optics.org vision focus

an exclusive publication dedicated to delivering the latest news from the Imaging and Machine Vision markets
An exclusive publication dedicated to delivering the latest news from the Imaging and Machine Vision markets.

The optics.org VISION Focus is an exclusive digital publication dedicated to delivering the latest business, marketing and application news from the imaging and machine vision markets.

With digital promotion to over 14,000 industry professionals and known attendees of the VISION show, VISION Focus will enable you to promote your latest products, enforce brand and encourage direct contact at key times in the imaging and machine vision calendar.

Ensure your latest product launches, press releases and exhibition attendance are seen by the key decision makers; from high speed industrial processes to biomedical imaging, security+defense and multispectral applications. We’ve got it covered!

Working in partnership with optics.org VISION Focus guarantees exposure in highly relevant vertical markets, whilst also expanding product promotion to a wider audience and increasing the potential to reach new customers. optics.org has over 40,000+ user visiting the site every month.

Circulation
- Distribution 14,000 industry professionals working throughout the vision supply chain
- Bonus print distribution at key exhibitions and events throughout the year
- Promotion in the optics.org weekly newsletter – sent to over 25,000 subscribers
- Promotion on the optics.org homepage (over 12,000 monthly visits)
- Hosting on the optics.org website for 12 months

Target markets and applications
- High speed imaging
- Biomedical research
- Agriculture
- Security
- Transportation
- Industrial processes
- Quality control and Safety

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

Cost effective marketing
VISION Focus is a digital magazine. We have no printing or postage costs and pass these savings onto you. Working in partnership with the optics.org website VISION Focus combines the best of magazine and web media to ensure a global presence at a fraction of the cost of other trade magazines.

Contact
Advertising Sales Team
tel: +44 (0)117 905 5330
fax: +44 (0)117 905 5331
or email: rob.fisher@optics.org

Vision Focus readership by job function

Publication and Editorial Schedule 2020

Winter Edition
- Copy Deadline: 8th January 2020
  - Bonus Distribution: SPIE BIOS, Photonics West, SPIE Medical Imaging
  - Editorial Focus: industrial applications, sensing, biomedical analysis and treatments.
  - Published in advance of BIOS, 1st - 2nd Feb, Photonics West,
    4th Feb - 6th Feb, SPIE Medical Imaging, 15th–20th February 2020

Spring Edition
- Copy Deadline: 28th March 2020
  - Bonus Distribution: SPIE Defense+Commercial Sensing, Opto+Cam
  - Editorial Focus: aerospace and defense applications, associated research
    and development.
  - Published in advance of DCS (Defence & Commercial Sensing),
    28th – 30th April 2020

Summer Edition
- Copy Deadline: 23rd May 2020
  - Bonus Distribution: SPIE Astronomical Telescopes and Instrumentation
  - Editorial Focus: CMOS sensors, low light imaging associated research and development.
  - Published in advance of SPIE Astro, 16th – 18th June 2020

Autumn/Fall Edition
- Copy Deadline: 20th September 2020
  - Bonus Distribution: VISION
  - Editorial Focus: Machine Vision, high speed vision, industrial applications and processes.
  - Published in advance of VISION, 10th – 12th October 2020

SPIE. optics.org: Contact Rob Fisher, Advertising Sales tel: +44 (0)117 905 5330 fax: +44 (0)117 905 5331 email: rob.fisher@optics.org

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Vision Focus Rates

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<th>USD</th>
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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 and full company details should be provided plus any contact names.

Product photo size:
Minimum 35mm (w) x 30mm (h)

Photo should be supplied as high-resolution TIFF, JPEG and EPS files. All image files must be 300 dpi minimum at above size and CMYK.

If time allows, your details will be checked by our production team to ensure that the dimensions, format, resolution, colour and fonts are set up correctly for printing, but responsibility for supplying correct files remains with the advertiser.

VAT
All UK and European Union advertisers are subject to VAT at 20%. EU advertisers outside the UK supplying their MWst/TVA/VAT numbers are exempt from VAT.

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
The VISION Focus eNewsletter sends a targeted message directly into the inbox of key decision makers from the imaging and machine vision markets.

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

VISION Focus eNewsletter - online dates

- 22nd January 2020
- 22nd April 2020
- 10th June 2020
- 4th November 2020

Vision Newsletter Rates

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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.

* Publisher’s own data

Handy hint.