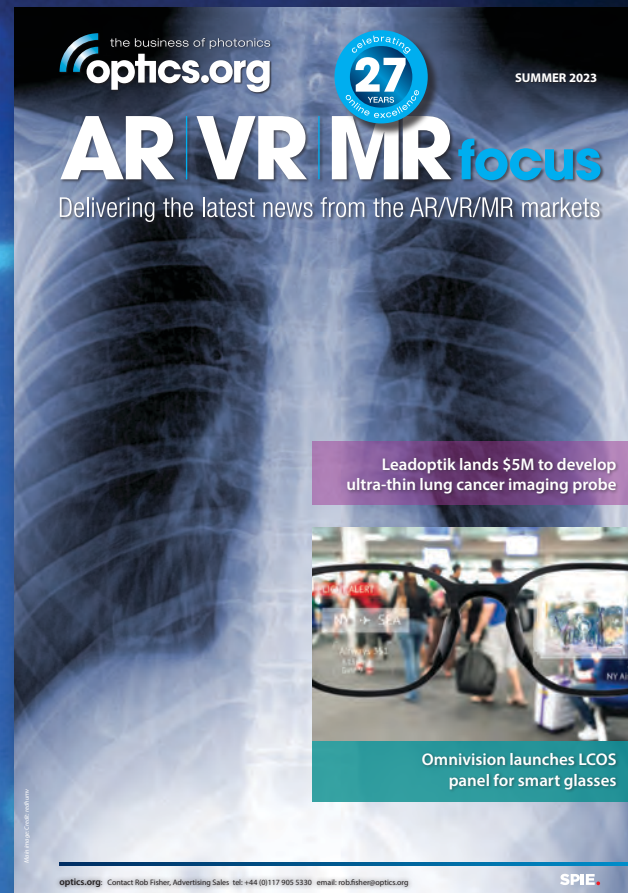


AR | VR | MR focus

Delivering the latest
AR, VR, MR related
technology and
applications news

- the official magazine for the SPIE AR|VR|MR Conference San Francisco, 29 - 31 January 2024
- a magazine for AR,VR,MR optical hardware and software engineers, managers and industry professionals



optics.org AR|VR|MR focus - advertising opportunities

AR|VR|MR focus delivers unique insight into the photonics technologies that drive this rapidly growing industry. Targeted at optical hardware and software engineers, managers and industry professionals. AR|VR|MR focus puts your products alongside the latest business news, market trends and product launches.



Sent out digitally to over 20,000 industry professionals every quarter **AR|VR|MR focus** magazine is the most cost-effective way to engage with potential buyers across a wide range of industries. From optical hardware to software engineers, managers and industry professionals, **AR|VR|MR focus** delivers news relevant to your products.

AR|VR|MR focus will enable you to promote your latest products, underpin your brand and encourage direct contact with researchers and engineers, investors and entrepreneurs at key events throughout the year.

Ensure your latest product launches, press releases and in-person or virtual tradeshow attendance are seen by these key decision makers.

AR|VR|MR focus is a key component in driving your business and strategic marketing planning.

Working in partnership with optics.org, **AR|VR|MR focus** guarantees exposure to 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 20,000 users visiting the site every month.

Circulation

- Sent quarterly to over 2,000 subscribers
- Promoted digitally to over 20,000+ subscribers of the **optics.org** eNewsletter
- Hosted on **optics.org** for 12 months
- Actively promoted via the **optics.org**, **SPIE** social media and LinkedIn Channels
- Handed out to all attendees of the SPIE ARVRMR show upon registration

Target markets and applications

- Environment
- Health/Medical
- Automotive
- Aerospace/Defense
- Manufacturing
- E-Commerce
- Education
- Computing
- Inspection

Job Function

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

Cost effective marketing

AR|VR|MR 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 **AR|VR|MR 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

Publication and Editorial Schedule 2024

Winter Issue

Published January 2024

Booking/Materials Deadline: 15 December 2023

Editorial focus:

Medical diagnostics and surgical techniques.

Bonus Distribution:

SPIE Photonics West	27 Jan - 1 Feb 2024
SPIE AR VR MR	29 - 31 Jan 2024
SPIE Medical Imaging	18 - 22 February 2024

Spring Issue

Published April 2024

Booking/Materials Deadline: 14 March 2024

Editorial focus:

Defense and aerospace.

Bonus Distribution:

SPIE DCS	21 - 25 April 2024
Defense+Commercial Sensing	

Summer Issue

Published July 2024

Booking/Materials Deadline: 14 July 2024

Editorial focus:

Automotive.

Bonus Distribution:

SPIE Optics+Photonics	18 - 22 August 2024
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Autumn Issue

Published October 2024

Booking/Materials Deadline: 13 September 2024

Editorial focus:

The Future.

Bonus Distribution:

SPIE Photonex	30 Oct -1 Nov 2024
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optics.org AR|VR|MR focus - advertising opportunities

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 are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.

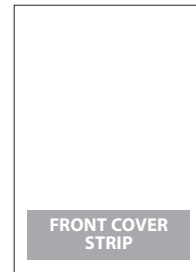
AR VR MR focus Rates	USD	Euros	GBP
Front Cover Strip	\$1340	€1030	£1250
Full Page	\$1880	€1445	£1750
Half Island (Junior Ad)	\$1235	€1125	£995
Half Page	\$1020	€785	£985
Quarter Page	\$590	€455	£550
Third Page Horizontal/Vertical	\$840	€645	£780
Sixth Page	\$500	€465	£385
Sixth Page plus Star Product on optics.org	\$675	€625	£520



Photo courtesy of SPIE

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

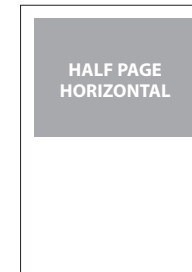
Deadlines - Booking/Materials - See page 2.



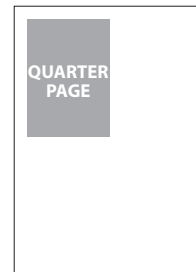
Size: 180mm (w) x 54mm (h).



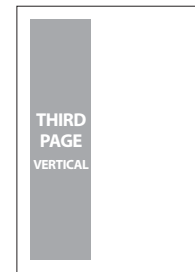
Trim: 210mm (w) x 297mm (h).
Bleed: Allow 3mm all sides
Type area: 180mm (w) x 267mm (h).



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



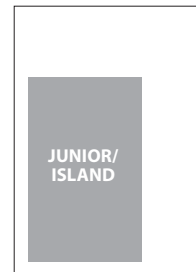
Size: 86mm (w) x 129mm (h).



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



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



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

Contact

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

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 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