

LUGER RESEARCH  
Institute for Innovation & Technology

# Exploring Light for a Better Future

MEDIA KIT 2023



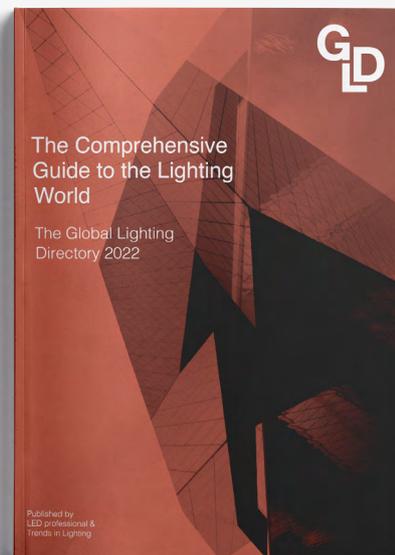
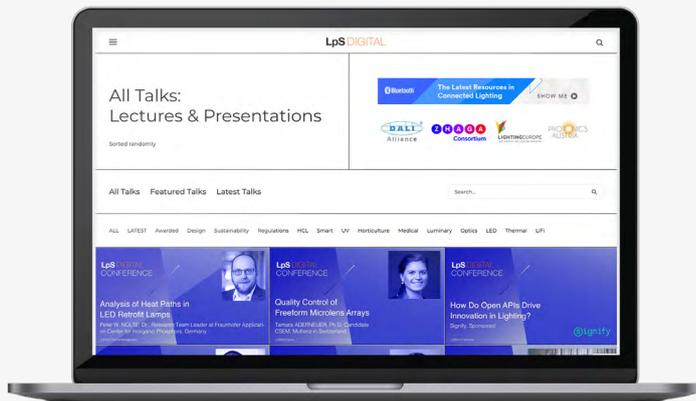
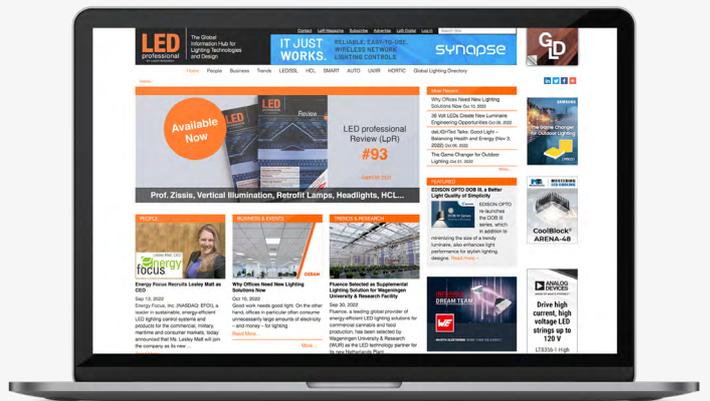
**LED**  
professional

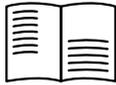
**LpS** DIGITAL

**777** TRENDS IN  
LIGHTING

**G**  
**D**

# The Global Communication Hub for Lighting Technologies and Design





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# ABOUT LUGER RESEARCH

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## LUGER RESEARCH

Institute for Innovation & Technology

Luger Research, with its headquarters in Austria, is a media, events and research organization that supports the global lighting area by sharing information about trends, designs and technologies for future lighting solutions.

Luger Research fosters a global understanding of future lighting solutions and serves the lighting industry and lighting design communities. They do this by raising awareness, communicating and supporting the lighting industry and research, and by facilitating partnerships. This enables lighting technologies and trends to contribute to sustainability and well-being, for a better future.

Founded in 2001 with a focus on research and consulting, Luger Research has grown and developed over the last 22 years. The LED professional publications were launched in 2006. In 2011 the LED professional Symposium +Expo was introduced, and in 2017 the Trends in Lighting Blog and Event joined the company's portfolio. The Global Lighting Directory was first published in 2019. In 2020, LpS Digital replaced the LpS Live event with the world's first digital lighting conference and exhibition.

Today, Luger Research cooperates with multiple lighting organizations, scientific associates and event and media partners around the globe and operates a scientific network in the light sector.

### Media

The LED professional publications form the global communication hub for lighting technologies and lighting design. It is comprised of LED professional Review, the LED professional Newsletter, LED professional Online and, the recently launched Trends in Lighting Blog. Affiliated with the network are multiple social media channels serving the international lighting industries and research organizations with up-to-date news and features.

LED professional has over 30,000 subscribers, more than 220,000 page-views per month and social media platforms with followers in excess of 23,000. It is the world's leading publication and platform in the field of Solid-State-Lighting technology and design information.

The Trends in Lighting Blog is dedicated to reporting on creative, inspirational and impactful uses of light. The TiL Blog shares and explores the potential of light, through interviews, case studies and product and application news articles. The core focus areas are Illuminating Spaces, Mobility, Life & Wellbeing and Light Experiences, wherever light influences life. The TiL Blog has over 14,000 subscribers, more than 3,000 unique page-views per month and a growing number of social media followers from around the world.

The Global Lighting Directory (GLD) covers the full value chain in lighting, addressing architecture, lighting design and industry experts. It features LinkedIn profiles, reference projects, and enhanced opportunities for highlighting entries.

*“Today’s marketing realities dictate that companies spend money only where they get results; Cree is no exception. This is why we can say that advertising with LED professional, in their magazine, online and in the LED professional newsletter, is money well spent.”*

CREE

## Events

The on-demand LpS Digital conference and exhibition brings current, high-quality content about light, light quality, lighting technologies, design, and applications to the entire global lighting community and acquaints the lighting domain with the latest product developments and application trends. Hence, LpS Digital is aiming at all stakeholders: manufacturers of components, systems, software, peripherals, etc., as well as lighting designers/architects.

Due to environmental issues and travel restrictions, the acclaimed LpS Symposium +Expo and Trends in Lighting Forum &Show, organized by Luger Research and held in Bregenz, Austria, had to be remodeled and integrated into the LpS Digital in February 2020. This unique event was the first of its kind in the industry and is available to viewers 24 hours a day, 7 days a week.

LpS Digital follows the motto: “Experience the Future of Light.”

## Research & Consulting

Luger Research has been providing research, innovation and technology consulting services on various lighting technology topics since 2001. The services range from engineering to IP and technology reviews, including trend, risk and patent analyses. Luger Research is also a knowledge and dissemination partner in various EU partner projects. Luger Research founded the Scientific Partnership in Lighting. SciPiL connects research organizations and the lighting industry, enabling knowledge sharing that triggers the development of vital innovations in the lighting domain. Research needs external input to continue its essential work. Industry can only thrive when it has access to the latest scientific findings. The SciPiL recognizes the need to build partnerships that will create an information exchange and collaboration, creating new possibilities for both researchers and industries in lighting.

## The Global Communication Hub for Lighting Technologies and Design

LED professional is the comprehensive B2B publication and platform for latest lighting technologies and design, connecting readers related to design, engineering, testing and production from around the world.



### LED professional Review (LpR)



- The established authority when it comes to LED & OLED technology information
- Circulated to more than 30,000 people from the lighting industry throughout the world. **NEW:** Circulated to more than 15,000 people from the lighting design community throughout the world.
- The essential marketing tool used by decision makers in the lighting area helps generate valuable sales leads
- Published bimonthly for a solidly growing reader audience comprised of engineers & researchers, executives & corporate management, and many others

### LED professional Online (LpO)



- One of the most trusted online portals for all aspects of design, engineering and the application of Solid-State-Lighting and general LED & OLED technologies, worldwide
- Has in excess of 220k page-views per month
- The perfect supplement to the more extensive technical articles in the LED professional Review (LpR)
- Has company information available in a well structured Buyer's Guide
- Showcase for products and services to the right audience the world over
- Generates traffic to advertisers' websites 24/7
- Designed to make it easy to access important information quickly

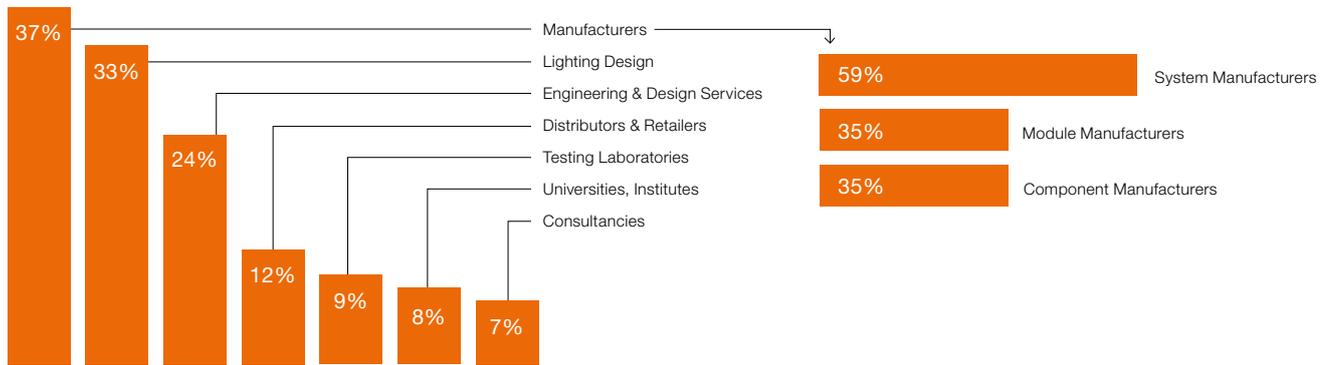
### LED professional Newsletter (LpN)



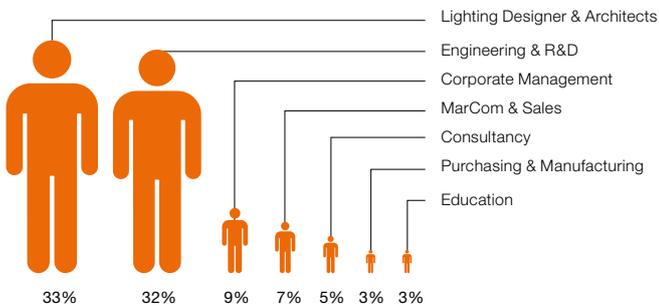
- Delivers information and breaking news on cutting edge technologies and the latest product and application reviews twice monthly
- Reaches an audience of over 29,000 subscribers who can get the latest information by simply opening an email
- Reaches a targeted, opt-in audience that wants to see it
- Effective way to generate new contacts and leads
- Allows for coinciding ads with upcoming events or product releases

# AUDIENCE

## Organizations



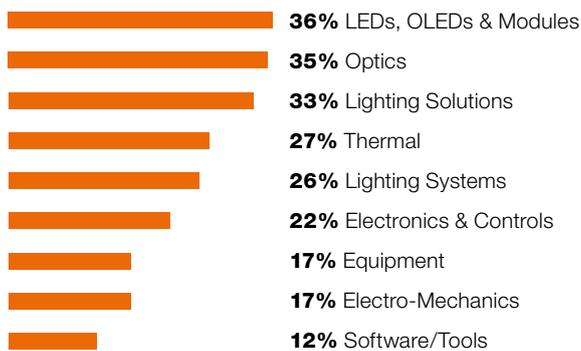
## Job Functions



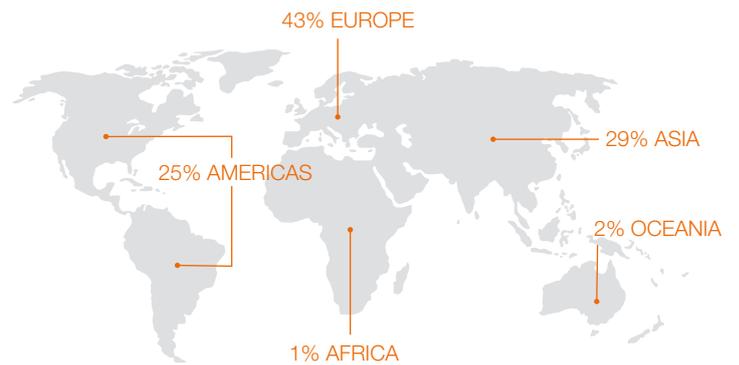
## Applications



## Specified / Purchased Products



## Geographical Distribution



LED professional Review **45,000+** subscribers

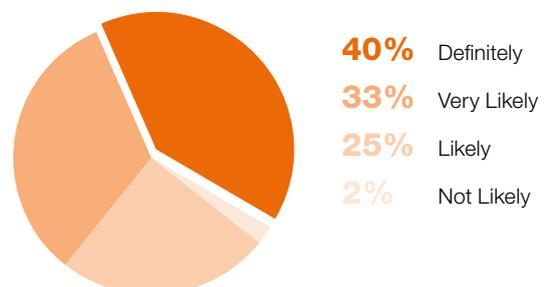
LED professional Newsletter **30,000+** subscribers

LED professional Online **220,000** page impressions/month

Twitter Followers **22,000+**

Total Social Media Followers **27,000+**

## Would Readers recommend LED professional?



Source: Publisher's own data from readers' survey and from Google Analytics statistics.  
Page impressions are based on physical access measured with the server's AW-Stats tool.



## Editorial Calendar 2023

ISSUE N°	AD CLOSE MATERIAL DUE	ONLINE PUB.	PRINT PUB.
95	Dec 31, 2022	Jan 15, 2023	Jan 31, 2023
96	Feb 28, 2023	Mar 15, 2023	Mar 31, 2023
97	Apr 30, 2023	May 15, 2023	May 31, 2023
98	June 30, 2023	July 15, 2023	July 31, 2023
99	Aug 31, 2023	Sept 15, 2023	Sept 30, 2023
100	Oct 31, 2023	Nov 15, 2023	Nov 30, 2023

## Editorial Content:

Read the topics of the upcoming issues online.

<https://www.led-professional.com/misc/advertise>

## TOPICS PER ISSUE:

- Interview with leading light/lighting expert
- Commentary from thought leader
- Editorial from the publisher
- Up to five technical lighting articles or reports
- Lighting Design project presentation
- International lighting news

## AREAS:

General Lighting, Human Centric Lighting, Horticulture Lighting, Automotive Lighting, Displays, Light Sources, Modules, Controls, Equipment, Research.





## Advertising Formats & Rates

NET RATES (4c)		1x	3x	6x	NET RATES (4c)		1x	3x	6x
1/1 Page	USD	4,160	3,970	3,740	2/3 Page	USD	3,280	3,210	2,930
Inside Front-Cover Inside Back-Cover	USD	4,990	4,770	4,500	1/2 Page	USD	2,500	2,390	2,220
Opposite Inside Front-Cover Opposite Editorial Opposite Commentary	USD	4,990	4,770	4,500	1/3 Page	USD	2,090	1,980	1,850
Outside Back-Cover	USD	5,220	4,960	4,690	1/4 Page	USD	1,780	1,690	1,590
Spotlight Promotion Ad	USD	1,340	1,260	1,200	1/6 Page	USD	1,340	1,250	1,170
					<b>Special Requests</b>				
					e.g. First third of magazine, guaranteed right hand side, etc.	+15%			

NET Rates per Insertion in USD, excl. VAT.

**Introduction of On-BBL Tunable White Technology**

By introducing tunable white technology with a combination of warm white LEDs and cool white LEDs, the chromaticity point moves from the blue chromaticity diagram, with the classic focus (BBL) in mind. Due to the consistency of the BBL, especially under 3000K CCT, the emission color relationship between "warm" and "cool" remains stable and will adjust to the emission color, and it is important to keep the range of correlated color temperature (CCT) around 3000K CCT. PLEXIGLAS, Managing Director at OSRAM Lighting Solutions, introduces a new "On-BBL, Tunable White" technology that makes the chromaticity point move an upward curve along the BBL, i.e. chromaticity control. This technology expands the possibilities of tunable white LEDs by allowing the CCT range to be set from 2000K to 6000K.

**Light makes the Atmosphere. And PLEXIGLAS® makes the light.**

**PLEXIGLAS®**

1/1 Page – Opposite Commentary

**LightingEurope**  
THE VOICE OF THE LIGHTING INDUSTRY

**LightingEurope Guidelines**  
Are you ready for the new EU requirements applying in 2021?

LightingEurope supports all companies to understand and apply new and complex rules and helps all authorities to enforce them.

Download our guidelines on:

- Energy Labelling (update in 2020)
- State Equipment Directive
- European Product Registry for Energy Labelling (EPREL)

[www.lightingeuropriorities.eu/guidelines](http://www.lightingeuropriorities.eu/guidelines)

1/1 Page – Inside Back Cover

**CONCLUSIONS**

As the world's population continues to grow, the number of people with eye diseases is increasing. The most common eye diseases are cataracts, glaucoma, and age-related macular degeneration (AMD). These diseases can lead to blindness if not treated early.

**Sustainable Eye Health Pty Ltd**  
An LED IP company

- Eye health
- Chronic diseases
- General health and well-being

Through intelligent design of the spectral power distribution

• Prolonger central vision (LED light for "wavelength", intensity, duration)

For more information contact:

**Dr Stephen A Mason**  
E: stephen@sehp.com.au  
M: +61 8 9447 1111  
W: www.sehp.com.au

1/2 Page

1/4 Page

2/3 Page

**Architecture on your mind?**  
Browse Profiles of Selected Architects and Lighting Designers for Inspiration, Plus Magazine, Agenda and Jobs.

[www.architects.com](http://www.architects.com)

**Bar for Linear Downlights with Estimation Design**

As a linear downlight manufacturer, we have developed a new range of linear downlights with estimation design. This range of downlights is designed to provide a high level of accuracy in estimating the cost of your lighting project.

**CONCLUSION**

As a result of the COVID-19 pandemic, the lighting industry has experienced significant challenges. However, with the right approach, the industry can overcome these challenges and emerge stronger than ever.

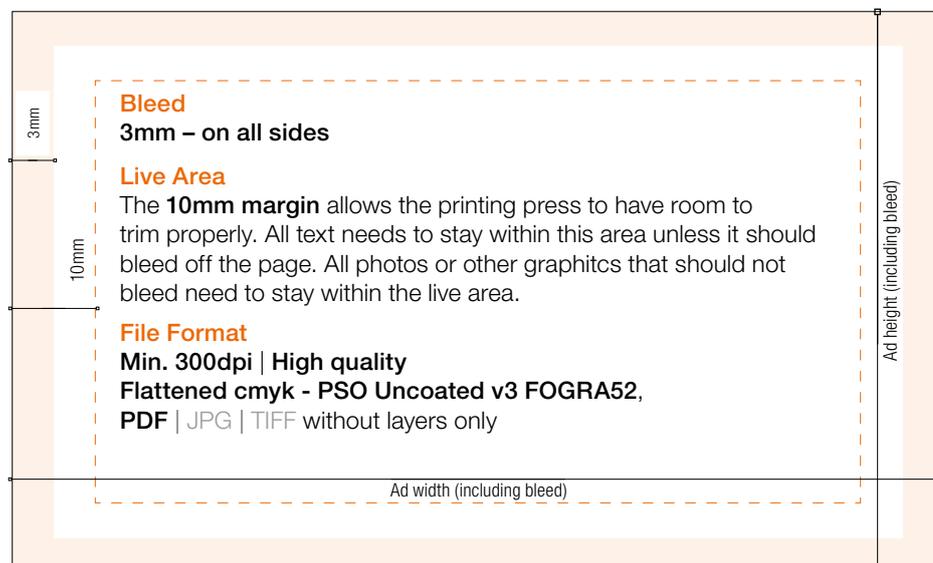
**LpS DIGITAL**  
The First Digital Lighting Conference and Exhibition

1/3 Page



Advertising Formats & Specifications

Specifications		Trimmed [in mm]	Untrimmed [in mm]	Live Area [in mm]	Specifications		Trimmed [in mm]	Untrimmed [in mm]	Live Area [in mm]
1/1 Page		W <b>210</b> H <b>297</b>	216 303	196 283	1/4 Page		W <b>121</b> H <b>133</b>	no bleed	121 133
2/3 Page	VERTICAL	W <b>127</b> H <b>297</b>	133 303	120 283	1/6 Page	VERTICAL	W <b>60.7</b> H <b>133</b>	no bleed	60.7 133
1/2 Page	VERTICAL	W <b>99</b> H <b>297</b>	105 303	85 283		HORIZONTAL I	W <b>93</b> H <b>83.3</b>	no bleed	93 83.3
	HORIZONTAL	W <b>210</b> H <b>144.5</b>	216 150.5	196 130.5		HORIZONTAL II	W <b>190</b> H <b>40</b>	no bleed	190 40
1/3 Page	VERTICAL	W <b>76</b> H <b>297</b>	82 303	62 283					
	HORIZONTAL	W <b>210</b> H <b>94</b>	216 100	196 80					





## Cover Corner Snipe Ad

The Cover Corner Snipe Ad is a triangular ad separated from the cover page by a thin white line. Basically, the same design rules are valid as for any regular ad. There are just a few relevant additional requirements due to the triangular shape.

### Specifications

- Overall size: 86 x 86 mm  
The lower right half of the triangle should be designed keeping bleed and live area requirements in mind
- The upper left side of the triangle MUST be transparent  
Suitable file formats for this are PDF or TIFF  
Color space is cmyk – PSO Uncoated v3 FOGRA52
- Bleed: 3mm resulting in an overall size of 80 x 80 mm
- Live Area Margin: 6mm, resulting in an overall live area of approx. 74 x 74mm whereby the upper left half is transparent and the lower right half contains the ad
- Choose either one web link or a link to an ad or article inside the magazine

### NET RATES (4c)

	1x	3x
USD	4,160	3,970

### Stipulations

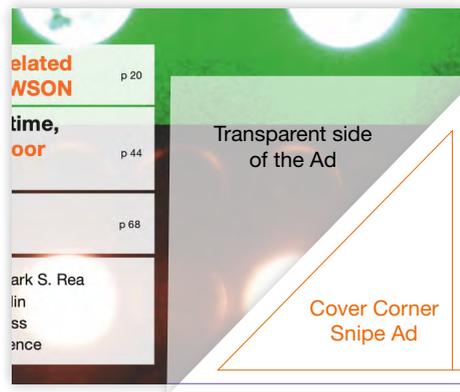
Only firm bookings accepted

Limit of 3 cover snipes per year, per company

No first rights for re-booking



Cover Corner Snipe Ad



86x86mm overall workspace (including bleed)

Margin for live area = 6mm\*

3mm Bleed

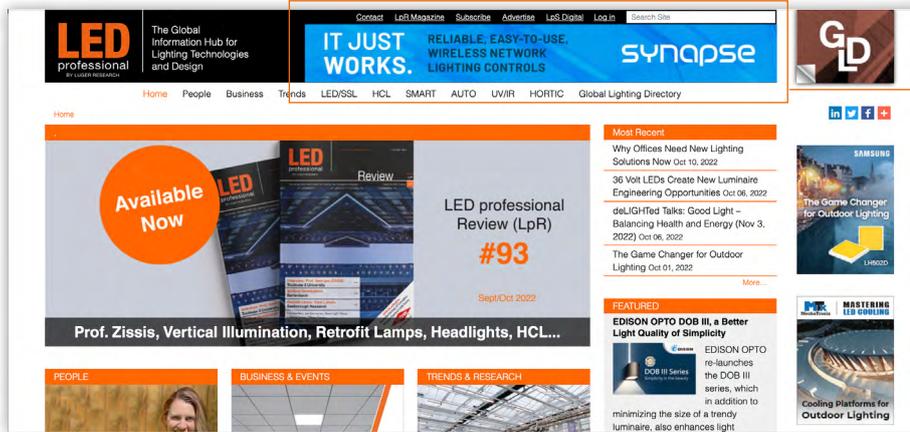
\* For design reasons we ask relevant text be kept 3mm from the inner margin of the triangle

## Spotlight Promotion Ad

	<p>Picture 38 x 38 mm 300 dpi</p>	<p>Headline: Max. 100 characters including spaces Text: Max. 400 characters including spaces</p> <p>Spotlight Ads have a standard layout For individual layouts, please provide an ad according to the 1/6 page specifications</p>	<p>Logo 38 x 30 mm or 38 x 38 mm 300 dpi</p> <p>Weblink / Email</p>
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NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

Leaderboard Banner & Anchor Banner

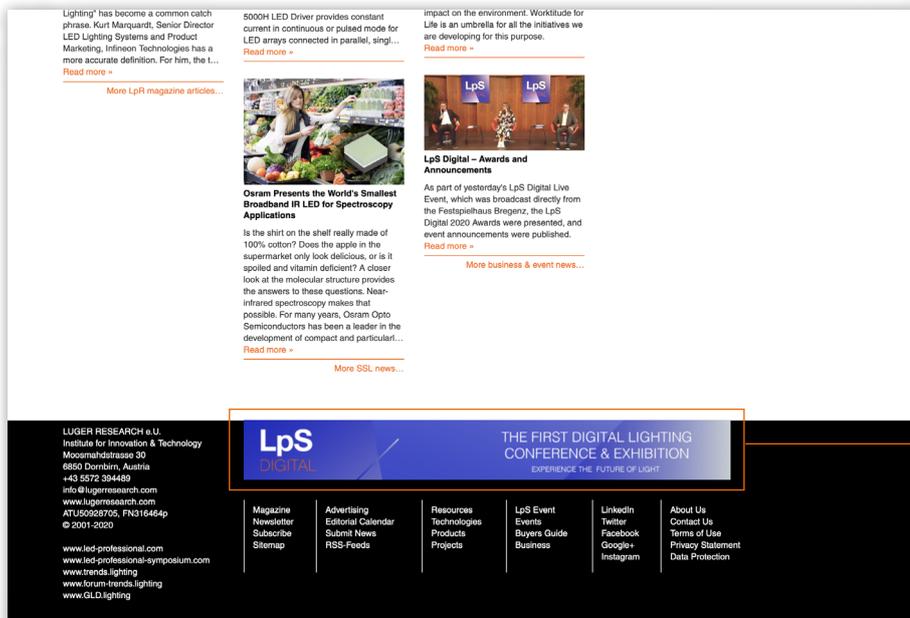


Leaderboard Banner

728px (w) x 90px (h)

- Allocation: 2
- On all pages

USD 4,330



Anchor Banner

728px (w) x 90px (h)

- Allocation: 2
- On all pages

USD 2,830

Banner file formats:

JPG, GIF / Animated GIF, HTML5;  
File size: max. 70 kB

Logo & thumbnail file formats:

JPG, PNG, GIF;  
File size: max. 30 kB

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

Featured Product & Home Banners



Featured Product / Story

Features:

- Run of site for two weeks and then continuing for 12 months on a high traffic sub-page
- The first 300 characters of the press release will be displayed in the "FP Box"
- Image run of site for two weeks and then on the category pages and sub-pages
- Full press release on the sub-pages
- Contact information on the sub-pages

Material Needed:

- Headline: 60 characters including spaces
- Text: Full press release (1,500 – 5,000 characters)
- Product image: 960px (w) x 640px (h) (The full format image will be automatically rescaled in the "FP box" on the homepage, category pages and subpages)
- Weblink and/or email address
- Short Company Description: max. 500 characters including spaces

USD 1,440

Home Banner I

266px (w) x 222px (h)

- Allocation: 1
- On all pages

Position 1 - USD 3,080

Home Banner II

266px (w) x 222px (h)

- Allocation: 1
- On all pages

Position 2 - USD 2,640

Home Banner III

266px (w) x 222px (h)

- Allocation: 1
- On all pages

Position 3 - USD 2,350

Banner file formats:

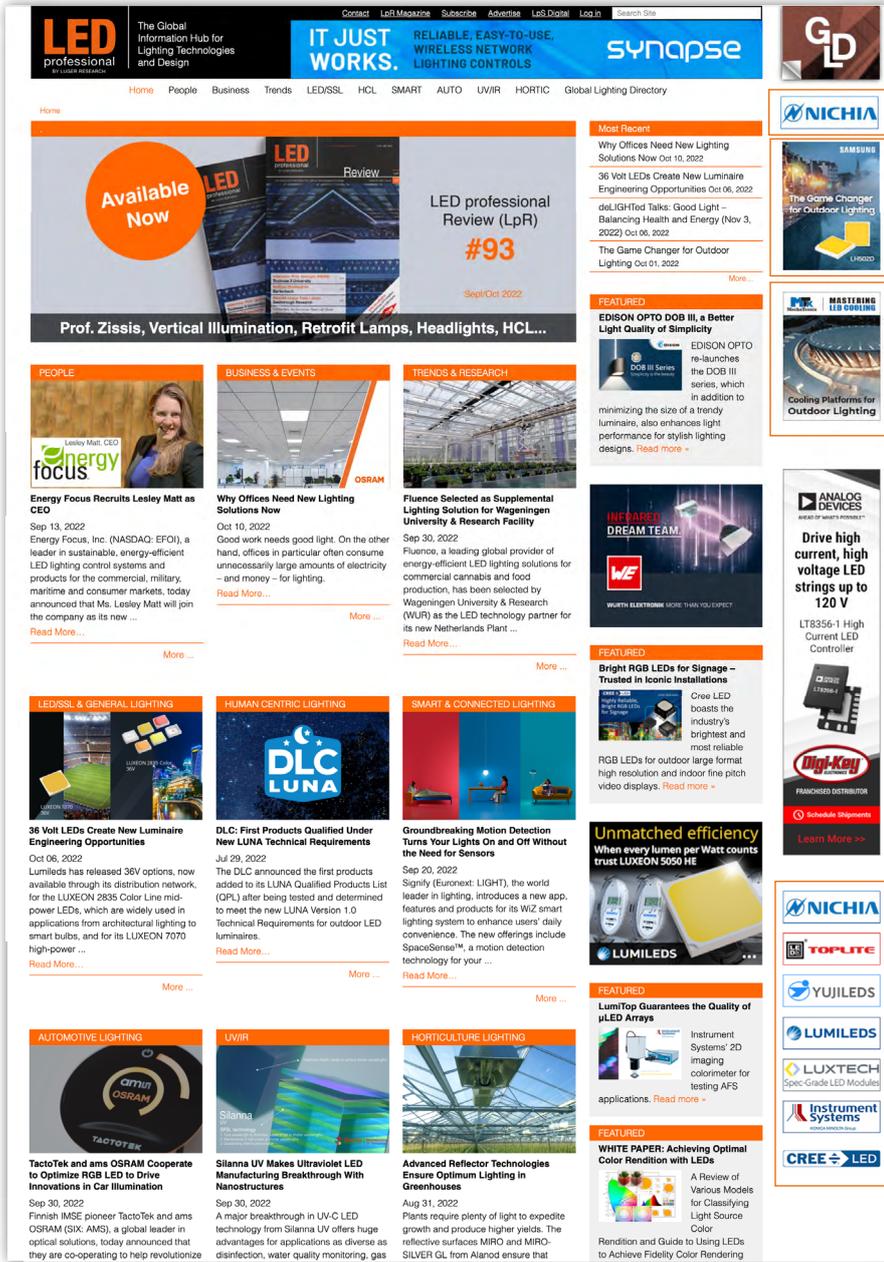
JPG, GIF / Animated GIF, HTML5;  
File size: max. 70 kB

Logo & thumbnail file formats:

JPG, PNG, GIF;  
File size: max. 30 kB

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

Side Banners & Company Logo



Superior Company Logo

150px (w) x 50px (h)

- Allocation: 1
- Preferred top position for one month
- On all pages

USD 1,630

Side Banner Premium I

150px (w) x 200px (h)

- Allocation: 3
- On all pages

USD 2,360

Side Banner Premium II

150px (w) x 200px (h)

- Allocation: 3
- On all pages

USD 2,360

Company Logo\*

150px (w) x 50px (h)

- Rotating logo in a prominent position for one year
- On all pages

USD 1,780\*

\*NET Rate per Year.

Banner file formats:

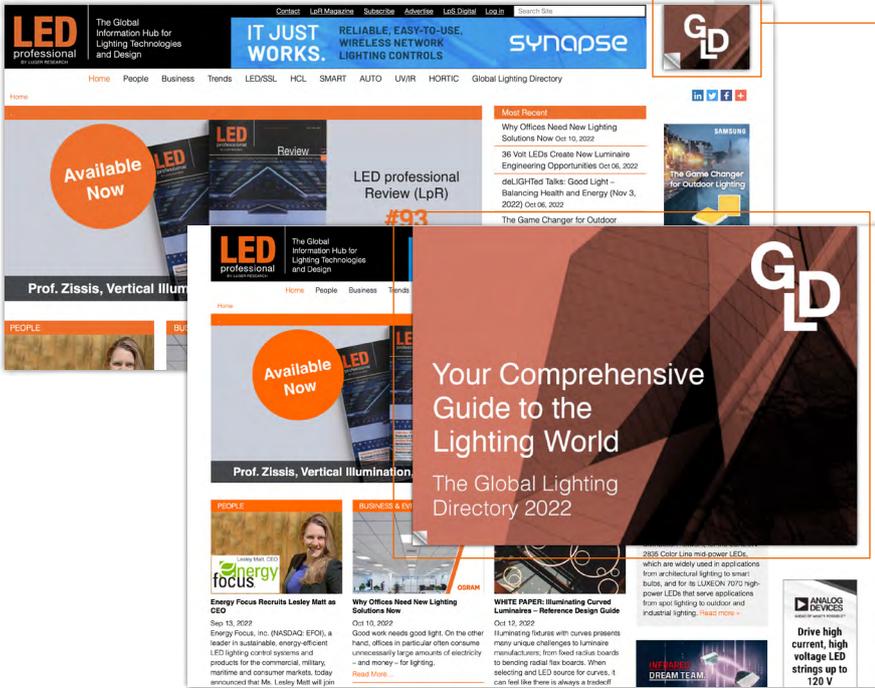
JPG, GIF / Animated GIF, HTML5;  
File size: max. 70 kB

Logo & thumbnail file formats:

JPG, PNG, GIF;  
File size: max. 30 kB

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

Page Peel Banner & Skyscraper Banner



Page Peel Corner Banner

Small image: 150px (w) x 114px (h)  
Large image: 900px (w) x 650px (h)

- Allocation: 1
- On all pages
- Technical integration to be defined
- Requires extended lead time due to harmonization process

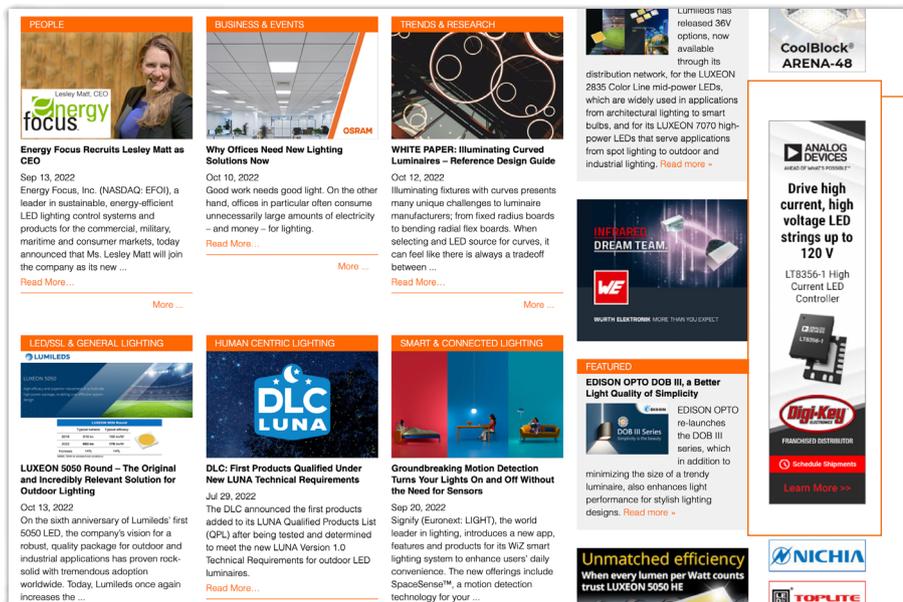
USD 2,450

Skyscraper

150px (w) x 600px (h)

- Allocation: 3
- On all pages

USD 4,020



Banner file formats:

JPG, GIF / Animated GIF, HTML5;  
File size: max. 70 kB

Logo & thumbnail file formats:

JPG, PNG, GIF;  
File size: max. 30 kB

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

### White Papers

- Headline/Title of max. 100 characters including spaces will be provided on Homepage for four weeks with link to the White Paper
- Abstract of up to 80 words or 500 characters including spaces will be provided on subpage for one year minimum with link to the White Paper
- Thumbnail 120 (w) x 80 (h) pixels will be displayed on subpage with the abstract
- Document will be provided for download for at least one year in a download area
- Link to the White Paper in the Full Buyer's Guide Listing where applicable

USD 730

### White Papers Plus – Three Month Package

Deliverables include all of the above plus:

- Home page: Featured Product + image (for 4 weeks - created by the publisher)
- Newsletter: Box Ad + image (2 times)
- Leads provided within one week of start date

USD 2,140

### Global Lighting Directory (Buyer's Guide Listing)

The Global Lighting Directory is the comprehensive guide to the lighting world. The GLD covers the complete value chain in lighting from design to components. The PREMIUM Listing includes a logo and a description to stand out and receive even more enquires for your organization.



**LUXTECH**

325 Chestnut Street, Suite 1212  
Philadelphia, 19106  
USA  
+1 215 494 3333  
sales@luxtech.com  
https://luxtech.com

**APPLICATIONS**

Indoor | Daylight | HCL | Emergency

**PRODUCTS**

Light Modules | LEDs/OLEDs | Optics | PCBs/Substrates | Cooling | Connectors

**SERVICES**

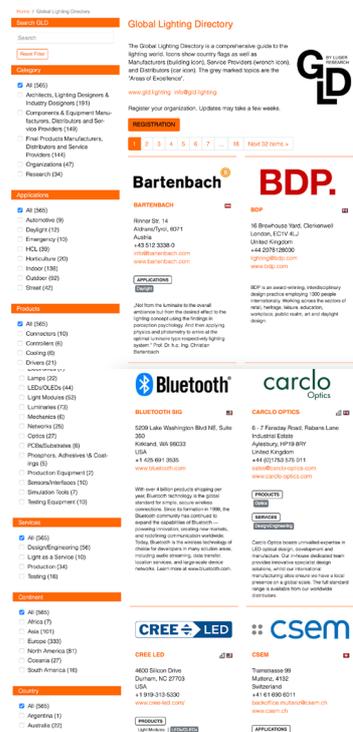
Design/Engineering | Production | Testing

LUXTECH designs and manufactures versatile, specification-grade LED modules for architectural lighting manufacturers. "We believe lighting has the power to define our world: it can elicit a mood, improve appearances, enhance performance, and influence our behavior. We are a collection of engineers, designers and researchers based out of Philadelphia, PA and proudly work with architectural fixture manufacturers and teams around the world."

**A** Logo  
480 x 160px (w x h), jpg, png, gif, tiff, eps

**B** Description  
300 characters including spaces (max.)

USD 1,340



The screenshot shows the Global Lighting Directory (GLD) website. It features a search bar, a category filter (All (66)), and a list of search results. Two results are highlighted: Bartenbach and BDP. Bartenbach is listed as a manufacturer of lighting fixtures, and BDP is listed as a lighting design firm. The website also includes a navigation menu and a footer.

Luger Research follows all legal requirements of the EU GDPR legislation. For details please see: www.lugeresearch.com/data-protection

## Webinar Sponsorships

Showcase your technological leadership, increase brand awareness and reach prospective clients

LED professional webinars provide an effective platform to demonstrate thought leadership, engage with your target audience and drive crucial leads for business. LED professional's highly qualified audience guarantees superior leads that are essential for your success. Webinars are an exceedingly effective way to connect with prospective customers for the first time and intensify communication with your existing clients.

## Webinars

Present background information or give a detailed overview of your technology and product innovations to the decision makers in leading companies. Broadcast and discuss your most up to date announcements. Invite an expert to give a presentation.

## How it Works

Provide your own video for the Hosted Webinar Packages. For the Webinar Sponsorship Package, LED professional will facilitate the event which will be delivered on the GoToWebinar platform. LED professional provides its highly valued website and promotional capabilities to attract targeted sales leads. You provide the topic, content and panelists.

## Your Benefits

LED professional Webinar sponsorship includes cross-media promotion on LpO, LpN email campaigns and in LpR. This intensive promotion can start up to 4 months before the event and continues through the 12 month period that the webinar is archived.

Sponsors receive detailed information of each webinar participant. This information includes full name, title, job-title, company name, address, email and phone number. On request, additional information can be gathered or customized questions can be included.

Sponsoring a Webinar demonstrates your innovative leadership skills to a committed, decision making audience.

The screenshot shows the LED professional website with a featured webinar announcement. The main headline is "WEBINAR 'Faster to Light with Simpler Design: A New Multimode Flyback LED Solution'". Below the headline, there is a video player showing a person presenting in front of a city skyline at night. To the right of the video, there is a call to action: "Please register to view the webinar and to download the presentation file." and a "REGISTER NOW" button. The website also features a navigation menu, a search bar, and various news and product highlights.

## Hosted Webinar Package – 3 Months

- Hosted webinar on LpO (client provides video)
- LpN announcement: once a month (3 times in total)
- Lead generation for 3 months
- At the end of the 3 month period the webinar is archived for 1 year

USD 4,990

## Hosted Webinar Package – 12 Months:

- Hosted webinar on LpO (client provides video)
- LpN announcement: once every 2nd month (6 times in total)
- Lead generation for 12 months
- At the end of the 12 month period the webinar is archived for 1 year

USD 8,170

## Webinar Sponsorship Package – 12 Months:

- Recorded live webinar (approx. 45 min.) moderated and hosted by LED professional
- One E-mail blast in advance
- LpN E-newsletter Ad - in 2 issues (pre) and 1 issue (post)
- LpR magazine Spotlight Ad - in 1 issue (pre) and 2 issues (post)
- LpO online banner - 150px (w) x 125px (h) - for 2 months (pre) and 2 months (post)
- Lead generation and reporting for 12 months
- Archived webinar for two years

USD 13,370

NET rates in USD, excl. VAT

Luger Research follows all legal requirements of the EU GDPR legislation. For details please see: [www.lugerresearch.com/data-protection](http://www.lugerresearch.com/data-protection)

Newsletter Banners & Ads



**Leaderboard Banner I & II**  
 600px (w) x 90px (h)  
 USD 930

**Tile Banner I & II**  
 150px (w) x 200px (h)  
 USD 740

**Box Ad\***  
 360px (w) x 300px (h) - Ad  
 120px (w) x 100px (h) - Image  
 ■ One static company logo or product picture  
 ■ Headline: Max. 12 words  
 ■ Text length: 50 words  
 ■ Weblink  
 ■ Limited to 4 per newsletter  
 USD 1,440

**Skyscraper I & II**  
 150px (w) x 600px (h)  
 USD 780

**Divider Banner**  
 390px (w) x 90px (h)  
 USD 590

**Company Logo**  
 Static Logo 150px (w) x 50px (h)  
 ■ One year – 24 broadcasts  
 USD 1,780

**Anchor Banner**  
 600px (w) x 90px (h)  
 USD 560

\* Guaranteed positioning: Add +15%



- Email Blast\*\***
- Headline: max 12 words or 100 characters including spaces
  - Sub-headline: max. 12 words or 100 characters including spaces
  - Text length: 200 words or 1,250 characters including spaces
  - One static company logo or product image, max. 300px (w) x 250px (h)
  - Weblink or email address on image
  - Weblink or email address on "Read more"
- USD 8,820

- \*\* Restrictions:**
- The number of blasts is limited to two blasts per month
  - No direct lead generation or surveys allowed due to our confidentiality policy with our subscribers
  - All materials/links will be checked for compliance by the publisher before sending
  - HTML files only

**Banner file formats:**  
 JPG, GIF / Animated GIF, HTML5;  
 File size: max. 70 kB

**Logo & thumbnail file formats:**  
 JPG, PNG, GIF;  
 File size: max. 30 kB

*Because some e-mail clients don't support animated banners, please include all relevant information on the first frame.*

Readership – Website & Newsletter



The Trends in Lighting platform stays ahead with:

- Interviews with inspiring lighting professionals
- Latest technological and project trends
- Breakthrough product innovations
- Updates from the business sector
- Key lighting appointments news



**Online**  
1,500 Users per month  
3,000 Sessions per month

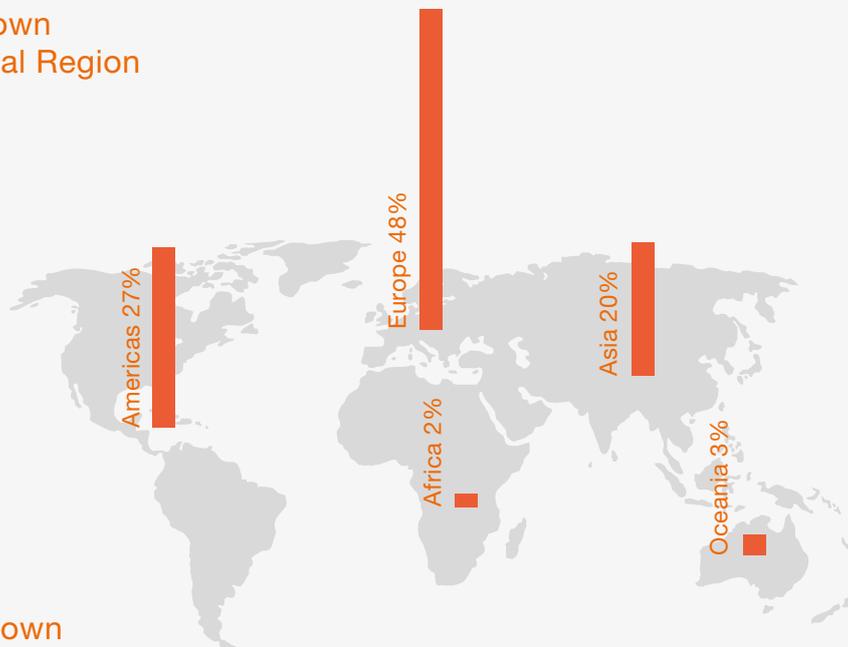


**Newsletter**  
14,000 Subscribers  
One Newsletter/month  
Second week of the month



**Magazine**  
15,000 Design Community  
30,000 Industry

Breakdown by Global Region



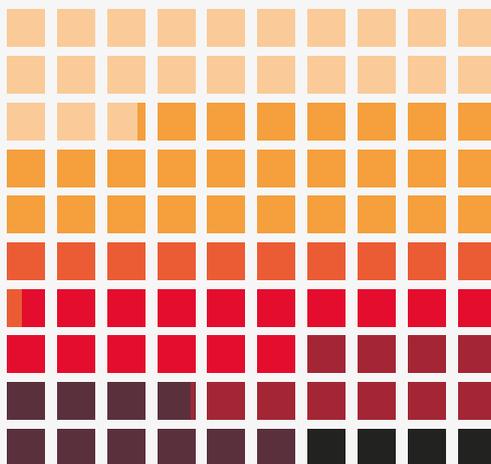
NEW:

As of January 2022, the LED professional Review (LpR) will expand the editorial content to include light and lighting design aspects alongside the technological focal points. The goal is to share knowledge across boundaries and link up experts in the field of light to broaden impulses on lighting solutions.

Starting with the January/February 2022 issue, the LED professional Review (LpR) will be sent to lighting designers and lighting architects in addition to our regular readers. For more information about this magazin spread, please read the section on page 7.

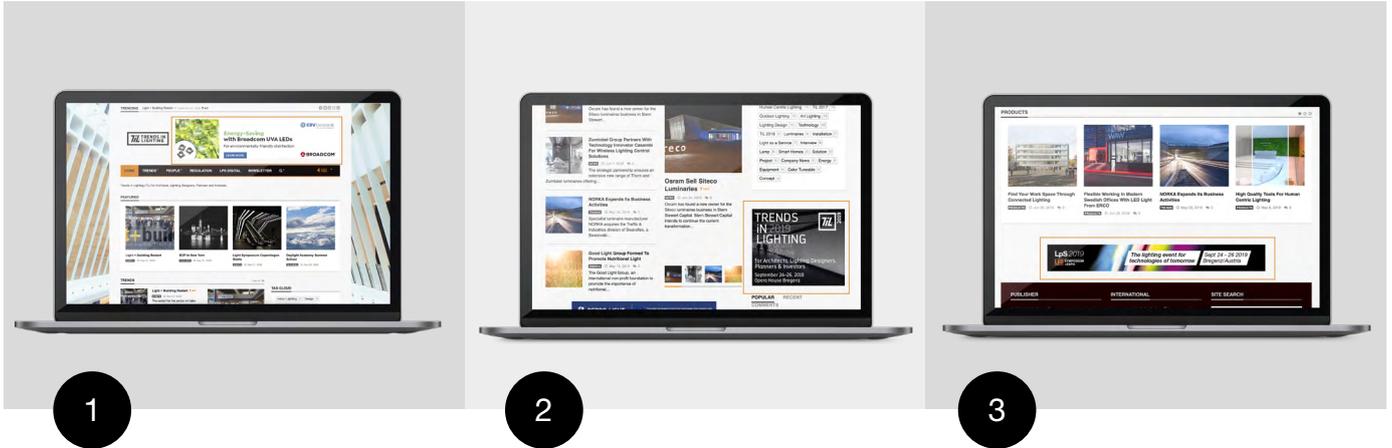
Total Circulation: 45,000+

Breakdown by Job Function



- Architects (22.8%)
- Lighting Designers (27.4%)
- Product Designer (10.2%)
- Lighting Manufacturers (15.6%)
- Lighting Service Providers (10.1%)
- Lighting Distributors (9.9%)
- End User (4%)

Website



**1**

**Leaderboard Banner**  
 728px (w) x 90px (h)  
 On all pages | Outgoing Link

**Allocation 1**  
**Formats** JPG, GIF, AGIF, HTML5  
**File size** 70 kB max.

**USD 1,050**

**2**

**Side Banner**  
 300px (w) x 250px (h)  
 On all pages | Outgoing Link

**Allocation 1**  
**Formats** JPG, GIF, AGIF, HTML5  
**File size** 70 kB max.

**USD 1,210**

**3**

**Anchor Banner**  
 728px (w) x 90px (h)  
 On all pages | Outgoing Link

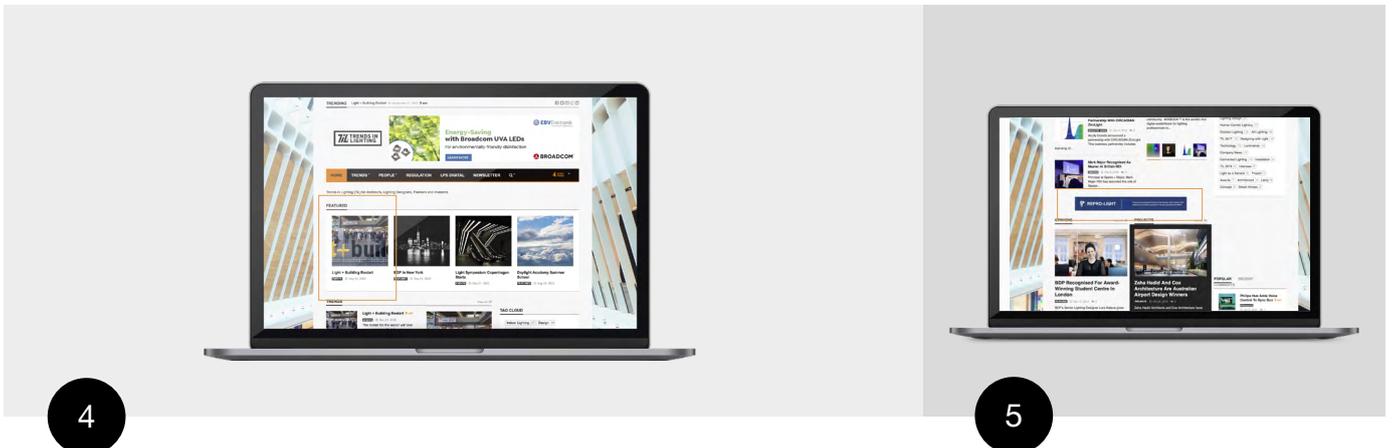
**Allocation 1**  
**Formats** JPG, GIF, AGIF, HTML5  
**File size** 70 kB max.

**USD 840**

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.



**4**

**Featured Editorial incl. Social Media Channel Promotion**

- Run of site for four weeks and then continuing for 12 months on a high traffic sub-page.
- The headline will be displayed on the home page.
- Full editorial on the sub-page.
- Contact information on the sub-page.

**Material Needed**

- Headline: 60 characters including spaces
- Text: Full editorial up to 5,000 characters
- Lead Image: 960px (w) x 640px (h)
- Weblink and/or email address
- Short company description: 500 characters max.

**USD 1,160**

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

**5**

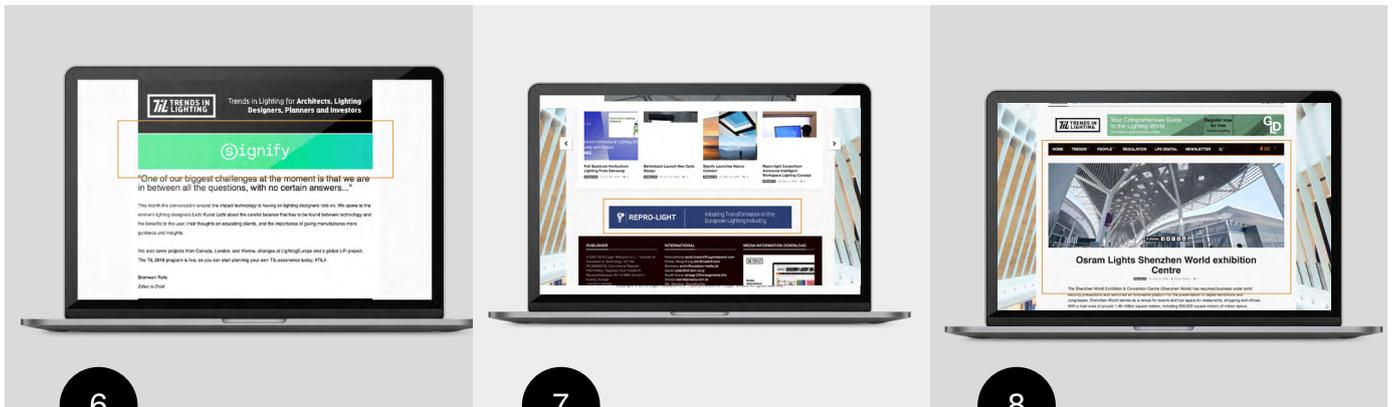
**Website Divider Banner**  
 Online Divider banner  
 468px (w) x 58px (h)

**USD 670**

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.



Newsletter



6

Leaderboard Banner

600px (w) x 90px (h)  
Outgoing Link

Formats JPG, GIF, AGIF, HTML5  
File size 70 kB max.

**USD 1,110**

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

7

Anchor Banner

600px (w) x 90px (h)  
Outgoing Link

Formats JPG, GIF, AGIF, HTML5  
File size 70 kB max.

**USD 950**

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

8

Editorial AD

600px (w) x 600px (h)

Material Needed

- Headline: 60 characters including spaces
- Text Length: 50 words
- Lead Image: 960px (w) x 640px (h)
- Weblink
- Limited to 2 per newsletter

**USD 1,230**

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.



9

Newsletter Divider banner

600px (w) x 90px (h)

**USD 950**

NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.



## Expert Talks on Light

LpS Digital presents current, high-quality content about lighting design, technologies, and applications to the entire global lighting community and acquaints the lighting domain with the latest product developments and application trends. It is therefore also the dedicated and contemporary alternative to physical tradeshows to promote your products and services with unparalleled reach and impact to your international prospects at a considerable lower cost.

### TOPICS

All about Light & Lighting – Top down from connected/smart lighting systems to modules and components, best practice in human centric lighting, lighting design, design & engineering, sustainability/longevity. Applications in architectural lighting indoor/outdoor, office, shop, industrial, functional lighting and much more.

### AUDIENCE

Lighting Design & Architecture, Lighting Industry

### REACH

LpS Digital is promoted continuously through all LED professional and Trends in Lighting channels

- Newsletters, 75k monthly
- LED professional Review, 45k bimonthly
- www.led-professional.com, 220k page-views/month
- and social media channels.

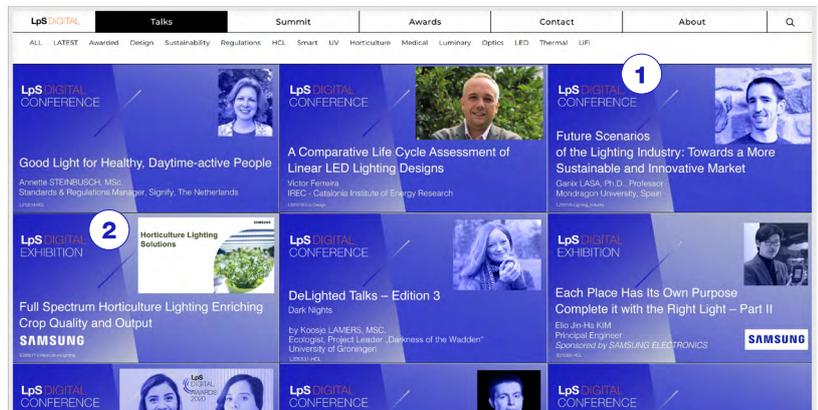
### TYPES OF TALKS

#### 1. Submitted/Invited Talks

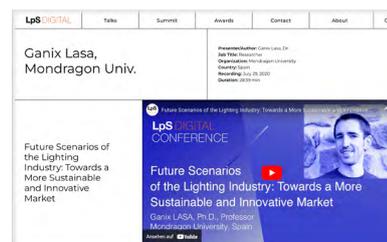
Non-promotional technical Lectures covering generic topics (“Conference”)

#### 2. Featured Talks

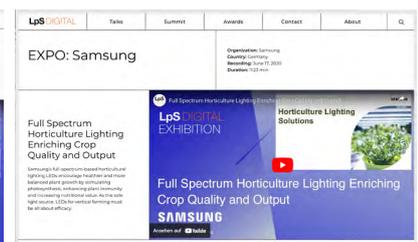
Promotional Presentations covering product or service topics (“Exhibition”)



1



2



## Opportunities

### Featured Talk: Presentation

#### 1. Promotional Presentations covering product or service topics (“Exhibition”)

A Featured Talk is a booked Presentation and labelled with the logo of the organization and a key image. Organizations receive their own Talk Area on LpS Digital including contact details with links for 12 months.

#### Reach/Channels:

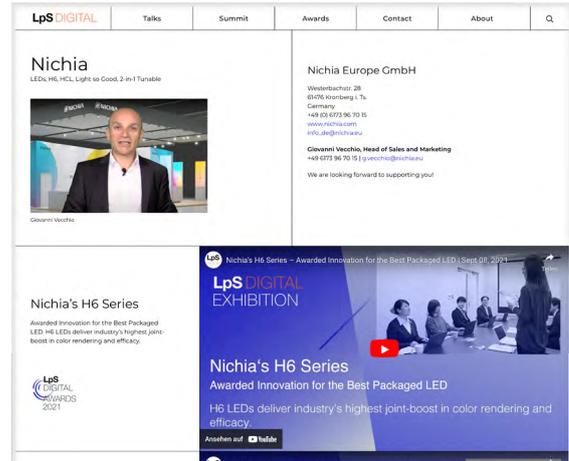
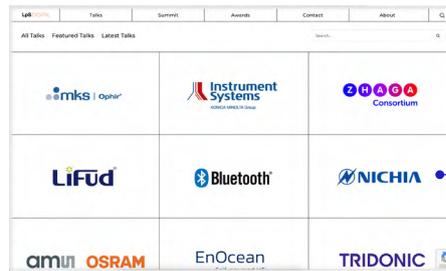
The Featured Talks are promoted through all LED professional and Trends in Lighting channels:

- Newsletters (75k)
- LED professional Review (45k)
- www.led-professional.com with 220k page-views/month
- and social media.

#### Duration:

max. 25min / MP4 / Hosted on LpS Digital and YouTube

**USD 5,870**



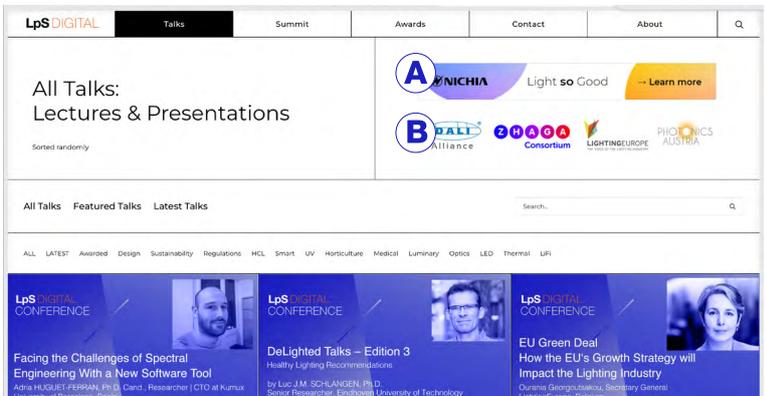
### Sponsorship Packages

#### 2. Annual LpS Digital Sponsorship Package

Up to three main sponsors and five logo-sponsors are highlighted on the major LpS Digital pages and featured in all types of communications, such as press information, shared talks etc.

**A Main Sponsor:** 12 Month Package, Banner on Homepage and major Subpages **USD 10,310**

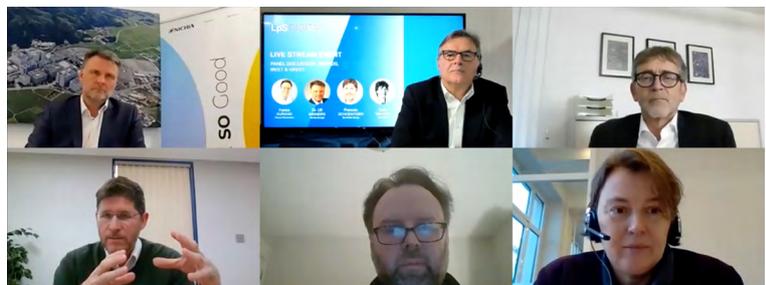
**B Logo-Sponsor:** 12 Month Package, Logo on major Subpages **USD 2,240**



#### 3. LpS Digital Summit Sponsorship Package

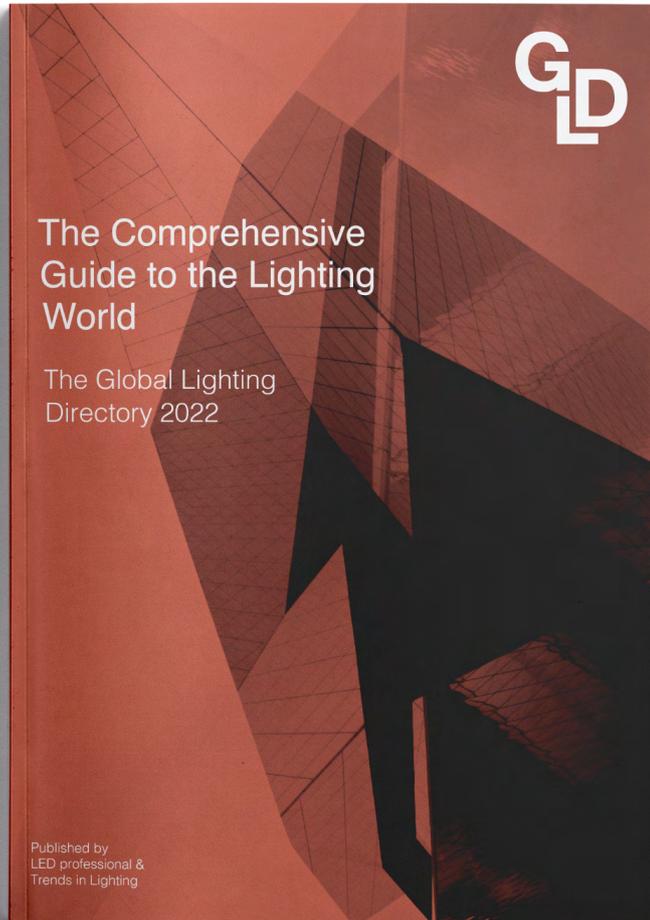
Up to three main sponsors are highlighted during the annual Summit. Runtime will be three weeks before and after the Summit. Sponsors will be highlighted on all major pages and featured in communications, such as press information.

**USD 5,550**



Pannel Discussion at Summit 2021

General Information,  
Publications & Distribution



The Global Lighting Directory (GLD) is a free publication that covers the full value chain in lighting on the topics of Lighting Designers, Lighting System/Service Manufacturers and Distributors, Lighting Components/Modules/Equipment/Service Distributors & Manufacturers, Lighting Organisations, Lighting Events and Lighting Research.

The GLD addresses more than 60,000 experts in the fields of Architecture, Lighting, Design and Industry.

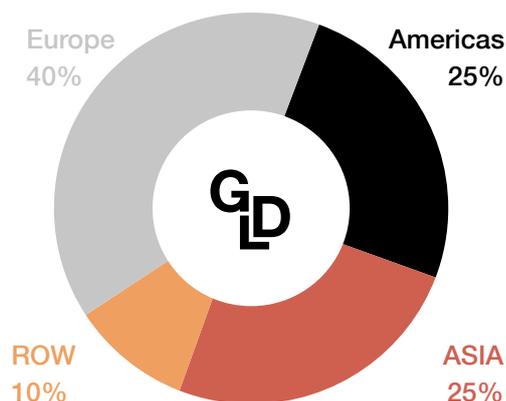
The GLD offers completely new functionalities for Lighting Directories such as: LinkedIn Profiles for Lighting Designers, Reference Projects for Lighting Designers, Up-To-Date Offer-Segmentations for Manufacturers and Distributors and enhanced opportunities for highlighting entries. In addition to the Standard free entry, the GLD offers Premium entries that can include images as well as advertising opportunities and offers the vCard download function. Statements from key people in the lighting domain are published throughout the GLD making it a highly interesting read.

The GLD will be published semi-annually in September and in March. It will be distributed via ISSUU as a Digital Magazine and as a PDF Download Magazine.

Semi-annual GLD  
Distribution

Architecture, Design, Investment  
eBlast: 12,000  
Linkedin: 15,000

Industry  
eBlast: 30,000  
Linkedin: 10,000  
Twitter: 22,000





Listing Types

For all listings please use the online registration form at [www.GLD.lighting](http://www.GLD.lighting)

**1**

**Standard Listing**

FREE

**SPEIRS + MAJOR**

8 Shepherdess Walk  
N1 7LB  
London  
United Kingdom

info@speirsandmajor.com  
www.speirsandmajor.com

Keith Bradshaw, Principal  
 Reference Projects  
 IALD

**2**

**Premium Listing**

USD 1,170

**Lighting Designers**

USD 410

**SPEIRS + MAJOR**

8 Shepherdess Walk  
N1 7LB  
London  
United Kingdom

info@speirsandmajor.com  
www.speirsandmajor.com

We are in independent, awardwinning international design practice that uses light and darkness to enhance the expertise of the visual environment. Our work is wide-ranging encompassing lighting for architecture, landscape and urban design.

Keith Bradshaw, Principal  
 Reference Projects  
 IALD

Note: Listings run for 12 months beginning on or around the 1st of the following month after purchase.

**A Logo**  
480 x 160px (wxh), jpg, png, gif, tiff, eps

**B Description**  
300 characters including spaces (max.)

**C Image**  
1020 x 1020px (wxh)

**D Image Description**  
700 characters including spaces (max.)

**E Profile Image**  
480 x 480px (wxh), jpg, png, gif, tiff, eps

**F Image Caption**  
First Name, Last Name, Title  
40 characters (max.)

**3**

**Premium Plus Listing**

USD 1,690

**Lighting Designers**

USD 580

Note: Listings run for 12 months beginning on or around the 1st of the following month after purchase.

**SPEIRS + MAJOR**

8 Shepherdess Walk  
N1 7LB  
London  
United Kingdom

info@speirsandmajor.com  
www.speirsandmajor.com

We are in independent, awardwinning international design practice that uses light and darkness to enhance the expertise of the visual environment. Our work is wide-ranging encompassing lighting for architecture, landscape and urban design. Our approach combines creativity with pragmatism, ensuring solutions are sustainable and ease to manage.

Keith Bradshaw, Principal  
 Reference Projects  
 IALD

The sinuous S-shaped form of **D** Sackler Crossing appears to hover just above the surface of the lake at the Royal Botanic Gardens of Kew.

Our lighting treatment for the bridge is simple, understated, and in tune with the mercurial nature of the design. It allows the bridge to reflect in the water, and in turn, the water to reflect into the solid bronze uprights that form the balustrade of the bridge.

To achieve the smooth shimmering effect we were after, we created a custom upright that was recessed in the bridge deck at either side, between each bronze upright. These gently illuminate the inner surfaces of the uprights, as well as reflecting light onto both the deck and people crossing the span. Through our careful design, the source visibility is minimized and the fitting itself effectively disappears into its environment.

**4**

**Profile Listing**

USD 220

Keith Bradshaw, Principal

**SPEIRS + MAJOR**

8 Shepherdess Walk  
N1 7LB  
London  
United Kingdom

info@speirsandmajor.com  
www.speirsandmajor.com

Keith Bradshaw, Principal  
 Reference Projects  
 IALD

**For Lighting Designers only**

**5**

**A4 AD Page**

**2x A4 GLD Insertions**  
USD 4,360

This price is valid for two consecutive editions.

**1x A4 GLD Insertion**  
USD 3,050

This price is valid for one edition only.

Premium positions + 15%

A4 Ad advertisers receive a free, 6-month Premium Listing

NET Rates in USD, excl. VAT.

## Terms and Conditions

1. All orders are subject to acceptance by Luger Research e.U. (henceforth also known as the publisher).
2. No conditions other than those set forth in the LED professional Media Kit shall be binding upon Luger Research unless specifically agreed to by Luger Research in writing.
3. Positioning of advertisements is at the sole discretion of the publisher except where a specific position has been agreed to by the publisher in writing or has been purchased in advance.
4. All advertising materials have to be sent complete and in the formats and quality defined in this Media Kit. Luger Research is under no obligation to revise advertising materials not received by the LED professional department by the closing date\*. Luger Research is not liable for any publication delay or dissatisfying appearance if the material does not comply with the specification. Luger Research reserves the right not to accept such material for publication.
5. Where no new material arrives by the due date for scheduled advertising, the publisher reserves the right to use the material at hand.
6. Once the order has been confirmed, cancellations or changes in advertising by the advertiser or its agency may be made under the following conditions: For cancellations made 12 weeks or longer before the publication date, 50% of the order amount will be charged. For cancellations made less than 12 weeks before the publication date, the full order amount is due.
7. Luger Research assumes no liability for any errors or omissions in relevant information appearing in advertisements.
8. Luger Research is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond the publisher's control.
9. Luger Research has a non-disclosure policy with its subscribers. For this reason the direct retrieval of contact information is not allowed. All landing pages must be an information page where the reader can decide whether to go forward with his/her contact information or not. The information page is hosted by the advertiser or by Luger Research.
10. Luger Research follows all legal requirements of the EU GDPR legislation. For details please see: [www.lugerresearch.com/data-protection](http://www.lugerresearch.com/data-protection)
11. In considering Luger Research's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency, agree to indemnify and defend Luger Research against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of Luger Research's printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products or services.
12. In no event shall the publisher be liable for any consequential, incidental or special damages nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to Luger Research for the publication or distribution of such materials.
13. Luger Research reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to Luger Research.
14. Advertising in Luger Research's online products and services is subject to the terms of the applicable online insertion order.
15. All payments are due within thirty (30) days of the invoice date unless otherwise specified. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within (90) days of the date of the invoice. The advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within (30) days of the date of such invoices.
16. Claims in regards to print ads must be made in writing within 8 (eight) weeks of publication. Claims pertaining to online banners must be made in writing within 2 (two) weeks of going live. The publisher is not responsible for any claims made after the above stated time limits.
17. Changes may be made without notice. In case of discrepancies, the current on-line version is valid. For details please see: [www.led-professional.com/advertise](http://www.led-professional.com/advertise)
18. The brands LED professional, Trends in Lighting, LpS Digital, Global Lighting Directory and SciPiL are owned by Luger Research e.U. – All rights reserved.

### Note:

LpO Banner positions and dimensions are valid for desktop computers. Appearance and size on mobile devices and tablets may differ.

### \* Closing Date:

- Online Creative Deadlines: At least ten working days prior to start of campaign
- Newsletter Creative Deadlines: At least ten working days prior to start of campaign
- Review Creative Deadlines: At the latest by the due date specified in the Editorial Calendar

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