

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

Media Kit

2023

2023 Editorial Calendar and Trade Shows

	Editorial Features	Applications Newsletters	Featured Trade Shows	Location	Dates
January	Cobots in Industrial Manufacturing Laser Rapid Prototyping Space Technology Opportunities in Silicon Photonics Machine Vision Lighting	Autonomous Technologies Vision & Imaging	Consumer Electronics Show (CES) Electronic Imaging A3 Business Forum SPIE Photonics West & Bios Expo SPIE AR VR MR	Las Vegas, NV, USA San Francisco, CA, USA Orlando, FL, USA San Francisco, CA, USA San Francisco, CA, USA	5 - 8 January 15 - 19 January 16 - 18 January 28 Jan - 2 Feb 28 Jan - 2 Feb
February	Medical Diagnostics Update on Positron Emission Tomography Quantum Materials Fiber-Based Communications	Medicine and Healthcare Materials Processing and Manufacturing	Medical Design & Manufacturing (MD&M) West Intersolar & Energy Storage North America PHOTOPTICS SPIE Medical Imaging SPIE Advanced Lithography + Patterning Mobile World Congress	Anaheim, CA, USA Long Beach, CA, USA Lisbon, Portugal San Diego, CA USA San Jose, CA, USA Barcelona, Spain	7 - 9 February 14 - 16 February 16 - 18 February 19- 23 February 26 Feb - 2 March 27 Feb - 2 March
March	Food Security Laser Processing of Solar Modules Optical Design Photonic Integrated Chips	Food and Agriculture Green Technologies	OFC SPIE Smart Structures+Nondestructive Evaluation World Agri-Tech Innovation Summit Embedded World Conference Pittcon APEC LASER World of PHOTONICS China ISC West	San Diego, CA, USA Long Beach CA, USA San Francisco, CA, USA Nürnberg, Germany Philadelphia, PA, USA Orlando, FL, USA Shanghai, China Las Vegas, NV, USA	5 - 9 March 12 - 16 March 14 - 15 March 14 - 16 March 18 - 23 March 19 - 23 March 22 - 24 March 28 - 31 March
April	Gamma-Ray Telescopes Image and Data Processing in Security Applications Manufacturing Molded Glass Optics Interferometry Update	Security and Surveillance Materials Processing and Manufacturing	SPIE Defense & Commercial Sensing Electronica China SPIE Optics+Optoelectronics	Shanghai, China Prague, Czech Rep Orlando, FL, USA	13 - 15 April 24 - 27 April 30 April - 4 May
May	Vision in Autonomous Applications Laser Damage Resistance Intelligent Vision Cobots Optical Alignment	Autonomous Technologies Vision & Imaging	CLEO AUVSI Xponential Sensor + Test Control LightFair Automate SID Display Week	San Jose, CA, USA Denver, CO, USA Nuremberg, Germany Stuttgart, Germany New York, NY, USA Detroit, MI USA	7 - 12 May 8 - 11 May 9 - 11 May 9 - 12 May 21 - 25 May 22 - 25 May
June	State-of-the-Art Microscopy Patterning in the Electronics Industry Laser Beam Shaping Characterization of Materials	Medicine and Healthcare Materials Processing and Manufacturing	Autonomous Vehicle Technology Expo Intersolar Europe Sensors Expo & Conference LASER World of Photonics	Stuttgart, Germany Munich, Germany Santa Clara, CA, USA Munich, Germany	13 - 15 June 13 - 16 June 20 - 22 June 27 - 30 June
July	Augmented Reality Update Applications in Nanolithography Agricultural Technology Semiconductor Sustainability Advances in OLEDs	Food and Agriculture Green Technologies	SEMICON West Microscopy & Microanalysis	San Francisco, CA, USA Minneapolis, MN, USA	11 - 13 July 23 - 27 July
August	Deep X-Ray Lithography Electro-Optical Remote Sensing Trends in Micro and Nano Technologies Coating Tiny Sensors	Security and Surveillance Materials Processing and Manufacturing	SPIE Optics & Photonics	San Diego, CA, USA	
September	Nano-Imaging Optics Advanced Vision Lighting Simplifying Robotic Operation Laser Line Profilers	Autonomous Technologies Vision & Imaging	ECOC Solar Power International China International Optoelectronic Expo (CIOE) PPMA Show	Glasgow, Scotland Las Vegas, NV, USA Shenzhen, China Birmingham, UK	1 - 5 September 11 - 14 Sept
October	Image Guided Medical Procedures Metrology Advances Applications of Terahertz Imaging Nanomanufacturing Laser Measurement Tools	Medicine and Healthcare Materials Processing and Manufacturing	SCIX SPIE Optifab The Vision Show SPIE Photonex Collaborative Robots, Advanced Vision and AI	Sparks, NV, USA Rochester, NY, USA Boston, MA, USA Coventry, UK	8 - 13 October 15 - 19 October
November	Drones in Agriculture Emerging Imaging and Sensing Technologies Imaging Spectrometry Photonics in Renewable Energy	Food and Agriculture Green Technologies	Neuroscience		
December	Adaptive Optics Mobile Robots Surveillance Technologies Electro-Optical and Infrared Systems	Security and Surveillance	Cell Bio (ASCB EMBO Meeting) LASER World of Photonics India	Boston, MA, USA Bangalore, India	2 - 6 December

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FREQUENCY/MONTHLY RATE	1x	3x	6x	12x	24x
Leaderboard (728 x 90)	\$1,670	\$1,585	\$1,495	\$1,420	\$1,340
Medium Rectangle (300 x 250)	\$1,395	\$1,340	\$1,270	\$1,195	\$1,130
Wide Skyscraper (160 x 600)	\$1,395	\$1,340	\$1,270	\$1,195	\$1,130
Full Banner (468 x 60)	\$1,095	\$1,045	\$995	\$940	\$885
Vertical Banner (120 x 240)	\$785	\$745	\$695	\$665	\$625

PROMOTIONAL VIDEO

MONTHLY RATE	
Promotional Video	\$425

LIGHT CONVERSATION AND APPLICATION NEWSLETTERS SPONSORSHIPS

RATE PER ISSUE	
Product Showcase	\$525
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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	10 / 24	7 / 21	7 / 21	4 / 18	2 / 16	6 / 20	5 / 18	1 / 15	5 / 19	3 / 17	7 / 21	5
Autonomous Technologies	17				9				12			
Medical Applications		14				13				10		
Food and Agriculture			14				11				14	
Security and Surveillance				11				8				12
Green Technologies			28				25				28	
Vision & Imaging	31				23				26			
Materials Processing & Manufacturing		28		25		27		22		24		

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

Combatting Thermal Lensing in Ultrafast Laser Systems

Ultrafast lasers are particularly sensitive to thermal lensing. New low-thermal lensing, highly dispersive mirror technology can minimize thermal lensing while still maintaining high reflectivities and dispersion control.



Optics and Optical Fabrication

Opto-Mechanical Instrumentation for Ground- and Space-Based Applications

A turning point for Officina Stellar came in 2013 when it received a request from Airbus for a space telescope, and what shaped the success of this Italian space factory.



Imaging and Vision

Vision Inspection Aids in Green Energy Production

imaging allows us to look for quality issues in these important clean energy technologies such as solar panels, wind turbines, and energy storage to look for quality issues in these important clean energy technologies that are driving the transition to renewables.



Robotics and Automation

Robotics and Automation in PV Manufacturing

Automation often requires overcoming multiple challenges. The power electronics manufacturer SolarEdge implemented an automated assembly line for the production of Power Optimizers.



Measurement and Sensing

The Critical Role of Metrology in Product Development

3D optical metrology tools were a key enabling technology that helped to drive a manufacturer's product innovation by providing valuable process and component information using data collection that was easily configurable and flexible.



Quantum Computing

Optical Wiring for Large Quantum Computers

Researchers at ETH in Switzerland have demonstrated a new technique for carrying out sensitive quantum operations on atoms. In this technique, the control laser light is delivered directly inside a chip.



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