optics.org vision focus

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

Sent out digitally to over 20,000 industry professionals every quarter VISION focus magazine is the most cost effective way to engage with potential buyers across a wide range of industries. From automated production lines to biomedical research, VISION focus delivers news relevant to your products. 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 in-person or virtual trade show 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 30,000+ user visiting the site every month.

We all know that exhibitions and conferences are a crucial component of any marketing plan and that, for now, product and brand exposure at in-person events is limited but don’t let the reduction of physical events limit your marketing objectives and goals. Digital and hybrid exhibitions and conferences now combine the best of both worlds and with new digital technology comes the benefit of no constraints by space or time. As we move into 2021 there has never been a stronger moment to drive your digital marketing strategies to put your company and products in front of key decision makers who are reading VISION focus.

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
fax: +44 (0)117 905 5331
or email: rob.fisher@optics.org
VISION focus Rates

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<th></th>
<th>USD</th>
<th>Euros</th>
<th>GBP</th>
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<td>$675</td>
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2x insertions = 10% discount from rate card cost
4x insertions = 20% discount from rate card cost

Advertising Material

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

1/6 page Product Focus ad 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
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

- 10th February 2021
- 7th April 2021
- 28th July 2021
- 29th September 2021

VISION eNewsletter 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.