



NOVUS LIGHT TECHNOLOGIES TODAY
NEWS AND ANALYSIS FROM THE WORLD OF LIGHT

Media Kit

2022

2022 Editorial Calendar and Trade Shows

	Editorial Features	Applications Newsletters	Featured Trade Shows	Location	Dates
January	Lasers in PV Manufacturing Quantum Materials AR/VR/MR Optical Testing Vision in Autonomous Applications	Autonomous Technologies Vision & Imaging	Consumer Electronics Show (CES) Intersolar & Energy Storage North America Electronic Imaging SPIE Photonics West / BIOS / AR VR MR A3 Business Forum	Las Vegas, NV, USA Long Beach, CA, USA San Francisco, CA, USA San Francisco, CA, USA Orlando, FL, USA	5 - 8 January 13 - 15 January 16 - 20 January 22 - 27 January 31 Jan - 2 Feb
February	Endoscopic Microscopy Medical Imaging Characterizing Materials Broadband Technologies	Medicine and Healthcare Materials Processing and Manufacturing	PHOTOPTICS SPIE Medical Imaging SPIE Advanced Lithography + Patterning Mobile World Congress	Online San Diego, CA USA San Jose, CA, USA Barcelona, Spain	10 - 11 February 20- 24 February 27 Feb - 3 March 28 Feb - 3 March
March	Non-Destructive Testing Digital Micromirror Devices Drones in Agriculture Cutting Carbon in Manufacturing Systems	Food and Agriculture Green Technologies	Pittcon OFC Embedded World Conference LASER World of PHOTONICS China APEC World Agri-Tech Innovation Summit ISC West	Atlanta, GA, USA San Diego, CA, USA Nürnberg, Germany Shanghai, China Houston, TX, USA San Francisco, CA, USA Las Vegas, NV, USA	5 - 9 March 6 - 10 March 15 - 17 March 23 - 25 March 20 - 24 March 22 - 23 March 22 - 25 March
April	Remote Sensing IR-Diode Lasers in Sensing and Security Trends in Silicon Photonics 2D Photonic Materials	Security and Surveillance Materials Processing and Manufacturing	SPIE Defense & Commercial Sensing SPIE Photonics Europe EPIC Annual General Meeting Medical Design & Manufacturing (MD&M) West OSA Biophotonics Congress: Biomedical Optics AUVSI XPONENTIAL LASER World of Photonics	Orlando, FL, USA Strasbourg, France Vilnius, Lithuania Anaheim, CA, USA Ft Lauderdale, FL, USA Orlando, FL, USA Munich, Germany	3 - 7 April 3 - 7 April 7 - 8 April 12 - 14 April 24 - 27 April 25 - 28 April 26 - 29 April
May	Illuminating Machine Vision Laser Scribing Mobile Robot Implementation Quantum Technology in Communications	Autonomous Technologies Vision & Imaging	Control - Int'l Trade Fair for Quality Assurance Electronica China SID Display Week Sensor + Test CLEO Intersolar Europe	Stuttgart, Germany Shanghai, China San Jose, CA, USA Nuremberg, Germany San Jose, CA, USA Munich, Germany	3 - 6 May 6 - 8 May 8 - 13 May 10 - 12 May 15 - 20 May
June	Optical Tools in Medical Diagnostics Neural Imaging Lasers in Biotech Research Magneto-Optical Materials	Medicine and Healthcare Materials Processing and Manufacturing	Automate LightFair Autonomous Vehicle Technology Expo LASYS Analytica	Detroit, MI USA Las Vegas, NV, USA Stuttgart, Germany Stuttgart, Germany Munich, Germany	6 - 9 June 19 - 23 June 21 - 23 June 21 - 23 June 21 - 24 June
July	Space Technology Organic Photonics Vision in the Food Industry Perovskite in Production	Food and Agriculture Green Technologies	Microscopy & Microanalysis	Portland, OR, USA	31 July - 4 August
August	Semiconductor Update Infrared Detectors for Security Solutions Electro-Optical Assemblies Sensors in Autonomous Applications 3D Printing/Additive Manufacturing	Security and Surveillance Materials Processing and Manufacturing	SPIE Optics & Photonics	San Diego, CA, USA	
September	Optical Filters in Astronomy Coating Polymers Robot Safety Quantum Cameras in Leak Detection	Autonomous Technologies Vision & Imaging	ECOC Solar Power International OPTATEC China International Optoelectronic Expo (CIOE) PPMA Show	Switzerland Anaheim, CA, USA Frankfurt, Germany Shenzhen, China Birmingham, UK	19-21 September 19-22 September 27-29 September
October	OCT Update Laser Measurement Tools Optical Thin Film Production Lasers for Cutting and Welding	Medicine and Healthcare Materials Processing and Manufacturing	SCIX The Vision Show SPIE Optifab SPIE Photonex Fiber Optics Expo (FOE)	Cincinnati, OH, USA Boston, MA, USA Rochester, NY, USA Coventry, UK Chiba City, Japan	2 - 7 October 11 - 13 October
November	Light Technologies in Agriculture Measuring Complex Lens Systems Optomechanical Ray Tracing and Analysis Energy Efficient Applications with OLEDs	Food and Agriculture Green Technologies	Electronica Neuroscience	Munich, Germany Chicago, IL, USA	15 - 18 November
December	Projection and Display Technologies Autonomous Applications Frame Grabbers in Security and Surveillance Solutions Laser Characterization in the Research Lab	Security and Surveillance	Cell Bio (ASCB EMBO Meeting) LASER World of Photonics India	Washington, DC, USA Bangalore, India	3 - 7 December

2022 Advertising Rates

NOVUS LIGHT TECHNOLOGIES TODAY BANNER ADVERTISING

FREQUENCY/MONTHLY RATE	1x	3x	6x	12x	24x
Leaderboard (728 x 90)	\$1,590	\$1,525	\$1,430	\$1,360	\$1,275
Medium Rectangle (300 x 250)	\$1,345	\$1,275	\$1,195	\$1,145	\$1,075
Wide Skyscraper (160 x 600)	\$1,345	\$1,275	\$1,195	\$1,145	\$1,075
Full Banner (468 x 60)	\$1,050	\$995	\$945	\$895	\$840
Vertical Banner (120 x 240)	\$745	\$710	\$675	\$635	\$595

PROMOTIONAL VIDEO

MONTHLY RATE	
Promotional Video	\$410

LIGHT CONVERSATION AND APPLICATION NEWSLETTERS SPONSORSHIPS

RATE PER ISSUE	
Product Showcase	\$495
Full Banner (468 x 60)	\$475
Vertical Banner (120 x 240)	\$425

Leaderboard: Top and bottom of the page positions dominate every page for maximum impact.

Wide Skyscraper: The largest unit, it sits adjacent to top editorial on the left side of all pages except home.

Medium Rectangle: Strong mid-page presence in a much-viewed area of the right column.

Full Banner: Powerful presence just below key summaries.

Vertical Banner: Creates excellent brand recognition in right column.

Promotional Video: Showcase your product or application in real time.

All Novus Light rates above are for a calendar month. Frequency rates apply to a 12 month period. Newsletter rates are per issue.

Newsletter Publication Dates

Month / Newsletter / Publication Dates	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Light Conversation	4 / 18	1 / 15	1 / 15	5 / 19	3 / 17	7 / 21	5 / 19	2 / 16	6 / 20	4 / 18	1 / 15	6
Autonomous Technologies	11				10				13			
Medical Applications		8				14				11		
Food and Agriculture			8				12				8	
Security and Surveillance				12				9				13
Green Technologies			22				26				22	
Vision & Imaging	25				24				27			
Materials Processing & Manufacturing		22		26		28		23		25		

Our Readers

Widely dispersed geographically, our readers share many commonalities important to advertisers:

- 50,000 individual readers; 40,000 opt-in newsletter readers
- Optical, laser and electrical engineers, designers, scientists, researchers and purchasing agents that buy, use, specify and recommend light technology products and services
- 40% US, 40% Europe, 15% India and Asia, 5% ROW.

Novus Light Technologies Today's readers rely on Novus Light to stay at the forefront of tomorrow's leading technologies.

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- Optics
- Automation
- Electronics
- Lasers
- MEMs/Nanotech
- LEDs
- Imaging and Machine Vision
- Displays
- Cameras
- Robotics

Leading articles in Novus Light Technologies Today

Lasers and Light Sources

Exploring New Laser Sources for Lithotripsy

The flashlamp-pumped solid-state Holmium:YAG laser has been the dominant technology in laser lithotripsy, however, this technology has some fundamental limitations and alternatives include Thulium Fiber lasers, Thulium:YAG lasers and Erbium:YAG lasers.



Optics and Optical Fabrication

Minimizing Thermal Lensing in Ultrafast Materials Processing

Using a high-power ultrafast source in micromachining provides the ability to machine a larger breadth of materials and reach higher precision and fortunately, new developments in coating technology help reduce thermal lensing, a key limitation.



Imaging and Vision

Vision Systems Aboard the Mars Perseverance Rover

The Mars Perseverance Rover includes a total of twenty-three cameras with EDLCAM systems taking full-color video during the vehicle's descent through Mars' atmosphere to the surface.



Robotics and Automation

Opportunities in Autonomous Technologies

Recent acquisitions, product developments and market reports indicate just how important photonics are in autonomous technologies.



Measurement and Sensing

Metrology and Industry 4.0

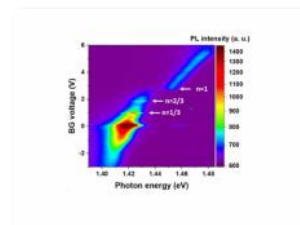
As the source of vast quantities of data, metrology is key in today's smart factories or Industry 4.0 environment, promoting true data-driven production.



Quantum Computing

New Materials Combination Makes Progress Toward Quantum Computing

The future of quantum computing may depend on the further development and understanding of semiconductor materials known as transition metal dichalcogenides (TMDCs).



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