

Optatec in focus/im fokus - Rate Card 2024

Optatec in focus im fokus

The OFFICIAL exhibition guide and magazine

A unique print publication for Optatec, the international trade fair for optical technologies, components and systems



16. Optatec

International trade fair for optical technologies, components and systems

14 to 16 May 2024 in Frankfurt



Optatec in focus/im fokus - a unique print publication

Exhibiting at Optatec the international trade fair for optical technologies components and systems?

With its specific range of products for the development and production as well as industrial application of optical components, optomechanics, optoelectronics, fibre optics, optical fibres, laser components and manufacturing systems, Optatec has firmly established itself in the industry and offers a platform for suppliers and users to meet at the highest level.

Working in partnership with **P.E. Schall** and **SPIE**, the **Optatec in focus/im fokus** magazine is your most direct route to attendees. There is no other trade fair where the most important players from the optics industry come together at a single location.

With over 300 exhibitors **Optatec in focus/im fokus** magazine will put your products into the hands of these decision-makers, whilst driving traffic to your stand and significantly increasing visibility for your brand.

Providing key show information for attendees

Optatec in focus/im fokus delivers essential show information to the attendees and will include:

- The complete exhibitor guide and tradeshow map
- Full industry talks program and exclusive interviews with key industry figures
- Exclusive interviews with industry speakers, exhibitors and leaders in industry
- Product news and product announcements
- Recruitment and jobs, providing tomorrow's professionals with a perspective.

Publication Schedule 2024

Show	Dates	Focus	Booking/Copy Deadline	Distribution
Optatec Frankfurt, Germany	14th - 16th May	Optical Components Optomechanics/Optoelectronics Fiber optics/light guides Laser Components Manufacturing Systems	12th April 2024	6,500 digitally 3,000 printed Show distribution



Photo courtesy of P.E. Schall

Optatec in focus/im fokus - advertising opportunities

Comprehensive distribution - get a head start on your competitors

- Sent digitally in advance of Optatec to over 6,500 current and past attendees of Optatec. The digital version will deliver 2 weeks ahead of the show
- 3,000 printed copies will be distributed throughout the show – Bonus distribution from the main entrance and throughout the exhibition hall
- Hosted on the optics.org website for 12 months
- Promoted to all the users of optics.org (30,000+)
- Promoted to all subscribers of the optics.org eNewsletter (20,000+).



To reserve your space in the **optatec in focus/im fokus** magazine contact the sales team today on

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

or email

rob.fisher@optics.org

dylan.byrne@optics.org

See next page for Technical Information and price structure.

Photos: courtesy of P.E. Schall



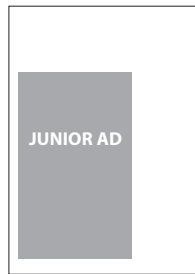
Optatec in focus/im fokus - advertising opportunities

Optatec in focus/im fokus Ad Sizes and Rates

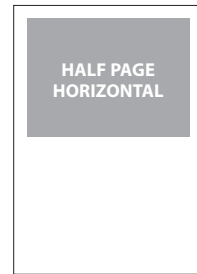
Booking/Copy Deadlines: 12th April 2024



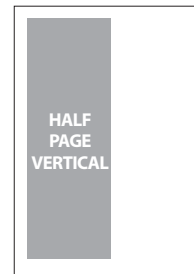
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Bleed: Allow 3mm all sides
Type area: 180mm (w) x 267mm (h).
Rate: €3995/£3450/\$4350



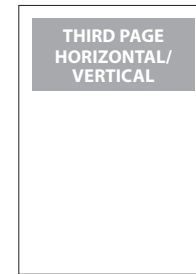
Size: 117mm (w) x 180mm (h).
No bleed.
Rate: €2495/£2150/\$2700



Size: 180mm (w) x 130mm (h).
No bleed.
Rate: €2195/£1895/\$2500



Size: 87mm (w) x 267mm (h).
No bleed.
Rate: €2195/£1895/\$2500



Size: 180mm (w) x 84mm (h).
No bleed.
Rate: €1600/£1400/\$1750



Size: 87mm (w) x 130mm (h).
No bleed.
Rate: €1095/£950/\$1190



Size: 86mm (w) x 84mm (h).
Rate: €750/£650/\$850



Sixth Page Product plus Star Product* on optics.org
Rate: €950/£850/\$1050

**Star Products deliver homepage promotion and inclusion into the optics.org newsletter for 1 week (Rate card cost \$685/€630/£525).*

Optatec in focus/im fokus Exhibitor Guide Package Rates

Exhibitor Guide entry	Includes	€	£	\$
Basic Entry	Company name Company Address Contact Tel/email address Booth Number	0	0	0
Enhanced Company Entry	Company logo Company Address Contact Tel/email address Booth Number 5 Product Categories	395	340	430
Featured Company Entry	Company logo 60 word company description Company Address Contact Tel/email address Booth Number 10 Product Categories	595	510	645

Advertising Material

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

Sixth Page Product ad

Copy should not be more than 85 words (350 words for the front cover ad). Full company details should be provided plus any contact names.

Product photo size: 80mm x 104mm

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