Optatec in focus im fokus

The official exhibition guide and magazine

Published by optics.org

Opatec in focus/im fokus is the official magazine of the Optatec international trade fair for optical solutions, components, and systems.

17. Optatec

International trade fair for optical technologies, components and systems

05 to 07 May 2026 in Frankfurt

SCHALL TRADE FAIRS FOR MARKETS   MESSE SINSHEIM   SPIE.   incorporating optics.org **PRODUCT FOCUS**

Optatec in focus im fokus

The latest news from the International trade fair for optical technologies, components and systems

www.optatec-messe.de

Welcome to Optatec

Willkommen zur Optatec

the business of photonics
optics.org

Make your mark at Optatec with the official Show magazine

As the official magazine of Optatec, published in partnership with event organizer P. E. Schall, Opatec in focus/im fokus is the essential resource for thousands of attendees.

This exclusive status provides advertisers with unrivaled credibility and a direct channel to a targeted audience of specialists actively sourcing new technology or alternative suppliers.

Key benefits

- **Connect with high-level decision-makers:** 65% of Optatec visitors are managing directors, board members, or plant managers, giving you a direct line to those with purchasing authority.

- **Comprehensive on-site and digital reach:** The magazine is distributed in print to all attendees and exhibitors at the event and sent two weeks before the show as a digital edition to the 20,000+ subscribers of the optics.org eNewsletter.

- **Drive direct booth traffic:** Use your advertisement to make your mark at this important event and drive qualified visitors directly to your booth.

A highly targeted audience of buyers

Optatec in Focus connects you with professionals from a wide range of industrial sectors who are actively seeking specific technologies.

Visitor industry sectors include:

- Industrial and production engineering
- Metalworking and processing industry
- Automotive industry
- Medical technology and precision engineering
- Optical industry

Key visitor areas of interest include:

- Optical components
- Optomechanics/optoelectronics
- Fiber optics / Fiber optic cables
- Laser components
- Light sources
- Software

Photo courtesy of Optatec

Contact

Advertising Sales Team

tel: **+44 (0)117 905 5330**

or email: rob.fisher@optics.org

Publication schedule 2026

Issue
29 April, Frankfurt, Germany

Distribution
Optatec

Focus
Optical components, optomechanics/optoelectronics, fiber optics/light guides, laser components, manufacturing systems

Booking deadline - 3 April 2026

Materials deadline - 8 April 2026

Distribution
6,500 digitally, 3,000 printed
Fiber optics/light guides Show distribution

Pricing options

Achieve your goals at Optatec with the official show magazine. Whether you need to drive booth traffic, launch a new product, or build your brand with high-level decision-makers, we offer a variety of advertising sizes and positions to fit your specific budget and exhibition strategy.

Advert-Package	USD	Euros	GBP
Full page (incl. 1 month leader banner on the optics.org website)	$3,470	€2,950	£2,575
Half island (junior ad)	$2,935	€2,495	£2,175
Half page (horizontal/vertical)	$1,910	€1,625	£1,420
Third page (horizontal/vertical)	$1,755	€1,495	£1,305
Quarter page	$1,055	€895	£780
Sixth page	$765	€650	£565
Sixth page + Star Product on optics.org	$995	€850	£740
Exhibition guide entry	**USD**	**Euros**	**GBP**
Basic entry (company name, address, contact tel/email, booth no.)	$0	€0	£0
Enhanced company entry (company logo, name, address, contact tel/email, booth no., 5 product categories)	$465	€395	£345
Featured company entry (60 word company description, logo, name, address, contact tel/email, booth no., 10 product categories)	$695	€595	£520

For advert sizes see technical specifications on page 38

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Advert sizes and specifications

We are able to offer a wide range of advertising positions and sizes – in fact, something to meet every marketing need and budget. So whether you a looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.

Contact

Rob Fisher to secure your placement:

tel: +44 (0)117 905 5330

or email: rob.fisher@optics.org

Photo courtesy of SPIE

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**

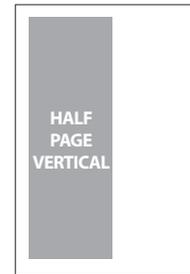**Booking/Copy Deadlines:** See Publication Schedules 2026
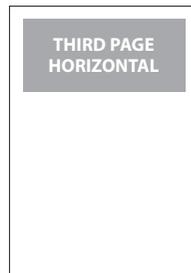
FULL PAGE BLEED AND NON-BLEED

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

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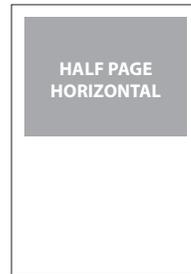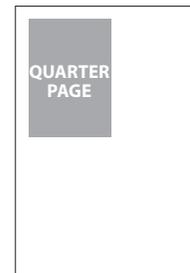
Size: 180mm (w) x 130mm (h).
No bleed.

HALF PAGE VERTICAL

Size: 87mm (w) x 267mm (h).
No bleed.

THIRD PAGE HORIZONTAL

Size: 180mm (w) x 84mm (h).
No bleed.

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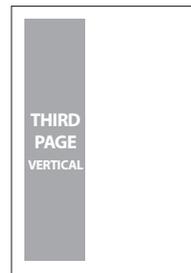
Size: 54mm (w) x 267mm (h).
No bleed.

QUARTER PAGE

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

SIXTH PAGE PRODUCT

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

JUNIOR/ISLAND
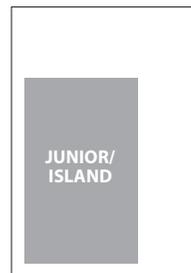
Size: 117mm (w) x 198mm (h).

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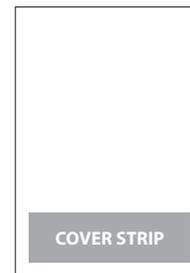
Size: 180mm (w) x 54mm (h).

Artwork Specifications

Digital materials are required: Hi-res print-ready Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated. Hard copy proofs are requested with all materials.

Accepted Native File Formats: Include (Macintosh platform only) Adobe InDesign, Illustrator, and Photoshop. PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

Unacceptable Programs and File Formats: GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

Bleed Allowance: Full page ads require .125" bleeds ALL SIDES. Incremental ads (1/2 page, 1/4 page and cover strips) do not bleed and must be made to exact size. A 1/2 point keyline is recommended to outline all incremental ads.

Live Area/Safety Margin: Keep all live matter .375" from edge.

Color: CMYK only. RGB files are not accepted.

Graphics: Import images at 100% size and at 300 dpi resolution.

Fonts: Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

Proofs: High quality color proofs output at 100% showing crop marks.

Pick ups: Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

Storage and Liability: Photonics West Show Daily does not store or return material after printing. Photonics West Show Daily is not liable for loss or damage of ad materials. Materials not prepared to Photonics West Show Daily specifications may incur additional charges and may sacrifice reproduction quality. Publisher is not responsible for incorrect or incomplete ad materials.