



MACHINE VISION & IMAGE PROCESSING

Media Kit 2024

Increasing efficiencies in manufacturing,
industrial processes and vertical sectors
using machine vision



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Introduction

I am delighted to welcome you to our media kit. From our magazine, website, newsletters, surveys, and social media channels, we are dedicated to helping you identify, reach and engage with specific target audiences and to helping you create bespoke media campaigns that achieve your marketing goals.

With an extensive background in publishing, we have been at the forefront of media for over 28 years. We have seen developments in brands, content, and the way readers engage with various forms of media, and use that cutting edge experience all with the aim of helping you reach and influence your key audiences.

We have dedicated teams of specialist journalists, tech experts, marketing professionals, social media leaders and a host of support staff, all skilled and knitted together in the best ways to deliver campaigns for you. My key message for anyone wishing to grow their business, is to talk to us and leverage our expertise – think of us as your outsourced marketing department, able to create bespoke campaigns to deliver (and often guarantee) to achieve what you require.

As ever, we continue to produce and film our extremely successful trade show video interviews and product demos. The demand for our high-quality video series has continued to persist and we plan to build and grow our videos series even further.

Our vertical title is underpinned by incredible readership and unsurpassed knowledge of our clients, demographics, and data. Each campaign we work on for you is accompanied by an extensive marketing report demonstrating and evidencing ROI for your business.

****What's Inside the Media Kit:****

Our media kit is designed to provide you with a comprehensive understanding of our vertical title and what we have to offer. Inside, you'll find:

- 1. **Editorial Overview:**** A detailed look at our history, mission, and vision from our editor.
- 2. **Products/Services:**** Explore our diverse range of products/ services and understand how they can benefit you. Although this gives you an understanding of what we offer, we would encourage a conversation so we can advise and learn more about your objectives, and create an entirely bespoke proposal for you.
- 3. **Audience Demographics:**** Learn about our audience and why they trust us as their industry niche resource.
- 4. **Media Assets:**** High-quality images, logos, and visuals that showcase your brand and opportunities for you.

****How to Navigate the Media Kit:**** Navigate through the media kit easily with our user-friendly layout. Feel free to reach out if you have any questions or if there's anything specific you're looking for. We hope you find our media kit informative and inspiring. Thank you for considering us as a valuable resource in your marketing plans.

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Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals





MVPro Media Magazine -

MVPro Media is the leading European publication for machine vision professionals covering all aspects of machine vision, image processing and automation. We cover the latest stories, interview the industry's biggest names, and attend the many exciting trade shows.

As a team, we produce daily news articles on the website, multiple social media posts and distribute a weekly newsletter featuring a round-up of the week's top stories, for those interested in your products and solutions. We also publish a bi-monthly magazine, featuring exclusive interviews and stories you cannot read about anywhere else. These magazines are distributed worldwide at many of the top machine vision trade shows, allowing visitors to discover the latest innovations which our clients offer.

We are fortunate enough to work with innovative companies worldwide, covering Europe, Asia, and North America.

At MVPro Media, we ensure that our content appeals not just to experts, but to anyone with an interest in the industry. We are focused on promoting the latest advancements which continue to increase efficiency in the world of machine vision.

While product news is a focus for us, we believe it is essential to give our readers a better understanding of the whole industry, through a range of exclusive editorial projects. These projects include a deep dive into AI in machine vision, case studies, white papers and latest research with insight from a host of experts.

2024 will be no different, as we've already got several exciting projects in the pipeline. From market reports into the sector to exclusive interviews with CEOs, we look forward to bringing you up to speed with all there is to know about machine vision.



Matt Williams
Online and Content Writer | MVPro Media Magazine
matt.williams@mvpromedia.com

Audience data

Dive deeper into the audiences,
subscribers and followers we reach.



Audience data overview

Coming from diverse professional backgrounds and experiences connected to machine vision and industrial image processing, we bring our readers committed and unique content they won't find elsewhere.

Our mission at MVPro Media as a B2B publication is to find and report on the global events and companies that keep Machine Vision moving forward. UK-based, we cover global news but with a European flavouring.

We get access to the most amazing advancements in machine vision and image processing technologies before anyone else; we travel to incredible locations to report on stories, see the impact it has and listen to forward-thinking ideas.

Our readership is made up of Systems Integrators, Design Engineers, Manufacturing Directors, Production Managers and Quality Control Executives. For clients wishing to target any specific sectors in the Machine Vision space we are the ideal publication.

10,000 monthly page views
13,500+ email subscribers
10-15% average email open rate
100+ clicks per newsletter



Our social media stats:

- LinkedIn: **40% increase in followers and engagement across 2023**
- Twitter: **30% increase in followers and engagement across 2023**
- Facebook: **46% increase in followers and engagement across 2023**
- Instagram: **420% increase since the account was opened in June 2023**
- Threads: **275% increase since the account was opened in June 2023**

Which should give us around a total of a **116% increase in followers** (across all our social media accounts) since across the last year.

Some of our global media partners and events that we support:

- Automate
- Automatica
- EMVA Business Conference
- Embedded Vision Summit
- Image Sensors Europe
- Machine Vision Conference
- PPMA Total Show
- VISION Stuttgart
- UKIVA Automation UK
- World Battery & Energy Storage Industry Expo



Solutions

Breakdowns and costs of the various opportunities we offer to achieve your marketing goals



Campaign marketing reports

At MVPro Magazine, our campaigns are tailor-made to meet our clients' objectives. Our underlying approach is to demonstrate:

The impressions and reach - so we can evidence exactly how many qualified Systems Integrators, Design Engineers, Manufacturing Directors, Production Managers and Quality Control Executives have seen the campaign message.

Tangible leads – full details for marketing teams to pass on to sales teams.

Throughout and at the end of every campaign, our marketing team will send detailed reports illustrating all insights and metrics on digital publication, website views, newsletters, solus emails and social.

MVPro 31 (digital and print)




Publication Date		
14 th April		
MidOpt feature	Page	Views
Written interview piece	28-29	242
Full page advert (OBC)	56	61

The interview write-up with MidOpt's Geordy Das (originally published online on the MVPro Media website) was also featured in the April edition of MVPro Magazine (MVPro 31). Publishing the interview write-up as a separate magazine article helped to extend reach and further maximise engagement with the MidOpt content.

Additionally, the second MidOpt full page advert was included on the prominent outside back cover of MVPro 31, this ensured maximum brand awareness for the MidOpt brand.

This edition was also printed and distributed at various industry events including Automate, Automatica and the Automation show UK.

Altogether, the MidOpt content (published in the magazine and online) has generated a brilliant **306 total views** across all pages.



Web article



Live date	Content	Views	Total social media impressions
23 rd March	An interview with MidOpt's Geordy Das	83	102

In March we ran an interview with MidOpt's Geordy Das, the transcript of this interview was published as a web article on the MVPro Media website. The article has performed well generating a great **83 total views**, reflecting excellent reach and engagement into the machine vision and image processing community.

To further maximise the interview write-up copy, it was also utilised and published as a separate magazine article in both the digital and printed copy of MVPro 31. The printed copies of this edition of MVPro Magazine was also distributed at multiple tradeshows and industry events in 2023, including Automate, Automatica, The Machine Vision Conference and Automation UK. Publishing the interview content as a separate web article in addition to publication in the magazine has allowed us to further maximise reach, engagement and brand awareness through our multiple touch point approach to marketing.

Additionally, our social media presence has helped to further distribute the MidOpt content, increasing the impressions and drawing readers through to the MVPro Media Magazine website and hosted content. This is a complimentary tool we optimise throughout our campaigns to give extra exposure for online content.

The social media posts promoting the MidOpt content have accumulated an excellent **102 impressions** throughout the campaign via Twitter, LinkedIn, Facebook and Instagram.

Email marketing: solus emails

Solus email dates	Subscribers	Open rate	CTOR	Unique Clicks
14 th February	4,582	16.47%	4.09%	29
6 th July*	15,863	28.82%	75.20%	3,359
9 th November	13,891	10.34%	10.29%	147



*Stats appear to be inflated

All the solus emails sent on behalf of MidOpt have performed excellently, with all achieving a good average open rate, indicating excellent active engagement from our MVPro audience.

Whilst the click stats appear to be considerably inflated on July 6th due to spam-filter checks effective on certain inboxes, we are confident that many of the clicks are genuine and that the email has performed extremely well due to the above-average open rate.

Altogether, the MidOpt solus emails have generated a brilliant **176 total unique clicks** (excluding the stat from 6th July), which reflects excellent brand awareness and reach into the machine vision and image processing community.

Additionally, just to flag that MidOpt still has three outstanding solus emails remaining in the booked 2023 campaign. We are happy to roll over this activity into next year as part of our new 2024 campaign.





Continued...

The MidOpt e-newsletter banner was featured in multiple MVPro Media weekly newsletters across the year, beginning in January and finishing in December. We alternated between the two MidOpt e-newsletter banner creatives. The newsletters assisted in driving traffic to the MidOpt landing page, whilst also maximising awareness of the brand and any updates and launches from MidOpt.

The newsletters have performed incredibly well, with the majority achieving an open rate above 10-15% (our average benchmark).

Additionally, whilst the click stats appear to be considerably inflated on April 28th and July 21st due to spam-filter checks effective on certain inboxes, we are confident that many of the clicks are genuine and that the email has performed extremely well due to the above-average open rate.

Altogether, the e-newsletters have generated a fantastic **2,068 total clicks** (including the April 28th and July 21st stats) through to the MidOpt landing page, which reflect excellent engagement from our machine vision audience.

Tradeshhow video interviews and product demos

We produce, film, and edit high quality video interviews and product demos at trade show and industry events. Each video is published on the MVPro Media website and promoted across all our social media channels and email marketing outlets (MVPro Media weekly newsletters and solus emails).

Automatica 2023: we produced **14 videos, 2,912 total views** and **4,682 total social media impressions.**

VISION 2022: We produced **36 videos, 3,375 web views** and **14,019 total social media impressions.**

Trade show video interview and product demo cost:
£1,250

Automatica activity

Live date	Automatica video interview article	User views	Social media Impressions
24th July	MVPro Media Speaks To Macnica ATD Europe At Automatica 2023	311	67

Newsletter date	Content	Subscribers	Open rate	CTOR	Unique clicks
24th July	Macnica ATD Europe Automatica video interview	15,471	19.17%	21.43%	298

During the Automatica show this June we ran our special complimentary tradeshow video series, following on from the success of our video series at the VISION show last year. The video series has performed exceptionally well once again, with the Macnica ATD Europe video interview featuring Fabio Sousa performing particularly well. The video interview generated a **fantastic 311 page views**, indicating a clear interest in the Macnica ATD Europe products and applications from our MVPro Media audience, which is further highlighted by the brilliant **67 social media impressions** across all four of our social media accounts (LinkedIn, Twitter, Facebook and Instagram).

Additionally, we continued to drive traffic to the Macnica ATD Europe hosted content on the MVPro Media website and thus to the Macnica ATD Europe landing pages. We sent multiple special Automatica newsletters, where the Macnica ATD Europe video interview was once again featured. The newsletter containing the Macnica ATD Europe video performed incredibly well, achieving a good open rate while also generating an **additional 298 unique clicks** through to the video interview, defining Macnica ATD Europe as experts in the field.

Continued...

Digital adverts

Various digital adverts to be hosted across the MVPro Media Magazine website on a monthly tenancy.

Core advert sizes: Leaderboard, billboard, MPU and Half page units.



DMPU



MPU



Billboard



Leaderboard

Digital advert tenancy cost per month:

£750

Print adverts

To appear in the MVPro magazine

How much real production exists in the virtual world?

FIND ALL ANSWERS HERE, AUTOMATICA 2023

automatica
2023
June 27-30, 2023 | Munich
www.automatica.com

MIDOPT
MIDPOINT OPTICAL SYSTEMS INC.

FILTERS: A NECESSITY, NOT AN ACCESSORY.

INDUSTRIAL FILTER DESIGNS FOR INDUSTRIAL IMAGING

Optical Performance: High transmittance and superior out-of-focus blocking for maximum contrast

Stable Edge Technology: Superior wavelength control at any angle or lens field of view

Chemical Durability: In-line cleanup designed to withstand harsh environments

Exceptional Quality: 100% tested and inspected to ensure surface quality exceeds industry standard

Product Availability: Same-day shipping on over 1,000 standard and customised filters

TELEDYNE VISION

emva
EUROPEAN MACHINE VISION ASSOCIATION

EMVA Business Conference 2023

21st European Machine Vision Business Conference
May 4th – 6th, 2023
Seville, Spain

International platform for networking and business intelligence. Where machine vision business leaders meet.

www.business-conference-emva.org
www.emva.org

20
YEARS

TELEDYNE VISION

Full page adverts

Zebra Technologies:
Have Your Say in Our 'Machine Vision in Packaging Automation Survey'

Machine Vision is frequently utilised in a wide range of industries, including packaging and processing. To better understand our readers' usage of machine vision in packaging automation, we have partnered with Zebra Technologies to produce a survey.

This survey gives those in the industry the opportunity to explain which inspections they perform and what challenges they face. It also explores the use of OCR tools and allows the partners to discuss the biggest obstacles when using OCR technology.

The survey is quick and simple to fill out, and all entries will be entered into a prize draw, with the chance to win a £50 Amazon gift voucher.

We hope this survey will help to shed some light on the current processes undertaken in the packaging industry, and allow those surveyed to discover fresh approaches. The results of this survey will be published in October.

Click here to complete the survey
<https://www.surveymonkey.co.uk/r/DT722Y>

Half page advert

Print adverts cost:

Coverwrap: £14,750

DPS: £4,750

Full Page: £3,495

Half Page: £2,250

DPS Interview

An exclusive interview with our editor, used to generate a written piece for publication in our magazine.

AUTOMATICA PREVIEW:
AN INTERVIEW WITH LUCID VISION LABS TORSTEN WIESINGER

Ahead of the much anticipated automatica trade show in Munich, MVPro Media's Matt Williams speaks with Lucid Vision Labs General Manager Torsten Wiesinger. He explains how LUCID has quickly become a key player in machine vision, and discovers the range of products which will be on display at automatica.

Q: How did you get into machine vision?
A: I started in machine vision in 2007, but it was a long time ago. I was working for a company called Cognitec, which was a leading provider of machine vision solutions at the time. I was responsible for the sales and marketing of their products, and I found it to be a very challenging and rewarding experience. I then moved to Cognitec's parent company, Cognitec AG, where I worked for several years. I was responsible for the sales and marketing of their products, and I found it to be a very challenging and rewarding experience. I then moved to Cognitec's parent company, Cognitec AG, where I worked for several years. I was responsible for the sales and marketing of their products, and I found it to be a very challenging and rewarding experience.

Q: How has the machine vision market changed since you started?
A: The machine vision market has changed significantly since I started. It has become much more competitive, and there are now many more players in the market. This has led to a focus on differentiation and innovation, and I think this is a very positive trend. I also think that the market is becoming more mature, and this is also a positive trend. I think that the market is becoming more mature, and this is also a positive trend.

Q: What do you see as the biggest challenges facing machine vision today?
A: I think that the biggest challenges facing machine vision today are the lack of standardisation and the lack of interoperability. I think that the lack of standardisation is a major challenge, as it makes it difficult for customers to compare products and services. I think that the lack of interoperability is also a major challenge, as it makes it difficult for customers to integrate machine vision into their existing systems. I think that the lack of standardisation and the lack of interoperability are the biggest challenges facing machine vision today.

Q: How do you see the future of machine vision?
A: I think that the future of machine vision is very bright. I think that machine vision will continue to grow and become an increasingly important part of many industries. I think that machine vision will continue to grow and become an increasingly important part of many industries. I think that machine vision will continue to grow and become an increasingly important part of many industries.

Web articles

Approximately 400 words of chosen promotional material which is published online on the MVPro Media website.

Web article costs:
£500

E-newsletters

A leaderboard banner and/or short CTA to be included in the MVPro Media newsletter.

E-newsletter cost:
£500

Solus email

A solus email containing exclusively your content (c.200 words), to be sent to the MVPro Media subscribers. Option to supply a HTML file or have our marketing team design the email.

Solus email costs:
£1,950

Registration is open for **RoboBusiness**, the leading robotics development event that takes place October 18-19 in Santa Clara, California.

Produced by the same company behind the Robotics Summit & Expo, RoboBusiness will provide the global robotics community with the opportunity to come together to exchange information, share best practices and uncover new insights into the future of robotics.

Don't miss out on:

- Over 1500 industry professionals will be in attendance to hear from robotics industry thought leaders and network with new partners and colleagues.
- The opportunity to hear from 50+ speakers ready to share their expertise on how to successfully develop the next generation of robotics.
- Over 30 sessions and 20 hours of content within our two-day action packed agenda.
- 10+ hours of dedicated networking to build new connections and find new partners.
- And a limited time bonus.... \$300 in early bird savings if you register before August 18th!

Help accelerate the robotics industry at RoboBusiness. Join us this fall on October 18-19 at the Santa Clara Convention Center.

[Register Now](#) [View Full Agenda](#)
[Networking Events](#) [Meet the Speakers](#)

New White Paper: Triton HDR Camera for Automotive Sensing Applications

This comprehensive overview compares the current sensing technologies used for automotive applications. We outline the challenges faced by LiDAR, radar, sonar, and traditional HDR cameras, and detail the benefits of the new Triton HDR camera featuring Sony's IMX450 HDR sensor and LUCID's AltaView™ on-camera tone mapping engine.

AltaView's adaptive tone mapping conquers key challenges in mobile sensing by delivering low-latency 5-bit images with exceptional detail and color in both shadows and highlights. Moreover, it reduces development time by eliminating the need to create a tone mapping algorithm on the host PC. [Download White Paper](#)

[Download White Paper](#)

[SAMPLE PAGES](#)

Magazine article



Magazine article cost:
£1,000

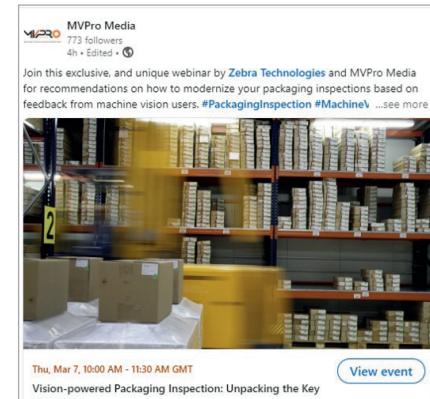
Content of your choice (c.750-1,000 words) to be published in MVPro Magazine. All magazine editions are circulated to our digital subscribers, with some special editions printed and distributed at industry events and trade shows (e.g. VISION, Automate, Automatica etc).

Sponsored social

Sponsored tagged social media post across all of our social media accounts (LinkedIn, Facebook, Twitter/X and Instagram)

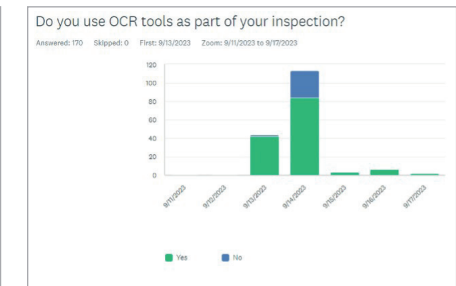
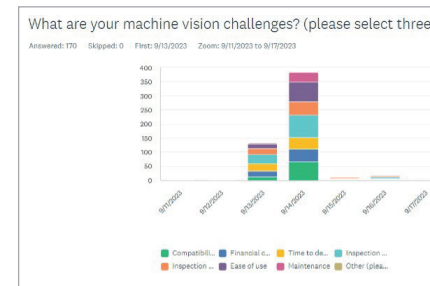
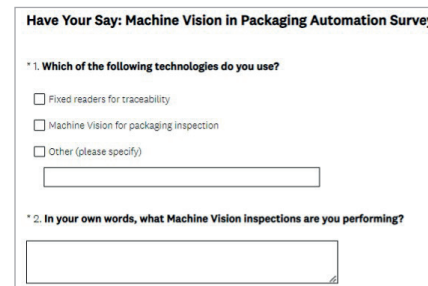
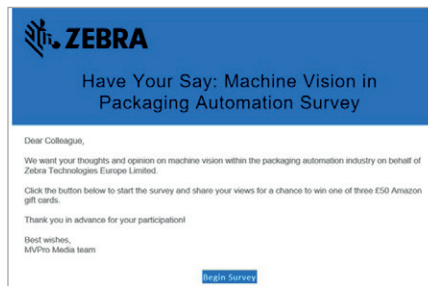
Sponsored social cost:

£250



Survey

A bespoke survey to be sent on behalf of your client and circulated to the MVPro Media audience, designed with your branding and select questions. A fantastic opportunity to generate further intel and target content effectively at the areas lacking in understanding, whilst also delivering a round of high-quality direct leads for your sales team.



At the end of the survey, you will be sent a spreadsheet report containing the individual answers of every respondent (including their name and contact email address for follow-up).

You will also be sent a designed PDF demonstrating trends across the overall response data.

Survey cost:
£4,500

Whitepaper distribution

To increase awareness and generate tangible leads we can develop a teaser-based campaign promoting any whitepaper collateral to our MVPro Media audience.

LUCID VISION LABS

NEW WHITE PAPER
Triton HDR Camera for Automotive Sensing

LUCID's AltaView on-camera adaptive tone mapping technology delivers exceptional low-latency 8-bit images for autonomous driving applications.

DOWNLOAD WHITE PAPER

New White Paper: Triton HDR Camera for Automotive Sensing Applications

This comprehensive overview compares the current sensing technologies used for automotive applications. We outline the challenges faced by LDR, median, sensor, and traditional HDR cameras, and detail the benefits of the new Triton HDR camera featuring Sony's IMX430 HDR sensor and LUCID's AltaView™ on-camera tone mapping engine.

AltaView's adaptive tone mapping considers key challenges in mobile sensing by delivering low-latency 8-bit images with exceptional detail and color in both shadows and highlights. Moreover, it reduces development time by streamlining the need to create a tone mapping algorithm on the host PC. [Download White Paper](#)

Download White Paper

SAMPLE PAGES

LUCID VISION LABS

Automotive

LUCID Vision Labs: HDR Imaging for Automotive Sensing Applications White Paper

by Peter Carey | Oct 26, 2023

Triton HDR Camera for Automotive Sensing

LUCID's AltaView on-camera adaptive tone mapping technology delivers exceptional low-latency 8-bit images for autonomous driving applications.

DOWNLOAD WHITE PAPER

Vision-powered Packaging Inspection: Unpacking the Key Challenges

Thursday 7th March 10-11:30 GMT

The automotive industry, particularly the realm of autonomous vehicles and vehicles with advanced driver assistance systems (ADAS), faces numerous challenges with imaging and visual perception.

As an essential part of an automotive vision system, cameras encounter a broad range of challenging environmental conditions, including fluctuating temperatures, changing weather, and diverse terrain.

Download your complimentary copy here

LUCID ALTA VIEW

Automotive

HDR imaging for automotive sensing applications

by Annie Gomes | Nov 6, 2023

DOWNLOAD WHITE PAPER

The automotive industry, particularly the realm of autonomous vehicles and vehicles with advanced driver assistance systems (ADAS), faces numerous challenges with imaging and visual perception.

As an essential part of an automotive vision system, cameras encounter a broad range of challenging environmental conditions, including fluctuating temperatures, changing weather, and diverse terrain.

Cameras also navigate environments that include countless LED lights. In each of these environments, they must function seamlessly to provide high-quality images to not only ensure safe and accurate vehicle operation, but also provide data-rich images for AI training.

LUCID's latest white paper compares common sensing technologies used in automotive applications, addresses their associated challenges.

Download your complimentary copy here

LUCID ALTA VIEW

MVPRO MEDIA
MACHINE VISION & IMAGE PROCESSING

Have Your Say: Machine Vision in Packaging Automation Survey

Click here to complete the survey

Dear Colleague,

Welcome to your weekly round-up on the latest in machine vision and image processing.

Register for our much-anticipated packaging webinar with Zebra Technologies, gain exclusive access to a white paper on HDR Imaging for Automotive Sensing Applications from LUCID Vision Labs, and read about new wearable technology which can measure the progress of neuromuscular diseases.

Triton HDR Camera for Automotive Sensing

LUCID's AltaView on-camera adaptive tone mapping technology delivers exceptional low-latency 8-bit images for autonomous driving applications.

DOWNLOAD WHITE PAPER

LUCID Vision Labs: HDR Imaging for Automotive Sensing Applications White Paper

LUCID's latest white paper compares common sensing technologies used in automotive applications, and addresses their associated challenges.

Download your complimentary copy

Whitepaper distribution cost:

Starting from £500

Solutions

	Price
Trade show video interview and product demo cost:	£1,250
Digital adverts: Leaderboard/Billboard/DMPU/MPU	£750 per tenancy month
Print adverts:	
Coverwrap:	£14,500
DPS:	£4,750
Full page:	£3,495
Half page:	£2,250
DPS Interview	£1,500
Web article	£500
E-newsletter	£500
Solus email	£1,950
Magazine article	£1,000
Sponsored social	£250
Survey	£4,500
Whitepaper distribution	From £500

Social Media Content Calendar 2024

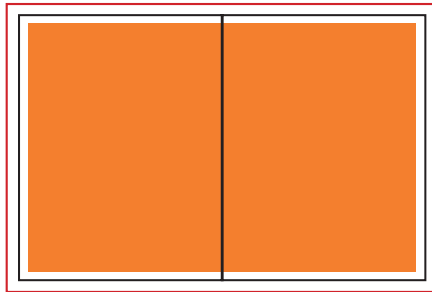
All trends listed are to have expected to be large upcoming social media trends in the Machine Vision space.

January	Augmented Reality
February	Lens and Optics
March	Computer Vision in Health Care Logimat 2024 , which takes place on March 19th-21st, Stuttgart, Germany - Social promotion.
April	3D Computer Vision Control 2024 , which takes place on 23rd-26th April, Stuttgart, Germany - social promotion.
May	Automation May 11th, 2024 - National Technology Day Automate which will be held in Chicago on May 6-9, 2024, and Detroit May 12th – 15th 2024 – Social promotion. Embedded Vision Summit , which takes place on 21st- 23rd May, Santa Clara, California - Social promotion.
June	Lasers SENSOR+TEST exhibition which will be held in Nuremberg from June 11-13, 2024 – social promotion. UKIVA MV conference and Automation UK 18-19TH June 2024 , Coventry – Social promotion EMVA Business Conference 2024 , which will take place on 13th-15th June, Gdańsk, Poland - Social promotion.
July	Edge Computing
August	Cameras World Battery & Energy Expo , which will take place on 8th-10th August, Guangzhou, China - Social promotion.
September	Real-Time Computer Vision The technology to extract insights from live video so that action can be taken immediately has matured in recent years, and we can expect to see more use cases in 2024. Real-time computer vision is already being used to scan crowds for signs of potential problems such as overcrowding, UKIVA PPMA Show 24-26TH September , BIRMINGHAM – Social promotion.
October	Imaging Vision VISION 2024 will take place from 8 to 10 October 2024 in Stuttgart – Social promotion.
November	Growth in 3D Imaging Solutions for Vision Guided Robotics
December	Generative Artificial intelligence Real-Time Computer Vision The technology to extract insights from live video so that action can be taken immediately has matured in recent years, and we can expect to see more use cases in 2024. Real-time computer vision is already being used to scan crowds for signs of potential problems such as overcrowding, Expected to have larger growth in 2024, growing social media presence.

Editorial Content Calendar 2024

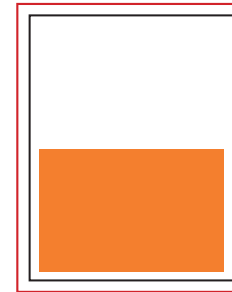
February	Lens, Optics and Cameras
April	Automation and Automotive Technology
June	Lasers and Warehouse
September	Packaging and Manufacturing
November	Artificial intelligence

Print advert specifications



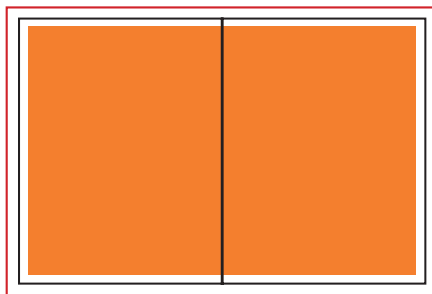
COVER WRAP

Width - 420mm
Height - 297mm
Apply Bleed of 5mm



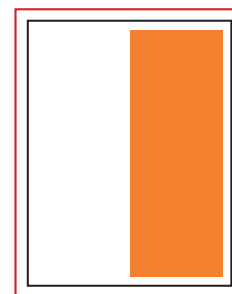
A4 HORIZONTAL HALF PAGE ADVERT

Width - 210mm
Height - 148.5mm
Apply Bleed of 3mm



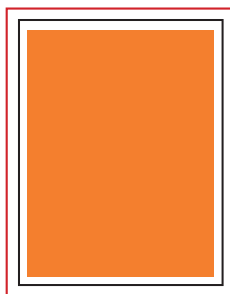
DOUBLE A4 PAGE ADVERT

Width - 420mm
Height - 297mm
Apply Bleed of 3mm



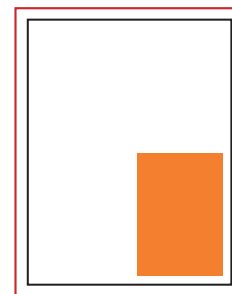
A4 VERTICAL HALF PAGE ADVERT

Width - 105mm
Height - 297mm
Apply Bleed of 3mm



A4 - FULL PAGE ADVERT

Width - 210mm
Height - 297mm
Apply Bleed of 3mm



A4 QUARTER PAGE ADVERT

Width - 105mm
Height - 148.5mm
Apply Bleed of 3mm

Digital mechanical specifications



LEADERBOARD

Width - 728 pixels | Height - 90 pixels | 72 DPI

MPU

Width - 300 pixels | Height - 250 pixels | 72 DPI

DMPU

Width - 300 pixels | Height - 600 pixels | 72 DPI

BILLBOARD

Width - 970 pixels | Height - 250 pixels | 72 DPI

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