



Media Kit

2026

2026 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) SPIE Photonics West & Bios Expo SPIE AR VR MR A3 Business Forum	Las Vegas, NV, USA San Francisco, CA, USA San Francisco, CA, USA Orlando, FL, USA	6 - 9 January 17 - 22 January 20 - 22 January 19 - 21 January
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 SPIE Medical Imaging SPIE Advanced Lithography + Patterning	Anaheim, CA, USA Vancouver, Canada San Jose, CA, USA	3 - 5 February 15 - 19 February 22 - 26 February
March	Food Security Laser Processing of Solar Modules Optical Design Photonic Integrated Chips	Food and Agriculture Green Technologies	Electronic Imaging Mobile World Congress PHOTOPTICS PITTCON Embedded World Conference OFC SPIE Smart Structures+Nondestructive Evaluation World Agri-Tech Innovation Summit Image Sensors Europe LASER World of PHOTONICS China ISC West	San Francisco, CA, USA Barcelona, Spain Marbella, Spain San Antonio, TX, USA Nürnberg, Germany Los Angeles, CA, USA Vancouver, Canada San Francisco, CA, USA London, UK Shanghai, China Las Vegas, NV USA	1 - 5 March 2 - 5 March 6 - 8 March 7 - 11 March 10 - 12 March 15 - 19 March 16 - 19 March 17 - 18 March 17 - 18 March 18 - 20 March 23 - 27 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 Photonics Europe SPIE Defense + Security EPIC Annual Meeting	Strasbourg, France Baltimore, MD USA Nice, France	12 - 16 April 26 - 30 April 28 - 30 April
May	Vision in Autonomous Applications Laser Damage Resistance Intelligent Vision Cobots Optical Alignment	Autonomous Technologies Vision & Imaging	SID Display Week Sensors Expo & Conference Control - Int'l Trade Fair for Quality Assurance CLEO	Los Angeles, CA USA Santa Clara, CA USA Stuttgart, Germany Charlotte, SC USA	3 - 8 May 5 - 7 May 11 - 14 May 17 - 21 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	Sensor + Test Automate Intersolar Europe LASER World of Photonics	Nürnberg, Germany Chicago, IL USA Munich, Germany Munich, Germany	9 - 11 June 22 - 25 June 23 - 25 June 24 - 27 June
July	Augmented Reality Update Applications in Nanolithography Agricultural Technology Semiconductor Sustainability Advances in OLEDs	Food and Agriculture Green Technologies	Electronica China	Shanghai, China	1 - 3 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	Microscopy & Microanalysis SPIE Optics & Photonics	Milwaukee, WI USA San Diego, CA, USA	2 - 6 August 23 - 27 August
September	Nano-Imaging Optics Advanced Vision Lighting Simplifying Robotic Operation Laser Line Profilers	Autonomous Technologies Vision & Imaging	China International Optoelectronic Expo (CIOE) SPIE Sensors + Imaging ECOC PPMA Show	Shenzhen, China Edinburgh, UK Malaga, Spain Birmingham, UK	9 - 11 Sept 14 - 17 Sept 20 - 24 Sept 22 - 24 Sept
October	Image Guided Medical Procedures Metrology Advances Applications of Terahertz Imaging Nanomanufacturing Laser Measurement Tools	Medicine and Healthcare Materials Processing and Manufacturing	SCIX VISION SEMICON West Autonomous Vehicle Technology Expo SPIE Photonex	Sparks, NV USA Stuttgart, Germany San Francisco, CA USA Novi, MI USA Coventry, UK	4 - 9 October 6 - 8 October 13 - 15 October 27 - 29 October
November	Drones in Agriculture Emerging Imaging and Sensing Technologies Imaging Spectrometry Photonics in Renewable Energy	Food and Agriculture Green Technologies	Neuroscience RE+	Washington, DC USA Las Vegas, NV USA	14 - 18 November 16 - 19 November
December	Adaptive Optics Mobile Robots Surveillance Technologies Electro-Optical and Infrared Systems	Security and Surveillance	Cell Bio (ASCB EMBO Meeting)	San Diego, CA USA	12 - 16 December

2026 Advertising Rates

NOVUS LIGHT TECHNOLOGIES TODAY BANNER ADVERTISING

FREQUENCY/MONTHLY RATE	1x	3x	6x	12x	24x
Leaderboard (728 x 90)	\$1,930	\$1,835	\$1,740	\$1,635	\$1,540
Medium Rectangle (300 x 250)	\$1,635	\$1,550	\$1,470	\$1,390	\$1,310
Wide Skyscraper (160 x 600)	\$1,635	\$1,550	\$1,470	\$1,390	\$1,310
Full Banner (468 x 60)	\$1,275	\$1210	\$1145	\$1085	\$1025
Vertical Banner (120 x 240)	\$890	\$859	\$815	\$770	\$725

PROMOTIONAL VIDEO

MONTHLY RATE	
Promotional Video	\$435

LIGHT CONVERSATION AND APPLICATION NEWSLETTERS SPONSORSHIPS

RATE PER ISSUE	
Product Showcase	\$565
Full Banner (468 x 60)	\$545
Vertical Banner (120 x 240)	\$485

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

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.

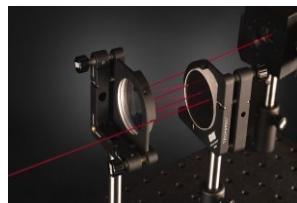
- Optics
- Automation
- Electronics
- Lasers
- MEMs/Nanotech
- LEDs
- Imaging and Machine Vision
- Displays
- Cameras
- Robotics

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.



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.



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.



Optics and Optical Fabrication

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



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.



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.

