

LED
professional

www.led-professional.com

MediaKit

The leading worldwide authority for LED lighting technology information

2011



Review



Online



Newsletter



Review



Online



Newsletter

Company Profile

Luger Research e.U. – Institute for Innovation & Technology

Full Service for Lighting Technologies

Luger Research – Institute for Innovation & Technology, located in Dornbirn, Austria, was founded in 2001 by Siegfried Luger. His idea was to focus on three business areas to support green and especially LED lighting technologies:

- **Technology and Innovation Consultancy**
The consulting service comprises supplier, technology and patent studies for industrial companies, whereby DFSS (Design for Six Sigma) methods like QFD, TRIZ, DoE, FMEA and AFD are applied collaboratively. Worldwide IP (Intellectual Properties) analyses on the subject of LEDs can be counted as one of the strengths of the business.
- **Lighting Research / Laboratory**
With their theoretical and practical work with LED Lighting research topics, primarily within the framework of government-run research projects, Luger Research makes a direct contribution to the further development of LED Lighting Technology. Through this they are constantly gaining indispensable knowledge on the subject of LED technology.
- **The *LED-professional* Publications**
Based on their know-how in the areas of technology, consultancy and research as well as 25 years of experience in the lighting industry, the LED professional publications came to life in 2006. The idea here was to provide the lighting industry with comprehensive information about Solid State Lighting.

The *LED-professional* publications are an integrated media service for the global LED industry comprised of *LED-professional Review (LpR)*, *LED-professional Online (LpO)* and the *LED-professional Newsletter (LpN)*. These three products complement one another perfectly, bringing up-to-date information to LED professionals all over the world and at the same time, effectively advertising products and services for the rapidly growing LED market.

These high-quality, comprehensive publications are dedicated to the design and application of LED lighting systems, emphasizing LEDs, OLEDs, LED optics, LED drivers, LED driver ICs, LED cooling systems, LED lighting modules, LED lighting controllers, LED lamps, LED measurement and production equipment, and LED system simulation. All three publications are full of information about the newest technologies, state-of-the-art product and project highlights, as well as application-oriented articles, interviews, patent reports, and innovation methodology articles.

LED professional Publication

Showcase your products to the LED lighting industry worldwide!

Increase Your Growth in the Competitive LED Market

LED-professional Review (LpR)

... is enjoyed by over 15,000 readers throughout the world either in the digital version or the printed magazine edition. It is published bi-monthly for a solidly growing audience made up of researchers, engineers, project managers and executives, to name just a few. The companies that use this media for advertising do so because:

- *LED-professional Review* is quickly becoming the confirmed authority when it comes to LED technology
- *LED-professional Review* is the basic marketing tool used by decision makers in the LED lighting industry
- *LED-professional Review* helps generate valuable sales leads

LED-professional Online (LpO)

... is fast becoming the most trusted online portal for all aspects of design, engineering and the application of Solid State Lighting and general LED technology worldwide. LpO was designed to make it easy to access important information quickly. It is the perfect supplement to the more extensive technical articles in *LED-professional Review (LpR)*. In addition, company information can be found effortlessly in the well-structured Buyer's Guide. Some of the reasons why companies like to advertise on www.led-professional.com are:

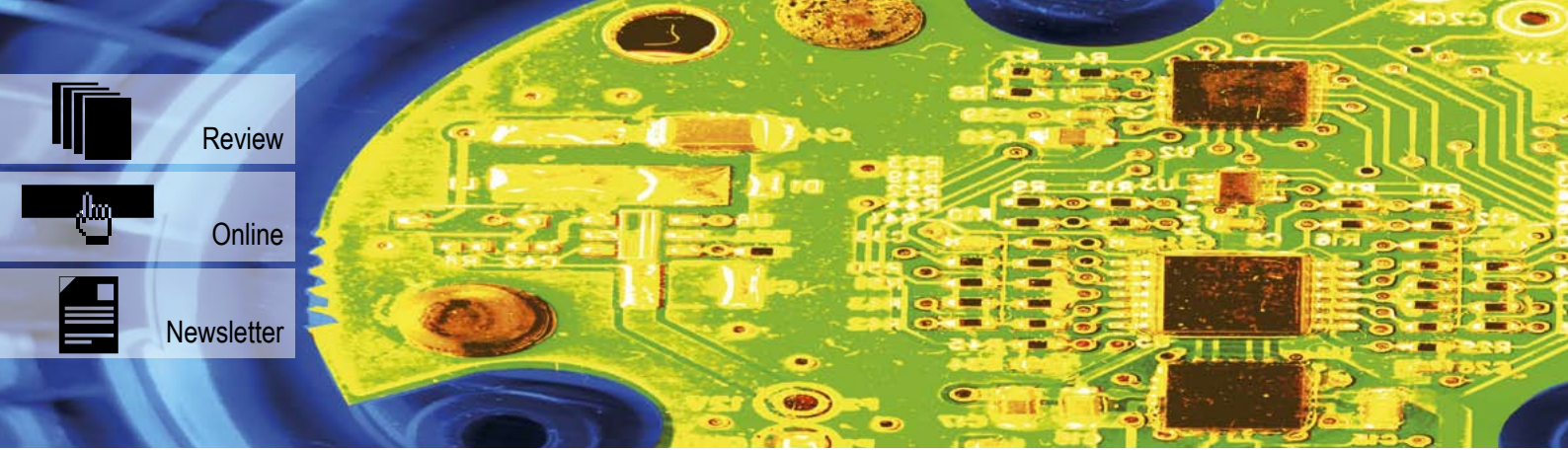
- 150,000 page views per month and growing
- Showcasing their products and services to the right audience the world over
- Generating traffic to their homepage 24/7

LED-professional Newsletter (LpN)

... is the media that provides breaking news, cutting edge technologies, and the latest product and application reviews twice monthly. Over 15,000 subscribers look forward to being informed without having to do more than open an email. Why does it make sense to advertise in the *LED-professional Newsletter*?

- A targeted audience that wants to see it
- An effective way to generate new contacts and leads
- Being able to coincide your ad with an upcoming event or product release

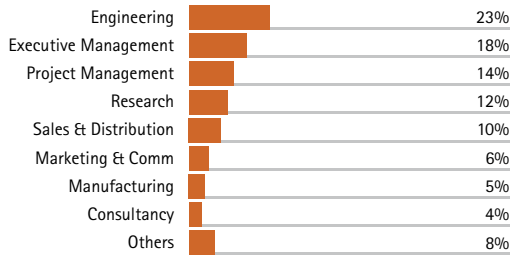
Take a look at the many ways to mix and match your ads using the three *LED-professional* media to your best advantage. Contact the representative in your area and get a non-binding offer that will fit your budget for your advertising needs today.



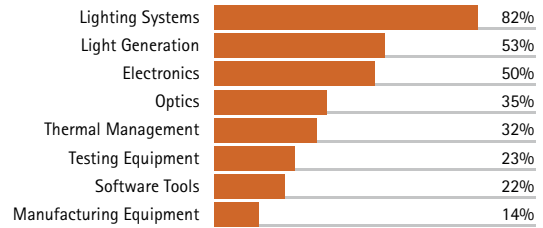
-  Review
-  Online
-  Newsletter

Audience

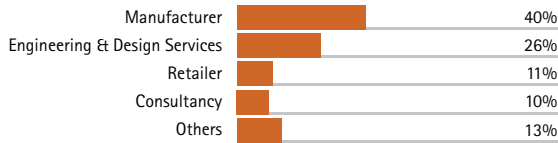
Job title



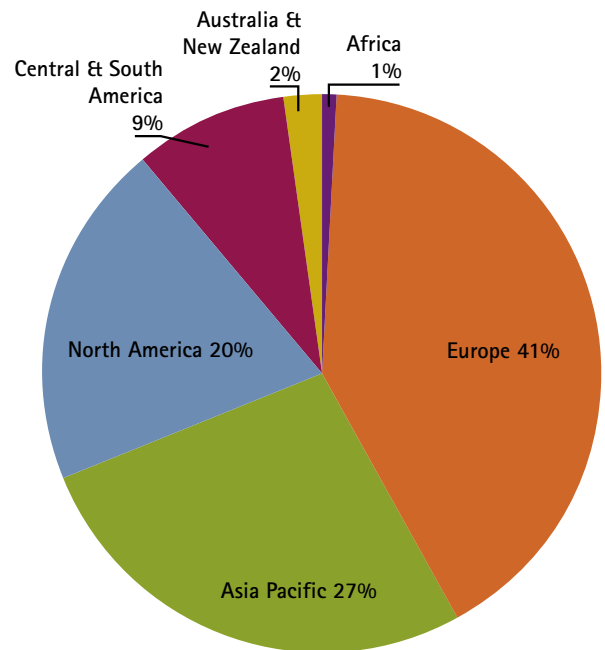
Product fields



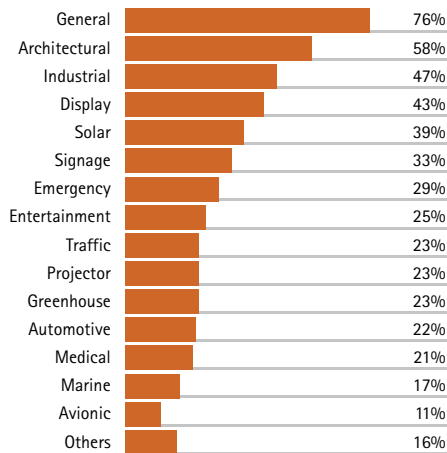
Organization



Geographical distribution



Lighting application fields



Publisher data from survey 2009/2010

-  Review
-  Online
-  Newsletter

LED professional Review

15,000+ readers

LED professional Online

150,000+ page-views/month

LED professional Newsletter

15,000+ subscribers



LED professional Review

Editorial Calendar

Issue No.	Feature, Articles ^{1,2}	Bonus Distribution ²	Ad Close	Material Due	Publication Date
Jan. / Feb. 23	<ul style="list-style-type: none"> • Driver concepts for LEDs • LED driver IC technologies • Power management technologies • Online distributors • Case study 	LED China 2011 March 1-4, 2011, Guangzhou, China RLF 2011 Mar. 30 - Apr.1, 2010, Guangzhou, China LED Lighting Summit Europe April 2011	Dec. 10, '10	Dec. 17, '10	Jan. 31, '11
Mar. / Apr. 24	<ul style="list-style-type: none"> • Status of standardizations • Performance measurements of LED systems • LED system development tools • Design for Six-Sigma methodology in LED development • Case study 	Green Lighting China May, 11-13, 2011, Shanghai, China Lightfair International May 17-19, 2011, Philadelphia, USA LED Lighting Taiwan June 14-16, 2011, Taipei, Taiwan	Feb. 11, '11	Feb. 18, '11	Mar. 31, '11
May / June 25	<ul style="list-style-type: none"> • Light planning and requirements • LED streetlighting technologies • Solar powered LED lighting • Outdoor LED luminaries • Case study 	The LED Show August, 2011, Las Vegas, USA	Apr. 08, '11	Apr. 15, '11	May 31, '11
July / Aug. 26	<ul style="list-style-type: none"> • LED chip design and manufacturing • Light conversion technologies • Optical design and modelling • Heat transfer technologies • Case study 	CIOE September, 2011, Shenzhen, China Lighting South Asia September 2011 China SSL; October, 2011, Shenzhen, China	June 10, '11	June 17, '11	July 29, '11
Sept. / Oct. 27	<ul style="list-style-type: none"> • Technology and IP trends in LED lighting • Reliability of LED lighting systems • Light performance requirements • Interview - lighting designer, luminary manufacturer • Case study 	LED professional Conference September 27-29, 2011, Bregenz, Austria Forum LED Europe December 2011, Lyon, France LED Forum Moscow November 2011	Aug. 12, '11	Aug. 19, '11	Sept. 30, '11
Nov. / Dec. 28	<ul style="list-style-type: none"> • LED professional Conference Review • LED lamp technologies • Thermal management of LED lighting • Estimation of market and technology development in LED lighting • Case study 	SPIE Photonics West January, 2012, San Francisco, USA Lighting Japan January 2012, Tokyo, Japan	Oct. 07, '11	Oct. 14, '11	Nov. 30, '11

¹ The editorial topics mentioned above are special features among a wide range of topics impacting the LED industry. Topics may include: LEDs, OLEDs, lighting systems, lighting fixtures, lamps, drivers, supplies, controls, optics, thermal management components, testing equipment, and manufacturing equipment.

² Subject to change.



LED professional Review

Advertising Rates

1/1 Page

>3mm bleed on all sides
trimmed:
210 x 297 mm
untrimmed:
216 x 303 mm
min. 300dpi high quality
PDF, JPG, TIFF

1/2 Page vertical (v)

>3mm bleed on all sides
trimmed:
99 x 297 mm
untrimmed:
105 x 303 mm
min. 300dpi high quality
PDF, JPG, TIFF

1/2 Page horizontal (h)

>3mm bleed on all sides
trimmed:
210 x 144 mm
untrimmed:
216 x 150 mm
min. 300dpi high quality
PDF, JPG, TIFF

1/3 Page vertical (v)

>3mm bleed on all sides
trimmed:
74.75 x 297 mm
untrimmed:
80.75 x 303 mm
min. 300dpi high quality
PDF, JPG, TIFF

1/3 Page horizontal (h)

>3mm bleed on all sides
trimmed:
210 x 94 mm
untrimmed:
216 x 100 mm
min. 300dpi high quality
PDF, JPG, TIFF

1/4 Page

no bleed
93 x 131.25 mm
min. 300dpi high quality
PDF, JPG, TIFF

1/6 Page vertical (v)

no bleed
60.7 x 131.25 mm
min. 300dpi high quality
PDF, JPG, TIFF

1/6 Page horizontal (h)

no bleed
93 x 84.7 mm
min. 300dpi high quality
PDF, JPG, TIFF

Gross Rates (4c)		1x	3x	6x
1/1 Page*	\$	3,280	3,110	2,950
1/2 Page	\$	1,970	1,870	1,770
1/3 Page	\$	1,610	1,540	1,440
1/4 Page	\$	1,380	1,310	1,250
1/6 Page	\$	980	920	850

* Premium Position Ad

Cover II:	+20%	Cover IV:	+25%
Cover III:	+25%	Preferred Placement:	+15%

Spotlight Promotion Ad

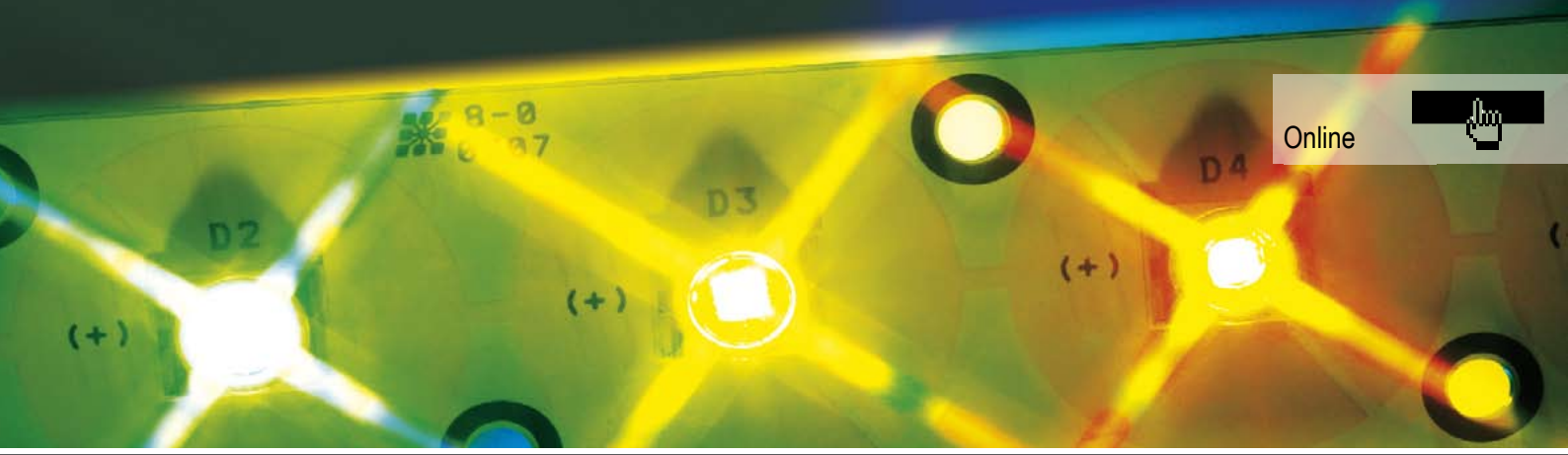
\$ 710

- 80 words
- 1 product-photo, max. 38 (w) x 38 (h) mm
- 1 logo, max. 38 (w) x 30 (h) mm
- weblink & email address

190 (w) x 40 (h) mm

Picture max. 38 (w) x 38 (h)mm	Text max. 80 words	Logo max. 38 (w) x 30 (h)mm & weblink/email
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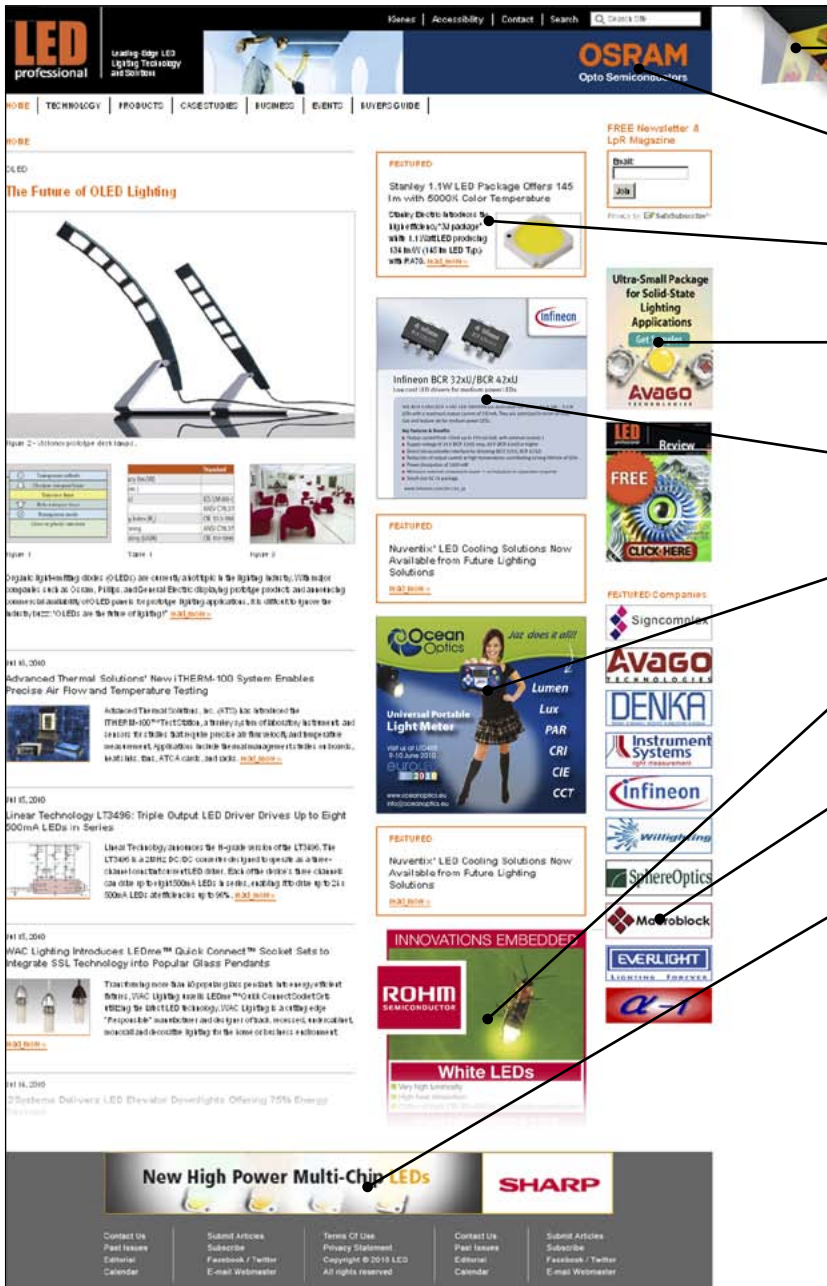
Rates per insertion in US\$, excl. VAT



Online

LED professional Online

Banner / Online Ads (Home)



	Gross Rates
Page-Peel Corner Banner 900 (w) x 650 (h), Allocation: 1 All pages	\$ 2,270
Leaderboard Banner 728 (w) x 90 (h), Allocation: 2 All pages	\$ 3,400
Featured Product*	
Side Banner Premium 150 (w) x 200 (h), Allocation: 3 All pages	\$ 1,800
Home Banner #1 300 (w) x 250 (h), Allocation: 1 Home-page only	\$ 1,760
Home Banner #2 300 (w) x 250 (h), Allocation: 1 Home-page only	\$ 1,510
Home Banner #3 300 (w) x 250 (h), Allocation: 1 Home-page only	\$ 1,290
Company Logo (Cross Media Promotion Packages) 150 (w) x 50 (h), All high-traffic pages	
Anchor Banner 728 (w) x 90 (h), Allocation: 2 All pages	\$ 2,260
* Featured Product	\$ 710
<ul style="list-style-type: none"> • 80 words on home-page • Full press release on sub-page or external weblink • 1 product thumbnail 120 (w) x 80 (h), on home-page • Contact information 	
Top position on home-page for two weeks and then 12 months on high traffic sub-page	

Banner file formats:
JPG, GIF/Animated GIF, SWF; max. 50 kB
Logo & thumbnail file formats:
JPG, PNG, GIF; max. 20 kB

Rates per insertion / Banner rates per month in US\$, excl. VAT

LED professional Online

Banner / Online Ads (Subpages)

Page-Peel Corner Banner

900 (w) x 650 (h), Allocation: 1
All pages

Gross Rates
\$ 2,270

Leaderboard Banner

728 (w) x 90 (h), Allocation: 2
All pages

\$ 3,400

Side Banner Premium

150 (w) x 200 (h), Allocation: 3
All pages

\$ 1,800

News/Articles Skyscraper

240 (w) x 600 (h), Allocation: 3
Subpages only

\$ 970

Company Logo (Cross Media Promotion Packages)

150 (w) x 50 (h),
All high-traffic pages

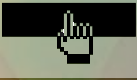
Anchor Banner

728 (w) x 90 (h), Allocation: 2
All pages

\$ 2,260

Banner file formats:
JPG, GIF/Animated GIF, SWF; max. 50 kB
Logo & thumbnail file formats:
JPG, PNG, GIF; max. 20 kB

Rates per insertion / Banner rates per month in US\$, excl. VAT



LED professional Online

Full Buyer's Guide Listing

The screenshot displays the 'LED professional' website interface. The main content area is titled 'LED-Buyers-Guide / AC DC Led's' and features a listing for Avago Technologies. The listing includes the company name, address (340 W Teller Road, San Jose, CA 95131), phone number (+1 408 235 0312), and website (http://www.avagotech.com). A detailed description follows, highlighting Avago's role in the design and supply of LEDs for various applications like smartphones and automotive sensors. Below the listing, there are sections for 'AC DC LED's' and 'Maxim Integrated Products, Inc.' with similar details. The footer contains navigation links like 'Contact Us', 'Privacy Statement', and 'Terms of Use'.

This collage shows several overlapping screenshots of the LED professional website. It includes the main navigation bar with 'HOME', 'TECHNOLOGY', 'PROJECTS', 'CASE STUDIES', 'BUSINESS', 'EVENTS', and 'BUYERS GUIDE'. There are also various product advertisements and company logos such as OSRAM, AVAGO, DENKA, and SHARP. One prominent ad is for 'MOBILE XDR MEMORY ARCHITECTURE' by Micromobius.

Full Buyer's Guide Listing

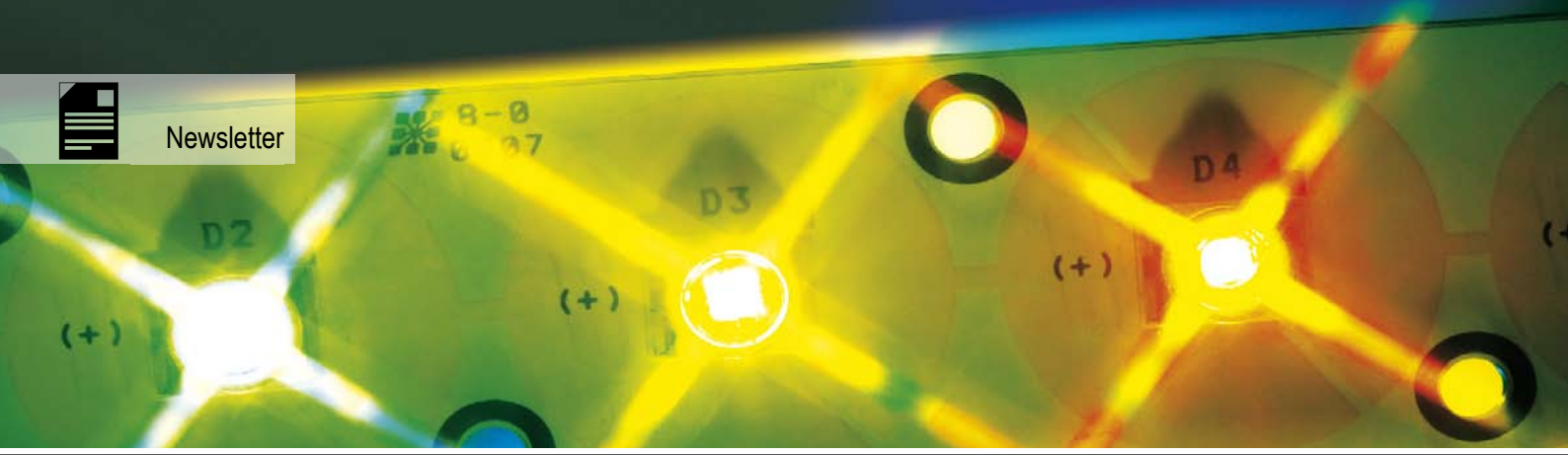
\$ 850

Full listing in online Buyer's Guide in top position for 12 months

- Company Logo, 150 (w) x 50 (h)
- Company description (1,000 words)
- Contact information (name, address, phone, email)
- Weblink

Logo & thumbnail file formats:
JPG, PNG, GIF; max. 20 kB

Rates per annual listing in US\$, excl. VAT



LED professional Newsletter

Newsletter Banner / Newsletter Ad



Gross Rates

Leaderboard Banner

600 (w) x 90 (h)

\$ 640

Tile Banner

120 (w) x 150 (h)

\$ 380

Newsletter Advertisement*

Company Logo (Cross Media Promotion Packages)
100 (w) x 50 (h)

Skyscraper

120 (w) x 600 (h)

\$ 470

Anchor Banner

600 (w) x 90 (h)

\$ 490

*** Newsletter Advertisement**

\$ 700

- Company logo or product thumbnail, max. 120 (w) x 100 (h)
- Text length: 50 words
- Weblink

Banner file formats:
JPG, GIF/Animated GIF, SWF; max. 50 kB
Logo & thumbnail file formats:
JPG, PNG, GIF; max. 20 kB

Rates per insertion in US\$, excl. VAT

Review



Online



Newsletter



Cross Media Promotion Packages

Annual Packages at Combined Bargain Rates

Silver Promotion Package <i>LpR, LpO, LpN</i>		30% discount	\$ 6,271	\$ 4,390
Review	1x Spotlight Ad			
Online	1x Company logo on every high-traffic page 1x Buyer's Guide Listing 2x Featured Product			
Newsletter	24x Company logo in sponsor area 1x Newsletter Advertisement			
Gold Promotion Package <i>LpR, LpO, LpN</i>		40% discount	\$ 11,250	\$ 6,750
Review	1x Print ad (1/2 page) 1x Print ad (1/6 page) 2x Spotlight Ad			
Online	1x Company logo on every high-traffic page 1x Buyer's Guide Listing 3x Featured Product			
Newsletter	24x Company logo in sponsor area 2x Newsletter Advertisement			
Platinum Promotion Package <i>LpR, LpO, LpN</i>		50% discount	\$ 23,440	\$ 11,720
Review	3x Print ad (1/1 page) 3x Spotlight Ad			
Online	1x Company logo on every high-traffic page 1x Buyer's Guide Listing 5x Featured Product			
Newsletter	24x Company logo in sponsor area 5x Newsletter Advertisement			

Gross rates in US\$, excl. VAT



Review



Online



Newsletter



Testimonials

Jason Wu, CEO, Edison Opto Corporation (Taiwan)

"Because of the publication of the news in the *LED professional Review* and website, we made a breakthrough on efficiency and feedbacks in the competitive market of LED. We know that the effort of LED professional makes Edison on the LED market grow stronger."

Jolin Zhou, LED CHINA (China)

"Over the whole year of cooperation with LED professional we received the active newsletters and *LpRs* on time, which keep us informed about the fresh information in the LED industry. We see LED professional as an important media partner, and praise their good service."

Lazar Petrov, Accounts Manager, POWER VECTOR (Canada)

"Thank you for the effort you have made in expressing our value proposition to our customers. I especially appreciate your feedback, and creativity with regards to our advertising and press releases. I strongly promote your magazine and website to our customers. With Solid State Lighting evolving so quickly, it is so important to be educated and informed. I know we have made key contacts with your website and magazine so far, and look forward to releasing our new product developments with you."

Niko Nikolic, Technical Director, Quanta Light (U.K.)

"Just wanted to let you know that your magazine is absolutely superb! Keep up the excellent work!!"

Dr. Paul Hartmann, Director, Institut für Oberflächentechnologie und Photonik, Joanneum Research (Austria)

"I do not want to miss the LED professional series as it is a valuable source of information on all the essential aspects of the LED markets and technologies."

Peter Ristau, Stryker Corporation (U.S.A.)

"I think your magazine is very professional with articles that go into great depth. The wide range of technically knowledgeable articles and application aspects separates your journal from other publications. Keep up the good work!"

Nisa Khan, Ph.D., President, LED LIGHTING TECHNOLOGIES (U.S.A.)

"As an optoelectronic technologist and an investment professional, I find the LED professional publications to be excellent sources of the latest LED market and technology information. Although there are numerous other publications that cover LED news, LED professional not only provides - via the online journal - the latest news, product announcements, technology breakthroughs, litigation status and outcomes, but also offers a bi-monthly magazine that provides in-depth information and description on important LED news and products; it periodically publishes "peer-reviewed-journal" quality articles written by the most prominent industry professionals that focus on design and engineering issues with an essential business flavor. I recommend the press, the LED industry professionals, and interested investors worldwide to stay informed with *LED professional Review (LpR)*."



Contact Us

Publisher

Luger Research e.U.
Institute for Innovation and Technology
Rhomberg's Fabrik
Faerbergasse 15, Haus Rot
6850 Dornbirn
Austria, Europe
phone +43 5572 394489
fax +43 5572 394489 90
editors@led-professional.com

International Accounts Manager
Ms. Theresa König
+43 5572 394489 20
theresa.koenig@led-professional.com

CEO: Siegfried Luger
VAT Number: ATU 50928705
Commercial Register: FN316464p
Regional Court: Feldkirch, Austria

Bank Austria
Bank Code: 12000
Account No.: 1284 1998 300
BAN: AT50 11000 1284 1998 300
BIC: BKAU ATWW

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Your Local Contacts

US East
Ms. Karen C. Smith-Kernc
+1 717 397 7100
KarenKCS@aol.com

US West & Canada
Mr. Alan A. Kernc
+1 717 397 7100
AlanKCS@aol.com

Germany
Mr. Armin Wezel
+49 9568 897 097
armin@eurokom-media.de

Switzerland
Ms. Monika B. Ailinger
+41 41 850 44 24
m.ailinger@marcomedia.ch

South Korea
Mr. Suh Jung-Won
+82 2 785 8222
sinsegi-2@sinsegimedia.info

Hong-Kong, China
Ms. Iris Yuen
+86 1380 270 1367
irisyuen@yahoo.cn

Taiwan
Ms. Jessica Wu
+886 4 230 154 76
image.media@url.com.tw

India
Mr. Gurinder-Singh Lali
+91 9212 658 454
nanopower13@gmail.com

Prices valid for USA & Canada only
Euro price list upon request