

2024 MEDIA KIT

Insights and trends for the
machine vision market



AUDIENCE REACH

JOB FUNCTION

| | |
|--|-------|
| Design Development/ System Integration | 48.0% |
| Business Management | 18.0% |
| Manufacturing Production Engineering | 15.0% |
| Research and Development | 10.0% |
| Project Management | 3.0% |
| Quality Control (test/ measurement) | 2.0% |
| Other personnel | 4.0% |

SUBSCRIBERS

9,000

INDUSTRY

| | |
|---|-------|
| Semiconductor/ Electronics | 15.0% |
| General Manufacturing | 15.0% |
| Entertainment/ Consumer/ Embedded Systems | 12.0% |
| System Integrator | 10.0% |
| Automotives | 8.0% |
| Aerospace / Military Defense | 4.0% |
| Ceramic/ Glass | 4.0% |
| Medical | 4.0% |
| Food and Drink | 3.0% |
| Energy (oil, gas, solar, wind) | 3.0% |
| Agriculture | 3.0% |
| Plastic | 2.0% |
| Pharmaceutical Industry | 2.0% |
| Other | 15.0% |



EDITORIAL CALENDAR/ RATE CARD

EDITORIAL CALENDAR

| | Feature | Ad Close | Material Due | Bonus Distribution |
|---------------|---|------------|--------------|---|
| April 2024 | <ul style="list-style-type: none"> ■ SWIR ■ High Speed Vision ■ Pharmaceutical/Medical Device ■ Camera Interfaces ■ Deep Learning/AI | 4/8/2024 | 4/15/2025 | OPIE '24 April 24th to 26st Image Sensing Show June 12nd to 14th |
| July 2024 | <ul style="list-style-type: none"> ■ Industrial Camera Directory ■ Multispectral/Hypersp ■ Vision-Guided Robotics ■ Factory Automation ■ 3D Vision | 6/28/2024 | 7/5/2024 | International Technical Exhibition on Image Technology and Equipment TBD |
| November 2024 | <ul style="list-style-type: none"> ■ Embedded Vision ■ Thermal Imaging ■ Smart Cities ■ Edge AI ■ OCR (Optical Character Recognition) | 11/11/2024 | 11/18/2024 | International Technical Exhibition on Image Technology and Equipment TBD |

* editorial calendar subject to change

RATES SPECS

| Ad Rates | 1x | 4x (US\$) |
|--------------|-------|-----------|
| 4C Full Page | 3,750 | 3,500 |
| 1C Full Page | 3,000 | 2,500 |

* All Rates are gross.

| Mechanical Specs | Live Area | Trim (mm) |
|------------------|-----------|-----------|
| Full Page | 180×255 | 210×280 |
| CV4 | 180×255 | 210×280 |

| Premium Positions | (US\$) |
|-------------------|--------|
| Cover 2 | 4,200 |
| Cover 3, Page1 | 4,000 |
| Cover 4 | 4,500 |

Live Area 180×255mm
Trim Size 210×280mm



DIGITAL ADVERTISING

Leaderboard

728x90 pixel, 30K, gif/jpeg/flash

Push down

Collapsed:970x66 pixels, 60K Expanded:970x418 pixels, 110K
 gif/jpeg/flash

Rectangle 1

300x250 pixels, 40K, gif/jpeg/flash

Rectangle 2

300x250 pixels, 40K, gif/jpeg/flash

Skyscraper

300x600 pixel, 40K, gif/jpeg/flash

Text banner

Japanese Character 144

Ad Rate(US\$)

- Leaderboard @\$2000/Month
- Push Down @\$2500/Month
- Rectangle 1 @\$1750/Month
- Skyscraper @\$1500/Month

●Minimum contract term: 1 month

- Text Banner @\$1000/Month
- Rectangle 2 @\$1500/Month
- Withe Paper 3-month Sponsorship Rate @\$1500/Paper



NATIVE ADVERTISING

【About Native Ads】

Feature your high-performing content on our brand site through native ad placements and benefit from our highly trafficked sites that attract qualified professionals.

【Native Ad Specs】

【Native1】

Native ad deliverables include an image + text with URL that link back to your website.

■ Specs

- Image: up to W130px, H112px or text up to 62 Japanese characters
- Headline text: up to 18 Japanese characters
- Click through link

【Native2】

Sponsored Content with native advertising placements showcase your content in our channels, replicating form and function and attracting users to quality content.

■ Specs

- Image: up to W130px, H112px
- Headline: up to 18 Japanese characters
- Contents(Text, Image, Youtube, Video, Contact details)
- Logo image

SENOP社ハイパースペクトルカメラ
 フィンランドのセノップ社 (SENOP) のハイパースペクトルカメラ「HSC-2」は、とらえやすすべてのピクセルにおいて真正なスペ

Sponsored

The screenshot shows the VisionSystems website with a navigation bar and a main content area. A red box highlights a native ad for SENOP cameras. Below it, a grid of smaller native ads is visible, including products from euresys, IDS, and Teledyne. The bottom of the page features a 'New News' section and a 'Back Number' section.

| Ad rate(US\$) | |
|---------------|------------|
| 1 month | 3000/Month |
| 3 months | 2100/Month |