

optics.org Show FOCUS

**a unique print publication
specifically targeted to major
tradeshows and events**



optics.org Show FOCUS - a unique print publication

2025 promises to deliver an overflowing events calendar that will leave little time between shows for additional product promotions, upgrades or new applications. To maximise on the time, money and effort spent around exhibitions and tradeshows, optics.org will be publishing the optics.org Show FOCUS a cost effective tradeshow magazine that delivers your product information into the hands of attendees.

If you can't attend a show or just need to give your products a bit of a push then advertise in the **optics.org Show FOCUS** magazine. **optics.org Show FOCUS** is a well-established and recognised source of product news at key shows throughout the year. Actively read by attendees the **optics.org Show FOCUS** magazine is a cost effective way to announce latest products and applications to potential buyers.

Distributed at key shows as well as sent digitally to our 20,000+ eNewsletter subscribers, **optics.org Show FOCUS** is the most direct way to communicate your latest product launches or give existing product lines the exposure they need. Even if you're not exhibiting you can still reach the attendees in the **optics.org Show FOCUS** and we'll make sure you secure vital exposure alongside competitors' products.

If you're looking for a cost effective solution that puts your product and brand into the hands of future buyers then there is no better solution than the **optics.org Show FOCUS**.

optics.org has been guaranteed high visibility to new products for nearly 27 years with the inclusion of **optics.org Show FOCUS** you can be sure that it will continue to deliver innovative new marketing solutions to support your sales and business growth.

Not covering one of your tradeshows? Let us know and we'll see what we can do to support your marketing activities.

Advertising opportunities

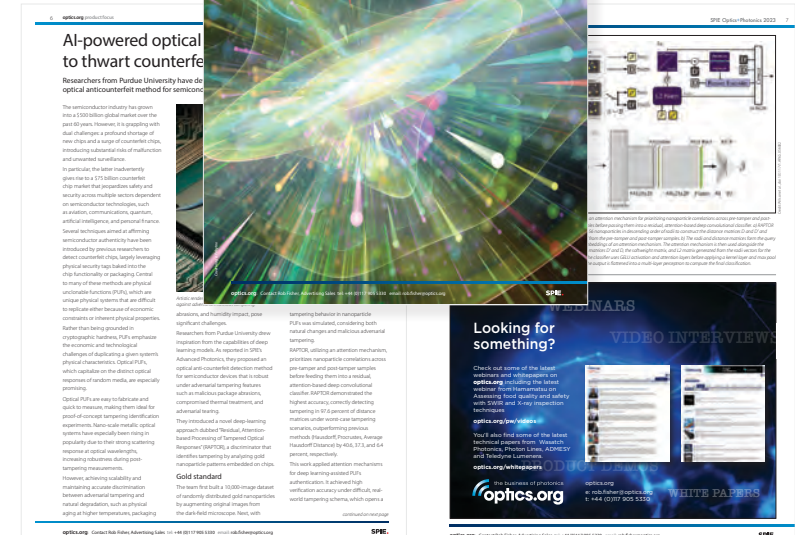
We offer front cover and 1/6 page advertising positions for product promotion as well as 'Sponsored' editorial and paid for content.

See next page for Technical Information and price structure.

Publication Schedule 2025

Show	Dates	Focus	Booking/Copy Deadline	Distribution
SPIE DCS (Defense & Commercial Sensing) Orlando, Florida, USA	15 - 17 April	All IR related products and applications	14 March 2025	20,000 digitally + print distribution throughout the event
LASER World of Photonics Munich, Germany	24 - 27 June	All light-driven products and technologies	23 May 2025	20,000 digitally + print distribution throughout the event
SPIE Optics+Photonics San Diego, USA	5 - 7 August	Nanotechnology and light driven products and technology + Astronomy and Astronomical instrumentation	4 July 2025	20,000 digitally + print distribution throughout the event
SPIE Optifab Rochester, USA	21 - 23 October	Optical Fabrication and design	26 September 2025	20,000 digitally + print distribution throughout the event





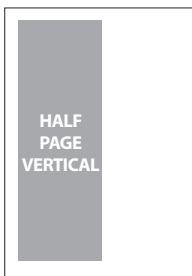
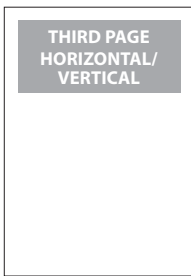

* Prices and sizes for advertising in the Photonics West Product Focus can be found in the SPIE Photonics West Focus media information.



optics.org Show FOCUS - advertising opportunities

Show Focus Ad Sizes and Rates

Booking/Copy Deadlines: See Publication Schedule 2025 (page 2)

						
Size: 86mm (w) x 84mm (h). Rate: \$715/€660/£550	Sixth Page Product plus Star Product* on optics.org Rate: \$1100/€1015/£845 <i>*Star Products deliver homepage promotion and inclusion into the optics.org newsletter for 1 week (Rate card cost \$740/€630/£570).</i>	Trim: 210mm (w) x 297mm (h). Bleed: Allow 3mm all sides Type area: 180mm (w) x 267mm (h). Rate: \$2140/€1980/£1650	Size: 180mm (w) x 130mm (h). No bleed. Rate: \$1375/€1270/£1060	Size: 87mm (w) x 267mm (h). No bleed. Rate: \$1375/€1270/£1060	Size: 180mm (w) x 84mm (h). No bleed. Rate: \$1155/€1070/£890	Size: 87mm (w) x 130mm (h). No bleed. Rate: \$915/€845/£705

Advertising Material

You can e-mail your copy and files to Rob Fisher at rob.fisher@optics.org

Copy should not be more than 85 words (350 words for the front cover ad). Full company details should be provided plus any contact names.

Product photo size: 80mm x 104mm

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



Photo courtesy of SPIE