



# OPTICS & PHOTONICS NEWS

2026 Media Kit

Superimposed images of a randomly  
oscillating color-illuminated string.  
[D. Curticapean, 1<sup>st</sup> place OPN  
2024 Photo Contest]

# OPTICS & PHOTONICS NEWS

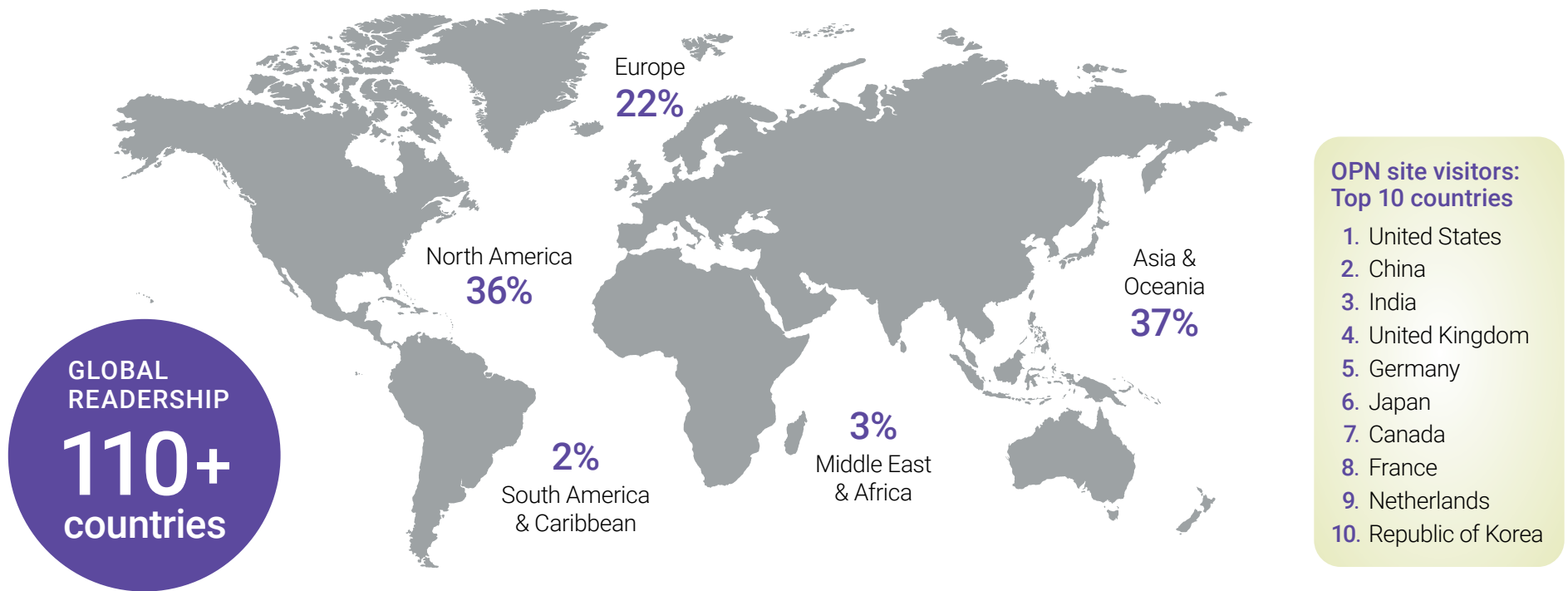
The award-winning monthly magazine and website published by Optica, the society that brings together optics and photonics scientists, engineers, business leaders, educators and technicians.

## *Optics & Photonics News* offers:

**ACCESS** to the largest optics and photonics member organization, with **24,000+** members and **500+** companies working in academia and industry worldwide

**HIGH READER SATISFACTION**  
**>90%** of Optica members highly value *Optics & Photonics News*

**ONLINE READERSHIP**  
**203,000** visitors per year at **optica-opn.org**



Sources: Optica 2024–2025 member demographics and 2024–2025 Google Analytics

# TOP 5 REASONS TO ADVERTISE

- 1 All Optica members receive each monthly issue of *Optics & Photonics News* (OPN), and most consider it their **#1 member benefit** and a **top source of reliable engineering information**.
- 2 OPN unites **science, research and industry news** in one convenient and easy-to-read format—offered in **print, web, digital edition** and **email**.
- 3 OPN magazine and website feature **quality editorial coverage written by respected professionals** on pressing industry issues.
- 4 OPN has an online readership of **203,000** visitors, with **427,000** page views per year.
- 5 OPN is an **award-winning publication**—recognized for general excellence, visual and website design.

“I've been reading OPN since I was a Ph.D. student, and I look forward to the arrival of each new issue. OPN consistently provides excellent articles on topical subjects, with content targeting the full range of Optica membership, and all career stages. It is a must-read for all optics professionals, as it provides the kind of general overview and exposure to emerging areas that we often miss out on when working in specialist areas.”

—John M. Dudley, Optica Fellow, University of Franche-Comté  
and the CNRS Research Institute FEMTO-ST





# INFLUENCE & VALUE

*Optics & Photonics News* contributors are industry-leading.

Authors of OPN features and columns include top scientists, engineers, journalists and thought leaders in all areas of optical science and business.

*Optics & Photonics News* readers are **key buyers of optical technologies**.

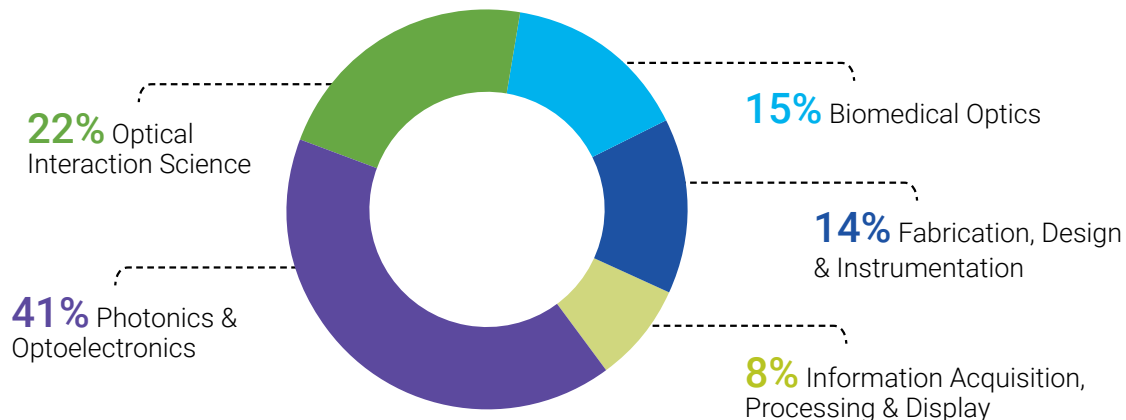
Readers directly purchase or influence the purchase of:

- Optical components
- Detectors, sensors & cameras
- Test & measurement equipment
- Lasers & laser systems
- Positioning & support equipment
- Laser parts & accessories
- Software/technical computing products
- Imaging devices & systems
- Materials & substrates
- Fiber optic components & systems

*Optics & Photonics News* provides access to an audience that includes:

- Researchers
- Applied Research Scientists
- Physicists
- Managers/Executives
- Engineers
- Educators

Primary field of expertise of *Optics & Photonics News* readers:



Source: Optica 2024–2025 member demographics



## An award-winning publication

*Optics & Photonics News* has repeatedly been recognized for publication excellence by multiple industry organizations, including awards for:

- General excellence
- Visual design
- Website redesign

The high-quality content, design and production values provide a **strong, credible vehicle for reaching a highly targeted and motivated audience**.

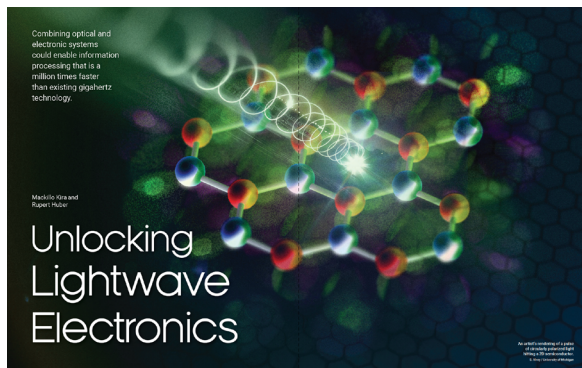


# THE HOTTEST TOPICS

*Optics & Photonics News* is the publication that **ties science, technology and industry together**, providing coverage of research breakthroughs, tech implementation, international business, careers and more across **the full spectrum of optics and photonics**.

## Cutting-edge features

OPN feature articles, written by **leaders in the field** and by experienced science journalists, span the entire range of optical science, engineering and business—including **some of the discipline's hottest topics**.



OPN's reporters and authors monitor foundational optical technologies and tools, and explore how they're driving a wide range of studies and applications.



We keep readers on top of trends driving research and application development, be it fiber communications, autonomous vehicles, sensors or bio-inspired design.

## Topics that matter

OPN includes news and columns that **zero in on the topics that matter to optical professionals**.

**Newsroom** covers hot stories from leading optics and photonics labs and companies worldwide—everything from fiber to photovoltaics.

**Optics Innovations** focuses on entrepreneurship and technology transfer.

**Career Focus** provides tips and tales on building a scientific career in a competitive market.

**Market Report** highlights emerging trends and key issues in the global optics and photonics business.

**Education** insights on training the next generation of scientists.

**Light Touch** features unusual angles and stories on optical science.



## OPN Special Features

### Year in Optics

OPN's December issue includes a highly regarded annual feature showcasing the **strongest, most innovative research** published in optical and photonic science.

### After Image Photo Contest

The December issue also presents the **winners of the magazine's annual photo contest**, an always surprising trove of rich visuals with an optical theme.

# 2026 OPN EDITORIAL CALENDAR

	EDITORIAL FEATURES	BONUS DISTRIBUTION	SPECIAL OPPORTUNITIES	RESERVE PRINT ADS BY
January	Photonics for a Sustainable Future	Photonics West	Product Profiles	14 Nov 2025
February	2026 Optica Fellows			15 Dec 2025
March	Optical Networking and Communications [OFC Show Issue]	OFC Conference and Exhibition	Product Profiles	15 Jan 2026
April	Biomedical Optics	Optica Biophotonics Congress		16 Feb 2026
May	Lasers and Displays [CLEO Show Issue]	CLEO Conference and Exhibition	Product Profiles	16 Mar 2026
June	Quantum Frontiers 2026 Optica Awards and Medals	Optica Quantum 2.0 Conference and Exhibition Optica ImageSense Congress		15 Apr 2026
July/August	Photonics and Space Optics in Art 2026	Optica Advanced Photonics Congress	Product Profiles	15 May 2026
September	Artificial Intelligence and Machine Learning [FiO LS Show Issue]	European Conference on Optical Communication (ECOC) Frontiers in Optics + Laser Science (FiO LS)		15 Jul 2026
October	Laser Manufacturing and Industrial Applications	Optica Laser Congress and Exhibition	Product Profiles	14 Aug 2026
November	Optics and Photonics Careers and Workforce			15 Sep 2026
December	Year in Optics 2026 Photo Contest		Product Profiles	15 Oct 2026

*All information is subject to change.*

**ARTWORK DUE DATES:** See page 11 for OPN 2026 print and digital artwork deadlines.

# SPECIAL OPPORTUNITIES & PACKAGES

Beyond print advertisements is a variety of formats! Advertisers in OPN can take advantage of several **special avenues for communicating their message** to OPN magazine's motivated and qualified audience.

## OPN Digital Edition

Each month, in addition to the full text in print and on its website, the OPN team creates a "page-turn" digital replica of the print magazine that's available to all Optica members. Sponsorship opportunities are available. **USD 7,500**

## Advertorial/Advertising Supplement

A high-impact, two-page spread composed of a full-page advertorial, with copy and images supplied by advertiser, plus a full-page ad. Deadline is two weeks prior to standard ad material due date. Issue placement subject to available space and editorial review. **USD 7,500**

## Inserts and Outserts

Increase visibility of your campaign with high-impact insert and outsert options, which include cover tip-ons, belly bands, posters, etc. Customized options available. **USD 7,500**

## Product Profiles

Your product profile appears as a special feature (including photo) in select *Optics & Photonics News* print issues. Must be relevant to the optics and photonics industry. **USD 500**

## Employment Advertising

Attract well-qualified job seekers by advertising in the *Optics & Photonics News* employment section and on Optica's Work in Optics online job board. **Starting at USD 500**



**Ensure is growing**  
www.ensure-ks.com

**Sponsored Content**

**Ensure's Accelerated Growth & Expansion: Diversifying the Manufacturing Chain with NEW factories in Vietnam and Thailand**

As a leading provider of Premium Connectivity Solutions, Ensure is seeing its new heights in the global market with its strategic move to expand and diversify its manufacturing chain. They recently announced their expansion to Vietnam (2023), followed by Thailand (2024). This bold expansion strategy is poised to drive the digital revolution forward and facilitate connectivity solutions worldwide.

Diversifying the manufacturing chain brings significant benefits, including production expansion, optimizing operations, increasing efficiency and reducing lead times. This strategic approach keeps Ensure agile in meeting growing

Ensure's product range includes industrial PLC Splitters, advanced DDM products, and optical amplifiers like EDFA, SOA, & WDM products, plus a new range of DDMs. Ensure's Fiber Optic Sensing products include various models for DTS, DAS & DAS systems based on EDFA technology. This expansion

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**Sponsored Content**

**Product Profiles**

**One Part Epoxy Changes from Red to Clear Under UV Light**

UV-LED curing system with a special color changing feature.

- Changes color from red to clear when exposed to UV light
- Extends 1000 hours UV-LED life
- Easy to mix, easy to use
- Custom color, repeat of high 10
- Excellent performance

Master Bond | [masterbond.com/uv-led](http://masterbond.com/uv-led)

**OEM Spectrometer for OCT Imaging**

Our new compact, high-speed Color OCT spectrometer is optimized specifically for the needs of OEMs. The OCT spectrometer delivers comparable performance to our regular Color OCT spectrometers and is offered in multiple form factors, including a rugged, handheld unit for field use or a desktop unit for laboratory use. The spectrometer is designed for high-speed, high-resolution OCT imaging, making it ideal for applications in ophthalmology, dermatology, and industrial inspection.

Watch Photonics | [watchphotonics.com](http://watchphotonics.com)

**Mass-Produced 2D Fiber Arrays for AI and Data Centers**

AI&D Photonics Industrial has launched the Mass-Produced 2D Fiber Array, a high-performance, high-density fiber array designed for AI and data center applications. The array is composed of 2D fiber arrays, which are configured in a 2D grid pattern. The array is designed to be used in a variety of applications, including AI and data center applications. The array is designed to be used in a variety of applications, including AI and data center applications.

AI&D Photonics | [aiddphotonics.com](http://aiddphotonics.com)

**Propagation Analyzers for Production and Precision Applications**

M&I Instruments has introduced two new additions to its Propagation Analyzers product line. The PPA-1000 and PPA-2000 are designed for high-speed, high-resolution propagation analysis. The analyzers are designed for high-speed, high-resolution propagation analysis. The analyzers are designed for high-speed, high-resolution propagation analysis.

M&I Instruments | [m-i-instruments.com](http://m-i-instruments.com)

## Targeted Show Packages

Promote your presence to thousands of attendees at some of the **top conferences in optics and photonics**—as well as to the 24,000+ readers of *Optics & Photonics News*—through a targeted combination of advertisements in the show issue of OPN (in print and online) and in the conference's own show guide/program book and website.

## OFC Conference and Exhibition

ATTENDEES: **16,000+**  
SHOW ISSUE: **March 2026**

## CLEO Conference and Exhibition

ATTENDEES: **3,000+**  
SHOW ISSUE: **May 2026**

## FiO LS Conference and Exhibition

ATTENDEES: **2,000**  
SHOW ISSUE: **September 2026**

## 2026 Optica Events

Reach a very targeted group of attendees at events on imaging, advanced photonics, lasers, biomedical optics and more. View the complete list at [optica.org/events](http://optica.org/events).

*Call or email to discuss ways to bundle your advertising with an exhibit or sponsorship at a 2026 Optica Event!*



# OPN WEBSITE ADVERTISING

The *Optics & Photonics News* website offers the full text of the print publication, plus **daily breaking news, career guidance, industry funding and mergers**, and **rich images and media**. Reach your target audience with an OPN website leaderboard or medium rectangle ad.



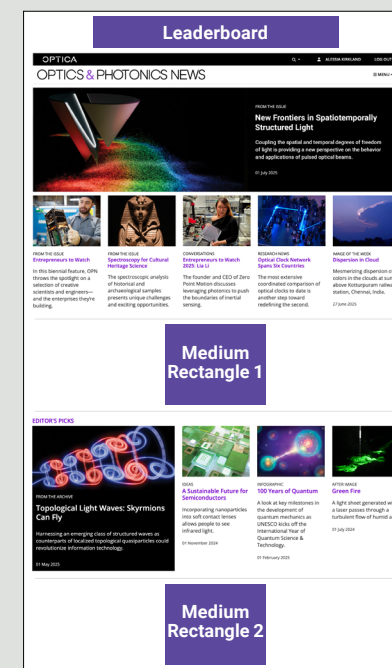
Frequency discounts available for website ads

203,000  
visitors/year

427,000  
page views/year

OPN website leaderboard and medium rectangle ads appear statewide.

## OPN WEBSITE HOMEPAGE



## OPN WEBSITE INTERIOR PAGES



## OPN Website Ad Rates & Specifications

### Leaderboard

**AD RATE:** USD 1,500/month

**AVAILABILITY:** Rotating ad, total of three sold per month

**WEBSITE:** 728 x 90 px | **MOBILE:** 324 x 45 px

**FILE FORMAT:** gif, png or jpg file; static or animated

**ARTWORK DUE DATES:** See page 11 for artwork deadlines.

### Medium Rectangle

**AD RATE:** USD 1,000/month

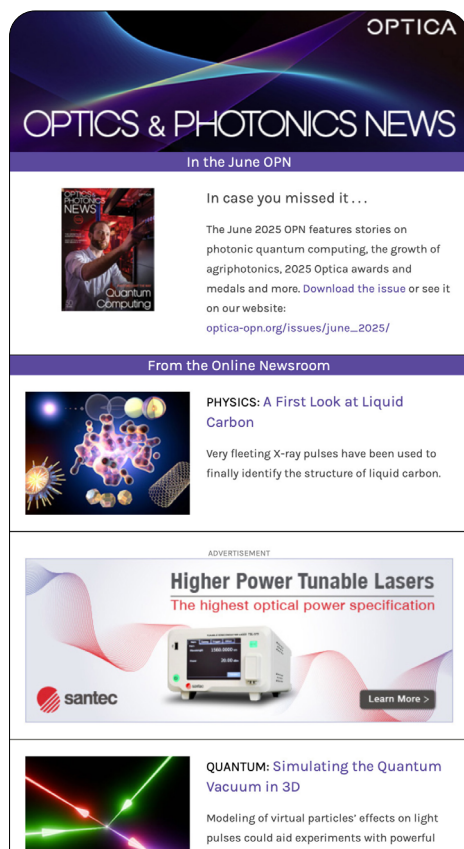
**AVAILABILITY:** Rotating ad, total of six sold per month, 1<sup>st</sup> or 2<sup>nd</sup> position, three sold per position

**WEBSITE + MOBILE:** 300 x 250 px

**FILE FORMAT:** gif, png or jpg file; static or animated

# OPN e-NEWSLETTER ADVERTISING

On the 1<sup>st</sup> and 15<sup>th</sup> of each month, *Optics & Photonics News* sends a mobile-friendly e-Newsletter to all Optica members—a subscriber list of more than 20,000—that highlights **stories from the magazine** and **online breaking news**.



**20,000+**  
recipients

**38%**  
open rate

**7%**  
CTR

Frequency  
discounts available  
for e-News ads

## OPN e-Newsletter Ad Rates & Specifications

**AD RATE:** USD 1,500/placement

**AVAILABILITY:** Total of four sold per month,  
1<sup>st</sup> or 15<sup>th</sup> message, 1<sup>st</sup> or 2<sup>nd</sup> position

**ARTWORK SIZE:** 520 × 200 px

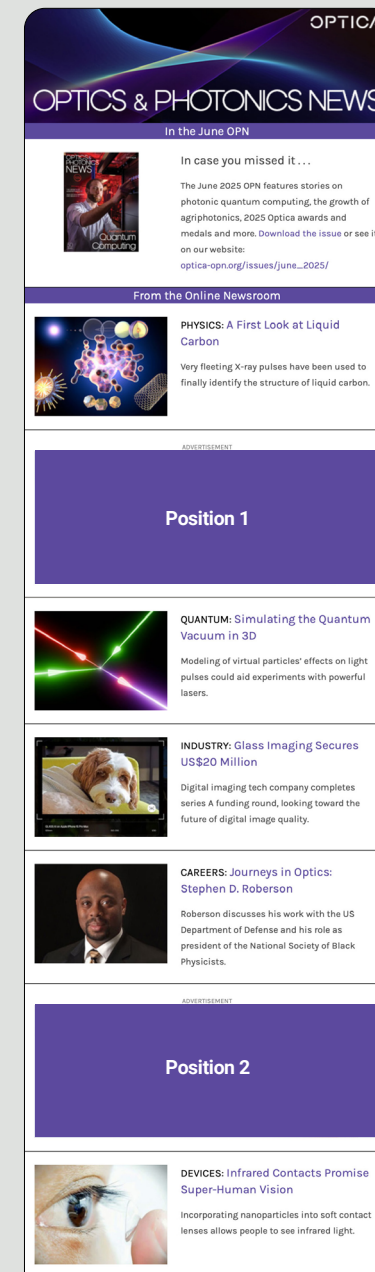
**FILE FORMAT:** gif, png or jpg file; static only

**ARTWORK DUE DATES:** See page 11 for artwork deadlines.

“Advertising with OPN, across both print and digital, has significantly expanded our visibility within the optics industry. OPN's reach into our target audience has helped boost our brand recognition and generated measurable interest from new clients.”

—Jonathan Evans, President, Santec USA Corporation

OPN e-Newsletter is delivered twice monthly and includes two ad spaces.



# OPN PRINT RATES & TECHNICAL SPECS

Contact the OPN Advertising Team today to build a customizable advertising package that will **deliver results, drive traffic** and **achieve your company's goals**.

## 2026 Print Display Rates – Rates Listed in USD

Covers	1x	3x	6x	9x	12x
Cover 2	5,150	4,750	4,350	4,000	3,500
Cover 3	5,000	4,600	4,250	3,750	3,150
Cover 4	5,250	4,900	4,500	4,000	3,550

	1x	3x	6x	9x	12x
Full page	5,000	4,750	4,250	4,000	3,500
2/3 vert.	3,750	3,500	3,000	2,750	2,500
1/2 vert.	3,750	3,500	3,000	2,750	2,500
1/2 island	3,500	3,250	2,750	2,500	2,250
1/2 horiz.	3,000	2,750	2,500	2,250	2,000
1/3 vert.	2,750	2,500	2,250	2,000	1,750
1/3 sqr.	2,750	2,500	2,250	2,000	1,750
1/4 sqr.	2,400	2,000	1,750	1,500	1,250

### Employment

Full page: 2,000      1/2 page: 1,000      1/4 page: 500

**Special Savings:** Optica Corporate Members receive **15% savings** on OPN ads.

All rates are net.

**Bundle to Save**

## Ad Sizes

### Publication trim size

8.125" x 10.875" (w x h)

### Full page ad (with 1/4" bleed)

8.375" x 11.125" (w x h)

### 2/3 page ad vertical

4.5" x 9.25" (w x h)

### 1/2 page ad vertical (with 1/4" bleed)

4.25" x 11.125" (w x h)

### 1/2 page ad island

4.5" x 6.75" (w x h)

### 1/2 page ad horizontal

6.75" x 4.5" (w x h)

### 1/3 page ad vertical

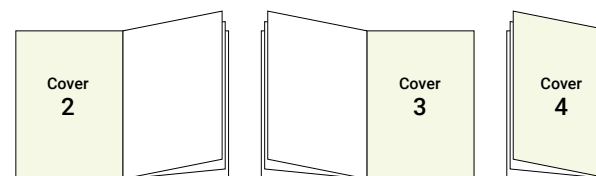
2.125" x 9.25" (w x h)

### 1/3 page ad square

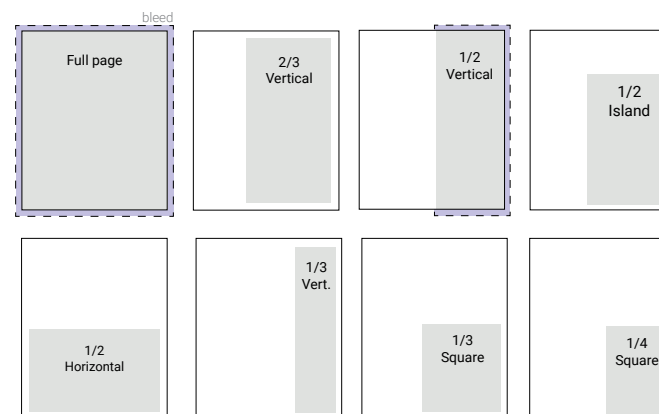
4.5" x 4.5" (w x h)

### 1/4 page ad square

3.25" x 4.5" (w x h)



**Cover ads:** Receive maximum visibility with **Cover 2** (inside front), **Cover 3** (inside back) or **Cover 4** (outside back).



**Interior ads:** Choose from a wide selection to suit your needs and budget.

## Print Specifications

### Format for ad materials

High-resolution, 300 dpi, PDF, all fonts embedded. Be sure bleed is included and printer's marks are present.

### Image resolution and color

All art should be 300 dpi and CMYK (4-color). Spot colors should not be used.

### Contact information

For additional questions and to submit your materials, please email your OPN Advertising Team at [adsales@optica.org](mailto:adsales@optica.org).



## 2026 OPN ARTWORK DEADLINES

	PRODUCT PROFILES	PRINT ARTWORK	WEBSITE ARTWORK	e-NEWS (1 <sup>ST</sup> -of-mth)	e-NEWS (15 <sup>TH</sup> -of-mth)
<b>January</b>	28 November 2025	4 December 2025	22 December 2025	22 December 2025	8 January 2026
<b>February</b>	n/a	5 January 2026	23 January 2026	23 January 2026	9 February 2026
<b>March</b>	28 January 2026	4 February 2026	23 February 2026	23 February 2026	9 March 2026
<b>April</b>	n/a	4 March 2026	23 March 2026	23 March 2026	8 April 2026
<b>May</b>	27 March 2026	6 April 2026	23 April 2026	23 April 2026	8 May 2026
<b>June</b>	n/a	4 May 2026	22 May 2026	22 May 2026	8 June 2026
<b>July</b>	28 May 2026	5 June 2026	23 June 2026	23 June 2026	8 July 2026
<b>August</b>	n/a	n/a	23 July 2026	23 July 2026	10 August 2026
<b>September</b>	n/a	4 August 2026	24 August 2026	24 August 2026	8 September 2026
<b>October</b>	28 August 2026	6 September 2026	23 September 2026	23 September 2026	8 October 2026
<b>November</b>	n/a	5 October 2026	23 October 2026	23 October 2026	9 November 2026
<b>December</b>	28 October 2026	4 November 2026	23 November 2026	23 November 2026	8 December 2026