

## optics.org **VISION Focus**

# Exclusive Multimedia Marketing Package

In preparation for the upcoming **VISION** Show  
Stuttgart - 8-10 October 2024

**optics.org VISION Focus** magazine has created an exclusive multimedia promotional package designed to deliver maximum impact across print, digital and video marketing channels.



# optics.org VISION Focus Exclusive Multimedia Package

VISION Show Stuttgart - 8-10 October 2024

Connect with the dedicated readership of **optics.org Vision Focus** magazine, a SPIE publication and leverage the combined power of print digital and video content to interact with engineers in the imaging and machine vision sectors.

Our comprehensive marketing program is carefully crafted to enhance brand awareness, solidify your market position and reinforce your reputation as a technology leader and dependable supplier.

Use the **optics.org Vision Focus** platform to influence decision-makers and communicate with prospective business partners across the imaging and machine vision world with our specialized multimedia package. Take advantage of cost-effective media solutions designed to drive traffic to your website and amplify your impact in key industries, including:

- Manufacturing
- Food and drink
- Robotics
- Security
- Automation
- Transportation
- Semiconductors
- Agriculture
- Pharmaceuticals

**optics.org VISION Focus is an official media partner of the VISION Show Stuttgart, 8-10 October 2024.**

**Click here** to download the 2024 **optics.org VISION Focus** media information and the very latest editions of **optics.org VISION Focus** magazine.

Take advantage of this exclusive opportunity for collaboration and growth as you connect with engineers shaping the future of imaging and machine vision systems and applications.

## Your package includes:

- Full page ad placement + sponsored editorial in the **optics.org VISION Focus** special edition distributed throughout the VISION Show, Stuttgart.
- 15,000 impressions retargeted marketing campaign with unlimited keywords – (via the **optics.org** website and **optics.org VISION Focus** newsletter).
- 3 min video to be filmed on your stand at the VISION Show\*.

\* All videos will be promoted to the 13,000+ subscribers of the VISION Focus magazine and hosted on the optics.org website as well as promoted via our social media (LinkedIn and YouTube) channels.

**Total investment: €5000/£4280/\$5385**

## Costs per service:

- Full page ad placement in **optics.org VISION Focus** + Sponsored editorial (includes approx. 450 words + 1 high res image) - **€2710/£3,320/\$4,175**
- 15,000 ad impression retargeted marketing campaign with unlimited keywords - **€1395/£1,195/\$1,500**
- 3 min video - **€3250/£2,780/\$3,500**

## optics.org VISION Focus readership by job function

