



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

Media Kit

2020

2020 Editorial Calendar and Trade Shows

	Editorial Calendar	Featured Trade Shows	Location	Dates
January	Photonics Trends and Forecast Robotic and Autonomous Technologies Embedded Imaging Laser Cutting	Consumer Electronics Show (CES)	Las Vegas, NV, USA	7 - 10 January
		A3 Business Forum	Orlando, FL, USA	13 - 15 January
		IS&T International Symposium on Electronic Imaging	Burlingame, CA, USA	26 - 30 January
		InterOpto Japan	Tokyo, Japan	29 - 31 January
February	Hot Trends at Photonics West Applications in AR/VR/MR Lighting Design Medical Imaging	SPIE BIOS Expo	San Francisco, CA, USA	1 - 2 February
		SPIE Photonics West	San Francisco, CA, USA	1 - 6 February
		SPIE AR VR MR	San Francisco, CA, USA	2 - 4 February
		Intersolar North America	San Diego, CA, USA	4 - 6 February
		Medical Design & Manufacturing (MD&M) West	Anaheim, CA, USA	11 - 13 February
		Strategies in Light + LED Show + Lightspace	San Diego, CA, USA	11 - 13 February
		SPIE Medical Imaging	Houston, TX USA	15 - 20 February
		SPIE Advanced Lithography	San Jose, CA, USA	23 - 27 February
		Mobile World Congress	Barcelona, Spain	24 - 27 February
		Embedded World Conference	Nürnberg, Germany	25 - 27 February
		PHOTOPTICS	Valletta, Malta	27 - 29 February
March	Applied Spectroscopy European Photonics Photovoltaic Manufacturing Agricultural Innovation Hyperspectral Imaging	Pittcon	Chicago, IL, USA	1 - 5 March
		OFCE	San Diego, CA, USA	8 - 12 March
		Image Sensors Europe	London, UK	11 - 12 March
		APEC	New Orleans, LA, USA	15 - 19 March
		World Agri-Tech Innovation Summit	San Francisco, CA, USA	17 - 18 March
		ISC West	Las Vegas, NV, USA	17 - 20 March
		LASER World of PHOTONICS China	Shanghai, China	18 - 20 March
		SPIE Photonics Europe	Strasbourg, France	29 March - 2 April
		Analytica	Munich, Germany	31 March - 3 April
April	Biomedical Optics Security & Surveillance Non-destructive Testing Lighting for Machine Vision	Laser Optics & Photonics	Miami, FL, USA	13 - 14 April
		EPIC Annual General Meeting	Vilnius, Lithuania	15 - 17 April
		OSA Biomedical Optics Congress	Ft Lauderdale, FL, USA	20 - 23 April
		SPIE Defense & Commercial Sensing	Anaheim, CA, USA	26 - 30 April
		SPIE Smart Structures+Nondestructive Evaluation	Anaheim, CA, USA	26 - 30 April
May	Solar Simulation Research & Applications in Laser Science Advances in Photovoltaics Lidar in Autonomous Technology	Lightfair International	Las Vegas, NV USA	3 - 7 May
		AUVSI XPONENTIAL	Boston, MA, USA	4 - 7 May
		Control - International Trade Fair for Quality Assurance	Stuttgart, Germany	5 - 8 May
		CLEO	San Jose, CA, USA	10 - 15 May
		Intersolar Europe	Munich, Germany	17 - 19 May
		Photonics North	Niagara Falls, Canada	26 - 28 May
June	Display Technologies Sensors in Test & Measurement Vision Update Applications in Astronomy Diagnostic Techniques	SID Display Week	San Francisco, CA, USA	7 - 12 June
		Sensors Expo & Conference	San Jose, CA, USA	9 - 11 June
		The Vision Show	Boston, MA, USA	9 - 11 June
		SPIE Astronomical Telescopes + Instrumentation	Yokohama, Japan	14 - 19 June
		Autonomous Vehicle Technology Expo	Stuttgart, Germany	16 - 18 June
		Sensor + Test	Nuremberg, Germany	23 - 25 June
July	Food Security Lighting Trends Deep Learning Applications Optical Engineering	SEMICON West	San Francisco, CA, USA	21 - 23 July
August	Microscopy & Microanalysis Optical Design State-of-the-Art Security Technologies Sensors in Autonomous Applications Imaging Software	Microscopy & Microanalysis	Milwaukee, WI, USA	2 - 6 August
		SPIE Optics & Photonics	San Diego, CA, USA	23 - 27 August
September	Opportunities in Optical Communications Advanced Solar Technologies Quantum Technology Update Trends in OLEDs	China International Optoelectronic Expo (CIOE)	Shenzhen, China	9 - 11 September
		OSA Frontiers in Optics	Washington, DC, USA	14 - 17 September
		Solar Power International	Anaheim, CA, USA	14 - 17 September
		ECOC	Brussels, Belgium	21 - 23 September
		LASER World of Photonics India	Bangalore, India	23 - 25 September
October	Spectroscopy Trends Vision in Health and Medicine Lasers in Industry 4.0 Environmental Testing	Photonex	Coventry, UK	7 - 8 October
		SCIX	Reno-Sparks, NV, USA	11 - 16 October
		Neuroscience	Washington, DC, USA	24 - 28 October
		Fiber Optics Expo (FOE)	Chiba City, Japan	28 - 30 October
November	Trends in 3D Vision The Smart Factory Packaging for the Food Industry Optoelectronics Brain Imaging	VISION	Stuttgart, Germany	10 - 12 November
		Electronica	Munich, Germany	10 - 13 November
December	Trends in LED Technology Autonomous Applications Defense Technologies Additive Manufacturing	ASCB EMBO 2020 Meeting	Philadelphia, PA, USA	5 - 9 December

Applications Newsletters



Medicine and Healthcare

Medical applications include diagnostics, surgery, pathology and patient monitoring. These incorporate technologies such as microscopy, fiber optics, tomography, ultrasound, lasers, machine vision, detectors, image processing and spectroscopy amongst others.



Food and Agriculture

Applications cover packaging inspection, robotic harvesting, pharmaceutical quality control, and spectral sensing for food safety. These are just a few of the many food and agricultural applications using cameras, imaging, sensors, robotics, spectroscopy, OCR scanners amongst others.



Security and Surveillance

From home and consumer use, to mission critical infrastructure monitoring and defense procedures, security and surveillance applications include video, detectors, cameras, adaptive optics, lasers and infrared.



Autonomous Technologies

Autonomous technologies are at work in self-driving vehicles, underwater exploration, combat surveillance, drones, space probes, even our homes. They are making use of vision sensors,

lidar, infrared detection, laser scanners, adaptive optics, robotics and many more.



Green Technologies

The cleaner world of tomorrow relies on technologies developed today, and these include solar plant surveillance, concentrating solar, test and measurement, solar simulation, robotic operations & maintenance, the smart factory, manufacturing as well as new coatings and improved materials.

Our Editorial Sections

Novus Light Technologies Today features a full spectrum of news and opinion, providing readers with quick access to the information and insight they want and need.

Light Research: Focuses on the latest developments from R&D labs around the globe.

Enlightening Applications: Case studies highlighting new applications.

Illuminating Products: Surveys offerings from companies around the globe.

Lightning News: Provides a quick summary of key stories of the day.

From the Trade Show Floor: Brings you live reports from the major shows.

People in the Limelight: Features news about who is doing what and where in the industry.

All of this and much, much more today
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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, 30% Europe, 25% 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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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

Research Page



Home Page

Advertising Rates 2020

Our decades of experience in publishing affirm that Novus Light Technologies Today and its associated newsletters offer our readers unmatched content – including news, analysis and free-flowing exchange of ideas – all with a global perspective.

Novus Light Technologies Today Banner Advertising – 2020 Rates

Frequency/Monthly Rates	Dimensions	1x	3x	6x	12x	24x
Leaderboard	(728 x 90)	\$1,525	\$1,450	\$1,370	\$1,295	\$1,220
Medium Rectangle	(300 x 250)	\$1,265	\$1,200	\$1,140	\$1,075	\$1,010
Wide Skyscraper	(160 x 600)	\$1,265	\$1,200	\$1,140	\$1,075	\$1,010
Full Banner	(468 x 60)	\$975	\$925	\$895	\$850	\$825
Vertical Banner	(120 x 240)	\$675	\$640	\$610	\$575	\$550

Promotional Video

Showcase your product or application in real time	1x	3x	6x	12x	24x
	\$375	\$355	\$340	\$320	\$300

Light Conversation and Application Newsletters Sponsorships

Rate per Issue	Dimensions	1x	3x	6x	12x	24x
Full Banner	(468 x 60)	\$405	\$395	\$385	\$365	\$335
Vertical Banner	(120 x 240)	\$325	\$315	\$305	\$285	\$265
Square Button	(125 x 125)	\$245	\$235	\$225	\$215	\$195

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.

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Vertical Banner: Creates excellent brand recognition in right column.

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Created by, and specifically for, thought and business leaders in the fast-moving photonics industry.

Novus Light Technologies Today and its complementary fortnightly newsletter, Light Conversation, combine the best of traditional journalism and today's online technology to inform and inspire current and future generations of optics professionals.

With reporting by a world-wide staff of renowned scientists and recognized industry experts, Novus Light Technologies Today

offers authoritative commentary, perspective, and vital on-line discussions on a comprehensive array of technologies including:

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- Lasers
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- LEDs
- Imaging and Machine Vision
- Displays
- Cameras



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Novus Light Technologies Today and its six newsletters show in-depth experience in promoting your products, highlighting your achievements and working with you for complete exposure.

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- Trade show coverage, including product showcases
- International readership, with the added ability to focus on specific geographic regions.

Novus Light Technologies Today covers the entire spectrum of the photonics industry around the globe, 24/7, 365 days a year. With an unmatched team of editors on every continent, readers enjoy a full spectrum of knowledge and get the information they need to do their jobs every day.

Novus Light Technologies Today. A wealth of illuminating information framed by a global perspective. All at the speed of light.



Leading articles in Novus Light Technologies Today.

Lasers and light sources

Laser Headlights in Autonomous Vehicles

The lighting technology used in automotive headlights advanced very slowly until recently. This article, written by Managing Editor, Anne Fischer, describes the leap from LED headlights, new just 12 years ago, to the laser headlight of today. Learn about a laser company at the forefront of innovation, the smart connected car, and why lighting systems are increasingly important to maximize safety in our increasingly autonomous world.



Optics and Optical Fabrication

Lighting the Cloud: Optical interconnects for data centers

As data storage and computing resources have increasingly moved into the cloud over the past decade, the demand on data centers for storage and data transfer capacity has increased dramatically and the load on interconnects has increased exponentially.



Imaging and Vision

CoaXPress Cabling Considerations

With the advent of higher speed interconnection schemes such as CoaXPress, it has never been more important for industrial vision systems integrators to make top priority the choice of cable/connectors.



Robotics and Automation

Lidar and the Road Ahead

The merging of lidar (light ranging and detection) technology into a specialized sensor suite within autonomous vehicles (AVs) promises to make cars more intelligent.



Measurement and Sensing

Micro-optomechanical Sensors for the Most Demanding Applications

With MOMS technology, sensors have the same performance as photonic sensors and the small size of MEMS sensors, combining great accuracy and linearity with a wide dynamic range.



Quantum Computing

Shedding Light on Quantum Computing

Quantum computing is creating a multi-billion-dollar market for lasers and other photonic components.



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