

LUGER RESEARCH  
Institute for Innovation & Technology

# Exploring Light for a Better Future

MEDIA KIT 2022

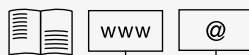
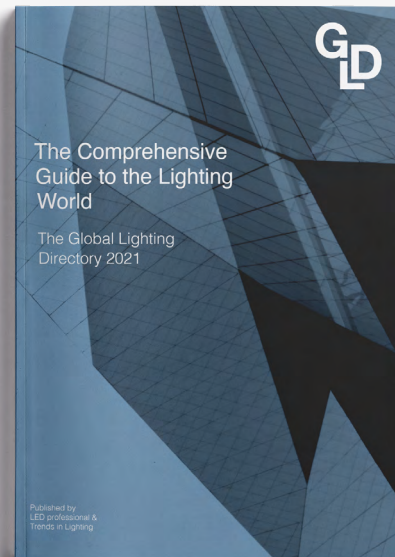
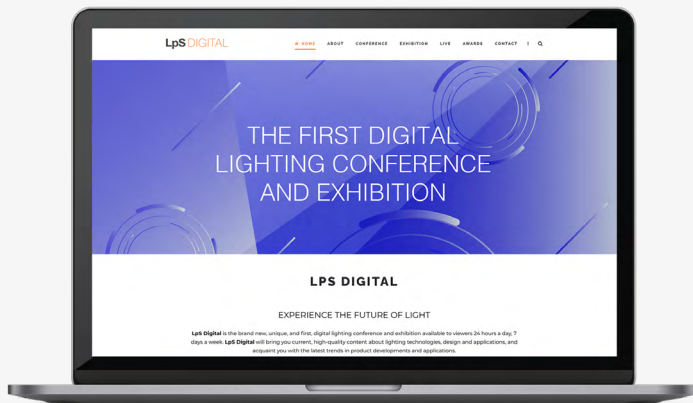
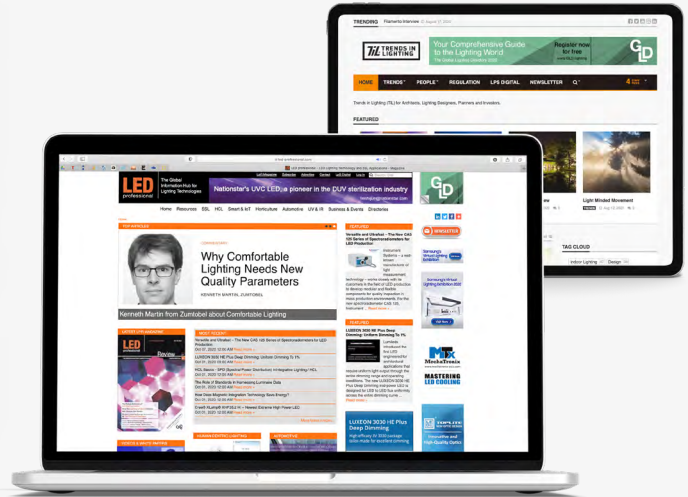
**LED**  
professional

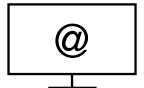
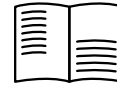
**LpS** DIGITAL

**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 20 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 (SciPiL).

### 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 to 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 applications 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

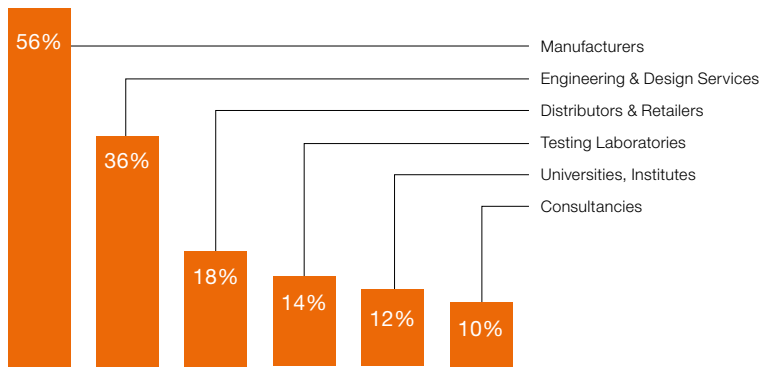
### LED professional Newsletter (LpN)



- 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

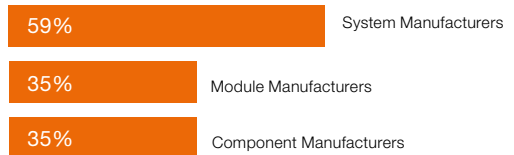


### NEW:

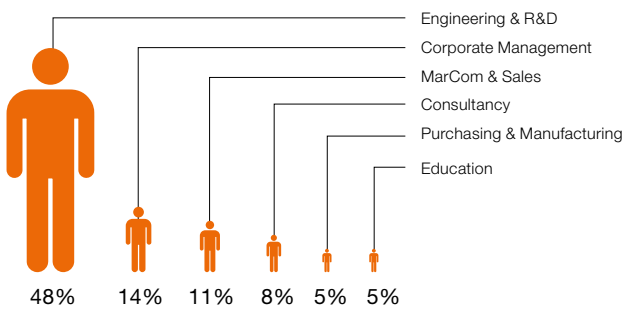
As of January 2022, the LED professional Review (LpR) will expand the editorial content to include light and lighting design aspects alongside the technological focal points. The goal is to share knowledge across boundaries and link up experts in the field of light to broaden impulses on lighting solutions.

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 additional spread, please read the section "Trends in Lighting" on page 21.

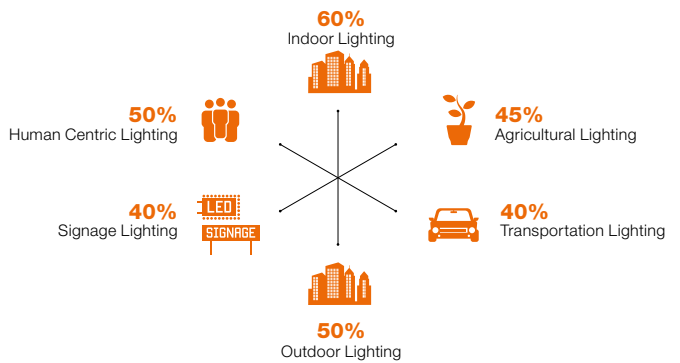
Total Circulation: 45,000+



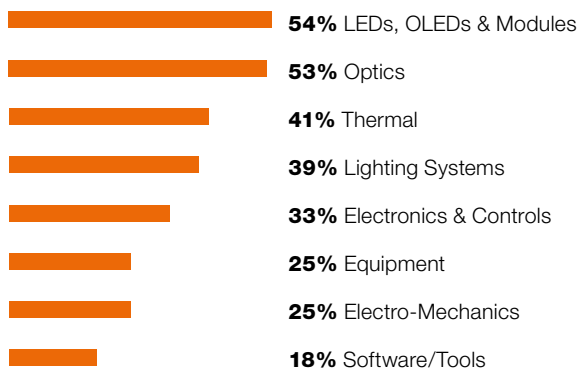
## Job Functions



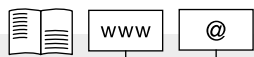
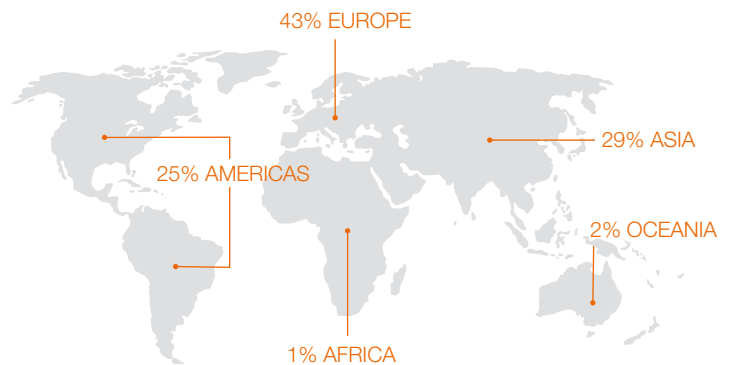
## Applications



## Specified / Purchased Products



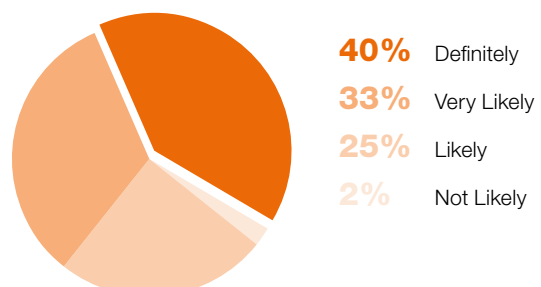
## Geographical Distribution



LED professional Review **30,000+** subscribers  
 LED professional Newsletter **28,000+** subscribers  
 LED professional Online **220,000** page impressions/month

Twitter Followers **22,000+**

## 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 2022

ISSUE N°	AD CLOSE MATERIAL DUE	ONLINE PUB.	PRINT PUB.
89	Dec 31, 2021	Jan 15, 2022	Jan 31, 2022
90	Feb 28, 2022	Mar 15, 2022	Mar 31, 2022
91	Apr 30, 2022	May 15, 2022	May 31, 2022
92	June 30, 2022	July 15, 2022	July 31, 2022
93	Aug 31, 2022	Sept 15, 2022	Sept 30, 2022
94	Oct 31, 2022	Nov 15, 2022	Nov 30, 2022

## Editorial Content:

Read the topics of the upcoming issues online.

[www.led-professional.com/advertise](http://www.led-professional.com/advertise)







## Advertising Formats & Rates

GROSS RATES (4c)				1x	3x	6x	GROSS RATES (4c)				1x	3x	6x
1/1 Page	EUR	2,980	2,840	2,670	2/3 Page	EUR	2,385	2,270	2,130				
Inside Front-Cover Inside Back-Cover	EUR	3,580	3,400	3,220	1/2 Page	EUR	1,790	1,700	1,590				
Opposite Inside Front-Cover Opposite Editorial Opposite Commentary	EUR	3,580	3,400	3,220	1/3 Page	EUR	1,490	1,400	1,330				
Outside Back-Cover	EUR	3,750	3,550	3,350	1/4 Page	EUR	1,290	1,200	1,140				
Spotlight Promotion Ad	EUR	970	920	860	1/6 Page	EUR	970	900	825				
<b>Special Requests</b>										e.g. First third of magazine, guaranteed right hand side, etc.		+15%	

1/1 Page – Opposite Commentary

1/1 Page – Inside Back Cover

1/2 Page

1/4 Page

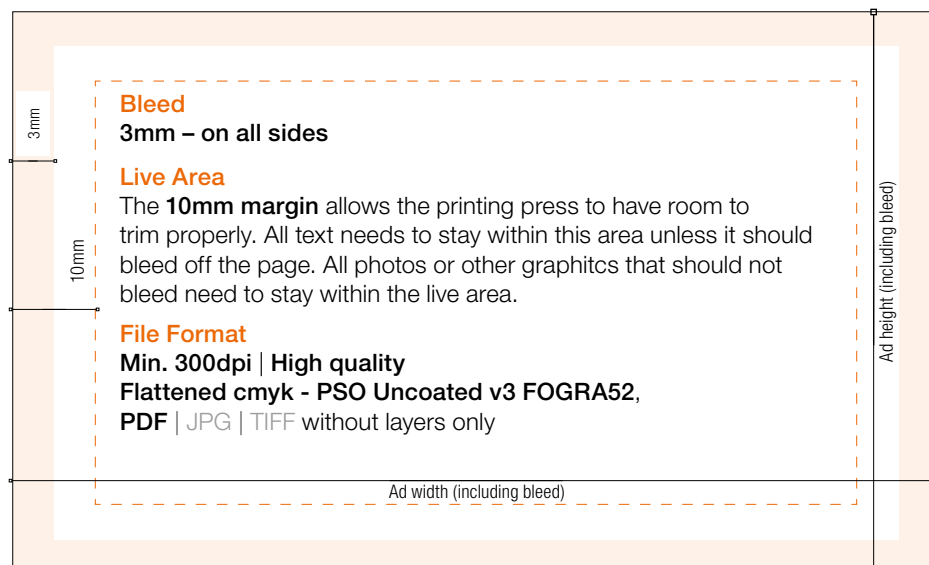
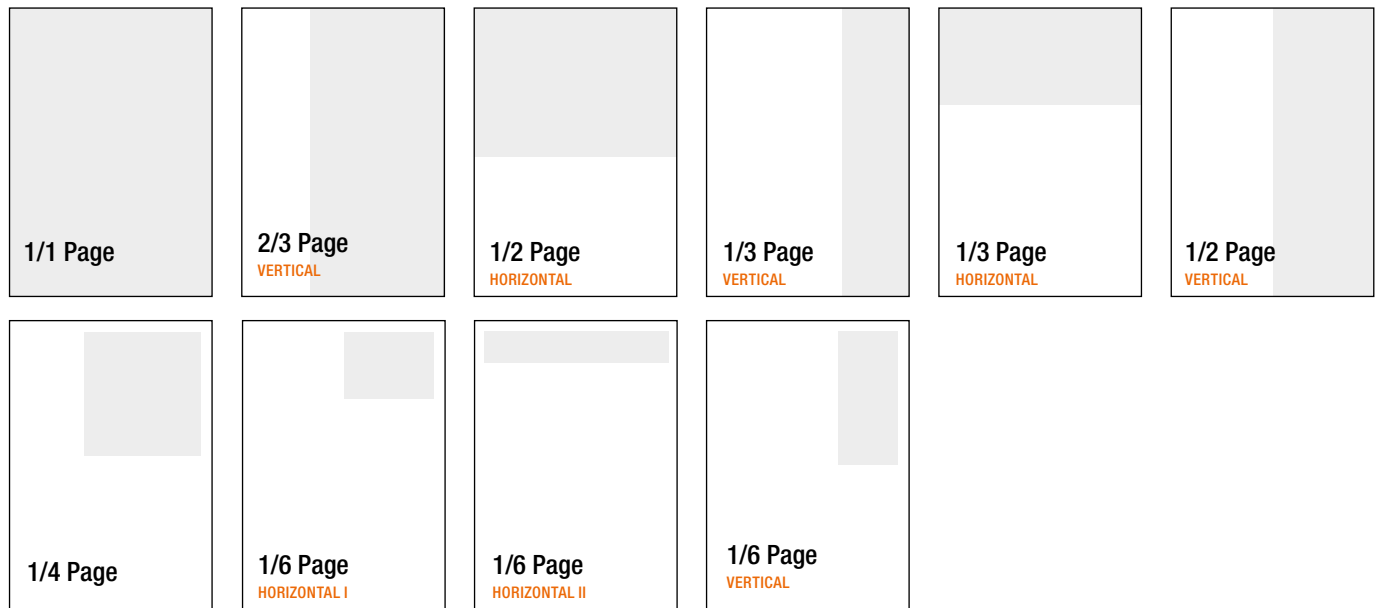
2/3 Page

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 <b>210</b> <b>297</b>	216 303	196 283	1/4 Page		W H <b>121</b> <b>133</b>	no bleed	121 133
2/3 Page	VERTICAL	W H <b>127</b> <b>297</b>	133 303	120 283	1/6 Page	VERTICAL	W H <b>60.7</b> <b>133</b>	no bleed	60.7 133
1/2 Page	VERTICAL	W H <b>99</b> <b>297</b>	105 303	85 283		HORIZONTAL I	W H <b>93</b> <b>83.3</b>	no bleed	93 83.3
	HORIZONTAL	W H <b>210</b> <b>144.5</b>	216 150.5	196 130.5		HORIZONTAL II	W H <b>190</b> <b>40</b>	no bleed	190 40
1/3 Page	VERTICAL	W H <b>76</b> <b>297</b>	82 303	62 283					
	HORIZONTAL	W H <b>210</b> <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
EUR	2,980	2,840

### 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\*

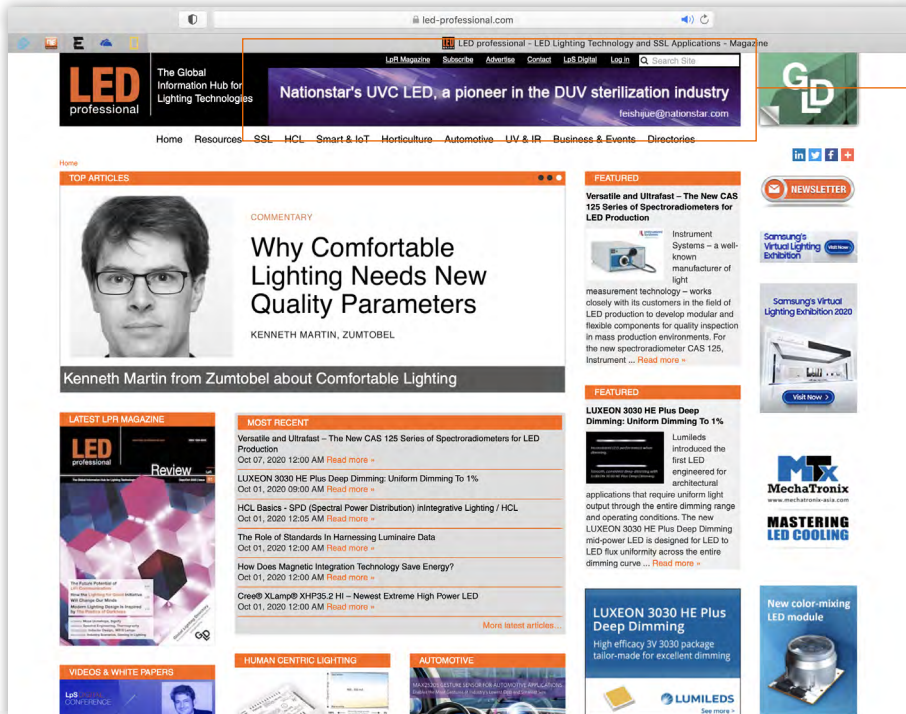
3mm Bleed

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

## Spotlight Promotion Ad

 <b>SPA</b> HOR. 190 x 40 mm	Picture 38 x 38 mm 300 dpi	Headline: Max. 100 characters including spaces Text: Max. 400 characters including spaces  Spotlight Ads have a standard layout For individual layouts, please provide an ad according to the 1/6 page specifications	Logo 38 x 30 mm or 38 x 38 mm 300 dpi  Weblink / Email
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Leaderboard Banner & Anchor Banner

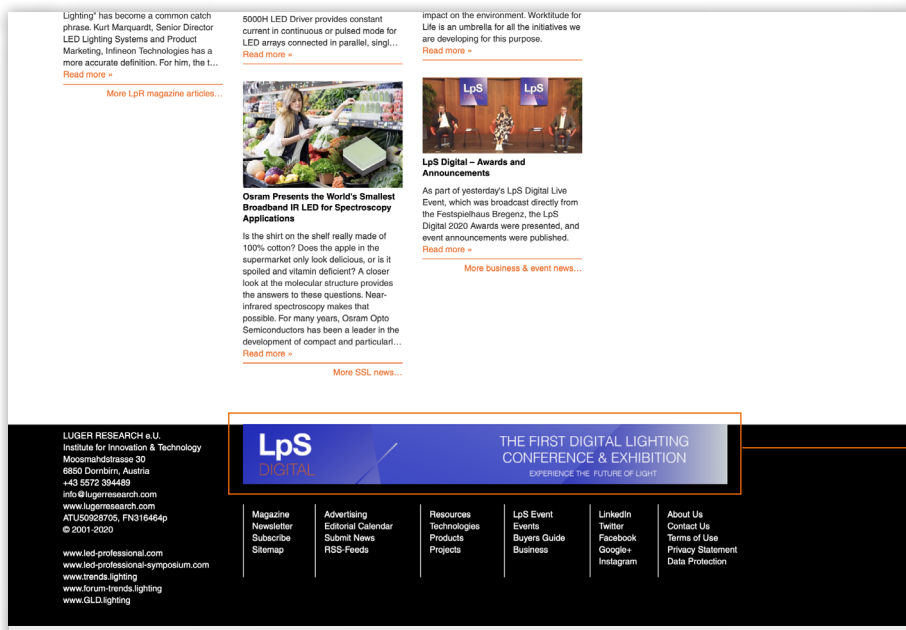


**Leaderboard Banner**

728px (w) x 90px (h)

- Allocation: 2
- On all pages

EUR 3,100



**Anchor Banner**

728px (w) x 90px (h)

- Allocation: 2
- On all pages

EUR 1,990

<p><b>Banner file formats:</b></p> <p>JPG, GIF / Animated GIF, HTML5; File size: max. 70 kB</p>	<p><b>Logo &amp; thumbnail file formats:</b></p> <p>JPG, PNG, GIF; File size: max. 30 kB</p>
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Gross rates per insertion /  
Banner rates per month in EUR, 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

EUR 1,030

Home Banner I

240px (w) x 200px (h)

- Allocation: 1
- On all pages

Position 1 - EUR 2,200

Home Banner II

240px (w) x 200px (h)

- Allocation: 1
- On all pages

Position 2 - EUR 1,900

Home Banner III

240px (w) x 200px (h)

- Allocation: 1
- On all pages

Position 3 - EUR 1,690

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

Gross rates per insertion /  
Banner rates per month in EUR, excl. VAT.

Side Banners & Company Logo

The screenshot shows the LED Professional website homepage. At the top, there's a navigation bar with 'LED professional' logo and 'The Global Information Hub for Lighting Technologies'. Below that, a main banner for 'Nationstar's UVC LED, a pioneer in the DUV sterilization industry'. The main content area is divided into several sections: 'TOP ARTICLES' featuring 'LpS Digital - Awards and Announcements', 'LATEST LPR MAGAZINE' with a 'Review' section, 'VIDEOS & WHITE PAPERS' including 'HCL Basics - SPD (Spectral Power Distribution) in Integrative Lighting / HCL', 'HUMAN CENTRIC LIGHTING' with 'HCLer Introduces New Compact 45W Tunable White Driver', 'AUTOMOTIVE' with 'Maxim Dynamic Gesture Sensing for Automotive Applications at Industry's Lowest Cost and Smallest Size', and 'FEATURED' articles such as 'Versatile and Ultrafast - The New CAS 125 Series of Spectroradiometers for LED Production', 'LUXEON 3030 HE Plus Deep Dimming: Uniform Dimming To 1%', 'Creed® XLamp® XHP35.2 HI - Newest Extreme High Power LED', and 'LUXTECH Introduces ONECUT: 47" LED Module Cutable Every 1/4"'. The bottom of the page has a 'LpS DIGITAL' section with 'Power of Sun' and 'New Generation of Osram LEDs Ensures Greater Safety when Driving'.

A vertical column of company logos. From top to bottom: GPD, Samsung's Virtual Lighting Exhibition, Mx MechaTronix (MASTERING LED COOLING), TOPLITE (NEW OPTIC DESIGN), LUXTECH (Spec-Grade LED Modules), LUMILEDS, ProLight, Instrument Systems, CREE, bridgelux, and Digi-Key (XLG Series LED Power Supplies).

**Superior Company Logo**  
 150px (w) x 50px (h)  
 Allocation: 1  
 Preferred top position for one month  
 On all pages  
 EUR 1,180

**Side Banner Premium I**  
 150px (w) x 200px (h)  
 Allocation: 3  
 On all pages  
 EUR 1,690

**Side Banner Premium II**  
 150px (w) x 200px (h)  
 Allocation: 3  
 On all pages  
 EUR 1,690

**Company Logo\***  
 150px (w) x 50px (h)  
 Rotating logo in a prominent position for one year  
 On all pages  
 EUR 1,250\*

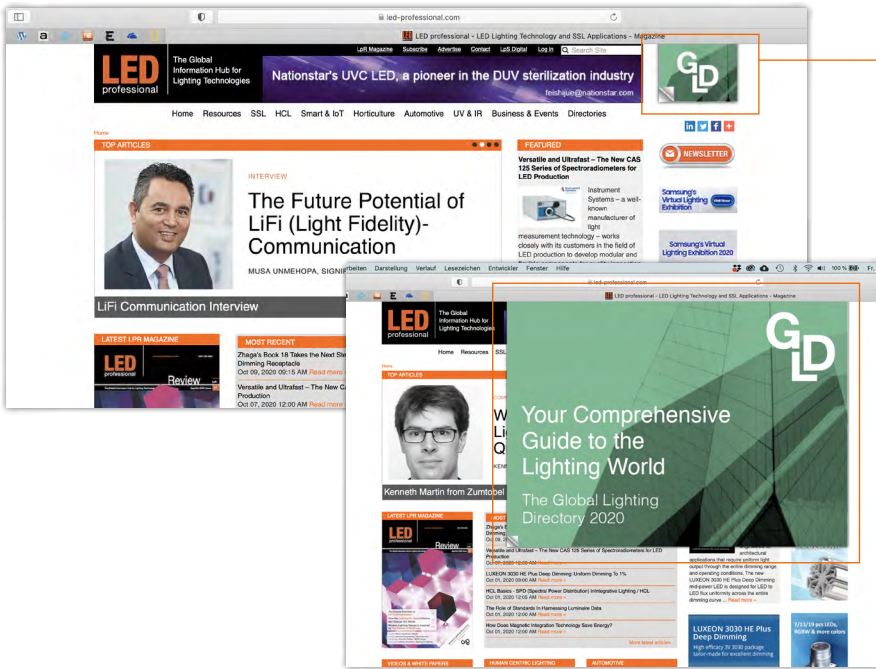
\*Gross rate per year

**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

Gross rates per insertion / Banner rates per month in EUR, 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

EUR 2,330

**LoFi CONFERENCE**

The Role of Standards in Harnessing Luminaire Data

**Read more >**

**LoFi POSITION**

How Does Magnetic Integration Technology Save Energy?

**Read more >**

**LoFi INTERVIEW**

The Future Potential of LiFi (Light Fidelity) Communication

**Read more >**

**TECHNOLOGY & RESEARCH**

**EurekaAlert - Announces: Impurities Enhance Polymer LED Efficiencies**

**Read more >**

**HORTICULTURE LIGHTING**

**Broadband Neutral White LEDs Including Effective UV Component Modelled on the Sun for Rapid Plant Growth**

**Read more >**

**FEATURED LISTING**

Versatile and Ultrafast – The New CAS 125 Series of Spectroradiometers for LED Production

**Read more >**

**FEATURED**

**LUXTECH Introduces ONECUT: 47" LED Module Cutable Every 1/2"**

**Read more >**

**WEBINARS & WHITE PAPERS**

HCL Basics – SPD (Spectral Power Distribution) Integrative Lighting / HCL

**Read more >**

**CREE**

**bridgelux**

**Digi-Key**

**XLG Series LED Power Supplies**

Waterproof LED driver Series from 25 W – 240 W

**MEAN WELL**

**LEARN MORE**

Skyscraper

150px (w) x 600px (h)

- Allocation: 3
- On all pages

EUR 2,880

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

Gross rates per insertion /  
Banner rates per month in EUR, 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

EUR 510

## 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

EUR 1,550

## Buyer's Guide Listing

We offer a free Basic Listing and a paid, 1-year, Premium Listing for the Buyer's Guide. Features for both types of listings can be seen in the table below.

### Free vs. Full 12-Month BG Listing:

Features	Free Listing	Full Listing
Company Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Street	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ZIP Code	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
City	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
County	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Country	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Phone Number	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email Contact Option	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Max. 10 Categories incl. Subcategories *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1 Company Logo		<input checked="" type="checkbox"/>
1 Image		<input checked="" type="checkbox"/>
Company description		<input checked="" type="checkbox"/>
Links to White Papers		<input checked="" type="checkbox"/>

\* Select from the filter option categories available online

### Logo & thumbnail file formats:

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

### Needed Material for Full Listing:

- **Company logo**, 150px (w) x 50px (h)
- **Image**, 150px (w) x 150px (h)
- **Company description** (max. 1,000 words)
- **Complete contact information** (name, address, phone, email,...)
- **Weblink**
- **Choice of categories and subsequent subcategories \***

EUR 970



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

Gross rates in EUR, excl. VAT



## 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 interface. At the top, there's a navigation bar with 'LED professional' logo, 'Friends & Technologies for Future Lighting Solutions', and a search bar. Below the navigation, there's a featured article titled 'WEBINAR "Faster to Light with Simpler Design: A New Multimode Flyback LED Solution"'. The article text describes Infineon's latest Multimode Flyback Controller IC for LED lighting, targeting mid-range to high-end LED drivers for outdoor, interior, office and industrial lighting applications. It highlights integrated startup and together with CrCM, DCM and burst mode optimize overall efficiency from standby to 100 percent while keeping time to light less than 0.5 seconds and reducing the size of external components. A 'REGISTER NOW' button is prominently displayed. To the right, there's a sidebar with 'FEATURED' articles, including 'Stray Light Correction Improves UV-LED Characterization' and 'The 18th Guangzhou Lighting Fair'. At the bottom right, there are logos for various partners like Luminit, SHEENLY, SAMSUNG, and HONGLI HONGLI.

## 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

EUR 3,570

## 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

EUR 5,870

## Webinar Sponsorship Package – 12 Months:

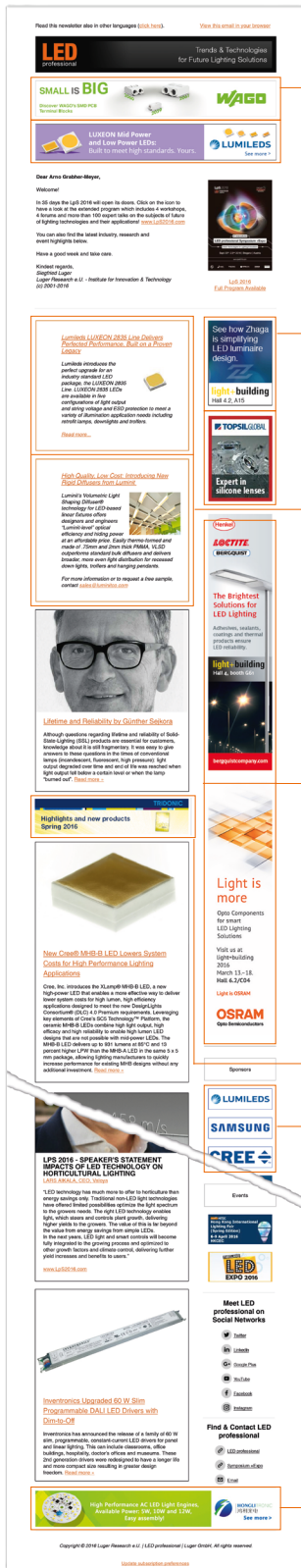
- Recorded live webinar (approx. 45 min.) moderated and hosted by LED professional
- One E-mail blast in advance
- LpN E-newsletter Ad - in 2 issues (pre) and 1 issue (post)
- LpR magazine Spotlight Ad - in 1 issue (pre) and 2 issues (post)
- LpO online banner - 150px (w) x 125px (h) - for 2 months (pre)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

EUR 9,570

Gross rates in EUR, 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)  
EUR 670

**Tile Banner I & II**  
150px (w) x 200px (h)  
EUR 525

**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

 EUR 1,030

**Skyscraper I & II**  
150px (w) x 600px (h)  
EUR 565

**Divider Banner**  
390px (w) x 90px (h)  
EUR 425

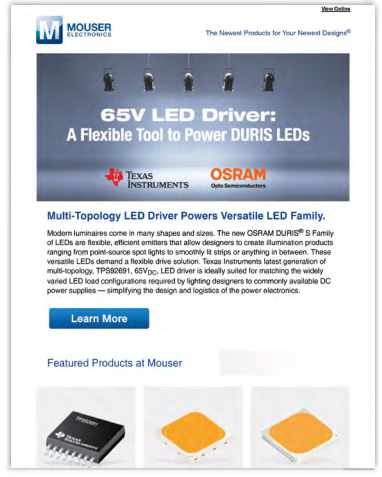
**Company Logo**  
Static Logo 150px (w) x 50px (h)  

- One year – 24 broadcasts

 EUR 1,240

**Anchor Banner**  
600px (w) x 90px (h)  
EUR 380

\* 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"
- EUR 6,400

- \*\* 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.

Gross rates per insertion in EUR, excl. VAT

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

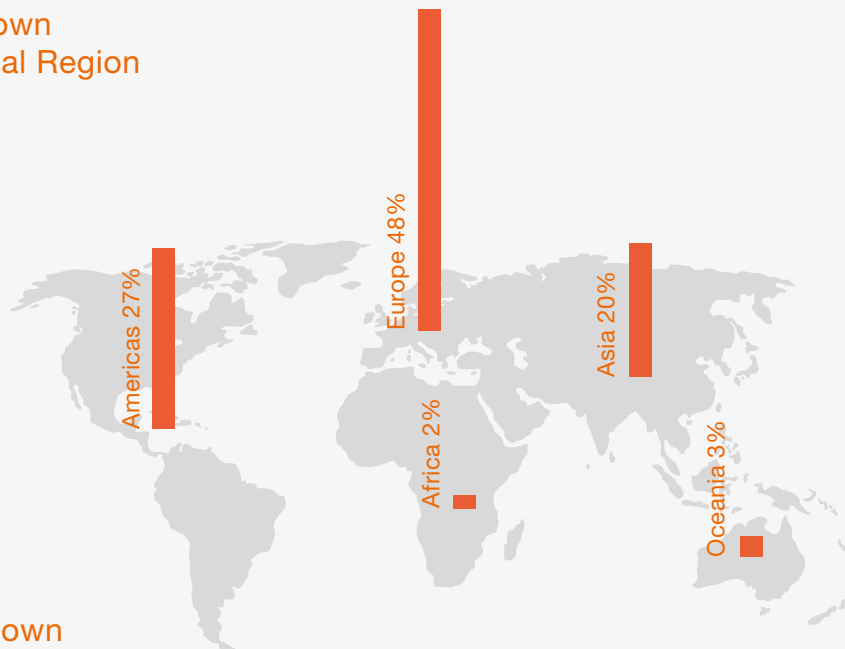


**Newsletter**  
14,000 Subscribers  
One Newsletter/month  
Second week of the month



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

Breakdown by Global Region



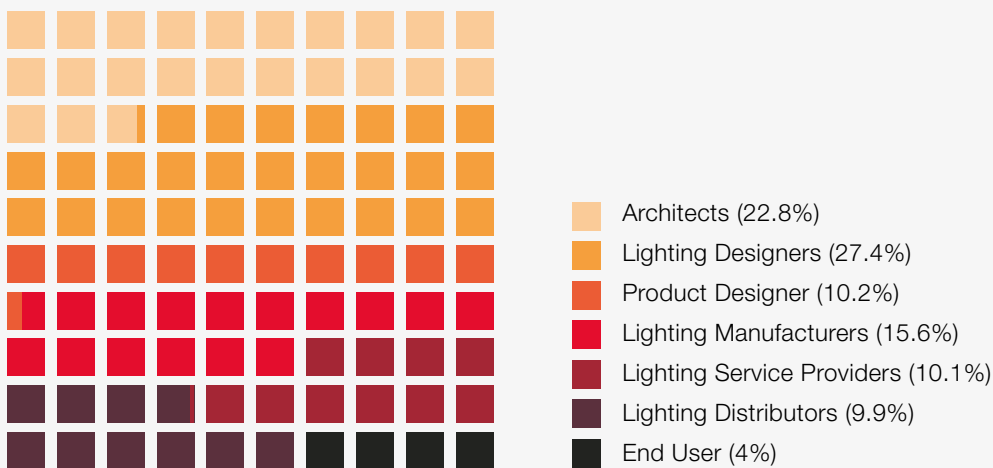
NEW:

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.

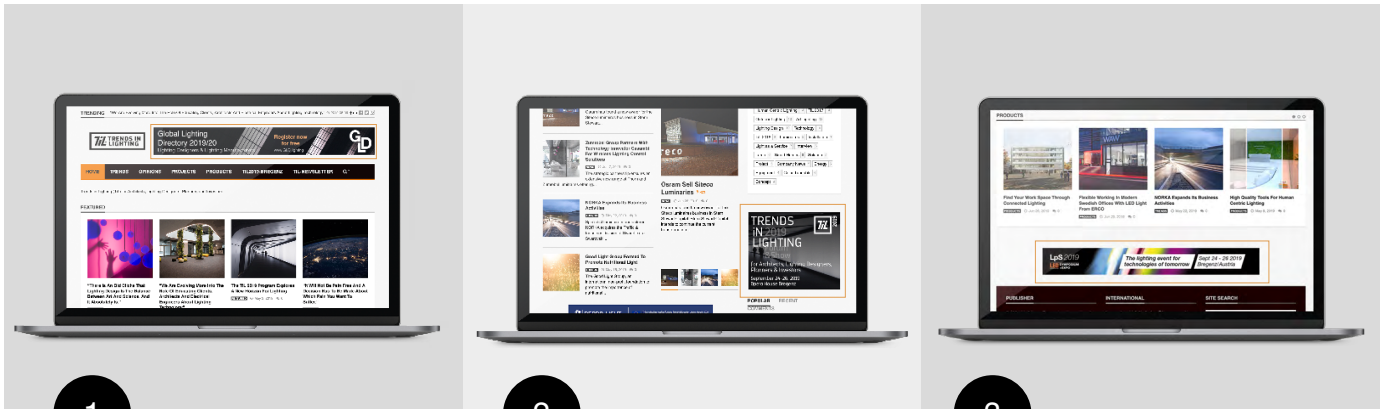
Starting with the January/February 2022 issue, the LED professional Review (LpR) will be sent to lighting designers and lighting architects in addition to our regular readers. For more information about this magazin spread, please read the section on page 7.

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.

**EUR 890**

Gross rates per insertion.  
Rates per month in EUR, 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.

**EUR 1,020**

Gross rates per insertion.  
Rates per month in EUR, excl. VAT.

3

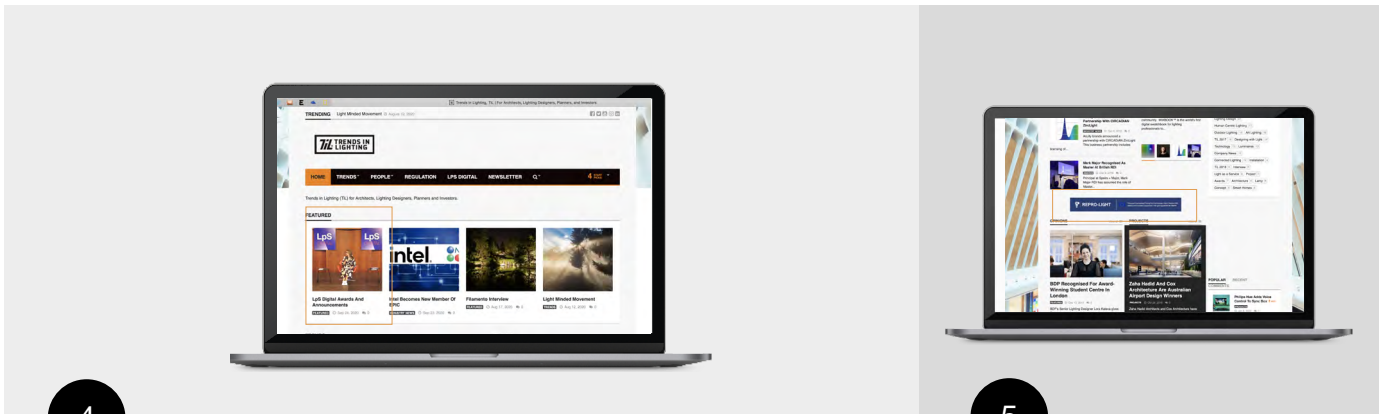
**Anchor Banner**

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

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

**EUR 700**

Gross rates per insertion.  
Rates per month in EUR, 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.

**EUR 970**

Gross rates per insertion.  
Rates per month in EUR, excl. VAT.

5

**Website Divider Banner**

Online Divider banner  
468px (w) x 58px (h)

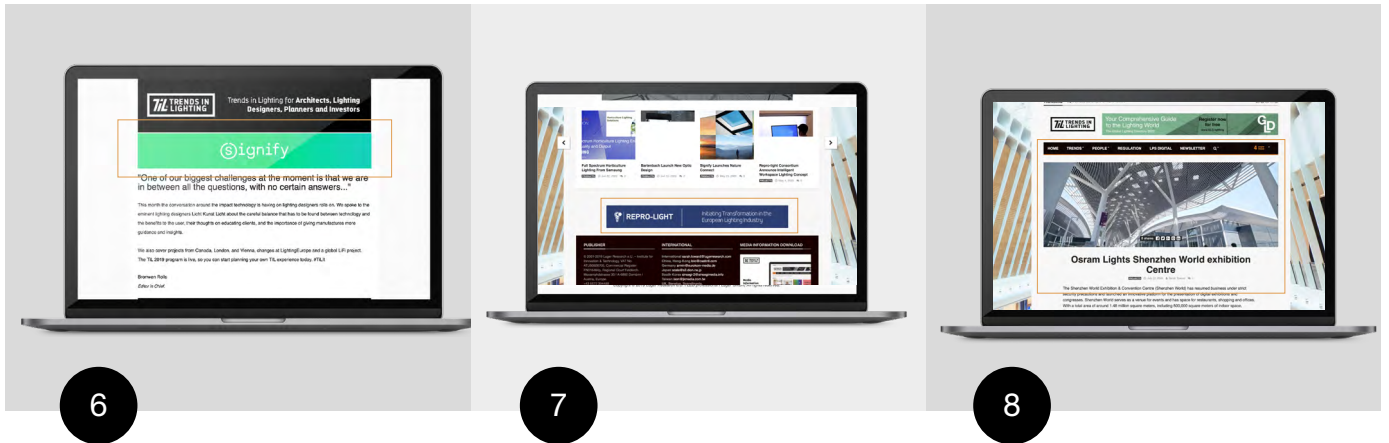
**EUR 560**

Gross rates per insertion.  
Rates per month in EUR, excl. VAT.





Newsletter



6

Leaderboard Banner

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

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

**EUR 930**

Gross rates per insertion.  
Rates per month in EUR, excl. VAT.

7

Anchor Banner

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

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

**EUR 790**

Gross rates per insertion.  
Rates per month in EUR, excl. VAT.

8

Editorial AD

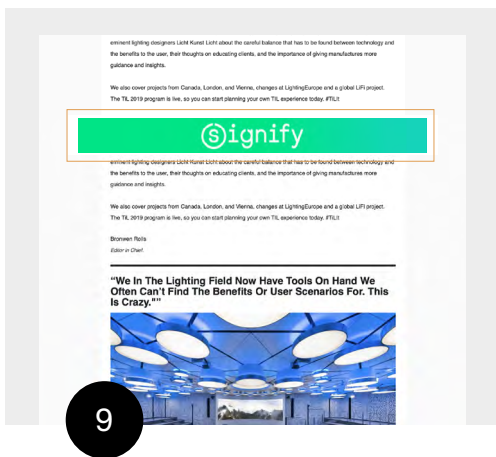
600px (w) x 600px (h)

Material Needed

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

**EUR 1,030**

Gross rates per insertion.  
Rates per month in EUR, excl. VAT.



9

Newsletter Divider banner

600px (w) x 90px (h)

**EUR 790**

Gross rates per insertion.  
Rates per month in EUR, excl. VAT.



## Numerous Opportunities

### 1. CONFERENCE | Lectures (Submitted and Invited)

As set out in the original roadmap for LpS/TiL events, authors will be informed whether or not their submission was accepted by the program management within two weeks of submission. If accepted, the lecture will be recorded by the LpS Digital management via Internet and the paper (if an agreement has been made) will either be published in a corresponding LpR or made available in the digital proceedings by end of the year. The video presentation will be published immediately upon completion.

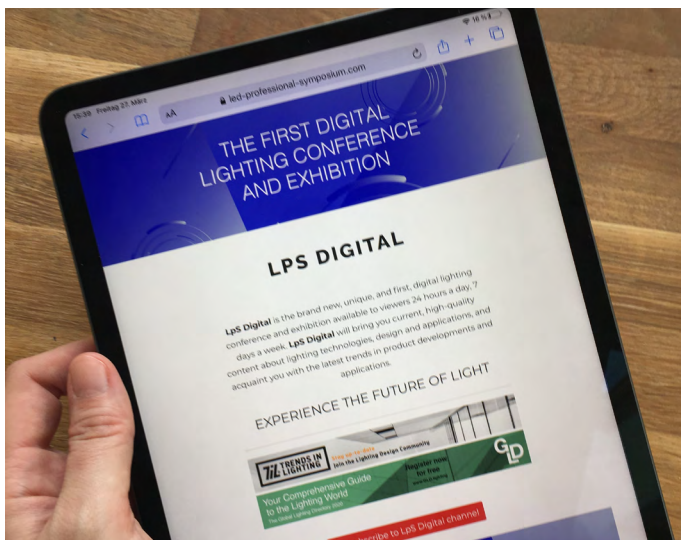
A lecture can also be sponsored. These lectures will be labelled “sponsored”. The presentation is subject to the same criteria as a standard conference contribution in order to keep the quality of the presentations high.

#### Booking Option: “Sponsored Lecture“

Pricing:

# EUR 4,990.–  
(shared to one channel Technology OR Design)

# +25% for both channels  
(Technology AND Design)



### 2. Exhibition (Virtual Booth)

The virtual exhibition is made up of videos published in the Exhibition section of the LpS Digital website and distributed through the technology and/or design tracks. The product presentation can take the form of an explanation, an interview or a virtual booth presentation.

The exhibitor package also includes one LpS Digital Connect meeting for direct contact with prospects.

#### Booking Option: “Virtual Product/Booth Presentation“

Pricing:

# EUR 4,990.–  
(shared to one channel Technology OR Design)

# +25% for both channels  
(Technology AND Design)

### 3. LpS Digital – Connect / Live

**LpS Digital Connect:** “Almost like a real-live trade show” might be best to describe this most advanced version of a digital meeting related to the industry. A Connect Meeting is an integral part of a “virtual product/booth presentation”, thus available to every active LpS Digital exhibitor.

It enables the supplier to bring his product message across approaching prospects and customers in several modes such as confidential face-to-face, in a virtual booth, or in the open room, which provides space for max. 500 attendees.

Suppliers/attendees have the choice to whom to talk (or to whom not). All conversations take place in a protected setting and are in video format. The organizers are prepared to set up short demo meetings. The organizer will promote the Connect Meetings with its host, topics, and schedules through websites, newsletters, and social media. The organizers are taking charge of the opening and welcome notes and short briefings before unlocking the floor. LpS Connect is available on a global scale but can be scheduled in appropriate time slots for the Americas, Europe, and Asia due to the exhibitors/hosts needs.

**LpS Digital Live** is the annual summary event that includes a panel discussion or keynotes, the Best Paper/Best Product Award Ceremony, Trend views & outlook, and meet/greet/discuss opportunities with the lighting industry and design communities. For more information, please visit: [www.LpS-Digital.global](http://www.LpS-Digital.global).

## Numerous Opportunities

### 4. LpS Digital Sponsorships

The LpS Digital webpages can be branded with a 728x90 leader board banner. Each sponsor banner is limited in number and can be targeted for the Technology and/or Design tracks.

#### Sponsorship Options: Conference and Exhibition Branding

Home Page:  
EUR 9,700

Conference Page:  
EUR 4,700

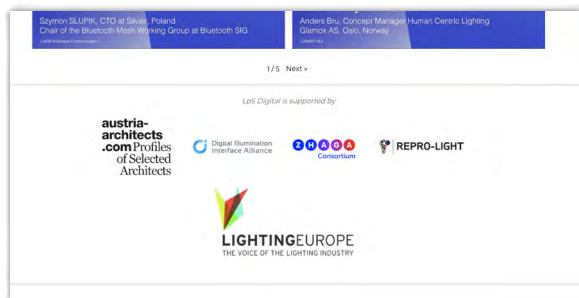
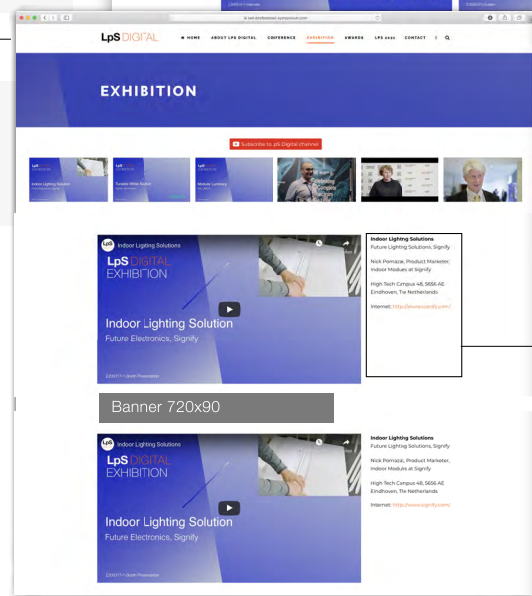
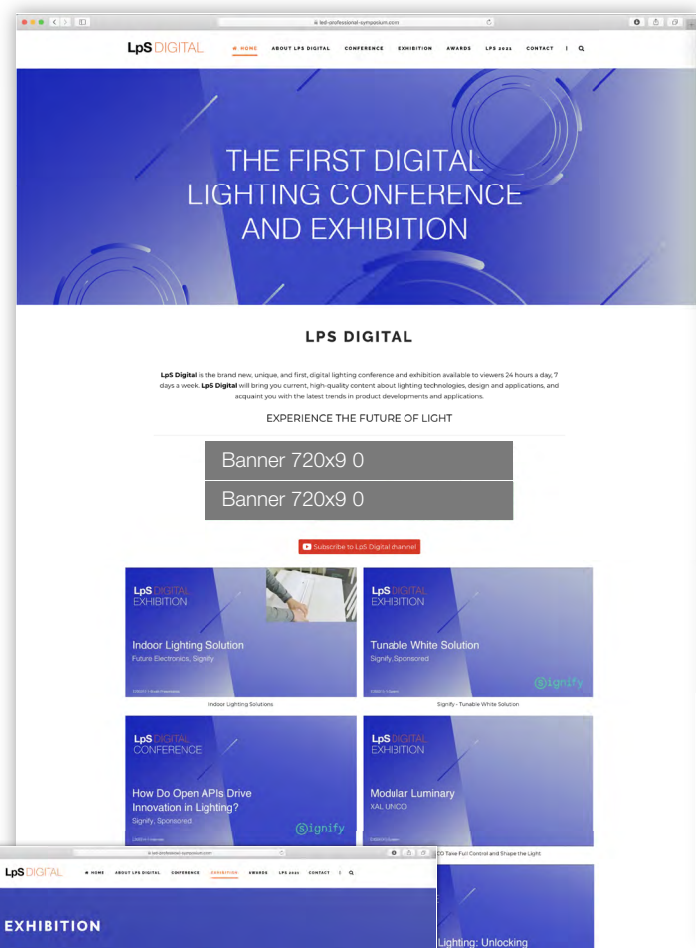
Exhibition Page:  
EUR 4,700

Section Page (e.g. IoT):  
EUR 2,900

Live-Stream (exclusive)  
EUR 4,700

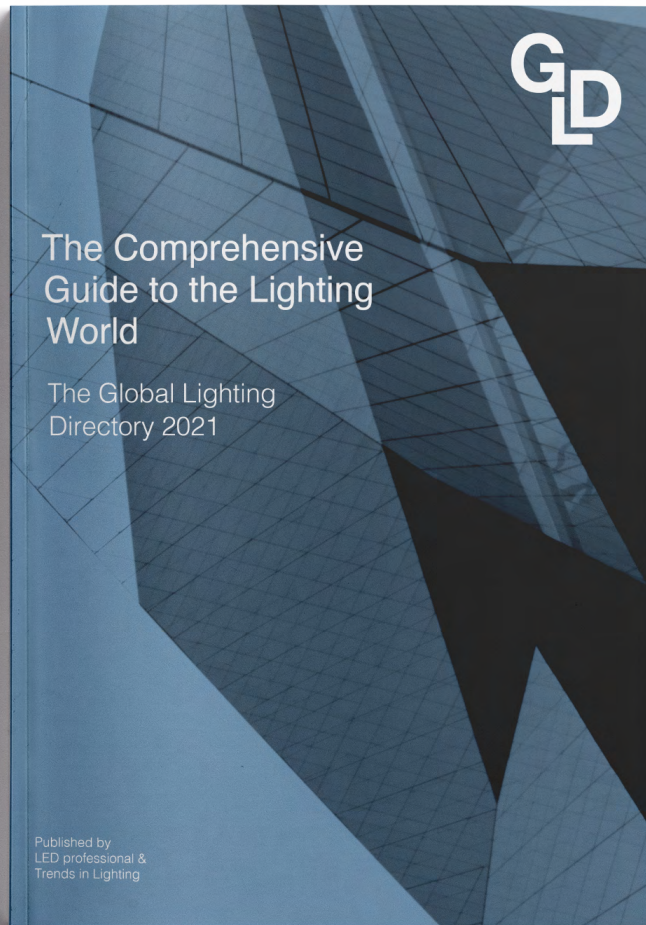
Integrated Banner  
EUR 4,700

Integrated Logo  
EUR 1,900



All sponsored packages officially expire at the end of each calendar year. The further procedure for events after 2021 will be announced on the LpS Digital website.

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.

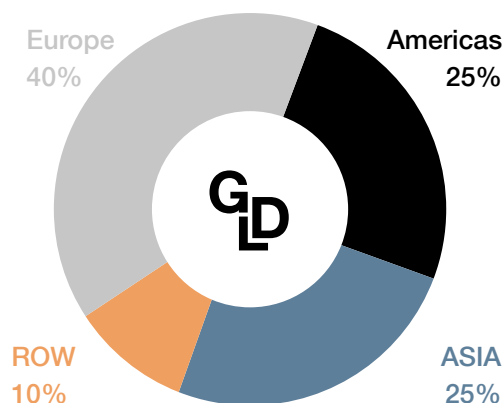
The GLD offers completely new functionalities for Lighting Directories such as: LinkedIn Profiles for Lighting Designers, Reference Projects for Lighting Designers, Up-To-Date Offer-Segmentations for Manufacturers and Distributors and enhanced opportunities for highlighting entries. In addition to the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

EUR 970

**Lighting Designers**

EUR 350

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

**A**

**SPEIRS + MAJOR**

8 Shepherdess Walk  
N1 7LB  
London  
United Kingdom

info@speirsandmajor.com  
www.speirsandmajor.com

**B** 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**

EUR 1,430

**Lighting Designers**

EUR 490

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

**A**

**SPEIRS + MAJOR**

8 Shepherdess Walk  
N1 7LB  
London  
United Kingdom

info@speirsandmajor.com  
www.speirsandmajor.com

**B** 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**

EUR 190

**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

**For Lighting Designers only**

**5**

**A4 AD Page**

**2x A4 GLD Insertions**  
EUR 3,570

This price is valid for two consecutive editions.

**1x A4 GLD Insertion**  
EUR 2,500

This price is valid for one edition only.

Premium positions + 15%

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

Rates in EUR exclusive 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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Changes may be made without notice. In case of discrepancies, the current on-line version is valid.  
 For details please see: [www.lugerresearch.com](http://www.lugerresearch.com)