

## optics.org vision focus - Rate Card 2025

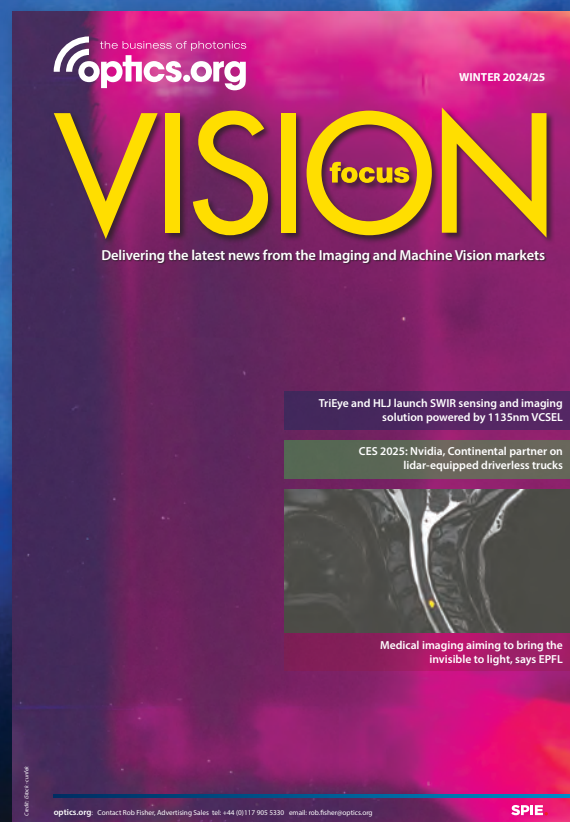


# VISION

focus

Delivering the latest news on  
Imaging and Machine Vision  
applications and technologies

- targeted at OEM's and system integrators VISION focus puts your products alongside the latest imaging business news, market trends and product launches



**VISION focus magazine delivers the very 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.**



- **Distribution:** Sent quarterly to over 11,500 industry professionals. *(publishers own data)*
- **Target Audience:** Engages potential buyers across various sectors, including automated production lines and biomedical research.
- **Content Focus:** Delivers news relevant to products in imaging and machine vision industries.
- **Marketing Importance:** High demand for targeted marketing solutions due to fierce competition for visibility around tradeshows and product launches.
- **Communication Needs:** Essential for companies to communicate with potential buyers and partners as they offer diverse and customized solutions.
- **Promotion Opportunities:** Allows for promotion of the latest products, brand reinforcement, and encourages direct contact during key events in the industry.
- **Visibility:** Ensures exposure of product launches, press releases, and tradeshow participation to decision-makers in various fields, including industrial processes, biomedical imaging, security, and multispectral applications.
- **Partnerships:** Collaborates with optics.org, providing access to relevant vertical markets and a wider audience.
- **Web Traffic:** optics.org attracts over 30,000 monthly users, increasing the potential to reach new customers.

### Circulation

- Distribution 11,500 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 20,000 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.

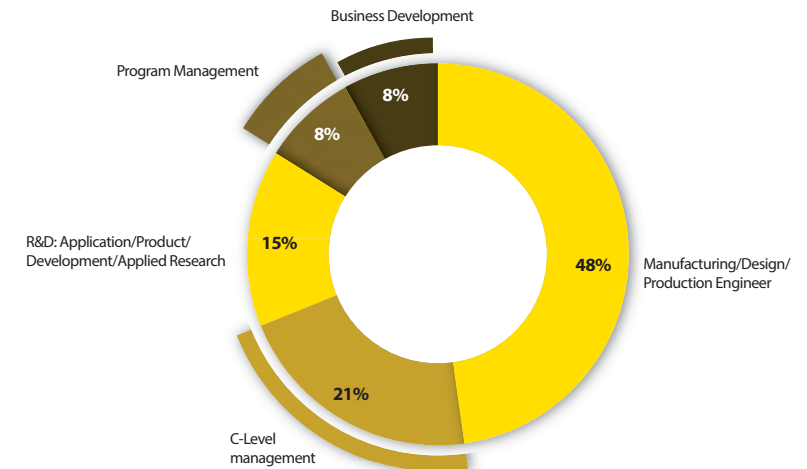
### Contact

#### Advertising Sales Team

tel: +44 (0)117 905 5330

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

### VISION focus readership by job function



### Publication and Editorial Schedule 2025/26

#### Spring Edition

Copy Deadline: 14 March 2025

- Bonus Distribution: **SPIE Defense+Commercial Sensing, VISION UK**
- Editorial Focus: Defense + Surveillance.
- Published in advance of Defense+Commercial Sensing 13 - 17 April 2025

#### Summer Edition

Copy Deadline: 30 May 2025

- Bonus Distribution: **SPIE Optics+Photonics, SPIE Sensors+Imaging, Laser World of Photonics, Munich**
- Editorial Focus: High speed imaging/automation
- Published in advance of SPIE Optics+Photonics 5 - 7 August 2025

#### Autumn/Fall Edition

Copy Deadline: 15 August 2025

- Bonus Distribution: **SPIE Sensors+Imaging**
- Editorial Focus: AI technologies and machine learning.
- Published in advance of Vision Stuttgart 6 - 8 October 2025

#### Winter edition

Copy Deadline: 16 December 2025

- Bonus Distribution: **SPIE BIOS, Photonics West, SPIE Medical Imaging**
- Editorial Focus: Medical Imaging.
- Published in advance of SPIE BIOS 17 - 28 Jan 2026, SPIE Photonics West 20 - 22 Jan 2026



## VISION focus Rates

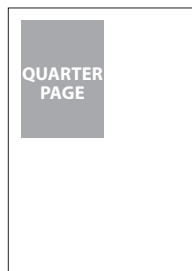
	USD	Euros	GBP
Front Cover Strip	\$1300	€1200	£1000
Full Page	\$1950	€1800	£1500
Half Island (Junior Ad)	\$1425	€1315	£1100
Half Page (Horizontal/Vertical)	\$1050	€970	£810
Quarter Page	\$625	€575	£480
Third Page (Horizontal/Vertical)	\$845	€780	£650
Sixth Page	\$505	€485	£390
Sixth Page plus Star Product on optics.org	\$715	€660	£550

2x insertions = 10% discount from rate card cost

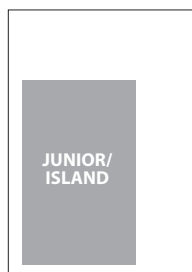
4x insertions = 20% discount from rate card cost



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



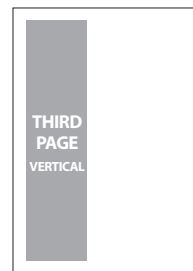
Size: 86mm (w) x 129mm (h).



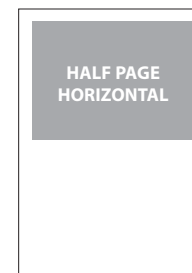
Size: 117mm (w) x 198mm (h).



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



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



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



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



## Advertising Material

You can e-mail your copy and files to  
**Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

Copy should not be more than 85 words and full company details should be provided plus any contact names.

Product photo size:

Minimum 35mm (w) x 30mm (h)

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

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

## VAT

All UK advertisers are subject to VAT at 20%.

## Terms and conditions

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

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

## optics.org vision focus eNewsletter

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

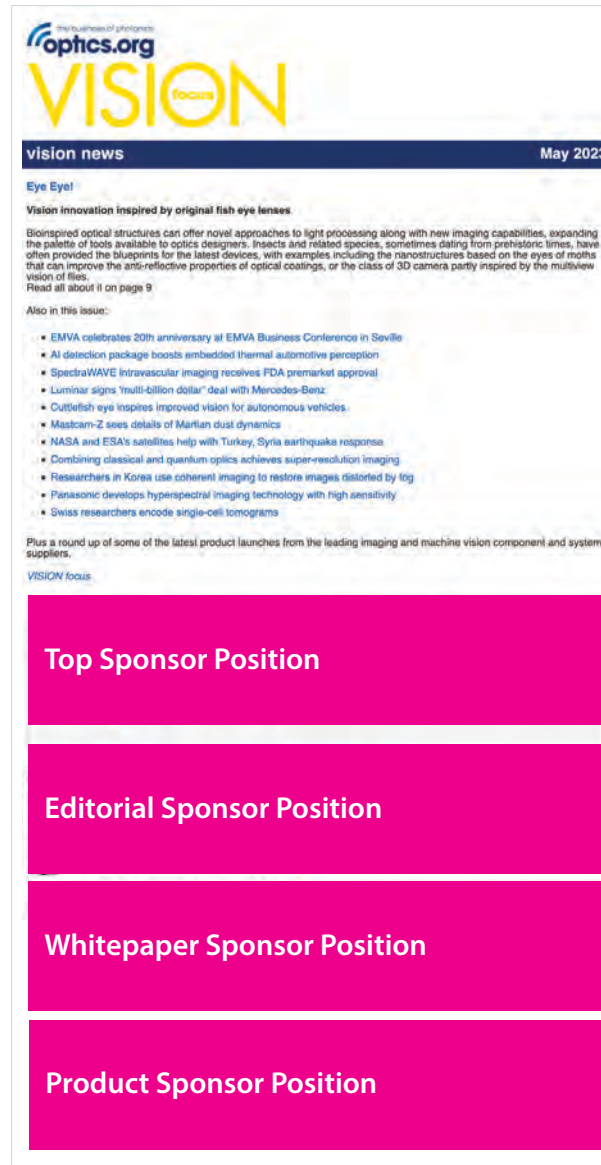
- 22 January 2025
- 9 April 2025
- 18 June 2025
- 10 September 2025

VISION eNewsletter Rates	USD	Euros	GBP
Top Sponsor	\$975	€905	£755
Editorial Sponsor	\$800	€740	£615
Whitepaper Sponsor	\$705	€650	£545
Product Sponsor	\$540	€500	£415

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.



The screenshot shows the May 2023 issue of the VISION focus eNewsletter. It features the optics.org logo and the title 'VISION focus'. The main headline is 'Eye Eye!' with a sub-headline 'Vision innovation inspired by original fish eye lenses'. The text describes bio-inspired optical structures and lists several articles. Below the text is a list of 'Also in this issue:' with bullet points. At the bottom, there are four large pink rectangular boxes labeled 'Top Sponsor Position', 'Editorial Sponsor Position', 'Whitepaper Sponsor Position', and 'Product Sponsor Position'.

**VISION focus**

**vision news** May 2023

**Eye Eye!**

Vision innovation inspired by original fish eye lenses

Bio-inspired optical structures can offer novel approaches to light processing along with new imaging capabilities, expanding the palette of tools available to optics designers. Insects and related species, sometimes dating from prehistoric times, have often provided the blueprints for the latest devices, with examples including the nanostructures based on the eyes of moths that can improve the anti-reflective properties of optical coatings, or the class of 3D camera partly inspired by the multiview vision of flies.

Read all about it on page 9

Also in this issue:

- EMVA celebrates 20th anniversary at EMVA Business Conference in Seville
- AI detection package boosts embedded thermal automotive perception
- SpectraWAVE intravascular imaging receives FDA premarket approval
- Luminar signs 'multi-billion dollar' deal with Mercedes-Benz
- Cuttlefish eye inspires improved vision for autonomous vehicles
- Mastcam-Z sees details of Martian dust dynamics
- NASA and ESA's satellites help with Turkey, Syria earthquake response
- Combining classical and quantum optics achieves super-resolution imaging
- Researchers in Korea use coherent imaging to restore images distorted by fog
- Panasonic develops hyperspectral imaging technology with high sensitivity
- Swiss researchers encode single-cell tomograms

Plus a round up of some of the latest product launches from the leading imaging and machine vision component and system suppliers.

**VISION focus**

**Top Sponsor Position**

**Editorial Sponsor Position**

**Whitepaper Sponsor Position**

**Product Sponsor Position**

## Adverts

All banners and logos must be supplied as GIF, animated GIF, JPEG or EPS. The maximum length of animation for animated GIF files is 15 seconds with a maximum of three loops through the animated sequence.

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**You can e-mail your files to Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

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## Size and shape specifications for advertising

	<i>Dimensions (pixels)</i>	<i>Max. file size gif, jpg (kb)</i>	<i>Max. file size anim. gif (kb)</i>
Sponsor Banner	125 x 125	25	150

