



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

Media Kit

2021

2021 Editorial Calendar and Trade Shows

	Editorial Features	Applications Newsletters	Featured Trade Shows	Location	Dates
January	Photonics in the Fight Against COVID-19 Raman for Biosensing Autonomous Trends at CES Update on Laser Cutting and Drilling	Autonomous Technologies Green Technologies	Consumer Electronics Show (CES) IS&T Int'l Symposium on Electronic Imaging Intersolar North America	Online Online Long Beach, CA, USA	6 - 9 January 11 - 22 January 12 - 14 January
February	Hyperspectral Imaging Light Microscopy in the Lab Laser Beam Deflection and Positioning 360-degree Imaging	Medicine and Healthcare Materials Processing and Manufacturing	A3 Business Forum Medical Design & Manufacturing (MD&M) West Strategies in Light + LED Show + Lightspace SPIE Medical Imaging SPIE Advanced Lithography	Orlando, FL, USA Anaheim, CA, USA Santa Clara, CA, USA San Diego, CA USA San Jose, CA, USA	1 - 3 February 9 - 11 February 9 - 11 February 14 - 18 February 21 - 25 February
March	Miniaturized Spectroscopic Sensors Applications in AR/VR/MR Aerial Mapping in Agricultural Applications Photonics in Robotic Applications Coatings for PV	Food and Agriculture Green Technologies	Pittcon SPIE Photonics West / BIOS / AR VR MR SPIE Smart Structures+Nondestructive Evaluation Image Sensors Europe LASER World of PHOTONICS China APEC OFC Analytica	New Orleans, LA, USA San Francisco, CA, USA Long Beach CA, USA London, UK Shanghai, China Phoenix, AZ, USA San Diego, CA, USA Munich, Germany	2 - 4 March 6 - 10 March 7 - 9 March 16 - 18 March 17 - 19 March 21 - 25 March 28 March - 1 April 31 March - 3 April
April	Lasers in Ophthalmic Applications Label-free Imaging Drone-Mounted Sensing Thermal and IR Imaging for Industrial Applications	Security and Surveillance Materials Processing and Manufacturing	SPIE Defense & Commercial Sensing Laser Optics & Photonics Electronics China EPIC Annual General Meeting SPIE Optics+Optoelectronics OSA Biomedical Optics Congress	Orlando, FL, USA Miami, FL, USA Shanghai, China Vilnius, Lithuania Prague, Czech Rep Ft Lauderdale, FL, USA	11 - 15 April 13 - 14 April 14 - 16 April 15 - 16 April 19 - 22 April 20 - 23 April
May	Lighting Measurement Characterization Motion Control Sensors for Advanced ADAS Function Quantum Technology in Communications Solar Manufacturing Materials and Techniques	Autonomous Technologies Green Technologies	AUVSI XPONENTIAL Sensor + Test Control Int'l Trade Fair for Quality Assurance CLEO Lightfair International Automate	Atlanta, GA, USA Nuremberg, Germany Stuttgart, Germany San Jose, CA, USA New York, NY USA Detroit, MI USA	3 - 6 May 4 - 6 May 4 - 7 May 9 - 14 May 16 - 20 May 17 - 21 May
June	LED Lighting in Medical Applications Skincare Lasers Lasers in Biotech Research Optical Testing and Characterization	Medicine and Healthcare Materials Processing and Manufacturing	Autonomous Vehicle Technology Expo Intersolar Europe LASER World of Photonics SID Display Week Sensors Expo & Conference	Stuttgart, Germany Munich, Germany Munich, Germany	8 - 10 June 9 - 11 June 21 - 24 June
July	Automotive Semiconductors Smart and Connected Solid-State Lighting Sensing Tools for Food Safety Optical Engineering	Food and Agriculture Green Technologies	SEMICON West	San Francisco, CA, USA	13 - 15 July
August	Solar Simulators Optical Design Software State-of-the-Art Security Technologies Sensors in Autonomous Applications Laser Etching Applications	Security and Surveillance Materials Processing and Manufacturing	Microscopy & Microanalysis SPIE Optics & Photonics	Pittsburgh, PA USA San Diego, CA, USA	1 - 5 August 3 - 5 August
September	Thermoelectric Coolers Tunable Lighting for Indoor Horticulture The Latest on Lidar Sensors Drone inspection	Autonomous Technologies Green Technologies	Solar Power International ECOC LASER World of Photonics India China International Optoelectronic Expo (CIOE) OSA Frontiers in Optics	Anaheim, CA, USA Bordeaux, France Bangalore, India Shenzhen, China	14-17 September 20-22 September
October	Spectrometers in Green Applications Laser Measurement Tools Brain imaging Environmental Testing	Medicine and Healthcare Materials Processing and Manufacturing	Collaborative Robots, Advanced Vision and AI SPIE Optifab SPIE Photonex Fiber Optics Expo (FOE)	San Jose, CA Rochester, NY, USA Coventry, UK Chiba City, Japan	5 - 6 October 18 - 21 October
November	Trends in Optical Coatings Camera Sensor Test and Calibration Microspectroscopy Applications Imaging in Food and Agriculture	Food and Agriculture Green Technologies	Neuroscience Electronica	Chicago, IL, USA Munich, Germany	13 - 17 November
December	Projection and Display Technologies Autonomous Applications Thermal and IR Imaging in Security and Surveillance Laser Characterization in the Research Lab	Security and Surveillance	ASCB EMBO 2021 Meeting	San Diego, CA, USA	11 - 15 December

2021 Advertising Rates

NOVUS LIGHT TECHNOLOGIES TODAY BANNER ADVERTISING

FREQUENCY/MONTHLY RATE	1x	3x	6x	12x	24x
Leaderboard (728 x 90)	\$1,575	\$1,495	\$1,415	\$1,335	\$1,260
Medium Rectangle (300 x 250)	\$1,295	\$1,240	\$1,175	\$1,110	\$1,045
Wide Skyscraper (160 x 600)	\$1,295	\$1,240	\$1,175	\$1,110	\$1,045
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Vertical Banner (120 x 240)	\$695	\$660	\$625	\$595	\$565

PROMOTIONAL VIDEO

MONTHLY RATE	
Promotional Video	\$395

LIGHT CONVERSATION AND APPLICATION NEWSLETTERS SPONSORSHIPS

RATE PER ISSUE	
Product Showcase	\$475
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Vertical Banner (120 x 240)	\$360
Square Button (125 x 125)	\$270

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

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

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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