

OPTICS & PHOTONICS NEWS

2027 Media Kit



Photothermal FLOWER detects nanoscale absorbers by sensing minute temperature shifts in a microtoroid resonator. [Illustration by Ella Maru Studio; concept by J. Su]

OPTICA

OPTICS & PHOTONICS NEWS

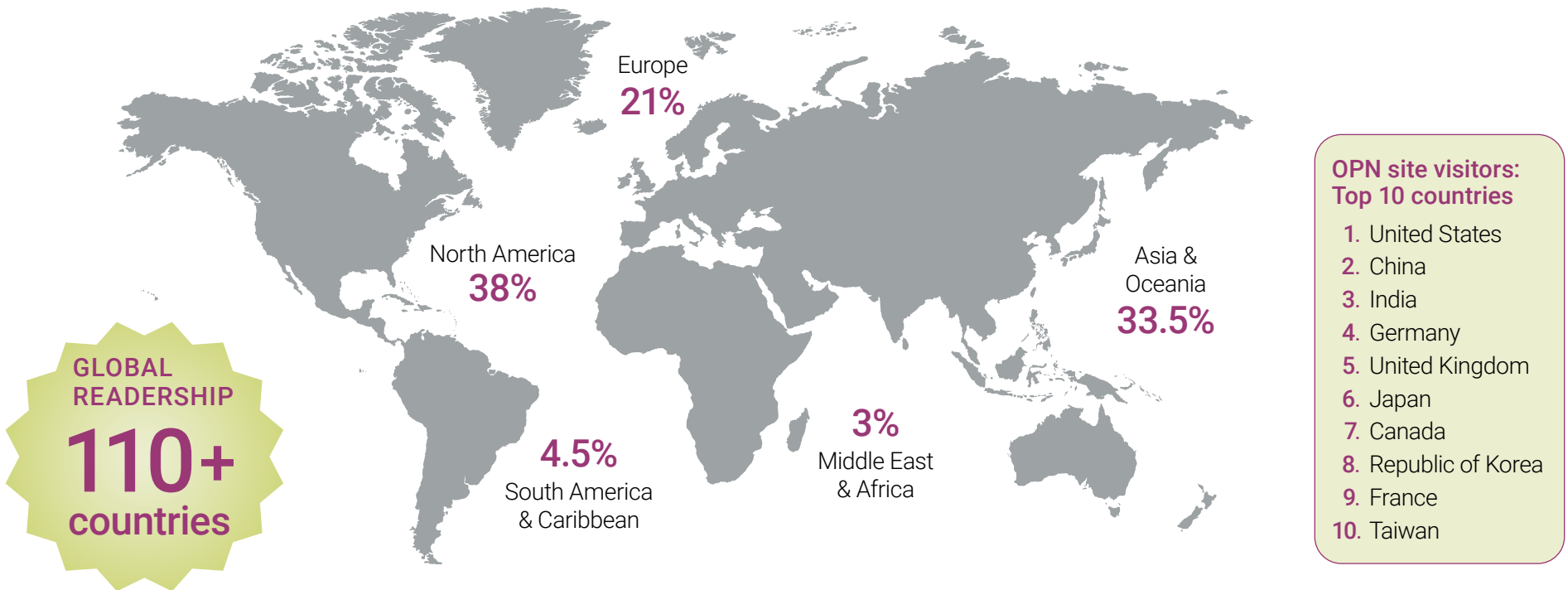
The award-winning monthly magazine and website published by Optica, the society that brings together optics and photonics scientists, engineers, business leaders, educators and technicians.

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
200,000+ visitors per year at optica-opn.org



Sources: Optica 2025–2026 member demographics and 2025–2026 Google Analytics

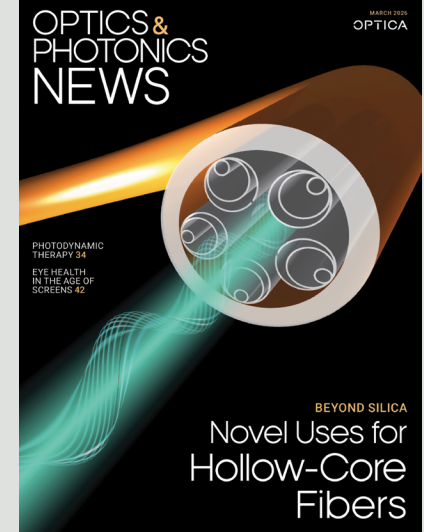
TOP 5 REASONS TO ADVERTISE

- 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 **200,000+** visitors, with **425,000+** page views per year.
- 5 OPN is an **award-winning publication**—recognized for general excellence and 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*

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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**.

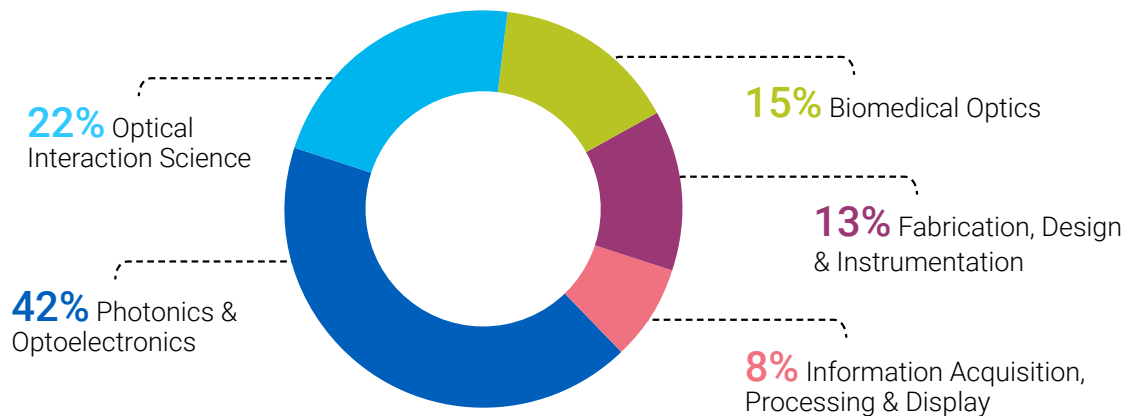
Readers directly purchase or influence the purchase of:

- 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 2025–2026 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

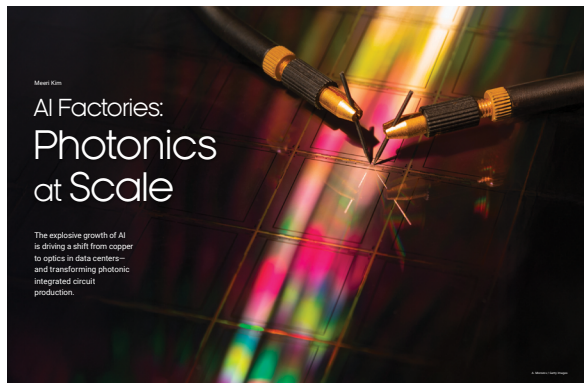
The high-quality content, design and production values provide a **strong, credible vehicle for reaching a highly targeted and motivated audience**.

THE HOTTEST TOPICS

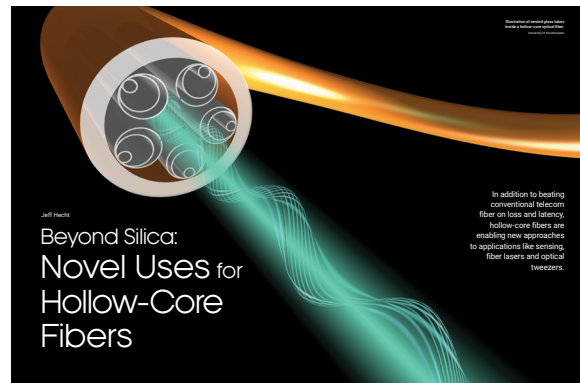
Optics & Photonics News is the publication that **ties science, technology and industry together**, providing coverage of research breakthroughs, tech implementation, international business, careers and more across **the full spectrum of optics and photonics**.

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.

2027 OPN EDITORIAL CALENDAR

	EDITORIAL FEATURES	BONUS DISTRIBUTION	SPECIAL OPPORTUNITIES	RESERVE PRINT ADS BY
January	Sustainable Photonics: From Climate Sensing to Scalable Manufacturing	Photonics West	Product Profiles	16 Nov 2026
February	2027 Optica Fellows			15 Dec 2026
March	Optical Networks for the AI Era [OFC Show Issue]	OFC Conference and Exhibition	Product Profiles	15 Jan 2027
April	Biomedical Optics	Optica Biophotonics Congress		15 Feb 2027
May	Lasers at the Frontiers of Precision, Power and Control [CLEO Show Issue]	CLEO Conference and Exhibition	Product Profiles	15 Mar 2027
June	Quantum, Imaging and Sensing Frontiers 2027 Optica Awards and Medals	Optica Quantum 2.0 Conference and Exhibition Optica ImageSense Congress		15 Apr 2027
July/August	Advanced Photonics for Space, Communications and Sensing Entrepreneurs to Watch	Optica Advanced Photonics Congress	Product Profiles	14 May 2027
September	Photonics for Intelligent Systems and Networks [FiO LS Show Issue]	European Conference on Optical Communication (ECOC) Frontiers in Optics + Laser Science (FiO LS)		15 Jul 2027
October	Scaling Photonics: Lasers, Packaging and Industrial Production	Optica Laser Congress and Exhibition	Product Profiles	16 Aug 2027
November	The New Photonics Workforce			15 Sep 2027
December	Year in Optics 2027 Photo Contest		Product Profiles	15 Oct 2027

All information is subject to change.

ARTWORK DUE DATES: See page 11 for OPN 2027 print and digital artwork deadlines.

SPECIAL OPPORTUNITIES & PACKAGES

OPN offers a variety of high-impact formats! Advertisers 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 525*

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 525*

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 moving to new heights in the global market with its strategic move to expand and diversify its manufacturing footprint. We're excited to announce that Ensure is currently expanding its capacity by adding two new facilities in Vietnam (2023), followed by Thailand (2024). This bold expansion program...

Ensure is established itself as a reliable and versatile systems provider, poised to drive the digital revolution forward and redefine connectivity solutions worldwide.

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

Increasing capacity and securing the backbone of robust operations, International Business Director for Ensure, Curtis Bergman, recently comments, "We're excited to meet the growing demand for reliable, high-tech connectivity solutions, which diversifying manufacturing empowers us to drive connectivity forward with continued top-notch performance and reliability in every solution."

Ensure's product range includes ruggedized PLC Splitters, advanced DDM products, and optical amplifiers like the EDFA, SOA, & WPA products, plus a new range of DDM. Ensure's Ultra-Fiber Optic Sensing products, with ultra-compact designs based on DDM, DMS & DMS systems based on EDFA technology. This expansion...

Sponsored Content

Product Profiles

High-Resolution SWIR Optical Testing & Alignment Systems at 1530-1565 nm

Special components and systems used for testing, aligning, and measuring optical systems across a wide range of wavelengths. **4D Technology's High-Resolution SWIR Optical Testing & Alignment Systems** are designed for high-precision, high-speed, and high-contrast applications. They are used for testing, aligning, and measuring optical systems across a wide range of wavelengths.

- High-resolution testing across 1530-1565 nm
- Flexible testing and alignment solutions for various optical systems
- Real-time alignment of optical systems to minimize setup time

4D Technology | 4dtechnology.com

One Part Epoxy Changes from Red to Clear Under UV Light

UV-LEDs, a high-contrast, low-intensity visible light source for bonding, curing and coating with a minimal color change reaction.

- Optimize curing system
- Fast trigger initiated
- Low viscosity
- Outstanding 1000-hour 80°C/85% RH

Master Bond | masterbond.com/uv-led-cure

A-123 Air Bearing Linear Slide for Precision Motion Control

This A-123 air bearing slide is designed for high-end high-precision manufacturing and research applications requiring high-precision motion control. Combining a 3-phase linear motor, precision air bearings and an integrated linear guide, the A-123 provides a compact, high-precision motion control solution. It features a 1.5m travel range up to 750 mm/s and is available in 1.5m, 3m, 4.5m, 6m, 7.5m, 9m, 10.5m, 12m, 13.5m, 15m, 16.5m, 18m, 19.5m, 21m, 22.5m, 24m, 25.5m, 27m, 28.5m, 30m, 31.5m, 33m, 34.5m, 36m, 37.5m, 39m, 40.5m, 42m, 43.5m, 45m, 46.5m, 48m, 49.5m, 51m, 52.5m, 54m, 55.5m, 57m, 58.5m, 60m, 61.5m, 63m, 64.5m, 66m, 67.5m, 69m, 70.5m, 72m, 73.5m, 75m, 76.5m, 78m, 79.5m, 81m, 82.5m, 84m, 85.5m, 87m, 88.5m, 90m, 91.5m, 93m, 94.5m, 96m, 97.5m, 99m, 100.5m, 102m, 103.5m, 105m, 106.5m, 108m, 109.5m, 111m, 112.5m, 114m, 115.5m, 117m, 118.5m, 120m, 121.5m, 123m, 124.5m, 126m, 127.5m, 129m, 130.5m, 132m, 133.5m, 135m, 136.5m, 138m, 139.5m, 141m, 142.5m, 144m, 145.5m, 147m, 148.5m, 150m, 151.5m, 153m, 154.5m, 156m, 157.5m, 159m, 160.5m, 162m, 163.5m, 165m, 166.5m, 168m, 169.5m, 171m, 172.5m, 174m, 175.5m, 177m, 178.5m, 180m, 181.5m, 183m, 184.5m, 186m, 187.5m, 189m, 190.5m, 192m, 193.5m, 195m, 196.5m, 198m, 199.5m, 201m, 202.5m, 204m, 205.5m, 207m, 208.5m, 210m, 211.5m, 213m, 214.5m, 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1437m, 1438.5m, 1440m, 1441.5m, 1443m, 1444.5m, 1446m, 1447.5m, 1449m, 1450.5m, 1452m, 1453.5m, 1455m, 1456.5m, 1458m, 1459.5m, 1461m, 1462.5m, 1464m, 1465.5m, 1467m, 1468.5m, 1470m, 1471.5m, 1473m, 1474.5m, 1476m, 1477.5m, 1479m, 1480.5m, 1482m, 1483.5m, 1485m, 1486.5m, 1488m, 1489.5m, 1491m, 1492.5m, 1494m, 1495.5m, 1497m, 1498.5m, 1500m, 1501.5m, 1503m, 1504.5m, 1506m, 1507.5m, 1509m, 1510.5m, 1512m, 1513.5m, 1515m, 1516.5m, 1518m, 1519.5m, 1521m, 1522.5m, 1524m, 1525.5m, 1527m, 1528.5m, 1530m, 1531.5m, 1533m, 1534.5m, 1536m, 1537.5m, 1539m, 1540.5m, 1542m, 1543.5m, 1545m, 1546.5m, 1548m, 1549.5m, 1551m, 1552.5m, 1554m, 1555.5m, 1557m, 1558.5m, 1560m, 1561.5m, 1563m, 1564.5m, 1566m, 1567.5m, 1569m, 1570.5m, 1572m, 1573.5m, 1575m, 1576.5m, 1578m, 1579.5m, 1581m, 1582.5m, 1584m, 1585.5m, 1587m, 1588.5m, 1590m, 1591.5m, 1593m, 1594.5m, 1596m, 1597.5m, 1599m, 1600.5m, 1602m, 1603.5m, 1605m, 1606.5m, 1608m, 1609.5m, 1611m, 1612.5m, 1614m, 1615.5m, 1617m, 1618.5m, 1620m, 1621.5m, 1623m, 1624.5m, 1626m, 1627.5m, 1629m, 1630.5m, 1632m, 1633.5m, 1635m, 1636.5m, 1638m, 1639.5m, 1641m, 1642.5m, 1644m, 1645.5m, 1647m, 1648.5m, 1650m, 1651.5m, 1653m, 1654.5m, 1656m, 1657.5m, 1659m, 1660.5m, 1662m, 1663.5m, 1665m, 1666.5m, 1668m, 1669.5m, 1671m, 1672.5m, 1674m, 1675.5m, 1677m, 1678.5m, 1680m, 1681.5m, 1683m, 1684.5m, 1686m, 1687.5m, 1689m, 1690.5m, 1692m, 1693.5m, 1695m, 1696.5m, 1698m, 1699.5m, 1701m, 1702.5m, 1704m, 1705.5m, 1707m, 1708.5m, 1710m, 1711.5m, 1713m, 1714.5m, 1716m, 1717.5m, 1719m, 1720.5m, 1722m, 1723.5m, 1725m, 1726.5m, 1728m, 1729.5m, 1731m, 1732.5m, 1734m, 1735.5m, 1737m, 1738.5m, 1740m, 1741.5m, 1743m, 1744.5m, 1746m, 1747.5m, 1749m, 1750.5m, 1752m, 1753.5m, 1755m, 1756.5m, 1758m, 1759.5m, 1761m, 1762.5m, 1764m, 1765.5m, 1767m, 1768.5m, 1770m, 1771.5m, 1773m, 1774.5m, 1776m, 1777.5m, 1779m, 1780.5m, 1782m, 1783.5m, 1785m, 1786.5m, 1788m, 1789.5m, 1791m, 1792.5m, 1794m, 1795.5m, 1797m, 1798.5m, 1800m, 1801.5m, 1803m, 1804.5m, 1806m, 1807.5m, 1809m, 1810.5m, 1812m, 1813.5m, 1815m, 1816.5m, 1818m, 1819.5m, 1821m, 1822.5m, 1824m, 1825.5m, 1827m, 1828.5m, 1830m, 1831.5m, 1833m, 1834.5m, 1836m, 1837.5m, 1839m, 1840.5m, 1842m, 1843.5m, 1845m, 1846.5m, 1848m, 1849.5m, 1851m, 1852.5m, 1854m, 1855.5m, 1857m, 1858.5m, 1860m, 1861.5m, 1863m, 1864.5m, 1866m, 1867.5m, 1869m, 1870.5m, 1872m, 1873.5m, 1875m, 1876.5m, 1878m, 1879.5m, 1881m, 1882.5m, 1884m, 1885.5m, 1887m, 1888.5m, 1890m, 1891.5m, 1893m, 1894.5m, 1896m, 1897.5m, 1899m, 1900.5m, 1902m, 1903.5m, 1905m, 1906.5m, 1908m, 1909.5m, 1911m, 1912.5m, 1914m, 1915.5m, 1917m, 1918.5m, 1920m, 1921.5m, 1923m, 1924.5m, 1926m, 1927.5m, 1929m, 1930.5m, 1932m, 1933.5m, 1935m, 1936.5m, 1938m, 1939.5m, 1941m, 1942.5m, 1944m, 1945.5m, 1947m, 1948.5m, 1950m, 1951.5m, 1953m, 1954.5m, 1956m, 1957.5m, 1959m, 1960.5m, 1962m, 1963.5m, 1965m, 1966.5m, 1968m, 1969.5m, 1971m, 1972.5m, 1974m, 1975.5m, 1977m, 1978.5m, 1980m, 1981.5m, 1983m, 1984.5m, 1986m, 1987.5m, 1989m, 1990.5m, 1992m, 1993.5m, 1995m, 1996.5m, 1998m, 1999.5m, 2001m, 2002.5m, 2004m, 2005.5m, 2007m, 2008.5m, 2010m, 2011.5m, 2013m, 2014.5m, 2016m, 2017.5m, 2019m, 2020.5m, 2022m, 2023.5m, 2025m, 2026.5m, 2028m, 2029.5m, 2031m, 2032.5m, 2034m, 2035.5m, 2037m, 2038.5m, 2040m, 2041.5m, 2043m, 2044.5m, 2046m, 2047.5m, 2049m, 2050.5m, 2052m, 2053.5m, 2055m, 2056.5m, 2058m, 2059.5m, 2061m, 2062.5m, 2064m, 2065.5m, 2067m, 2068.5m, 2070m, 2071.5m, 2073m, 2074.5m, 2076m, 2077.5m, 2079m, 2080.5m, 2082m, 2083.5m, 2085m, 2086.5m, 2088m, 2089.5m, 2091m, 2092.5m, 2094m, 2095.5m, 2097m, 2098.5m, 2100m, 2101.5m, 2103m, 2104.5m, 2106m, 2107.5m, 2109m, 2110.5m, 2112m, 2113.5m, 2115m, 2116.5m, 2118m, 2119.5m, 2121m,

OPN WEBSITE ADVERTISING

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



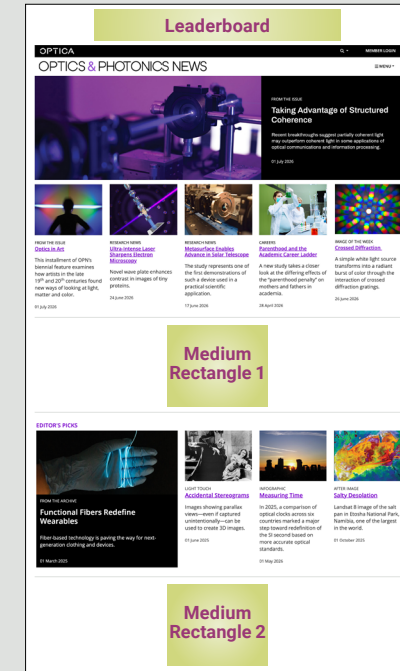
Frequency discounts available for website ads

200,000+ visitors/year

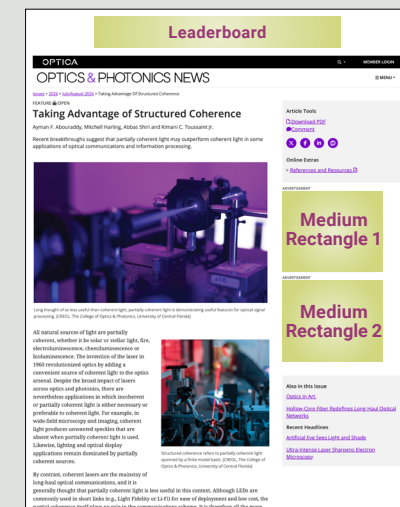
425,000+ page views/year

OPN website leaderboard and medium rectangle ads appear sitewide.

OPN WEBSITE HOMEPAGE



OPN WEBSITE INTERIOR PAGES



OPN Website Ad Rates & Specifications

Leaderboard

AD RATE: USD 1,550/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 1,050/month

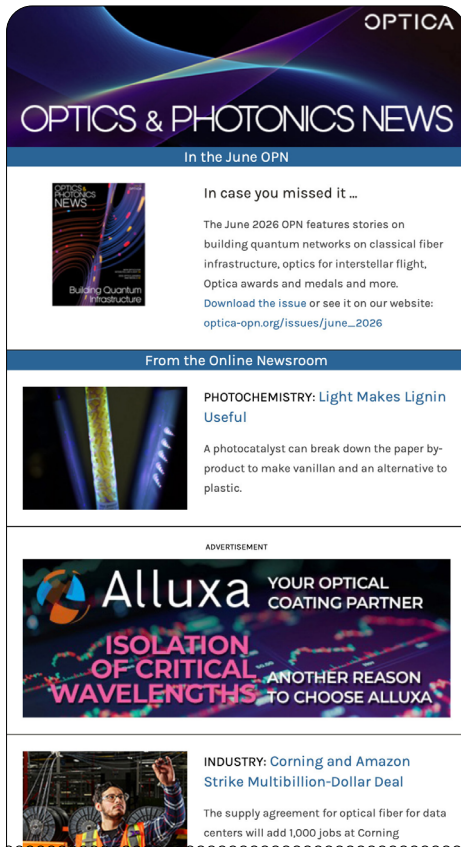
AVAILABILITY: Rotating ad, total of six sold per month, 1st or 2nd position, three sold per position

WEBSITE + MOBILE: 300 x 250 px

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

OPN e-NEWSLETTER ADVERTISING

On the 1st and 15th of each month, *Optics & Photonics News* sends a mobile-friendly e-Newsletter to all Optica members—a subscriber list of more than 18,000—that highlights **stories from the magazine** and **online breaking news**.



18,000+
recipients

39%
open rate

4%
CTR

Frequency discounts available for e-News ads

OPN e-Newsletter Ad Rates & Specifications

AD RATE: USD 1,550/placement

AVAILABILITY: Total of four sold per month, 1st or 15th message, 1st or 2nd position

ARTWORK SIZE: 520 × 200 px

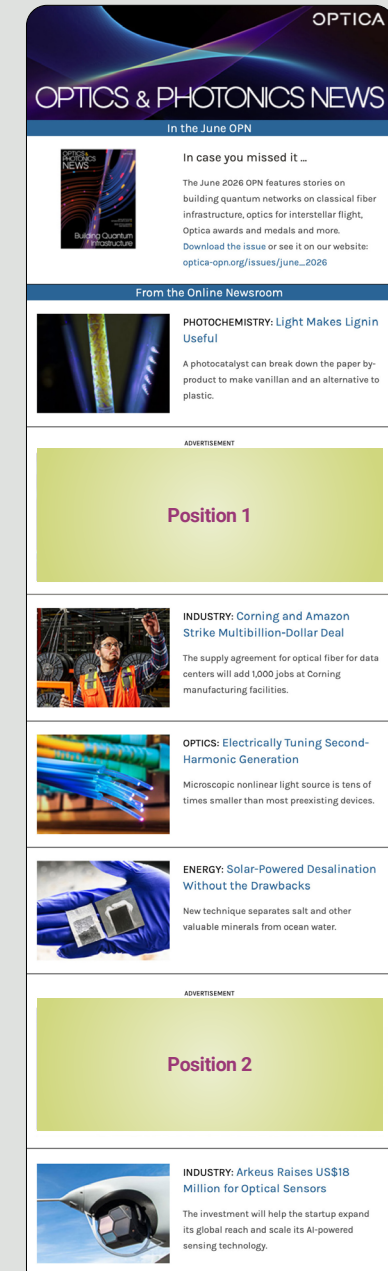
FILE FORMAT: gif, png or jpg file; static only

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**.

2027 Print Display Rates – Rates Listed in USD

Covers	1x	3x	6x	9x	12x
Cover 2	5,305	4,890	4,480	4,120	3,600
Cover 3	5,150	4,740	4,380	3,865	3,245
Cover 4	5,410	5,050	4,640	4,120	3,657

	1x	3x	6x	9x	12x
Full page	5,150	4,894	4,378	4,120	3,605
2/3 vert.	3,863	3,605	3,090	2,833	2,575
1/2 vert.	3,863	3,605	3,090	2,833	2,575
1/2 island	3,605	3,348	2,833	2,575	2,318
1/2 horiz.	3,090	2,833	2,575	2,318	2,060
1/3 vert.	2,833	2,575	2,318	2,060	1,803
1/3 sqr.	2,833	2,575	2,318	2,060	1,803
1/4 sqr.	2,472	2,060	1,803	1,545	1,288

Bundle to Save

Employment

Full page: 2,060 1/2 page: 1,030 1/4 page: 525

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

All rates are net.

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)

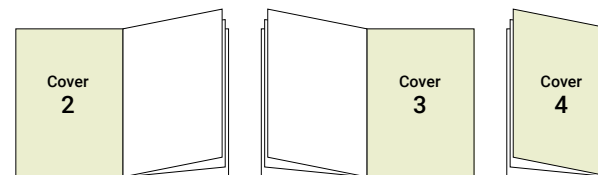
1/2 page ad island
4.5" x 6.75" (w x h)

1/2 page ad horizontal
6.75" x 4.5" (w x h)

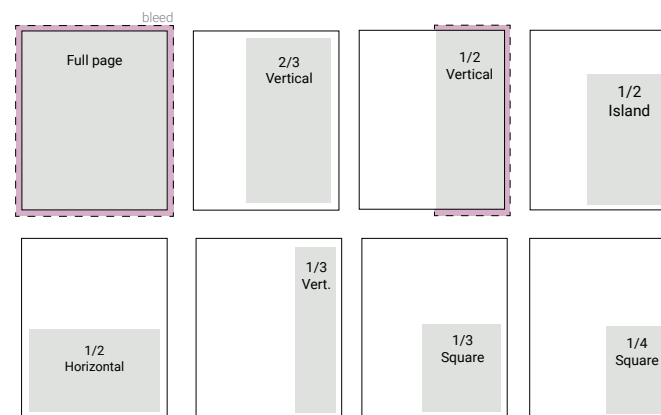
1/3 page ad vertical
2.125" x 9.25" (w x h)

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.

2027 OPN ARTWORK DEADLINES

	PRODUCT PROFILES	PRINT ARTWORK	WEBSITE ARTWORK	e-NEWS (1 ST -of-mth)	e-NEWS (15 TH -of-mth)
January	27 November 2026	3 December 2026	22 December 2026	22 December 2026	8 January 2027
February	n/a	5 January 2027	22 January 2027	22 January 2027	8 February 2027
March	28 January 2027	4 February 2027	23 February 2027	23 February 2027	9 March 2027
April	n/a	4 March 2027	23 March 2027	23 March 2027	8 April 2027
May	26 March 2027	6 April 2027	23 April 2027	23 April 2027	10 May 2027
June	n/a	4 May 2027	24 May 2027	24 May 2027	8 June 2027
July	28 May 2027	4 June 2027	23 June 2027	23 June 2027	8 July 2027
August	n/a	n/a	23 July 2027	23 July 2027	10 August 2027
September	n/a	4 August 2027	24 August 2027	24 August 2027	8 September 2027
October	28 August 2027	6 September 2027	23 September 2027	23 September 2027	8 October 2027
November	n/a	5 October 2027	22 October 2027	23 October 2027	9 November 2027
December	28 October 2027	4 November 2027	23 November 2027	23 November 2027	8 December 2027