90):** A large pink banner at the top right of the page, below the navigation bar.
- 2 (120 x 600):** A vertical pink banner on the right side of the page, adjacent to the 'Latest News' section.
- 3 (125 x 125):** A small pink square banner located at the bottom left of the 'Latest News' section, near the 'Chip-scale microscope' article.

The homepage content includes the SPIE logo, navigation tabs (HOME, NEWS, NOTICES, PRODUCTS, BUYERS GUIDE, JOBS, EMPLOYERS, EVENTS, PUBLICATIONS, ADVERTISE), and a 'Latest News' section with several articles such as 'Trumpf's VCSEL heating system accelerates Li-ion battery production' and 'Columbia develops visible light modulator that works without dimming'.

## optics.org digital media solutions – Banners

### Editorial placements: align your brand with trusted content

Over 70% of our users go directly to editorial articles, representing our most engaged audience. Placing your banner here ensures your brand is seen by professionals as they research the latest market trends, business analysis, and R&D breakthroughs.

#### 1. Editorial Leader

This banner offers premium visibility above the latest news and analysis across all editorial sections.

- **Duration:** 1 month
- **Size:** 728 x 90
- **Hyperlink:** to your web site

**Rate:** \$2,450 / €2,105 / £1,840

#### 2. Editorial Skyscraper

A high-impact banner that runs alongside the latest editorial developments.

- **Duration:** 1 month
- **Size:** 120 x 600
- **Position:** Right-hand side of all editorial pages
- **Hyperlink:** to your website

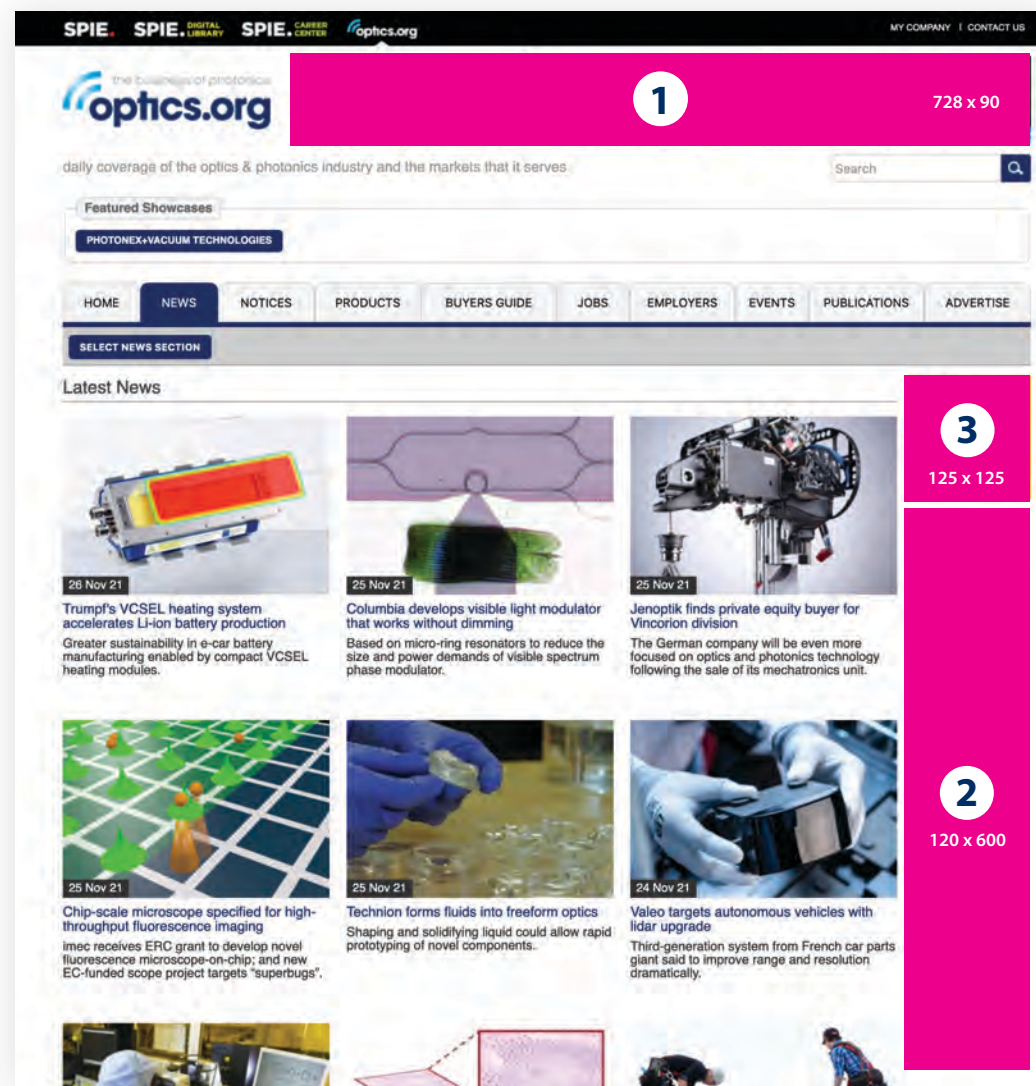
**Rate:** \$1,500 / €1,290 / £1,125

#### 3. Editorial Post-It

An eye-catching and outstanding value promotion, included in all editorial articles.

- **Duration:** 1 month
- **Size:** 125 x 125
- **Position:** Top left-hand side of all editorial pages.
- **Hyperlink:** to your website

**Rate:** \$675 / €580 / £510





# ad.opt

*Stay connected with your most engaged prospects*



## Why re-targeting

Whether you are selling products, generating leads or building your brand, re-targeted advertising provides industry specific, sustained exposure to one of the most valuable audiences you can reach.

## How does it work?

Once individuals have left the optics.org website, they will continue to see your digital media throughout their customer journey. This significantly expands your reach and continues to refresh your brand, products and services.

Re-targeting works so well because it only serves your advertising to the audience you are trying to reach, which can also include their geographic location. Most importantly this allows you to redirect them to specific areas of your website whilst you have their attention and interest. Simply put, you can set your parameters, and the work is done for you.



## optics.org digital media solutions – ad-opt - the power of re-targeting

### Quality targeting

Your digital media campaigns will be served to an audience who are not only familiar with your products and services, but statistically have an actual need for them.

- It has been demonstrated to increase business name searches by over 1000%. 60% of viewers notice and consider purchasing products from retargeting ads.
- Retargeted prospects are 43% more likely to convert than those served standard display ads.

Choose both your audience and the duration of your digital campaign from a number of packages to suit your specific markets. To discuss these, contact Rob Fisher or your sales contact.

### Quantifiable results

Re-targeting activity is 100% trackable and linked to reporting dashboards that can be accessed by you and your stakeholders.

As soon as your campaign goes live it has a unique report line that can be shared with all stakeholders and gives real time insight into how the campaign is progressing which includes metrics for impressions, clicks and geographical locations of ads served.

### Campaign packages and rates

Campaigns are based on the number of impressions, with rates decreasing for higher volumes. The cost per 1000 impressions (CPM) starts at **\$100 / €90 / £80**.

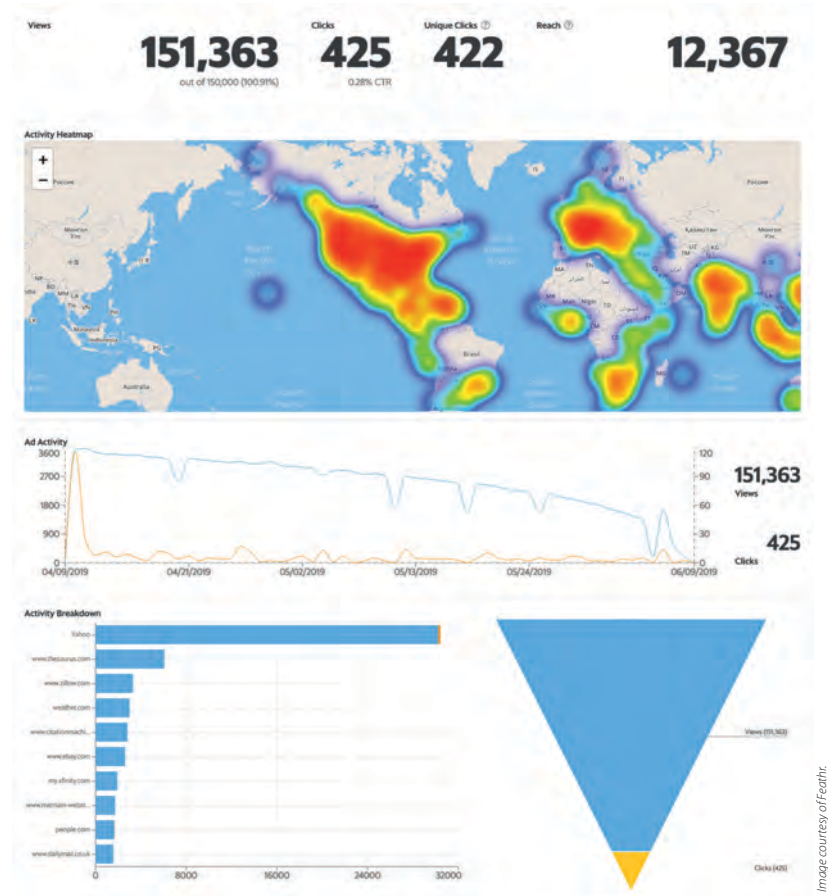
As an example:

Campaign Length	Price			Impressions	Cost per 1000		
	USD	Euros	GBP		USD	Euros	GBP
3 months	\$2,625	€2,260	£1,970	25,000	\$105	€90	£80
3 months	\$4,200	€3,610	£3,150	50,000	\$85	€72	£65
3 months	\$7,350	€6,320	£5,515	100,000	\$75	€63	£55

**ad.opt** *the power of re-targeting*

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

### Example of Summary Report for Sponsor Partner

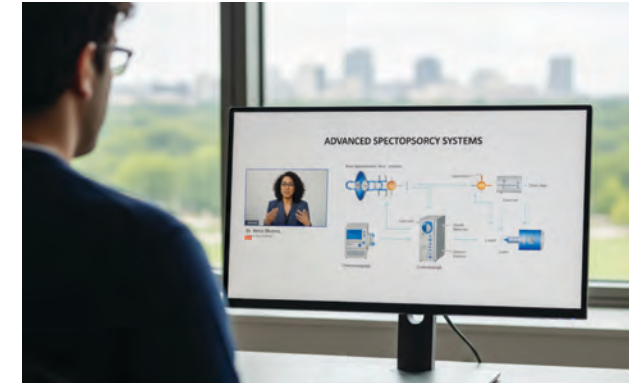


Overview of marketing activity for any given period.

# Present your technology, generate qualified leads

Webinars are a uniquely powerful tool for demonstrating your company's technical expertise, engaging directly with potential customers, and generating high-quality sales leads. optics.org provides the complete promotional and hosting platform you need to deliver a successful presentation from scratch.

You create the expert content, and we provide the audience and the professional platform to ensure your message has maximum impact.



## A versatile tool for your marketing goals

Webinars are a powerful way to engage potential customers at every stage of their buying journey. You can use them to introduce a new technology to a wide audience, or to provide detailed information for specialists actively comparing solutions. In both cases, you generate high-quality leads while enhancing your company's brand reputation.

- **Launch a new product:** Introduce your latest innovation to a live, engaged audience and answer their questions in real time.
- **Promote a technology innovation:** Demonstrate the technical details and competitive advantages of your cutting-edge research and development.
- **Showcase your capabilities:** Highlight how your products or services solve specific customer problems and provide a clear competitive advantage.

## Our complete Webinar service includes

We provide a comprehensive service that covers everything except the presentation itself, offering exceptional value for money.

- **Extensive audience promotion:** We build a qualified audience with a one-month promotional campaign in our weekly eNewsletter (20,000+ subscribers), promotion on the optics.org homepage, and posts across LinkedIn.
- **Professional hosting platform:** We provide a fully branded registration page for your event and manage the live broadcast on a professional webinar platform.
- **Full technical rehearsal:** Our dedicated team conducts a full rehearsal with your speakers before the live event to ensure the presentation runs smoothly.
- **Qualified lead generation:** After the webinar, you receive the full contact details of every registrant, providing a list of high-quality leads for your sales team.
- **A lasting marketing asset:** The webinar is hosted on-demand on optics.org for 12 months, so continuing to generate interest and leads for a full year.

## What you provide

- Your presentation materials (e.g. PowerPoint slides).
- Your designated company expert(s) to present the content.
- The webinar title, a brief abstract, and speaker information.

**Rates: \$5,500 / €4,705 / £4,060**



Contact our dedicated sales team today:  
**Rob Fisher: [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

**optics.org digital media solutions – Marketing videos**

## Create a high-impact marketing video at Photonics West and VISION

Creating a professional video is essential for modern marketing, but the logistical challenges and significant investment of time and money can be prohibitive. What if you could create a high-impact product demo or an expert interview in a dynamic setting, while your products and team are already assembled for the industry's premier event?

At both **Photonics West** and at **VISION** we bring the full production team to you. Leverage the vibrant backdrop of the show to efficiently create a powerful video asset that you can use in your marketing campaigns all year long.

### Why film with us at the event?

- **It is convenient and cost-effective.** You save on the high costs and logistical challenges of a traditional video shoot. Your products, experts, and a professional setting are all in one place, and we come to you.
- **We provide expert production.** Our experienced team handles all technical aspects, from filming with professional equipment to full post-production, ensuring a high-quality result.
- **You get an unmatched promotional bonus.** Beyond receiving the final video for your own use, your content will be shared across the trusted optics.org and SPIE networks, including our newsletter with over 20,000 subscribers.



### Your complete production package includes:

- A 3-minute professional video (interview or product demo), filmed at your booth.
- Full post-production service, including two rounds of edits.
- The final MP4 video file for your own unrestricted marketing use.
- Extensive promotion across optics.org, SPIE websites, and social media channels.

### A powerful asset for all your marketing

A professional video is a versatile tool. Use it to:

- Showcase technology and expertise on your website and product pages.
- Generate high-quality leads in email campaigns and on social media.
- Empower your sales team with a dynamic asset for presentations.
- Enhance your brand's credibility and thought leadership.

**Rates: \$3,675 / €3,160 / £2,755**

### Filming slots are limited and book quickly

Contact our sales team today to reserve your time and create your next great marketing video.



*Shaun Ogden, General Manager at Moxtek.*

Contact our dedicated sales team today to secure your media package:

**Rob Fisher: [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

**See page 22 for special Photonics West Show Daily and video package bundles**

# SPIE. PHOTONICS WEST

20 - 22 January 2026  
San Francisco, California, United States



# SPIE. PHOTONICS WEST

**17-22 January 2026**  
**San Francisco, California, US**

Partner with optics.org, the official SPIE media platform, to connect with over 24,000 attendees at the world's premier photonics event.

- The Photonics West Preview (including the Product Focus)
- The Photonics West Show Daily Newspaper
- On-booth video production
- High-value multi-media bundles



Photos courtesy of SPIE

# Connect with the world's premier photonics audience

**SPIE Photonics West is the industry event where critical conversations happen, decisions are made, and new business partnerships are formed.**

It is the leading global event for the photonics and laser industries, attracting a massive, qualified audience with a real appetite for new solutions.

By partnering with optics.org, you gain exclusive access to this audience, positioning your brand at the forefront of the industry and supporting the investment you've made in exhibiting.

An audience of key decision-makers and influencers, Photonics West attracts over 24,000 registered international attendees and 1,600 exhibiting companies, from industrial R&D and product engineers to scientists and senior executives.

Reach the professionals with purchasing power, looking to strengthen their supply chains with innovative products and services and manufacturing innovation across all major technology sectors.

## Featured technologies include:

- Lasers and other light sources
- Fiber optic components and systems
- Cameras and imaging systems
- High-speed imaging and sensing
- Optical components
- IR sources and detectors

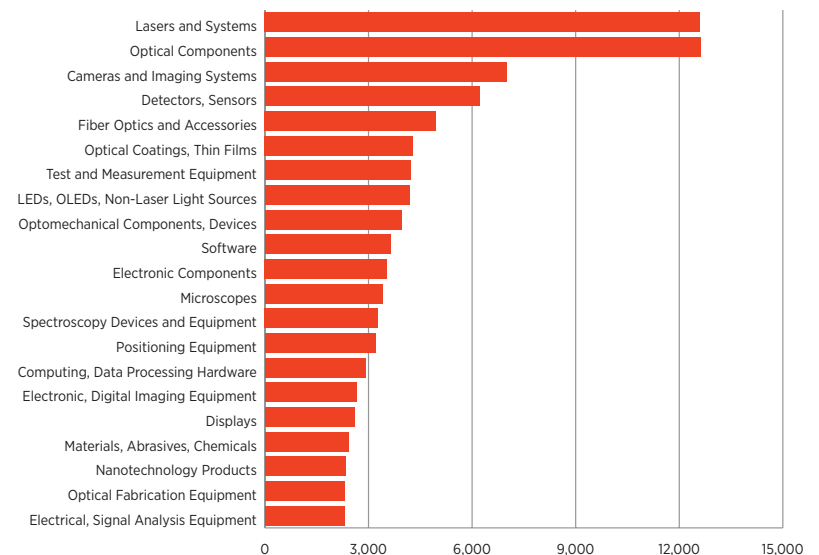


Photos courtesy of SPIE

## SPIE. PHOTONICS WEST

### It's where buyers come to buy

Industrial R&D, product engineers, and scientists from around the globe come together at Photonics West. In addition to companies, leading government and research organizations also send hundreds of attendees to learn what's new.



*Figures based on 2019 attendance.*

### Planning for over 24,000 registered attendees in 2026

**We look forward to seeing everyone again in San Francisco for the photonics industry's premier face to face, live event.**



# Be a part of the most important gathering of the year

Connect with attendees at every stage of their Photonics West experience to maximize your investment.

As the official SPIE media partner, optics.org offers a complete suite of marketing solutions designed to engage this powerful audience from the moment they start planning their visit until long after the event concludes.

The following pages detail the official products that allow you to:

## Before the show: Build anticipation

With the **Photonics West Preview**, our official pre-show magazine. Place your brand in front of thousands of attendees while they are actively planning their schedules and creating their “must-see” lists and as they arrive at BiOS.

## During the show: Maximize your presence

With the **Photonics West Show Daily**, the only official newspaper printed overnight and distributed daily at the event. Drive real-time booth traffic and be part of the daily conversation.

## After the show: Extend your impact

With **On-Booth Video Production**. Transform your event presence into a lasting, reusable marketing asset that you can use to engage with the market, long after the show closes.



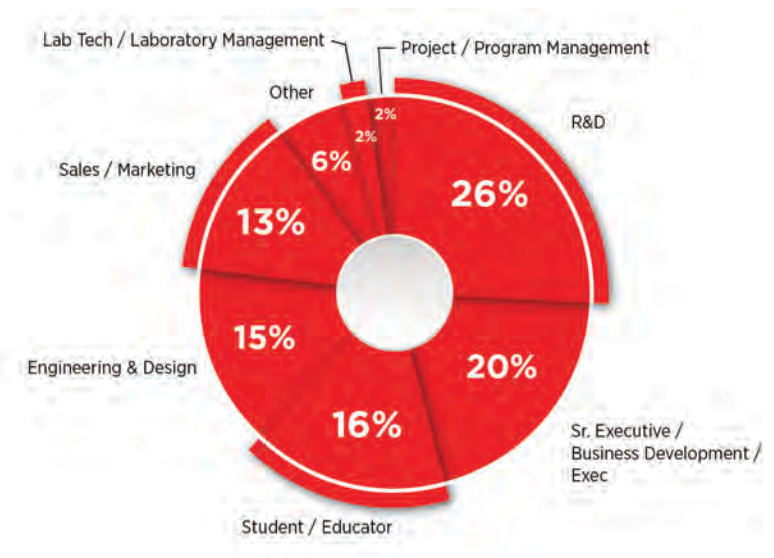
Photos courtesy of SPIE

# SPIE. PHOTONICS WEST

Expand your revenue and your growth

Reach the qualified audience attracted to this world-class event.

ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:



The following pages provide full details on each of these official marketing tools, including our high-value multi-media bundles.



# PHOTONICS WEST PREVIEW

17 January 2026

The official magazine connecting you with over 24,000 attendees

Place your brand directly in the hands of the largest photonics audience with the official event preview magazine.

- **Unmatched reach:** Connect with over 24,000 registered attendees and 1,600 exhibiting companies.
- **Direct distribution:** Distributed at the SPIE BiOS Expo starting 17 January 2026.
- **Comprehensive coverage:** As the official guide incorporating BiOS, LASE, OPTO, AV, VR, MR, and BRAIN, this is a must-read for attendees planning their visit.

**Book your advertising space for 2026 today.**

## SPIE. PHOTONICS WEST

2025  
**PHOTONICS  
WEST  
PREVIEW**



Monitoring stroke recovery  
p. 07

**2025**

**PHOTONICS WEST PREVIEW**

**Bioimaging and nanophotonics combined for health benefits**

Paras Prasad describes how nanomedicine will have a big impact in clinical care, diagnosis, and therapy.

The field of nanophotonics has a long and storied history, as Paras Prasad from the University at Buffalo knows well. Prasad, SUNY Distinguished Professor and recipient of the 2016 SPIE Gold Medal among other awards, wrote the 2004 book *Nanophotonics* that played a part in making the field and its emerging optical technologies into a major sector of research. His subsequent books include *Introduction to Nanomedicine and Nanobiophotonics* eight years later, about the interdisciplinary frontiers then taking shape where nanotechnology, engineering, and medicine converge.

Today's research at these frontiers could have major impacts on bioimaging and healthcare, as Prasad will discuss during the SPIE Photonics West Biophotonics Focus: Nanophotonics and Imaging plenary event.

"Nanophotonics is no longer an emerging field, but an expanding technology based on some fundamental questions," he commented. "How can we use both nanoscience and nanotechnology to perform nanomedicine? Can we make new kinds of nanoscale optical materials, in which the light-matter interaction is

*continued on page 05*

**Monitoring stroke recovery**  
p. 07

**Paras Prasad, SUNY Distinguished Professor of the University at Buffalo, Credit: U Buffalo**

**Laser fusion: Are you ready?**

Edging ever-closer to commercial power plants, laser fusion energy will bring 'transformative' opportunities for photonics markets far and wide, says Constantin Häfner. Here's how.

On 5 December 2022, an experiment at the National Ignition Facility (NIF) at Lawrence Livermore National Laboratory (LLNL) truly showed the world what laser fusion could do. Intensely powerful laser pulses, fired at peppercorn-sized fuel pellets, sparked a fusion reaction that generated three megajoules (MJ) of energy, equivalent to the power a typical American household consumes for nearly an hour. Critically, this mighty three MJ figure was also 50% more than the laser energy used to trigger the fusion reaction: for the first time, fusion ignition had been reached in a laboratory.

Since this remarkable result, fusion energy yields have continued to rise as have government and private investment funds.

*continued on page 06*

**Igniting fusion: a NIF fusion target contains a 3mm diameter capsule filled with cryogenic hydrogen fuel. In a commercial set-up, these pellets would be fired into the plant at a rate of approximately 600 per minute. Credit: National Ignition Facility & Photon Science.**

**What you see and what you get.**

Lens and camera testing should be clear-cut. Optikos® has pioneered the measurement of challenging optical parameters with instrumentation and IQ Lab™ measurement services that offer industry-leading accuracy and repeatability – and results you can depend on.

Hear about our latest innovation in collimation measurement in Kevin Sweeney's presentation today at the "PHOTONIC INSTRUMENTATION ENGINEERING XII" conference

**DON'T MISS THESE EVENTS.**

**SATURDAY**  
**BIOS EXPO**  
 10am – 5pm Moscone Center, Hall DE (Exhibit Level)  
**QUANTUM SENSING FOR BIOLOGICAL APPLICATIONS**  
 4:30 – 4:50pm Moscone Center, Expo Stage, Hall DE  
**BIOSENSOR TOPICS**  
 7 – 9 pm Moscone Center, Room 201/215 (Level 2 South)

**SUNDAY**  
**BIOS EXPO**  
 10am – 4pm Moscone Center, Hall DE (Exhibit Level)  
**TRANSLATIONAL RESEARCH FORUM**  
 12:30 – 2pm Moscone Center, Room 151 (Upper Mezz South)  
**NEUROTECHNOLOGIES PLenary**  
 3:30 – 5:10pm Moscone Center, Room 201/215 (Level 2 South)  
**BIOS POSTER SESSION**  
 5:30 – 7:00pm, Moscone West, Room 2003 (Level 2 West)  
**BIOPHOTONICS FOCUS: Nanophotonics and Imaging Plenary**  
 7:00 – 9:00pm Moscone Center, Room 201/215 (Level 2 South)

*For the full schedule and meet-up details with descriptions of each conference day, please visit our website at optics.org.*

**IN THIS ISSUE.**

p. 09 AR/VR/MR  
 p. 11 BiOS Hot Topics  
 p. 17 Atomic Clocks

# Maximize your event ROI and connect with buyers before the show begins

## A successful exhibition strategy starts long before the doors open.

**Photonics West Preview** is the official and essential tool for pre-show engagement, placing your brand at the center of attendees' planning. By reaching this audience while they are building their "must-see" lists, you ensure your booth is a primary destination, leading to more qualified conversations and a stronger return on your investment.

### Why the official Preview is essential to your strategy

- **Gain a crucial head start:** With print distribution at **SPIE BiOS Expo**, you connect with attendees the weekend before the main exhibition even begins.
- **Prime a massive digital audience:** Your message reaches an audience of over **50,000 industry professionals** and past attendees with the digital edition, building brand recognition ahead of the event.
- **Leverage the Official Planning Resource:** As the official guide covering all of Photonics West, your advertisement is placed within the trusted content that attendees rely on to plan their week across all the major events, including **SPIE BiOS, Quantum West, AR|VR|MR, Vision Tech, and the main Photonics West exhibition.**



Photos courtesy of SPIE

## Advertising rates and opportunities

We offer a wide range of advertising positions and sizes to meet every marketing need and budget. Whether you are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.

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!



## Publication schedule 2026

<b>Show:</b>	SPIE BiOS, San Francisco, California, USA
<b>Dates:</b>	17-18 January 2026
<b>Materials deadline:</b>	10 December 2025 <b>Materials deadline:</b> 15 December 2025

## Pricing options

Advert-Package	USD	Euros	GBP
Full page	\$4,000	€3,440	£3,000
Double page spread	\$7,400	€6,365	£5,550
Half page (horizontal/vertical)	\$2,350	€2,020	£1,765
Third page (horizontal/vertical)	\$2,100	€1,805	£1,575
Junior ad/half island	\$2,990	€2,570	£2,245
Third page (vertical)	\$2,100	€1,805	£1,575
Quarter page	\$1,285	€1,105	£965
Eighth page product	\$900	€775	£675
Eighth page product + Star Product	\$1,250	€1,075	£940
Cover strip	\$2,500	€2,150	£1,875
Inside front/back/outside cover	\$5,060	€4,350	£3,795



# Make the news at **Photonics West 2026** – every day of the Show!

# PHOTONICS WEST SHOW DAILY

20 - 22 January 2026

- Be seen by over 24,000 attendees in the official daily newspaper, printed overnight with the latest show floor news.
- Guaranteed visibility with 3,000 copies distributed daily at exclusive, prime locations only accessible by SPIE.
- Extend your impact beyond the event with a digital version sent daily to the 20,000+ subscribers of the optics.org eNewsletter.

**TUESDAY EDITION** SPIE | *optics.org* | TUESDAY, JANUARY 20, 2026

## PHOTONICS WEST SHOW DAILY

**"Bionic" retinal implants**  
p. 16

**SPIE and Boston University announce joint \$1M fund for student scholarships**

The new endowment will support graduate and post-doctoral students at the Boston University Photonics Center.

**Singular Photonics launches with single-photon sensors**

Single-photon sensors are essential for quantum computing, secure communications, and precision sensing. Singular Photonics has developed a new generation of silicon-based single-photon sensors, offering high performance and scalability.

**Optikos**

Optikos can assist you in conceptualizing the design of an optical product or helping your concept to mature. We have the design, optical, and manufacturing expertise to provide Feasibility, Design, Design and Development, Manufacturing, Production, Transfer to Manufacturing, Pilot Build, and Volume Production.

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**WEDNESDAY EDITION** SPIE | *optics.org* | WEDNESDAY, JANUARY 21, 2026

## PHOTONICS WEST SHOW DAILY

**The sky's the limit**  
p. 15

**\$1M endowed fund announced by SPIE and National University of Singapore**

The SPIE-COE Fellowship in Optical Science and Engineering will support postgraduate students.

**Global Business Forum addresses latest trade and economic storms**

Addressing the challenges of the global business forum, the SPIE-COE Fellowship in Optical Science and Engineering will support postgraduate students.

**Optikos**

Optikos can assist you in conceptualizing the design of an optical product or helping your concept to mature. We have the design, optical, and manufacturing expertise to provide Feasibility, Design, Design and Development, Manufacturing, Production, Transfer to Manufacturing, Pilot Build, and Volume Production.

**THURSDAY EDITION** SPIE | *optics.org* | THURSDAY, JANUARY 22, 2026

## PHOTONICS WEST SHOW DAILY

**Photonics West races ahead**  
SPIE welcomes more than 24,000 registrants to Moscow.

**Max-IR Labs sounds pitch perfect at Startup Challenge**

The annual pitch competition champions photonics innovation in healthcare and deep tech.

**Optikos**

Optikos can assist you in conceptualizing the design of an optical product or helping your concept to mature. We have the design, optical, and manufacturing expertise to provide Feasibility, Design, Design and Development, Manufacturing, Production, Transfer to Manufacturing, Pilot Build, and Volume Production.



# Make the news, every day of the Show

As the official business news channel for SPIE, optics.org publishes the Photonics West Show Daily, the flagship publication of the event and the only official daily newspaper printed on-site.

This is a completely unique product, delivered fresh each morning as the primary source of news for over 24,000 attendees. Advertising here places your brand at the center of the daily conversation.

## Key Benefits of advertising in the Show Daily

- **The official authority:** Your message gains instant credibility by appearing in the only official daily newspaper of Photonics West. If it isn't in the Show Daily, then it isn't official.
- **Exclusive on-site distribution:** Gain unparalleled visibility that no other publication can offer.
- **3,000 print copies** are handed out each day at prime, high-traffic locations only accessible by SPIE, the event organizer, including registration desks and entrances.
- **Drive booth traffic** and reinforce your status as an industry leader.
- **Real-time relevance:** Capture the attention of attendees with a new edition published fresh each morning of the show, featuring the latest news from the show floor printed overnight.
- **Powerful digital extension:** Your advertisement also appears in the daily Show Daily eNewsletter, reaching 20,000+ optics.org subscribers, and remains hosted online for 12 months for year-long exposure.



Photo courtesy of SPIE

## Advertising rates and opportunities

We offer a wide range of advertising positions and sizes to meet every marketing need and budget, from high-impact brand advertising to new product adverts that sit alongside relevant editorial.



## Publication schedule 2026

<b>Show:</b>	Photonics West, San Francisco, California, USA
<b>Dates:</b>	20, 21, 22 January 2026
<b>Materials deadline:</b>	10 December 2025 <b>Materials deadline: 15 December 2025</b>

## Pricing options

Advert-Package	USD	Euros	GBP
Full page	\$8,765	€7,540	£6,575
Double page spread	\$14,335	€12,330	£10,750
Half page (horizontal/vertical)	\$6,560	€5,640	£4,920
Third page (horizontal/vertical)	\$5,455	€4,690	£4,090
Junior ad/half island	\$6,995	€5,985	£5,160
Quarter page	\$3,585	€3,085	£2,690
Eighth page product	\$1,985	€1,705	£1,490
Eighth page product + Star Product	\$2,240	€1,926	£1,680
Cover strip	\$5,455	€4,690	£4,090
Inside front/back/outside cover	\$10,815	€9,300	£8,110

# Get your technology on the buyer's agenda

The **Product Focus** is a dedicated showcase for technology, incorporated directly within the official **SPIE Photonics West Show Daily**.

This unique placement means your product isn't just being advertised; it's being presented to over 24,000 attendees as they actively plan their visit, making it a powerful tool to drive booth traffic and influence purchasing decisions before the show even starts.

## Key benefits

- **Drive direct booth traffic:** We include your booth number directly in your advertisement, creating a clear path from the page to your booth for interested buyers.
- **Spotlight new products:** The format is ideal for announcing a new product or ensuring a key technology gets the focused visibility it deserves.
- **Includes:** Everything in the Eighth Page Product Feature, **plus** a one-week **Star Product** campaign on optics.org, which delivers homepage promotion and inclusion in the weekly eNewsletter.



Photo courtesy of SPIE

## Eighth page product feature

A dedicated space in the Product Focus section. This is perfect for a clear and concise product message.

- **Includes:** Product image, 85-word description, full company details, and your booth number.



## Eighth Page Product plus Star Product\* on optics.org

The ultimate package for a new product launch, combining the power of the Preview with high-impact digital promotion.

## Pricing options

Advert-Package	USD	Euros	GBP
Eighth page product	\$1,985	€1,705	£1,490
Eighth page product + Star Product	\$2,240	€1,926	£1,680



# Video Interviews

Get long lasting value with a professional video interview or product demos filmed right at your booth.

Each video is hosted on optics.org for 12 months, promoted to over 30,000+ industry users, featured in the Photonics West eNewsletter sent to 20,000+ subscribers, and supported with social media promotion on LinkedIn and in YouTube. You'll also receive an MP4 copy of your video.

**This is your opportunity to explain, demonstrate, and showcase the real benefits of your products – in a format that lives well beyond the event.**

## Benefits at a glance:

- Hosted on optics.org with 30,000+ industry users.
- Custom MP4 files for your own marketing channels.
- Featured in the Photonics West eNewsletter (20,000+ subscribers).
- Social media amplification via SPIE and optics.org platforms.

## Video and Show Daily Bundles to suit your needs

We offer four simple bundles to combine the power of the Show Daily with the extended reach of video interviews:

### BUNDLE 1

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Full Page in Photonics West Show Daily (all 3 editions)
- 1/8 page product ad in the Show Daily

Total investment  
\$9,950 €8,515 £7,340

### BUNDLE 2

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Half Page in Photonics West Show Daily (all 3 editions)
- 1/8 page product ad in the Show Daily

Total investment  
\$7,500 €6,420 £5,535

### BUNDLE 3

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Third Page in Photonics West Show Daily (all 3 editions)
- 1/8 page product ad in the Show Daily

Total investment  
\$5,995 €5,130 £4,425

### BUNDLE 4

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Quarter Page in Photonics West Show Daily (all 3 editions)
- 1/8 page product ad in the Show Daily

Total investment  
\$4,995 €4,275 £3,685



Chris Karp, Sales Director at Chroma Technology, speaks to optics.org at Photonics West 2025.

**Contact Rob Fisher today to secure your package and secure your extended promotion.**

**Rob Fisher:** [rob.fisher@optics.org](mailto:rob.fisher@optics.org) +44 (0)117 905 5330



## Advert sizes and specifications

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.

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!

### Contact

**Rob Fisher to secure your placement:**

**tel: +44 (0)117 905 5330**

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



### 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)

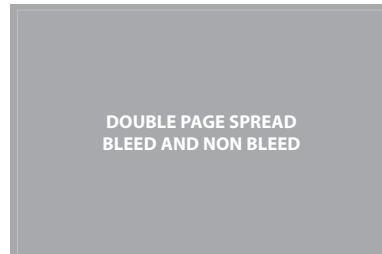
### Deadlines

Booking deadline: **10 December 2025** Materials deadline: **15 December 2025**

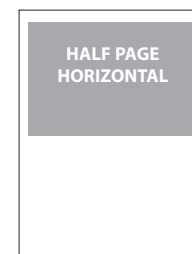
*(Advertising sizing subject to change until clarification of the finished magazine dimensions is received.)*



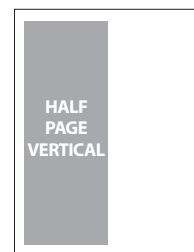
Trim: 10.5"(w) x 13.5"(h)  
Bleed: 10.75"(w) x 13.75"(h)  
Max image area for non bleed ad: 9.75"(w) x 13"(h)



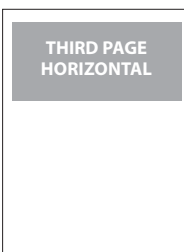
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Bleed: 21.25"(w) x 13.75"(h)



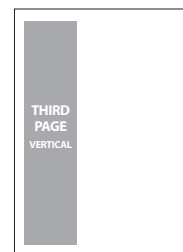
Size: 9.75"(w) x 6"(h)  
No bleed



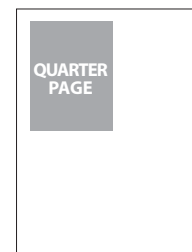
Size: 4.5"(w) x 12.5"(h)  
No bleed



Size: 9.75"(w) x 4"(h)  
No bleed



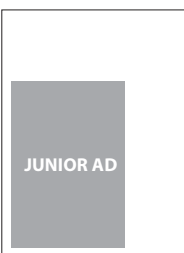
Size: 3"(w) x 12.5"(h)  
No bleed



Size: 4.5"(w) x 6.25"(h)  
No bleed



Size: 4.5"(w) x 3"(h)  
No bleed



Size: 7.25"(w) x 10"(h)  
No bleed



Size: 9.75"(w) x 2.5"(h)  
No bleed

### Artwork Specifications

**Digital materials are required:** Hi-res print-ready Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated. Hard copy proofs are requested with all materials.

**Accepted Native File Formats:** Include (Macintosh platform only) Adobe InDesign, Illustrator, and Photoshop. PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

#### Unacceptable Programs and File Formats:

GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

**Bleed Allowance:** Full page ads require .125" bleeds ALL SIDES. Incremental ads (1/2 page, 1/4 page and cover strips) do not bleed and must be made to exact size. A 1/2 point headline is recommended to outline all incremental ads.

**Live Area/Safety Margin:** Keep all live matter .375" from edge.

**Color:** CMYK only. RGB files are not accepted.

**Graphics:** Import images at 100% size and at 300 dpi resolution.

**Fonts:** Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

**Proofs:** High quality color proofs output at 100% showing crop marks.

**Pick ups:** Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

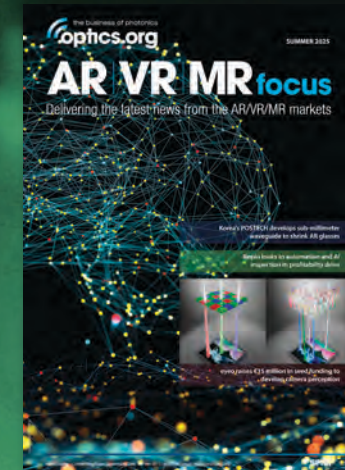
**Storage and Liability:** Photonics West Show Daily does not store or return material after printing. Photonics West Show Daily is not liable for loss or damage of ad materials. Materials not prepared to Photonics West Show Daily specifications may incur additional charges and may sacrifice reproduction quality. Publisher is not responsible for incorrect or incomplete ad materials.

optics.org

# FOCUS MAGAZINES

FOCUS magazines are a series of targeted publications for major tradeshows, designed to enhance exhibitor strategy and provide non-exhibitors with a powerful presence.

- Connect with attendees directly through print copies distributed at the show and a digital edition sent to 20,000+ subscribers
- The most direct way to communicate your latest product launches to potential buyers at key moments in the events calendar
- The ideal solution for exhibitors to drive booth traffic and for non-exhibitors to secure vital, cost-effective exposure alongside competitors





optics.org

# SHOW FOCUS

The optics.org Show FOCUS magazine is a targeted publication designed to maximize your investment in the exhibitions you participate in. It delivers your product news and brand message directly to engaged attendees, ensuring you get vital exposure before, during, and after key industry events

- A well-established and recognized source of product news, actively read by potential buyers on the show floor and in their offices.
- All publications have a digital distribution of 20,000 print distribution throughout the event.



# Maximize your tradeshow impact

The optics.org Show FOCUS magazine is a targeted publication designed to maximize your investment in the exhibitions you participate in. It delivers your product news and brand message directly to engaged attendees, ensuring you get vital exposure before, during, and after key industry events.

It's a well-established and recognized source of product news, actively read by potential buyers on the show floor and in their offices. All publications have a digital distribution of 20,000 print distribution throughout the event.

## For exhibitors: drive booth traffic and extend your reach

- Use the Show FOCUS to **enhance your exhibition strategy**.
- **Announce new products** to build anticipation and ensure attendees seek you out.
- **Drive qualified traffic** directly to your booth with compelling product showcases.
- **Reinforce your message** long after the event has ended via the widely distributed digital edition.

## For non-exhibitors: a powerful presence without the booth

- You don't need to exhibit to reach the show audience.
- **Reach the same high-value attendees** without the cost and logistics of a booth.
- **Secure vital exposure** for your products alongside your competitors.
- **Maintain a strong market presence** at key industry events throughout the year.

## Hybrid distribution for maximum exposure

- The Show FOCUS magazine is the most direct way to communicate your latest product launches.
- **In their hands:** Distributed as a print magazine directly to attendees at key shows.
- **In their inbox:** Sent as a digital edition to our 20,000+ eNewsletter subscribers.

## Advertising opportunities

We offer a range of high-visibility ad sizes to suit your goals and budget, including:

- Premium Front Cover placements
- 1/6 Page product spotlights
- Sponsored Editorial content

## Not covering one of your tradeshows?

Let us know and we'll see what we can do to support your marketing activities.

## Contact

### Advertising Sales Team

tel: +44 (0)117 905 5330

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

## Publication schedule 2026

<b>Show:</b>	SPIE Defense+Security, Baltimore, USA
<b>Dates:</b>	27 - 29 April 2026
<b>Focus:</b>	Photonics for sensing applications and IR imaging
<b>Materials deadline:</b>	25 March 2026 <b>Materials deadline: 30 March 2026</b>
<b>Show:</b>	Optatec, Frankfurt, Germany
<b>Dates:</b>	29 April 2026
<b>Focus:</b>	Precision optics, optical fabrication processes and laser and imaging applications
<b>Materials deadline:</b>	3 April 2026 <b>Materials deadline: 8 April 2026</b>
<b>Show:</b>	SPIE Optics+Photonics, San Diego, USA
<b>Dates:</b>	25-27 August 2026
<b>Focus:</b>	Nanotechnology, light driven technology, astronomy and astronomical instrumentation
<b>Materials deadline:</b>	TBC <b>Materials deadline: TBC</b>



## Pricing options

Advert-Package	USD	Euros	GBP
Full page	\$2,140	€1,980	£1,650
Half page (horizontal/vertical)	\$1,375	€1,270	£1,060
Third page	\$1,155	€1,070	£890
Quarter page	\$915	€845	£705
Sixth page product	\$715	€660	£550
Sixth page product + Star Product	\$1,100	€1,015	£845

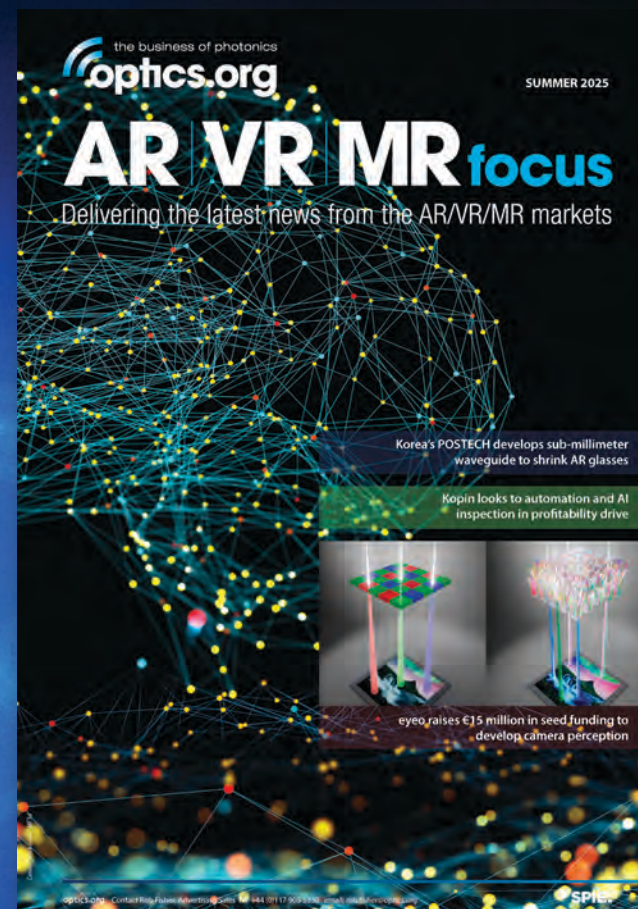
For advert sizes see technical specifications on [page 38](#)



# 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

tel: +44 (0)117 905 5330

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

## Publication schedule 2026

<b>Issue:</b>	Winter - 14 January 2026 (Bonus distribution at the SPIE AR VR MR conference)
<b>Distribution:</b>	SPIE AR VR MR
<b>Focus:</b>	Special edition for SPIE AR VR MR, includes information on conference and exhibitors
<b>Booking deadline:</b>	17 December 2025 <b>Materials deadline:</b> 22 December 2025
<b>Issue:</b>	Spring - 15 April 2026
<b>Distribution:</b>	SPIE Defense + Security
<b>Focus:</b>	Training and Simulation Technology
<b>Booking deadline:</b>	18 March 2026 <b>Materials deadline:</b> 23 March 2026
<b>Issue:</b>	Summer - 22 July 2026
<b>Distribution:</b>	SPIE Optics + Photonics
<b>Focus:</b>	Automotive
<b>Booking deadline:</b>	26 June 2026 <b>Materials deadline:</b> 1 July 2026
<b>Issue:</b>	Autumn - 16 September 2026
<b>Distribution:</b>	Vision, Stuttgart
<b>Focus:</b>	AR VR MR Preview - An advance look at the SPIE AR VR MR show
<b>Booking deadline:</b>	30 August 2026 <b>Materials deadline:</b> 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.



# QUANTUM FOCUS

Your gateway to the latest advances  
in Quantum technology.

- QUANTUM FOCUS, is your quarterly window into the rapidly evolving world of quantum technology and its expanding range of applications
- Our mission at QUANTUM FOCUS is to be your trusted source of insight into the diverse realms of quantum technologies





# Your gateway to the next technological revolution

**QUANTUM Focus is your quarterly window into the rapidly evolving world of quantum technology.**

In an era defined by unprecedented leaps in scientific discovery, this publication offers a powerful platform to showcase your products and services to a discerning audience actively seeking industry solutions. Each issue delves into the practical applications that are reshaping industries, allowing you to position your brand as a leader at the forefront of the quantum future.

## 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.
- **Official European media partner:** optics.org is the official media partner for the European Quantum Industry Consortium (QuIC) and publish their content in our newsletter.
- **Exclusive event distribution:** The winter issue is distributed to all attendees of the SPIE Quantum West 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.

## A targeted and influential audience

QUANTUM Focus connects you with the professionals driving innovation across the entire quantum technology landscape.

## Target markets and applications include:

- Quantum computing
- Quantum communication
- Quantum sensing
- Quantum materials
- Quantum cryptography
- Quantum machine learning

## Key reader job functions include:

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

## Contact

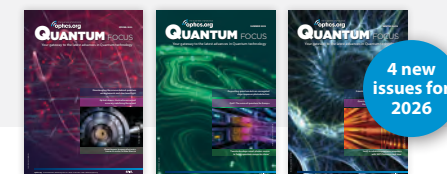
### Advertising Sales Team

tel: +44 (0)117 905 5330

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

## Publication schedule 2026

<b>Issue:</b>	Winter - 14 January 2026 (Bonus distribution at SPIE Quantum West)
<b>Distribution:</b>	SPIE Quantum West
<b>Focus:</b>	Special edition for SPIE Quantum, includes information on conference and exhibitors
<b>Booking deadline:</b>	17 December 2025 <b>Materials deadline:</b> 22 December 2025
<b>Issue:</b>	Spring - 15 April 2026
<b>Distribution:</b>	Q-EXPO
<b>Focus:</b>	Quantum Communication
<b>Booking deadline:</b>	18 March 2026 <b>Materials deadline:</b> 23 March 2026
<b>Issue:</b>	Summer - 22 July 2026
<b>Distribution:</b>	SPIE Optics + Photonics
<b>Focus:</b>	Quantum Detection
<b>Booking deadline:</b>	26 June 2026 <b>Materials deadline:</b> 1 July 2026
<b>Issue:</b>	Autumn - 28 October 2026
<b>Distribution:</b>	QuiC Annual Meeting
<b>Focus:</b>	Scalability and sustainability
<b>Booking deadline:</b>	4 October 2026 <b>Materials deadline:</b> 9 October 2026



## Pricing options

We offer a flexible selection of advertising formats, suitable for everything from major brand-building campaigns to focused product advertisements, all designed to meet your specific budget and marketing goals.

Advert-Package	USD	Euros	GBP
Full page	\$1,410	€1,210	£1,055
Half page	\$1,975	€1,700	£1,480
Third page	\$1,300	€1,115	£975
Quarter page	\$1,070	€920	£805
Sixth page	\$885	€760	£660
Sixth page + Star Product	\$995	€850	£735

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

# A targeted message to the pioneers of Quantum Technology

The eNewsletter is the essential companion to the digital magazine, delivering a targeted message directly to the inbox of the researchers, engineers, and business leaders driving the quantum revolution.

Use this platform to promote your latest products, share technical papers, and establish your company as an essential partner in this rapidly advancing field.

## Key benefits

- **A highly specialized audience:** Your message is delivered to over 2,000 dedicated subscribers in the quantum sector and is also promoted to the 20,000+ subscribers of the main optics.org eNewsletter.
- **Direct engagement with a niche community:** Push traffic directly to your website and encourage contact by placing your brand within trusted, curated content focused on quantum technology.
- **Connect with the European quantum community:** Leverage our official media partnership with the European Quantum Industry Consortium (QuIC) to enhance your brand's credibility and reach.

**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

Position your company at the forefront of the quantum revolution with a sponsorship in our eNewsletter. Our range of sponsorship positions can be incorporated into broader marketing strategies to support your specific goals—from building brand awareness to promoting a new technology—all while aligning with your budget.

## Pricing options

Quantum Focus 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

**A strategic combination for maximum impact:** Pair a month-long Leader or skyscraper banner on optics.org with a sponsorship in the quarterly **Quantum Focus eNewsletter**. The website banner builds broad brand visibility, while the newsletter delivers your message directly to the pioneers of the quantum community, creating a powerful combination to drive targeted traffic.





the business of photonics  
**optics.org**  
**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



# 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.

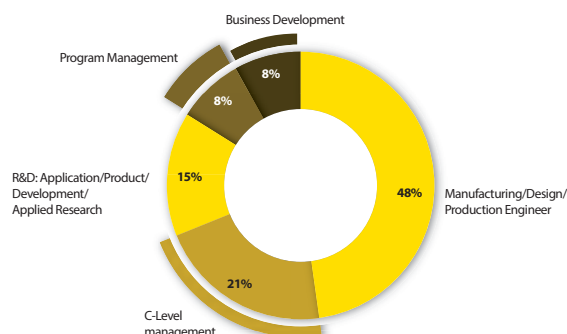
Each quarterly issue places your products alongside essential business news, market trends, and product launches

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

## Publication schedule 2026

<b>Issue:</b>	Winter - 14 Jan 2026 (bonus distribution at SPIE Photonics West and the Vision Tech Expo)
<b>Distribution:</b>	SPIE Vision Tech Expo - Special edition
<b>Focus:</b>	Special edition for SPIE Vision Tech Expo, includes information on conference and exhibitors
<b>Booking deadline:</b>	17 December 2025 <b>Materials deadline:</b> 22 December 2025
<b>Issue:</b>	Spring - 15 April 2026
<b>Distribution:</b>	SPIE Defense + Security
<b>Focus:</b>	Defense, SWIR applications
<b>Booking deadline:</b>	18 March 2026 <b>Materials deadline:</b> 23 March 2026
<b>Issue:</b>	Summer - 22 July 2026
<b>Distribution:</b>	SPIE Optics + Photonics
<b>Focus:</b>	High speed imaging and automation
<b>Booking deadline:</b>	26 June 2026 <b>Materials deadline:</b> 1 July 2026
<b>Issue:</b>	Autumn - 16 September 2026
<b>Distribution:</b>	Vision, Stuttgart - Special edition
<b>Focus:</b>	Special edition for Vision, machine vision and AI
<b>Booking deadline:</b>	30 August 2026 <b>Materials deadline:</b> 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.



# Optatec **in focus** im fokus

## The official exhibition guide and magazine

Published by optics.org

Optatec in focus/im fokus is the official magazine of the Optatec international trade fair for optical solutions, components, and systems.



## 17. Optatec

International trade fair for optical technologies,  
components and systems

05 to 07 May 2026 in Frankfurt





# Make your mark at Optatec with the official Show magazine

As the official magazine of Optatec, published in partnership with event organizer P. E. Schall, Optatec in focus/im fokus is the essential resource for thousands of attendees.

This exclusive status provides advertisers with unrivaled credibility and a direct channel to a targeted audience of specialists actively sourcing new technology or alternative suppliers.

## Key benefits

- **Connect with high-level decision-makers:** 65% of Optatec visitors are managing directors, board members, or plant managers, giving you a direct line to those with purchasing authority.
- **Comprehensive on-site and digital reach:** The magazine is distributed in print to all attendees and exhibitors at the event and sent two weeks before the show as a digital edition to the 20,000+ subscribers of the optics.org eNewsletter.
- **Drive direct booth traffic:** Use your advertisement to make your mark at this important event and drive qualified visitors directly to your booth.



Photo courtesy of Optatec

## A highly targeted audience of buyers

Optatec in Focus connects you with professionals from a wide range of industrial sectors who are actively seeking specific technologies.

## Visitor industry sectors include:

- Industrial and production engineering
- Metalworking and processing industry
- Automotive industry
- Medical technology and precision engineering
- Optical industry

## Key visitor areas of interest include:

- Optical components
- Optomechanics/optoelectronics
- Fiber optics / Fiber optic cables
- Laser components
- Light sources
- Software

## Contact

### Advertising Sales Team

tel: +44 (0)117 905 5330

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

## Publication schedule 2026

### Issue

29 April, Frankfurt, Germany

### Distribution

Optatec

### Focus

Optical components, optomechanics/optoelectronics, fiber optics/light guides, laser components, manufacturing systems

### Booking deadline - 3 April 2026

### Materials deadline - 8 April 2026

### Distribution

6,500 digitally, 3,000 printed  
Fiber optics/light guides Show distribution



## Pricing options

Achieve your goals at Optatec with the official show magazine. Whether you need to drive booth traffic, launch a new product, or build your brand with high-level decision-makers, we offer a variety of advertising sizes and positions to fit your specific budget and exhibition strategy.

Advert-Package	USD	Euros	GBP
Full page (incl. 1 month leader banner on the optics.org website)	\$3,470	€2,950	£2,575
Half island (junior ad)	\$2,935	€2,495	£2,175
Half page (horizontal/vertical)	\$1,910	€1,625	£1,420
Third page (horizontal/vertical)	\$1,755	€1,495	£1,305
Quarter page	\$1,055	€895	£780
Sixth page	\$765	€650	£565
Sixth page + Star Product on optics.org	\$995	€850	£740
<b>Exhibition guide entry</b>	<b>USD</b>	<b>Euros</b>	<b>GBP</b>
Basic entry (company name, address, contact tel/email, booth no.)	\$0	€0	£0
Enhanced company entry (company logo, name, address, contact tel/email, booth no., 5 product categories)	\$465	€395	£345
Featured company entry (60 word company description, logo, name, address, contact tel/email, booth no., 10 product categories)	\$695	€595	£520

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

## Advert sizes and specifications

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.

### Contact

**Rob Fisher to secure your placement:**

**tel: +44 (0)117 905 5330**

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



Photo courtesy of SPIE

### VAT

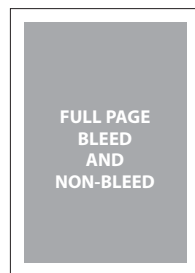
All UK advertisers are subject to VAT at 20%.

### Terms and conditions

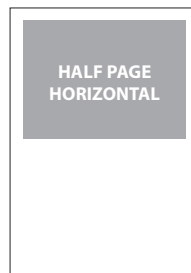
Advertising is accepted only on the basis of our "Conditions of acceptance for advertising".

For more information, contact the sales team or e-mail [sales@optics.org](mailto:sales@optics.org)

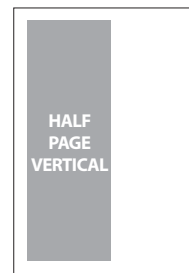
**Booking/Copy Deadlines: See Publication Schedules 2026**



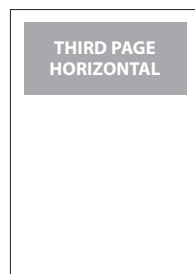
Trim: 210mm (w) x 297mm (h).  
Bleed: Allow 3mm all sides.  
Type area: 180mm (w) x 267mm (h).



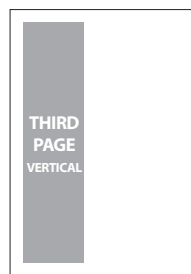
Size: 180mm (w) x 130mm (h).  
No bleed.



Size: 87mm (w) x 267mm (h).  
No bleed.



Size: 180mm (w) x 84mm (h).  
No bleed.



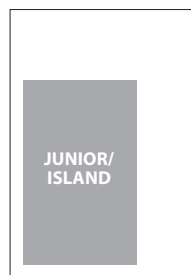
Size: 54mm (w) x 267mm (h).  
No bleed.



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



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



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



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

## Artwork Specifications

**Digital materials are required:** Hi-res print-ready Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated. Hard copy proofs are requested with all materials.

**Accepted Native File Formats:** Include (Macintosh platform only) Adobe InDesign, Illustrator, and Photoshop. PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

**Unacceptable Programs and File Formats:** GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

**Bleed Allowance:** Full page ads require .125" bleeds ALL SIDES. Incremental ads (1/2 page, 1/4 page and cover strips) do not bleed and must be made to exact size. A 1/2 point keyline is recommended to outline all incremental ads.

**Live Area/Safety Margin:** Keep all live matter .375" from edge.

**Color:** CMYK only. RGB files are not accepted.

**Graphics:** Import images at 100% size and at 300 dpi resolution.

**Fonts:** Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

**Proofs:** High quality color proofs output at 100% showing crop marks.

**Pick ups:** Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

**Storage and Liability:** Photonics West Show Daily does not store or return material after printing. Photonics West Show Daily is not liable for loss or damage of ad materials. Materials not prepared to Photonics West Show Daily specifications may incur additional charges and may sacrifice reproduction quality. Publisher is not responsible for incorrect or incomplete ad materials.