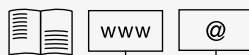
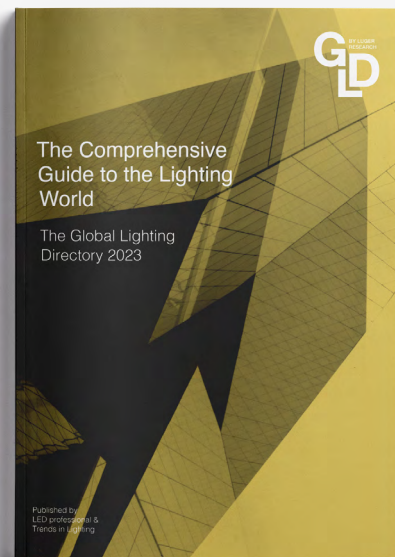
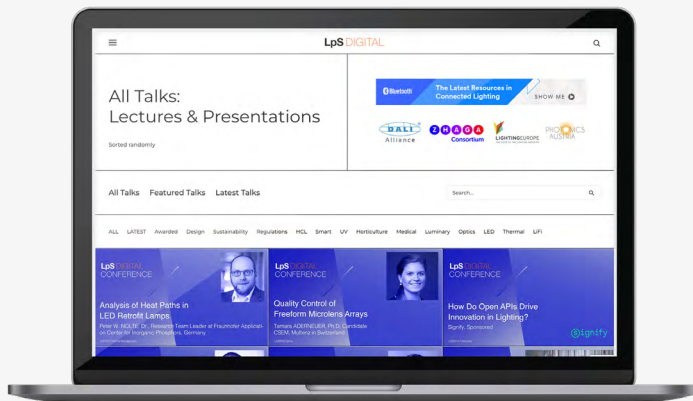


# Exploring Light for a Better Future

**MEDIA KIT 2024**

YOUR MEDIA  
OPPORTUNITIES

# 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, headquartered in Austria, is a media, events, and research organization dedicated to supporting the lighting sector. It achieves this by disseminating information about trends, designs, and technologies pivotal for future lighting solutions.

Luger Research champions a global comprehension of future lighting solutions. It serves both the lighting industry and lighting design communities by heightening awareness, fostering communication, bolstering the lighting industry and research, and catalyzing partnerships. Such endeavors ensure that lighting technologies and trends significantly contribute to sustainability, paving the way for a brighter future.

Established in 2001 with an emphasis on research and consulting, Luger Research has evolved over the past 23 years. The LED professional publications debuted in 2006. The LED professional Symposium +Expo was unveiled in 2011, and by 2017, the Trends in Lighting Blog and Event augmented the company's portfolio. The inaugural Global Lighting Directory was released in 2019. In 2020, LpS Digital supplanted the LpS Live event, marking the inception of the world's premier digital lighting conference and exhibition.

Currently, Luger Research collaborates with numerous lighting organizations, scientific associates, and event and media partners worldwide, maintaining a robust scientific network in the lighting sector.

### MAIN AREAS ARE:

General Lighting, Automotive Lighting, Horticulture Lighting, Smart Lighting, and UV/IR.

### Media

The LED professional publications act as the global nexus for lighting technologies and design. This hub encompasses the LED professional Review, LED professional Newsletter, LED professional Online, and the Trends in Lighting Blog. Allied with this network are myriad social media channels, consistently updating the international lighting industries and research entities with the latest news and insights.

Boasting over 45,000 subscribers, LED professional garners more than 220,000 page-views monthly and oversees social media platforms with a following exceeding 23,000. It stands as a global frontrunner in disseminating information on Solid-State-Lighting technology and design.

The Trends in Lighting Blog is committed to chronicling the innovative, inspiring, and transformative applications of light. Through interviews, case studies, and articles on products and applications, the TiL Blog delves into the myriad potentials of light. Central themes include Illuminating Spaces, Mobility, Life & Wellbeing, and Light Experiences, essentially wherever light touches life. The TiL Blog has a readership of over 14,000, attracts more than 3,000 unique page-views monthly, and enjoys a burgeoning global social media following.

The Global Lighting Directory (GLD) provides a comprehensive overview of the lighting value chain, targeting architects, lighting design professionals, and industry experts. It showcases LinkedIn profiles, reference projects, and enhanced opportunities for spotlighting 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 present contemporary, top-tier content about light, its quality, associated technologies, design, and applications to the global lighting community. It acquaints the lighting domain with the latest product evolutions and application trends. LpS Digital caters to a broad spectrum of stakeholders, from component manufacturers to lighting designers.

The renowned LpS Symposium +Expo and Trends in Lighting Forum & Show, orchestrated by Luger Research in Bregenz, Austria, underwent a transformation, integrating into LpS Digital in February 2020. This pioneering event was an industry first and remains accessible to audiences round the clock.

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

## Research & Consulting

Since its inception in 2001, Luger Research has offered research, innovation, and technology consulting services spanning a gamut of lighting technology topics. These services encompass everything from engineering to IP and technology reviews, inclusive of trend, risk, and patent analyses. Luger Research also plays a pivotal role as a knowledge disseminator in various EU partner projects.

## 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

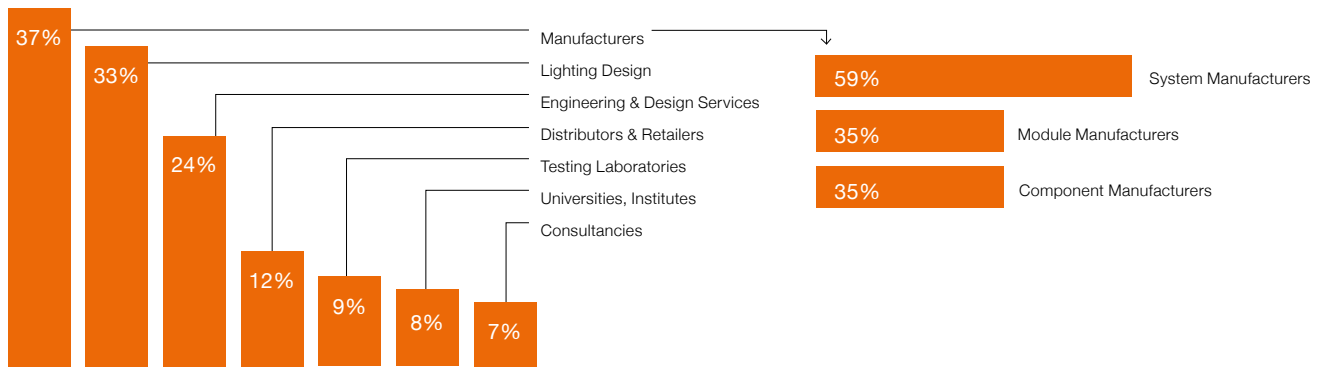
### LED professional Newsletter (LpN)



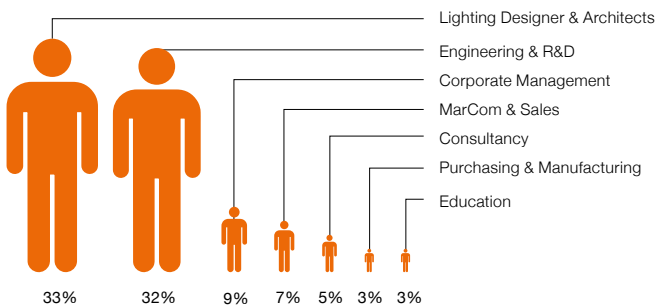
- Delivers information and breaking news on cutting edge technologies and the latest product and application reviews twice monthly
- Reaches an audience of over 29,000 subscribers who can get the latest information by simply opening an email
- Reaches a targeted, opt-in audience that wants to see it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

# AUDIENCE

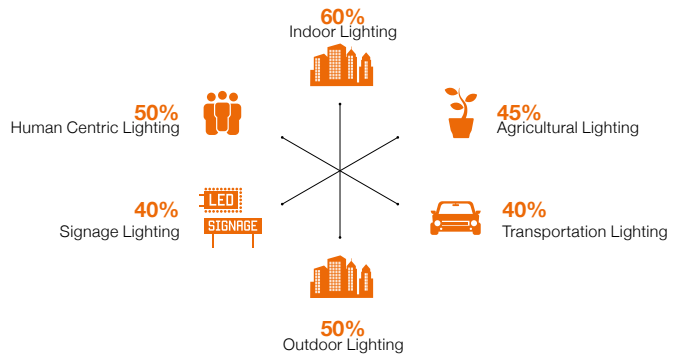
## Organizations



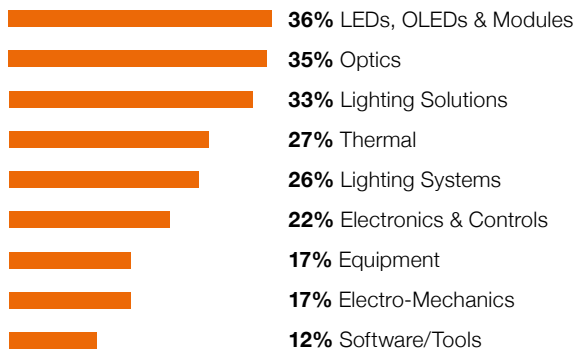
## Job Functions



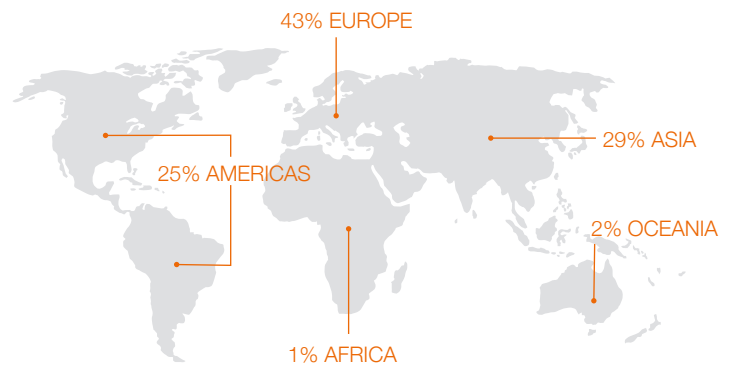
## Applications



## Specified / Purchased Products



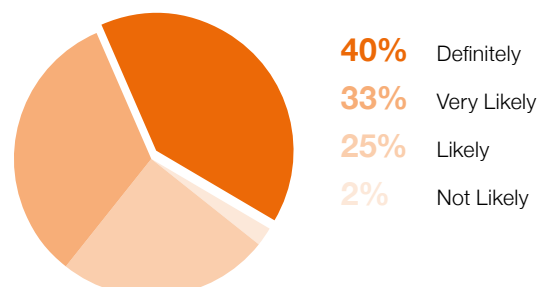
## Geographical Distribution



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 2024

ISSUE N°	AD CLOSE MATERIAL DUE	ONLINE PUB.	PRINT PUB.
101	Dec 31, 2023	Jan 15, 2024	Jan 31, 2024
102	Feb 28, 2024	Mar 15, 2024	Mar 31, 2024
103	Apr 30, 2024	May 15, 2024	May 31, 2024
104	June 30, 2024	July 15, 2024	July 31, 2024
105	Aug 31, 2024	Sept 15, 2024	Sept 30, 2024
106	Oct 31, 2024	Nov 15, 2024	Nov 30, 2024

## 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
1/1 Page	USD	4,160	3,970	3,740
Inside Front-Cover Inside Back-Cover	USD	4,990	4,770	4,500
Opposite Inside Front-Cover Opposite Editorial Opposite Commentary	USD	4,990	4,770	4,500
Outside Back-Cover	USD	5,220	4,960	4,690

NET RATES (4c)		1x	3x	6x
Spotlight Promotion Ad	USD	1,340	1,260	1,200
2/3 Page	USD	3,280	3,210	2,930
1/2 Page	USD	2,500	2,390	2,220
1/3 Page	USD	2,090	1,980	1,850
1/4 Page	USD	1,780	1,690	1,590
1/6 Page	USD	1,340	1,250	1,170

### Special Requests

e.g. First third of magazine, guaranteed right hand side, etc.

+15%

NET Rates per Insertion in USD, excl. VAT.

1/1 Page – Opposite Commentary

1/1 Page – Inside Back Cover

1/2 Page

1/4 Page

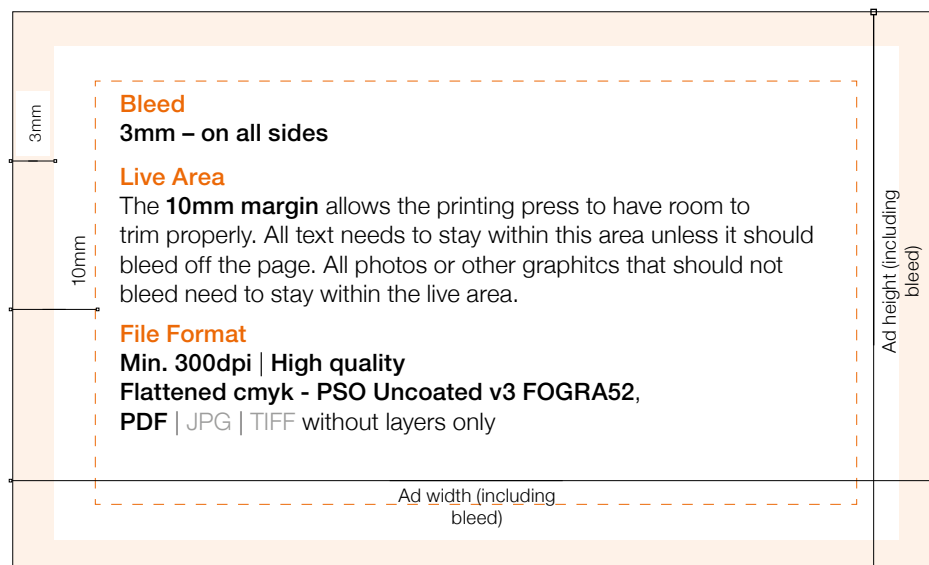
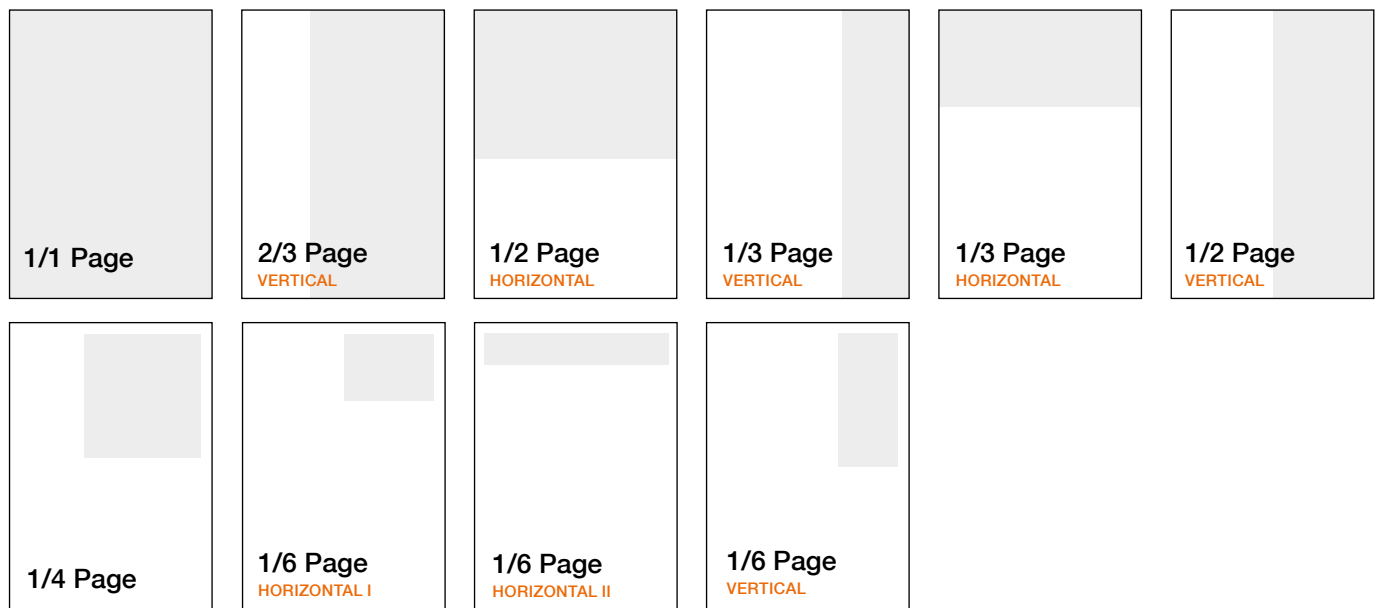
2/3 Page

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 H 210 297	216 303	196 283	1/4 Page		W H 121 133	no bleed	121 133
2/3 Page	VERTICAL	W H 127 297	133 303	120 283	1/6 Page	VERTICAL	W H 60.7 133	no bleed	60.7 133
1/2 Page	VERTICAL	W H 99 297	105 303	85 283		HORIZONTAL I	W H 93 83.3	no bleed	93 83.3
	HORIZONTAL	W H 210 144.5	216 150.5	196 130.5		HORIZONTAL II	W H 190 40	no bleed	190 40
1/3 Page	VERTICAL	W H 76 297	82 303	62 283					
	HORIZONTAL	W H 210 94	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)

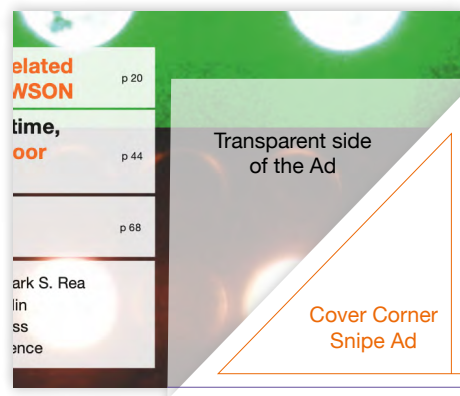
	1x	3x
USD	4,160	3,970

### 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

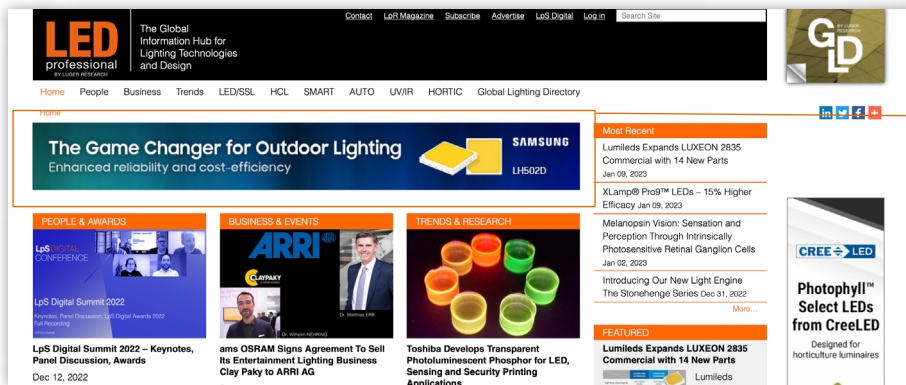
\* For design reasons we ask relevant text be kept 3mm from the inner margin of the triangle

## Spotlight Promotion Ad

<p>SPA HOR. 190 x 40 mm</p>	<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

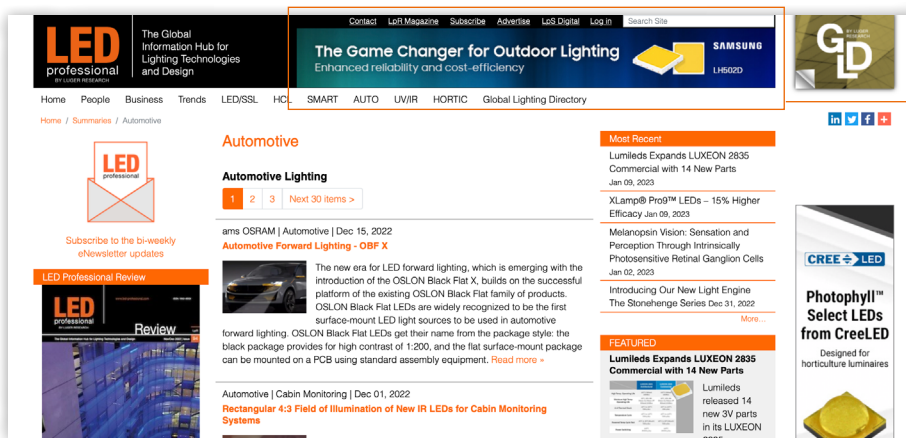
Insertion on Homepage  
842px (w) x 104px (h)

- Allocation: 2

Insertion on all Subpages  
728px (w) x 90px (h)

- Allocation: 2

USD 4,330

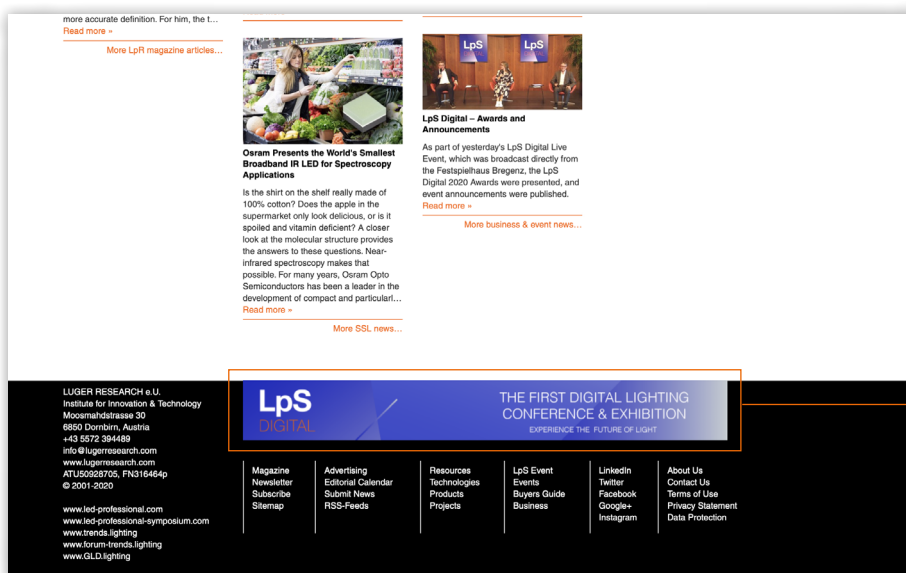


### Anchor Banner

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

The screenshot shows the LED Professional website interface. At the top, there's a navigation bar with 'LED professional' logo and 'The Global Information Hub for Lighting Technologies and Design'. A main banner for 'IT JUST WORKS.' features 'RELIABLE, EASY-TO-USE, WIRELESS NETWORK LIGHTING CONTROLS' and the 'SYNAPSE' logo. Below this, there are several article thumbnails and side banners. On the right side, there are three distinct banner types: a 'Superior Company Logo' (150px w x 50px h), a 'Side Banner Premium I' (150px w x 200px h), and a 'Side Banner Premium II' (150px w x 200px h). At the bottom right, there is a 'Company Logo\*' section (150px w x 50px h) featuring a rotating logo of 'NICHIA' and other brands like 'TOPLITE', 'YUJILED', 'LUMILEDS', 'LUXTECH', 'Instrument Systems', and 'CREE LED'. The website content includes articles such as 'LED professional Review #93', 'Energy Focus Recruits Lesley Matt as CEO', 'Why Offices Need New Lighting Solutions Now', and 'Fluence Selected as Supplemental Lighting Solution for Wageningen University & Research Facility'.

### 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:

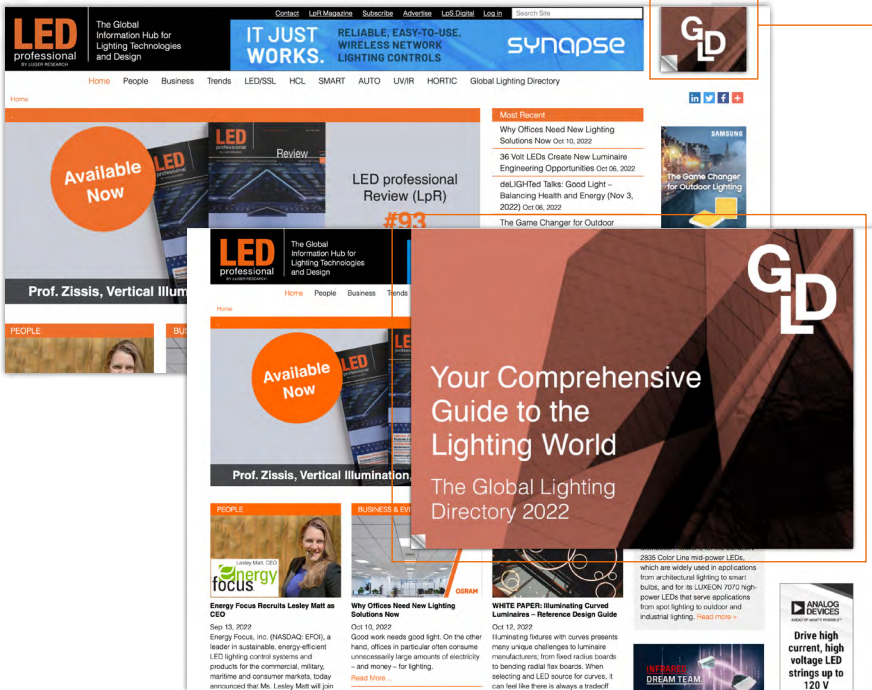
JPG, GIF / Animated GIF, HTML5;  
File size: max. 70 kB

#### 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

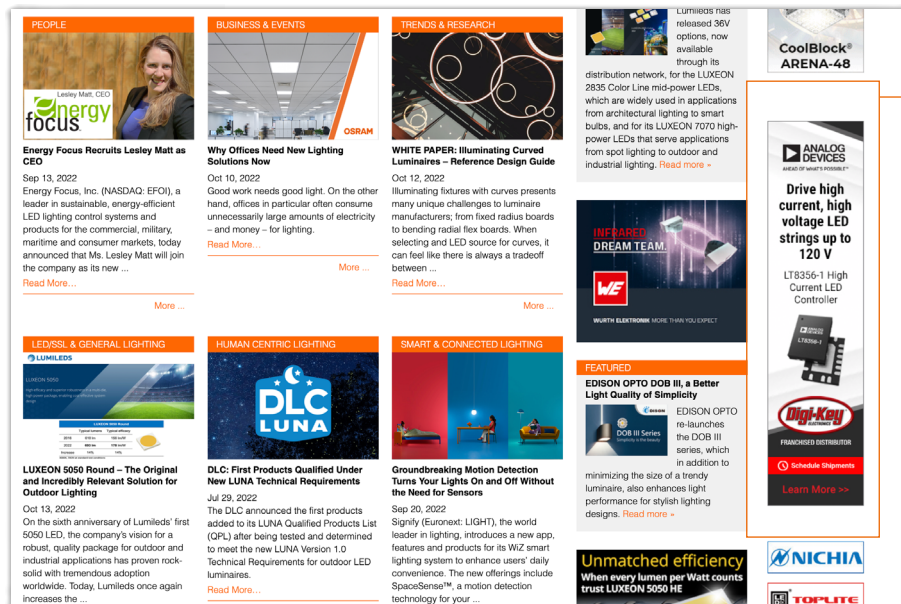


### Page Peel Corner Banner

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."

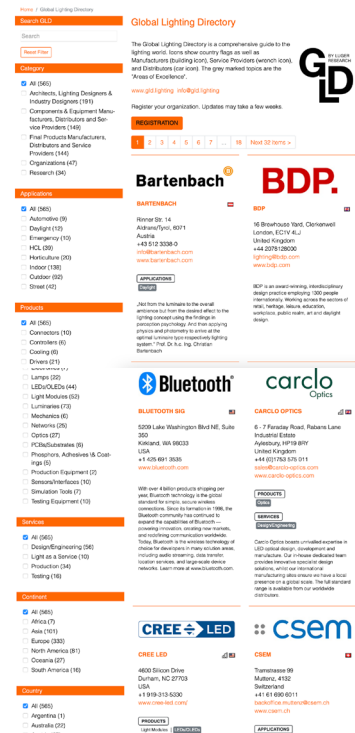
**A** Logo

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, navigation tabs for 'All (66)', 'Architects, Lighting Designers & Industry Designers (191)', 'Components & Equipment Manufacturers, Distributors and Service Providers (146)', 'Final Products Manufacturers, Distributors and Service Providers (144)', 'Organizations (47)', and 'Researchers (26)'. The main content area displays two product listings: 'Bartenbach' and 'BDP'. Each listing includes a company logo, name, address, phone number, website, and a brief description. The 'Bartenbach' listing is for a company in Austria, and the 'BDP' listing is for a company in the UK. The website also features a 'REGISTER' button and a 'REGISTER YOUR ORGANIZATION' section.

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.

## 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:

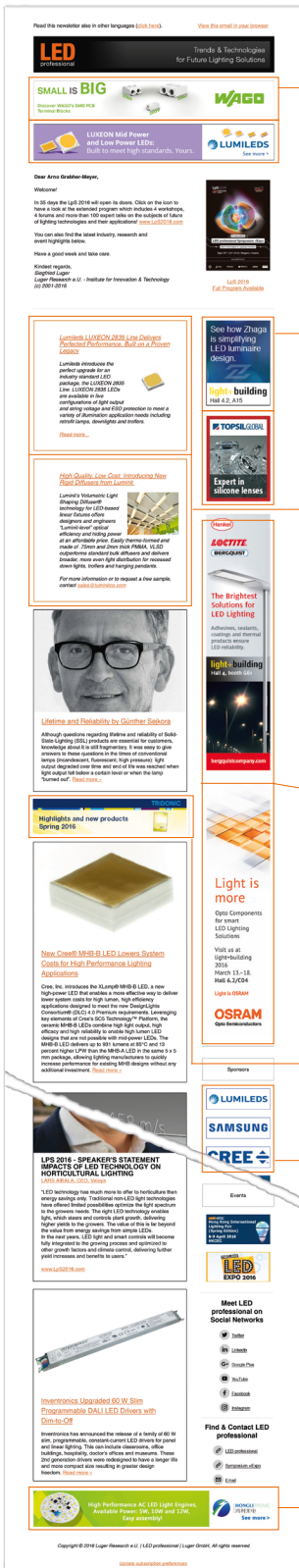
- Recorded live webinar (approx. 45 min.) moderated and hosted by LED professional
- One E-mail blast in advance
- LpN E-newsletter Ad - in 2 issues (pre) and 1 issue (post)
- LpR magazine Spotlight Ad - in 1 issue (pre) and 2 issues (post)
- LpO online banner - 150px (w) x 125px (h) - for 2 months (pre)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

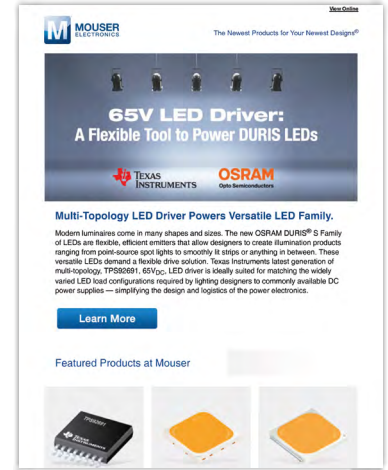
Static Logo 150px (w) x 50px (h)

- One year – 24 broadcasts

USD 1,780

Anchor Banner

600px (w) x 90px (h) USD 560



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.

\* Guaranteed positioning: Add +15%

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

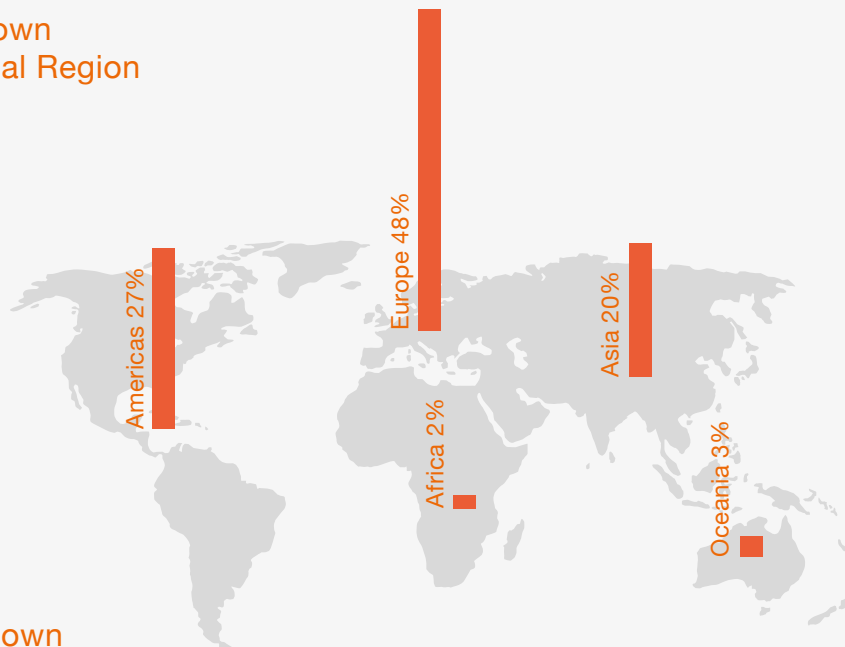


**Newsletter**  
14,000 Subscribers  
One Newsletter/month  
Second week of the month



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

Breakdown by Global Region



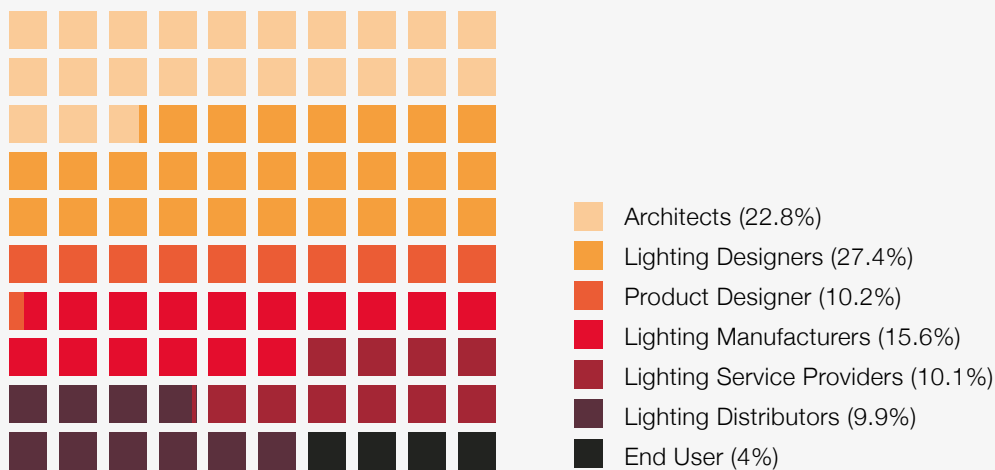
NEW:

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.

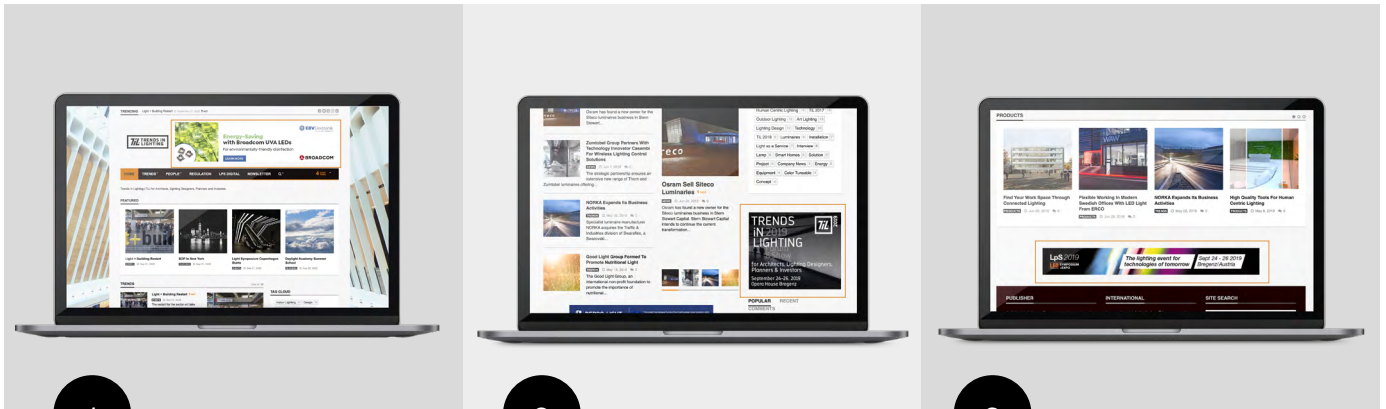
Starting with the January/ February 2022 issue, the LED professional Review (LpR) will be sent to lighting designers and lighting architects in addition to our regular readers. For more information about this magazin spread, please read the section on page 7.

Total Circulation: 45,000+

Breakdown by Job Function



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

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

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

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

3

Anchor Banner

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

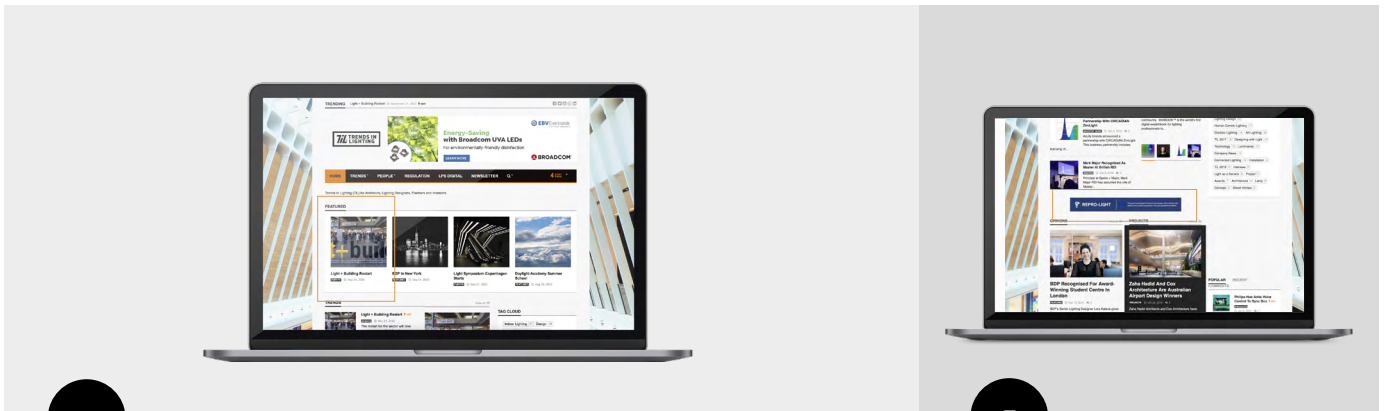
Allocation 1

Formats JPG, GIF, AGIF,  
HTML5

File size 70 kB max.

USD 840

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



4

Featured Editorial

- 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.

- 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 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 in USD, excl. VAT.

8

Editorial AD

600px (w) x 600px (h)

Material Needed

- Headline: 60 characters including spaces
- Text Length: 50 words
- Weblink

**USD 1,230**

NET Rates per Insertion in USD, excl. VAT.



9

Newsletter Divider banner

600px (w) x 90px (h)

**USD 950**

NET Rates per Insertion 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.

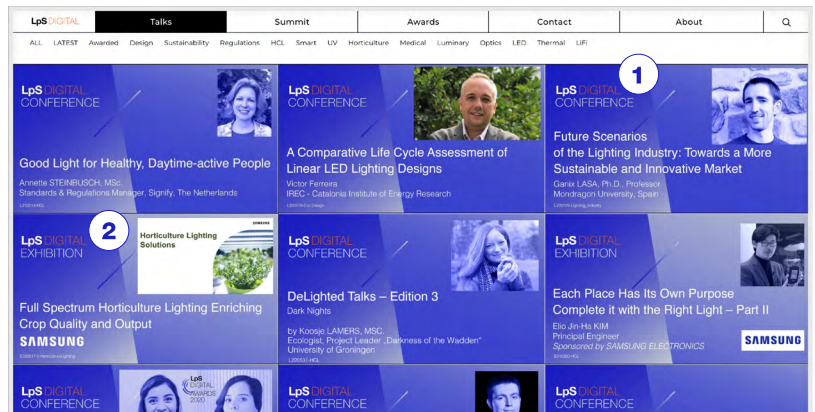
### TYPES OF TALKS

#### 1. Submitted/Invited Talks

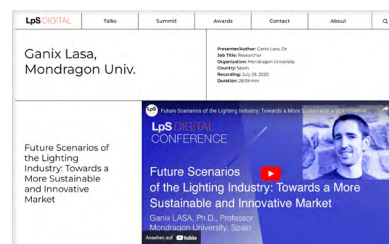
Non-promotional technical Lectures covering generic topics (“Conference”)

#### 2. Featured Talks

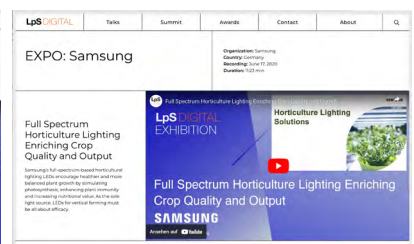
Promotional Presentations covering product or service topics (“Exhibition”)



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:

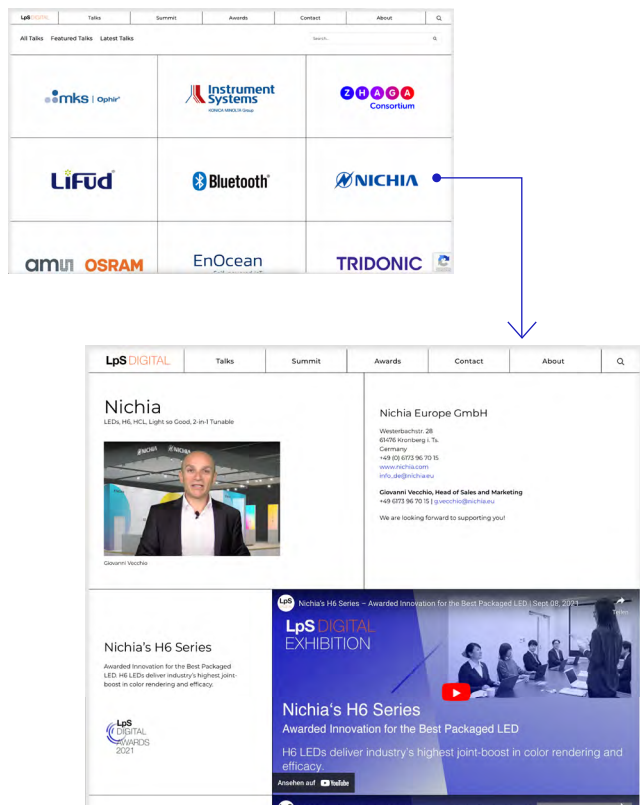
The Featured Talks are promoted through all LED professional and Trends in Lighting channels:

- 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**



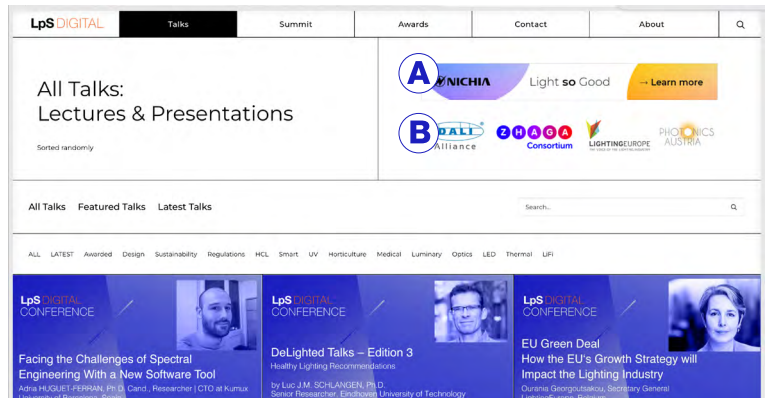
### Sponsorship Packages

#### 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

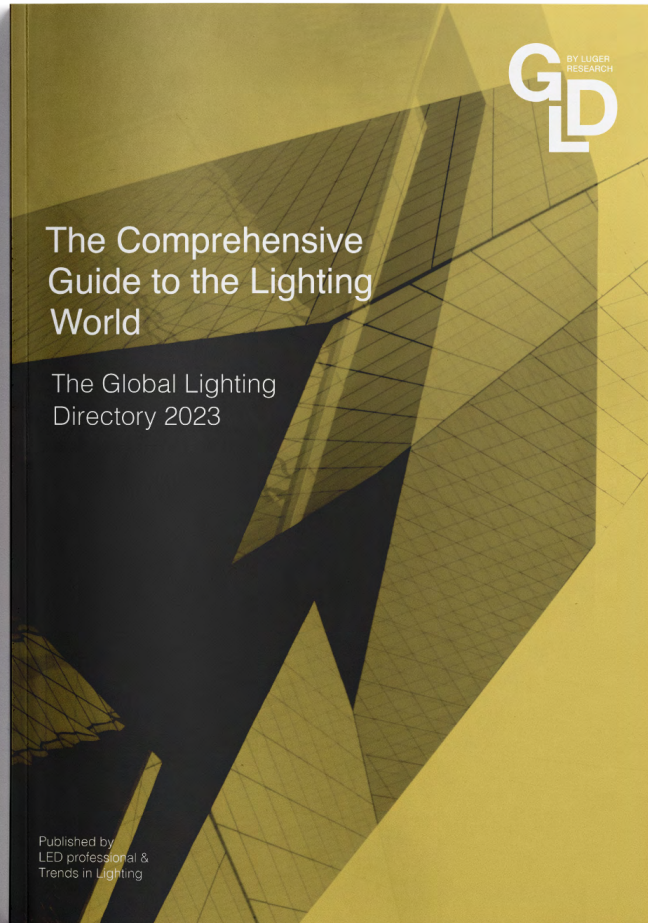
Up to three main sponsors are highlighted during the annual Summit. Runtime will be three weeks before and after the Summit. Sponsors will be highlighted on all major pages and featured in communications, such as press information.

**USD 5,550**



Panel 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.

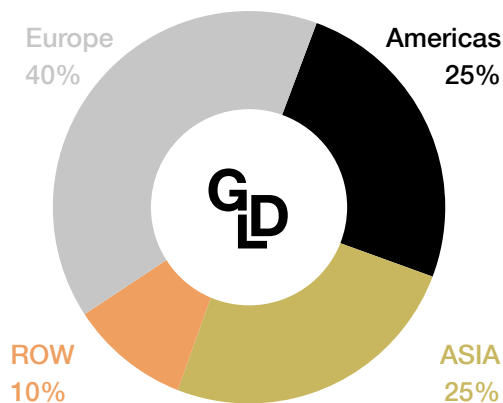
The GLD offers completely new functionalities for Lighting Directories such as: LinkedIn Profiles for Lighting Designers, Reference Projects for Lighting Designers, Up-To-Date Offer-Segmentations for Manufacturers and Distributors and enhanced opportunities for highlighting entries. In addition to the 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







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

Listing Types

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

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

A SPEIRS + MAJOR

**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

**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.

A SPEIRS + MAJOR

**SPEIRS + MAJOR**

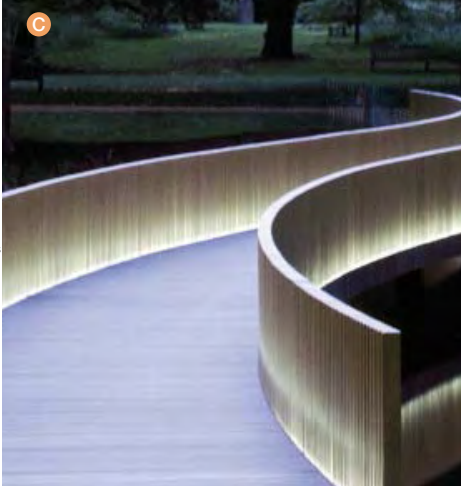
8 Shepherdess Walk  
N1 7LB  
London  
United Kingdom

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

C



**D** The sinuous S-shaped form of the 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

E



**F** 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

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

X

For Lighting Designers only

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.
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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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