



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

Media Kit

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2025

## 2025 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) A3 Business Forum SPIE Photonics West & Bios Expo SPIE AR   VR   MR	Las Vegas, NV, USA Orlando, FL, USA San Francisco, CA, USA San Francisco, CA, USA	7 - 10 January 20 - 22 January 25 - 30 January 27 - 29 January
February	Medical Diagnostics Update on Positron Emission Tomography Quantum Materials Fiber-Based Communications	Medicine and Healthcare Materials Processing and Manufacturing	Electronic Imaging Medical Design & Manufacturing (MD&M) West SPIE Medical Imaging PHOTOPTICS SPIE Advanced Lithography + Patterning APEC	San Francisco, CA, USA Anaheim, CA, USA San Diego, CA USA Porto, Portugal San Jose, CA, USA Long Beach, CA, USA Barcelona, Spain	2 - 6 February 4 - 6 February 16- 20 February 22 - 24 February 23 - 27 February 25 - 29 February 26 - 29 February
March	Food Security Laser Processing of Solar Modules Optical Design Photonic Integrated Chips	Food and Agriculture Green Technologies	PITTCON Mobile World Congress World Agri-Tech Innovation Summit Embedded World Conference LASER World of PHOTONICS China APEC SPIE Smart Structures+Nondestructive Evaluation Image Sensors Europe EPIC Annual Meeting OFC ISC West	Boston, MA, USA Barcelona, Spain San Francisco, CA, USA Nürnberg, Germany Shanghai, China Long Beach, CA, USA Vancouver, Canada London, UK Barcelona, Spain San Francisco, CA, USA Las Vegas, NV USA	1 - 5 March 3 - 6 March 11 - 12 March 11 - 13 March 11 - 13 March 16 - 20 March 17 - 20 March 18 - 19 March 25 - 27 March 30 Mar - 3 Apr 31 Mar - 4 Apr
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 Optics + Electronics SPIE Defense & Commercial Sensing Electronica China	Prague, Czech Rep Orlando, FL USA Shanghai, China	7 - 10 April 13 - 17 April 15 - 17 April
May	Vision in Autonomous Applications Laser Damage Resistance Intelligent Vision Cobots Optical Alignment	Autonomous Technologies Vision & Imaging	LightFair CLEO Sensor + Test Control - Int'l Trade Fair for Quality Assurance Intersolar Europe Automate SID Display Week Autonomous Vehicle Technology Expo	Las Vegas, NV USA Long Beach, CA, USA Nürnberg, Germany Stuttgart, Germany Munich, Germany Detroit, MI, USA San Jose, CA, USA Stuttgart, Germany	4 - 8 May 4 - 9 May 6 - 8 May 6 - 9 May 6 - 9 May 12 - 15 May 13 - 15 May 20 - 22 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	LASER World of Photonics Sensors Expo & Conference	Munich, Germany Santa Clara, CA, USA	24 - 27 June
July	Augmented Reality Update Applications in Nanolithography Agricultural Technology Semiconductor Sustainability Advances in OLEDs	Food and Agriculture Green Technologies	Microscopy & Microanalysis	Salt Lake City, UT, USA	27 - 31 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	RE+ China International Optoelectronic Expo (CIOE) ECOC PPMA Show	Las Vegas, NV USA Shenzhen, China Copenhagen, Denmark Birmingham, UK	8 - 11 Sept 10 - 12 Sept 28 Sept - 2 Oct
October	Image Guided Medical Procedures Metrology Advances Applications of Terahertz Imaging Nanomanufacturing Laser Measurement Tools	Medicine and Healthcare Materials Processing and Manufacturing	SCIX SEMICON West SPIE Optifab SPIE Photonex	Covington, KY, USA Phoenix, AZ USA Rochester, NY, USA Coventry, UK	5 - 10 October 7 - 9 October 20 - 23 October
November	Drones in Agriculture Emerging Imaging and Sensing Technologies Imaging Spectrometry Photonics in Renewable Energy	Food and Agriculture Green Technologies	Neuroscience	San Diego, CA, USA	15 - 19 November
December	Adaptive Optics Mobile Robots Surveillance Technologies Electro-Optical and Infrared Systems	Security and Surveillance	Cell Bio (ASCB   EMBO Meeting)	Philadelphia, PA, USA	6 - 10 December

## 2025 Advertising Rates

### NOVUS LIGHT TECHNOLOGIES TODAY BANNER ADVERTISING

FREQUENCY/MONTHLY RATE	1x	3x	6x	12x	24x
Leaderboard (728 x 90)	\$1,840	\$1,749	\$1,660	\$1,565	\$1,470
Medium Rectangle (300 x 250)	\$1,560	\$1,479	\$1,400	\$1,325	\$1,245
Wide Skyscraper (160 x 600)	\$1,560	\$1,479	\$1,400	\$1,325	\$1,245
Full Banner (468 x 60)	\$1,215	\$1155	\$1095	\$1035	\$975
Vertical Banner (120 x 240)	\$850	\$819	\$775	\$735	\$690

### PROMOTIONAL VIDEO

MONTHLY RATE	
Promotional Video	\$435

### LIGHT CONVERSATION AND APPLICATION NEWSLETTERS SPONSORSHIPS

RATE PER ISSUE	
Product Showcase	\$545
Full Banner (468 x 60)	\$535
Vertical Banner (120 x 240)	\$465

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

## 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.

## Markets Served

Novus Light Technologies Today provides comprehensive information across a vast array of subject matter, keeping its readers fully informed and more competitive.

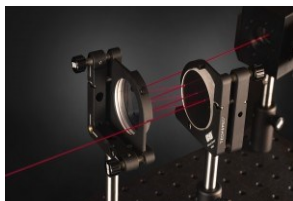
- Optics
- Automation
- Electronics
- Lasers
- MEMs/Nanotech
- LEDs
- Imaging and Machine Vision
- Displays
- Cameras
- Robotics

## 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 important clean energy technologies such as solar panels, wind turbines, and energy storage 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

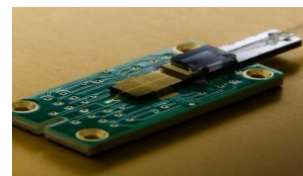
3D optical metrology tools were a key enabling technology that helped to drive a manufacturer's product innovation by providing valuable process and component information using data collection that was easily configurable and flexible.



### 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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