USA/CAN

LUGER RESEARCH
Institute for Innovation & Technology

Exploring Light for a Better Future

MEDIA KIT 2022

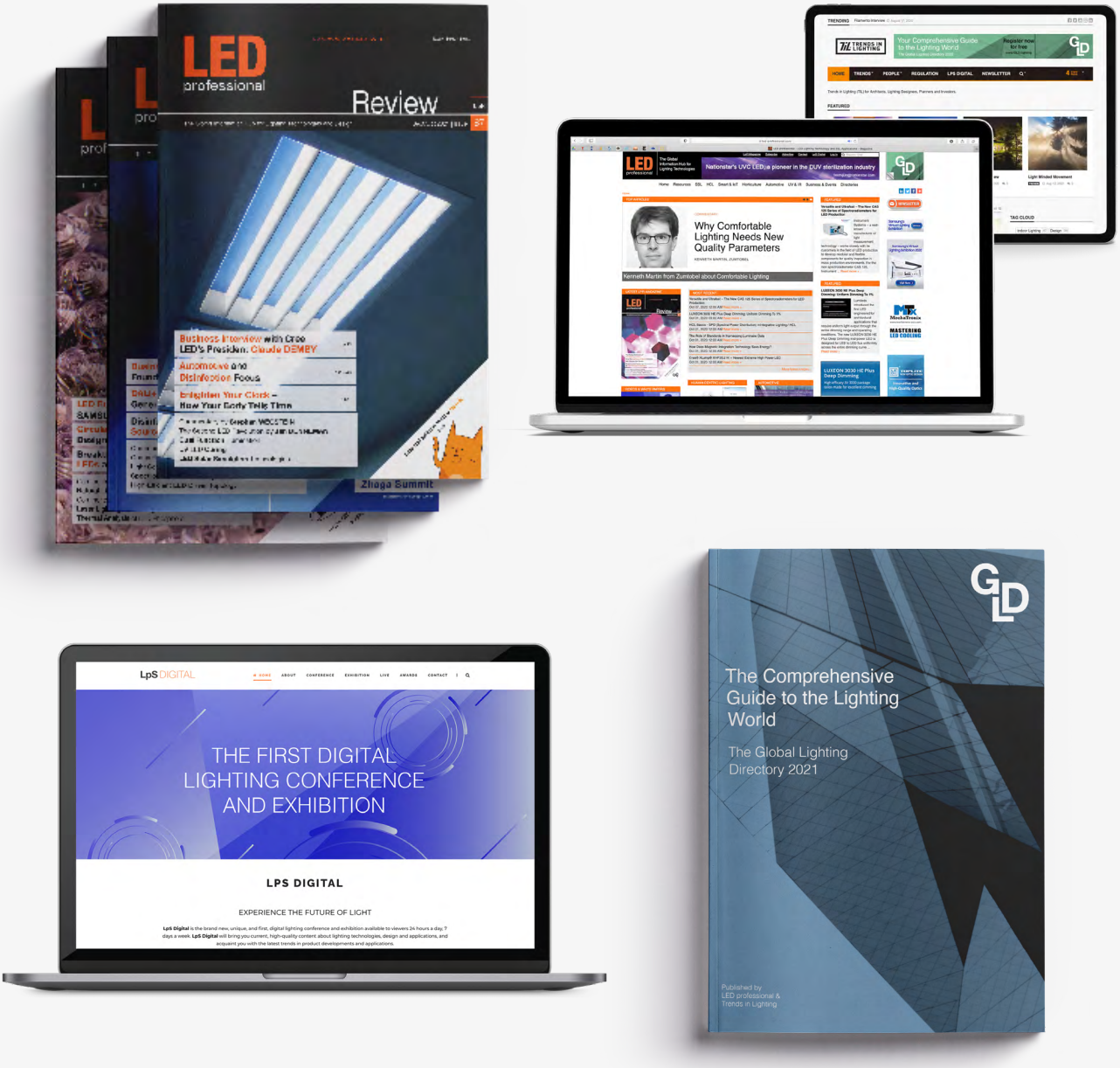
LED professional

LpS DIGITAL

TiL TRENDS IN LIGHTING

GLD

The Global Communication Hub for
Lighting Technologies and Design



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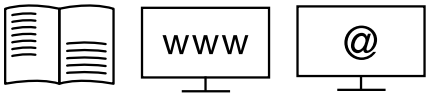

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LUGER RESEARCH
Institute for Innovation & Technology

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)

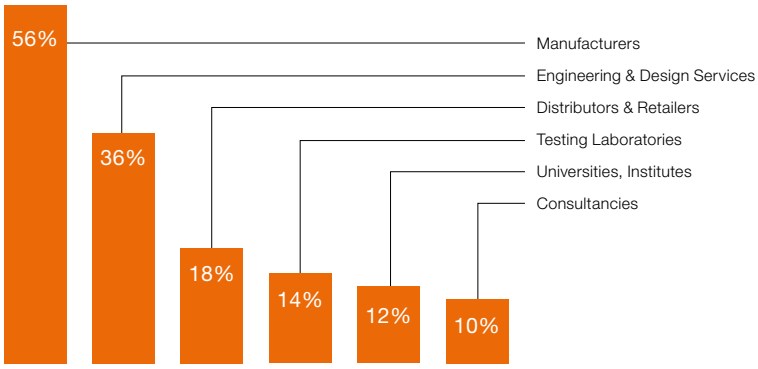
- One of the most trusted online portals for all aspects of design, engineering and the application of Solid-State-Lighting and general LED & OLED technologies, worldwide
- Has in excess of 220k page-views per month
- The perfect supplement to the more extensive technical articles in the LED professional 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

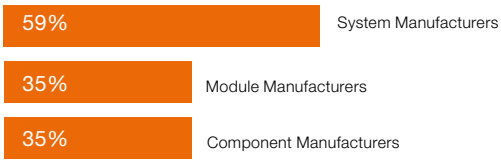


NEW:

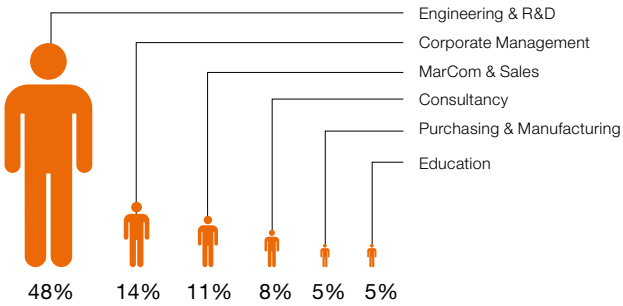
As of January 2022, the LED professional Review (LpR) will expand the editorial content to include light and lighting design aspects alongside the technological focal points. The goal is to share knowledge across boundaries and link up experts in the field of light to broaden impulses on lighting solutions.

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.

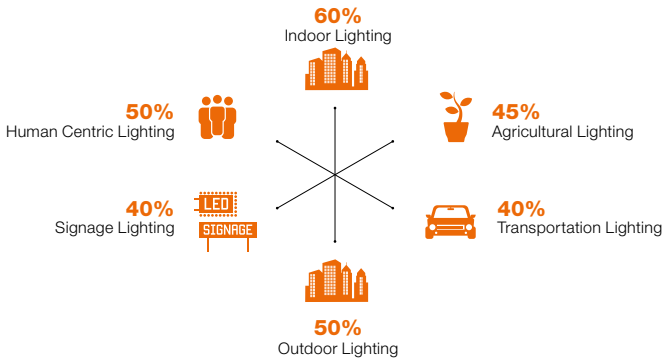
Total Circulation: 45,000+



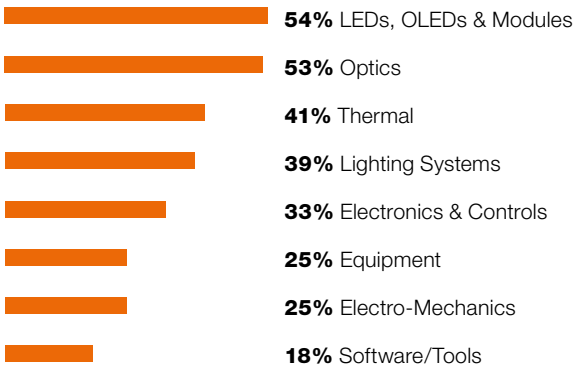
Job Functions



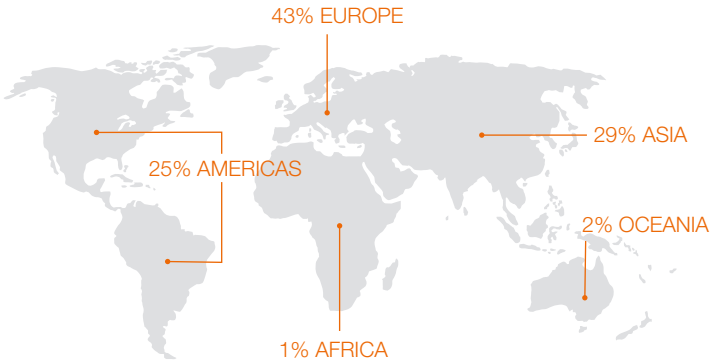
Applications



Specified / Purchased Products



Geographical Distribution

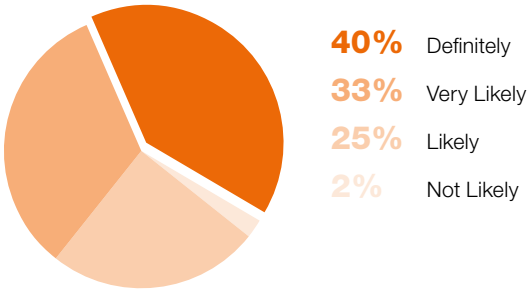


LED professional Review	**30,000+** subscribers
LED professional Newsletter	**28,000+** subscribers
LED professional Online	**220,000** page impressions/month

Twitter Followers	**22,000+**

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.

Would Readers recommend LED professional?



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

Advertising Formats & Rates

GROSS RATES (4c)		1x	3x	6x
1/1 Page	USD	3,960	3,780	3,560
Inside Front-Cover Inside Back-Cover	USD	4,760	4,540	4,280
Opposite Inside Front-Cover Opposite Editorial Opposite Commentary	USD	4,760	4,540	4,280
Outside Back-Cover	USD	4,970	4,720	4,280
Spotlight Promotion Ad	USD	1,270	1,200	1,140

GROSS RATES (4c)		1x	3x	6x
2/3 Page	USD	3,120	2,970	2,790
1/2 Page	USD	2,380	2,270	2,110
1/3 Page	USD	1,990	1,880	1,760
1/4 Page	USD	1,690	1,610	1,510
1/6 Page	USD	1,270	1,190	1,110
Special Requests				
e.g. First third of magazine, guaranteed right hand side, etc.				+15%

NET Rates per insertion in US$, excl. VAT.

1/1 Page – Opposite Commentary

1/1 Page – Inside Back Cover

1/2 Page

1/4 Page

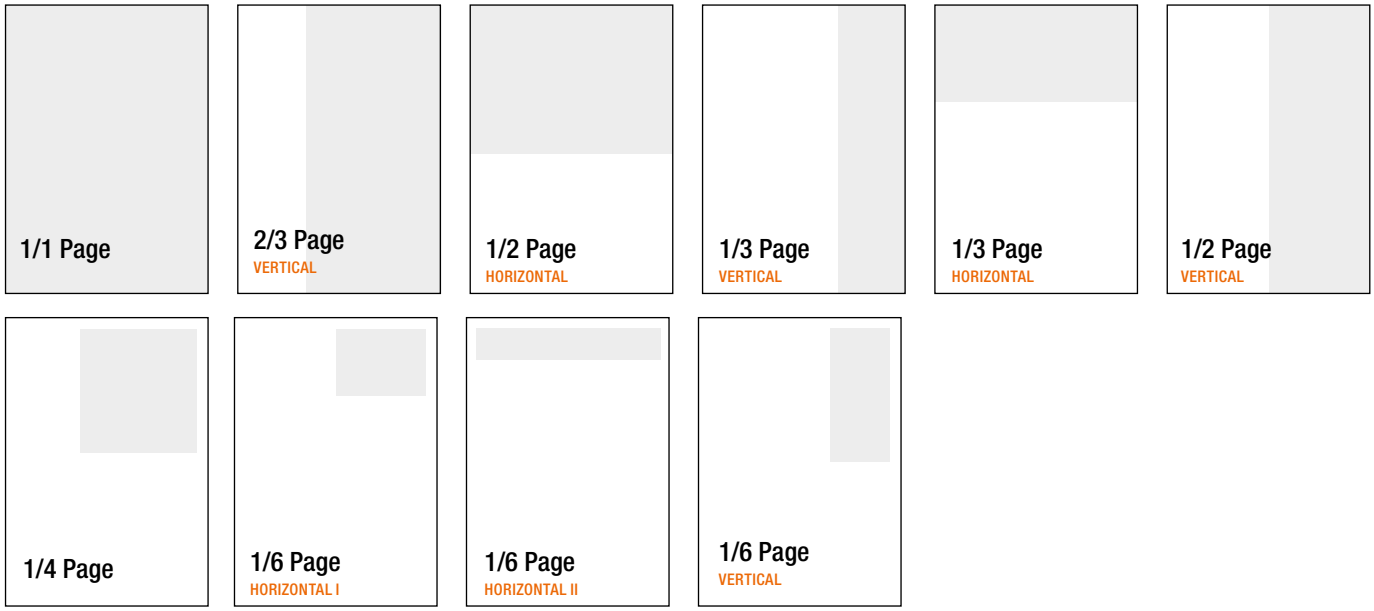
2/3 Page

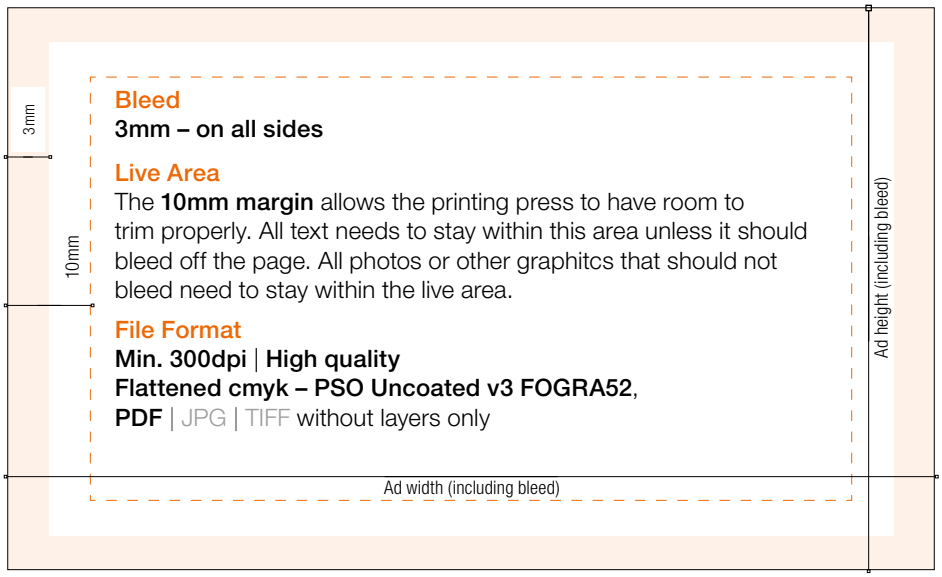
1/3 Page

Advertising Formats & Specifications

Specifications			Trimmed [in mm]	Untrimmed [in mm]	Live Area [in mm]
1/1 Page		W H	**210** **297**	216 303	196 283
2/3 Page	VERTICAL	W H	**127** **297**	133 303	120 283
1/2 Page	VERTICAL	W H	**99** **297**	105 303	85 283
	HORIZONTAL	W H	**210** **144.5**	216 150.5	196 130.5
1/3 Page	VERTICAL	W H	**76** **297**	82 303	62 283
	HORIZONTAL	W H	**210** **94**	216 100	196 80

Specifications			Trimmed [in mm]	Untrimmed [in mm]	Live Area [in mm]
1/4 Page		W H	**121** **133**	no bleed	121 133
1/6 Page	VERTICAL	W H	**60.7** **133**	no bleed	60.7 133
	HORIZONTAL I	W H	**93** **83.3**	no bleed	93 83.3
	HORIZONTAL II	W H	**190** **40**	no bleed	190 40





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	3,960	3,780

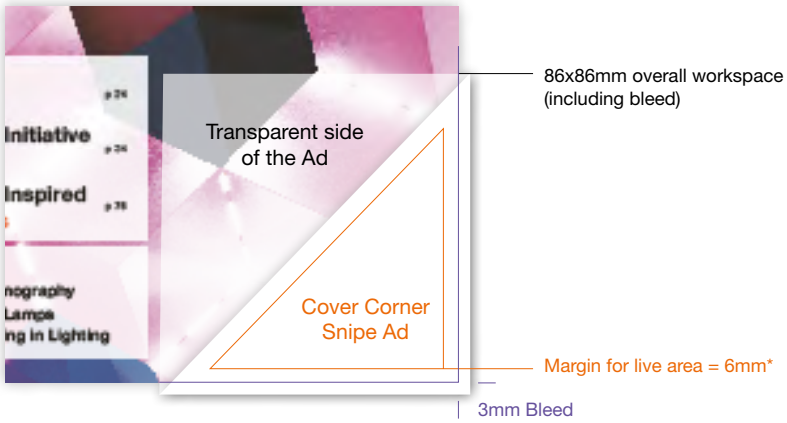
Stipulations

Only firm bookings accepted

Limit of 3 cover snipes per year, per company

No first rights for re-booking

Cover Corner Snipe Ad



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

Spotlight Promotion Ad

SPA
HOR. 190 x 40 mm

Picture
38 x 38 mm
300 dpi

Headline: Max. 100 characters including spaces
Text: Max. 400 characters including spaces

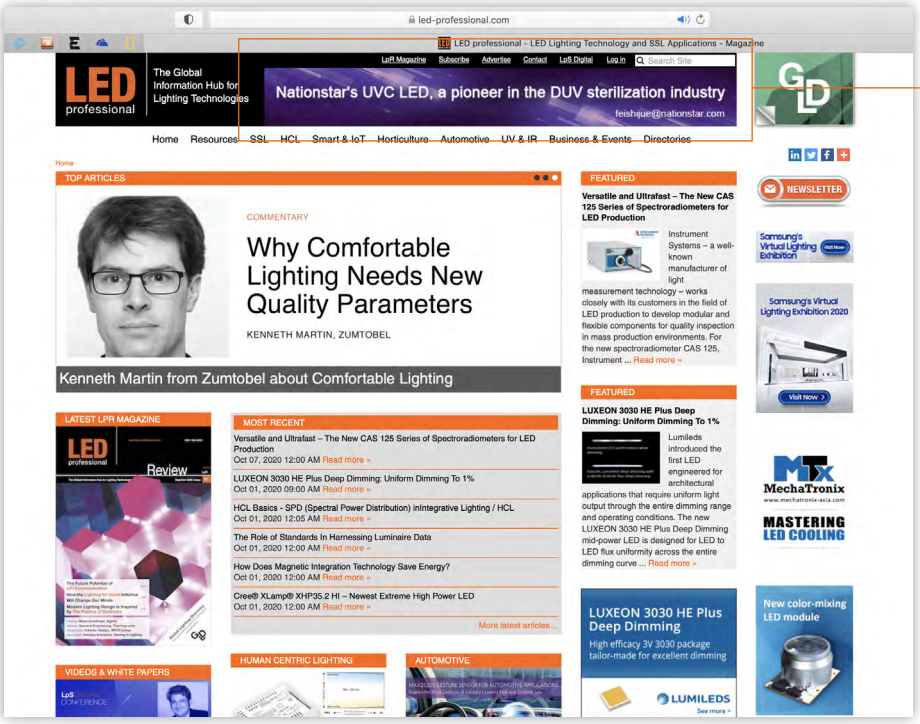
Spotlight Ads have a standard layout
For individual layouts, please provide an ad according to the 1/6 page specifications

Logo
38 x 30 mm or
38 x 38 mm
300 dpi

Weblink / Email

NET rates per insertion /
Banner rates per month in USD, excl. VAT.

Leaderboard Banner & Anchor Banner

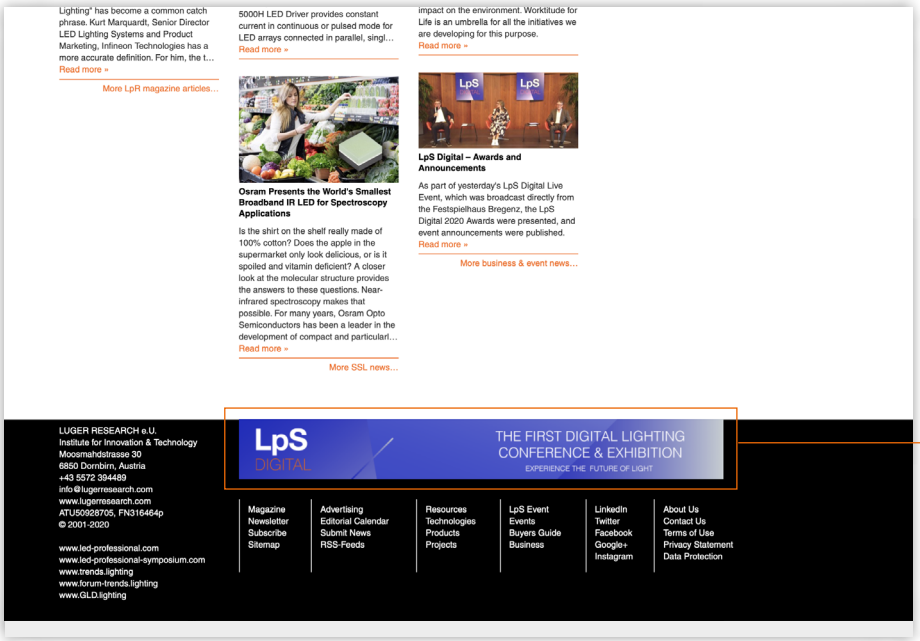


Leaderboard Banner

728px (w) x 90px (h)

- Allocation: 2
- On all pages

USD 4,120



Anchor Banner

728px (w) x 90px (h)

- Allocation: 2
- On all pages

USD 2,690

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

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 1,370

Home Banner I

240px (w) x 200px (h)

- Allocation: 1
- On all pages

Position 1 – USD 2,930

Home Banner II

240px (w) x 200px (h)

- Allocation: 1
- On all pages

Position 2 – USD 2,510

Home Banner III

240px (w) x 200px (h)

- Allocation: 1
- On all pages

Position 3 – USD 2,230

Banner file formats:

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

Logo & thumbnail file formats:

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

NET rates per insertion /
Banner rates per month in USD, excl. VAT.

Side Banners & Company Logo

Superior Company Logo

150px (w) x 50px (h)

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

USD 1,550

Side Banner Premium I

150px (w) x 200px (h)

- Allocation: 3
- On all pages

USD 2,240

Side Banner Premium II

150px (w) x 200px (h)

- Allocation: 3
- On all pages

USD 2,240

Company Logo*

150px (w) x 50px (h)

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

USD 1,690*

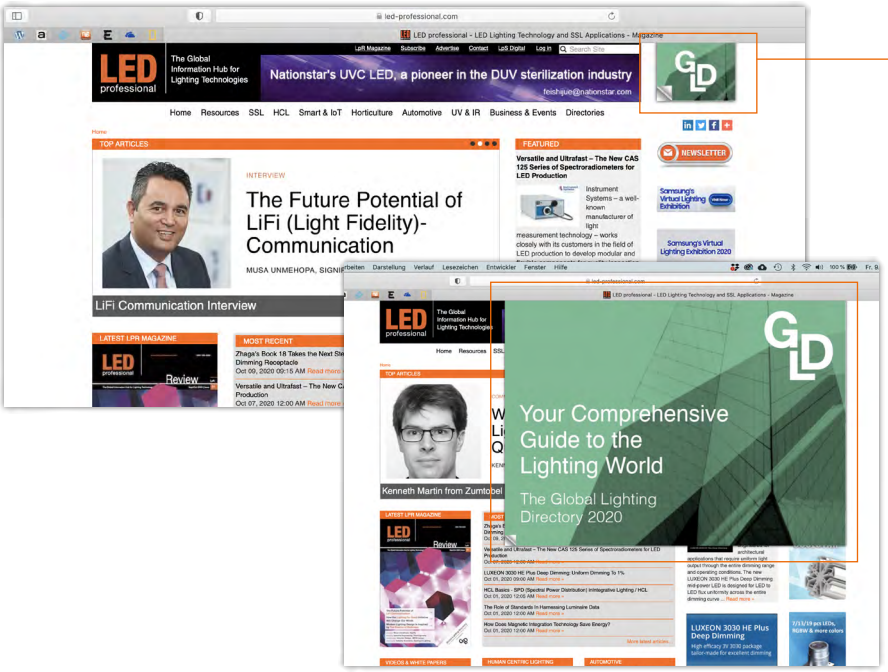
**Gross rate per year*

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

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 3,090

Skyscraper

150px (w) x 600px (h)

- Allocation: 3
- On all pages

USD 3,820

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.

LED PROFESSIONAL ONLINE

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 690

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 2,030

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:

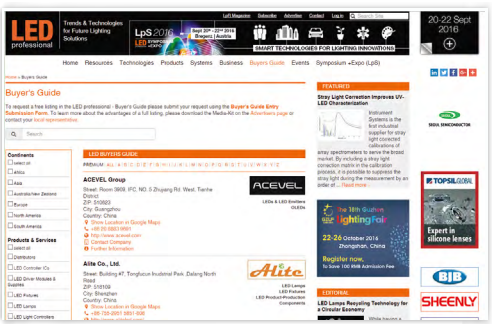
Features	Free Listing	Full Listing
Company Name	☑	☑
Street	☑	☑
ZIP Code	☑	☑
City	☑	☑
County	☑	☑
Country	☑	☑
Phone Number	☑	☑
Email Contact Option	☑	☑
Website	☑	☑
Max. 10 Categories incl. Subcategories *	☑	☑
1 Company Logo		☑
1 Image		☑
Company description		☑
Links to White Papers		☑

* Select from the filter option categories available online

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 *

USD 1,270



Logo & thumbnail file formats:

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

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

NET rates in USD, 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.

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 4,760

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 7,780

Webinar Sponsorship Package – 12 Months:

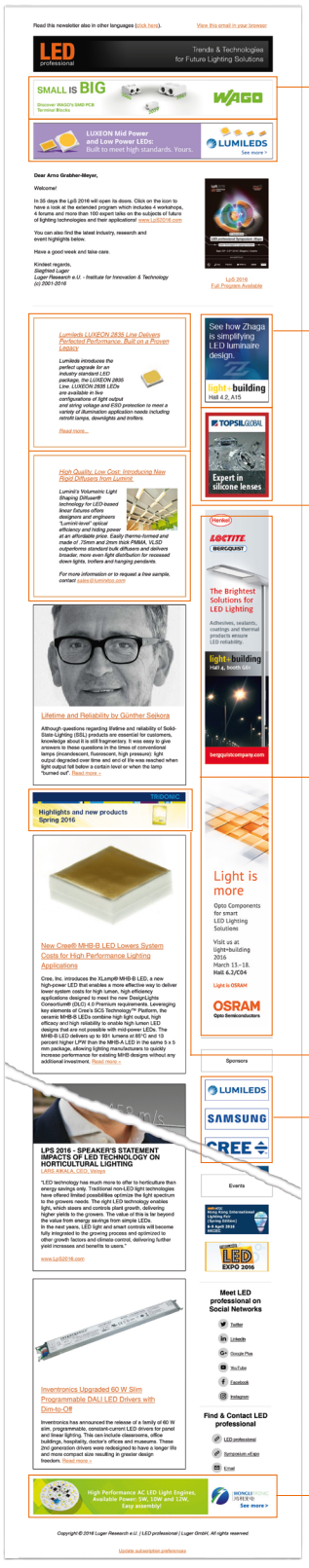
- Recorded live webinar (approx. 45 min.) moderated and hosted by LED professional
- One E-mail blast in advance
- LpN E-newsletter Ad - in 2 issues (pre) and 1 issue (post)
- LpR magazine Spotlight Ad - in 1 issue (pre) and 2 issues (post)
- LpO online banner - 150px (w) x 125px (h) - for 2 months (pre)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

USD 12,730

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***

Newsletter Banners & Ads



Leaderboard Banner I & II

600px (w) x 90px (h)

USD 880

Tile Banner I & II

150px (w) x 200px (h)

USD 700

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 1,370

Skyscraper I & II

150px (w) x 600px (h)

USD 740

Divider Banner

390px (w) x 90px (h)

USD 560

Company Logo

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

- One year – 24 broadcasts

USD 1,690

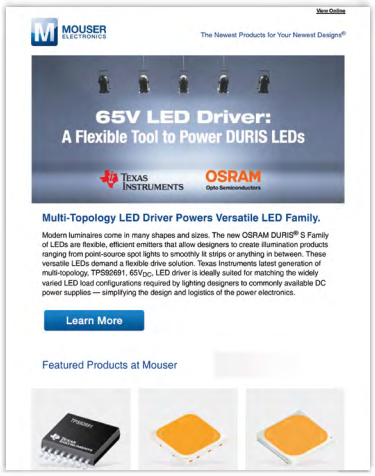
Anchor Banner

600px (w) x 90px (h)

USD 530

* Guaranteed positioning: Add +15%

NET rates per insertion in USD, excl. VAT



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 8,400

*** 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.

Readership – Website & Newsletter

The Trends in Lighting platform stays ahead with:

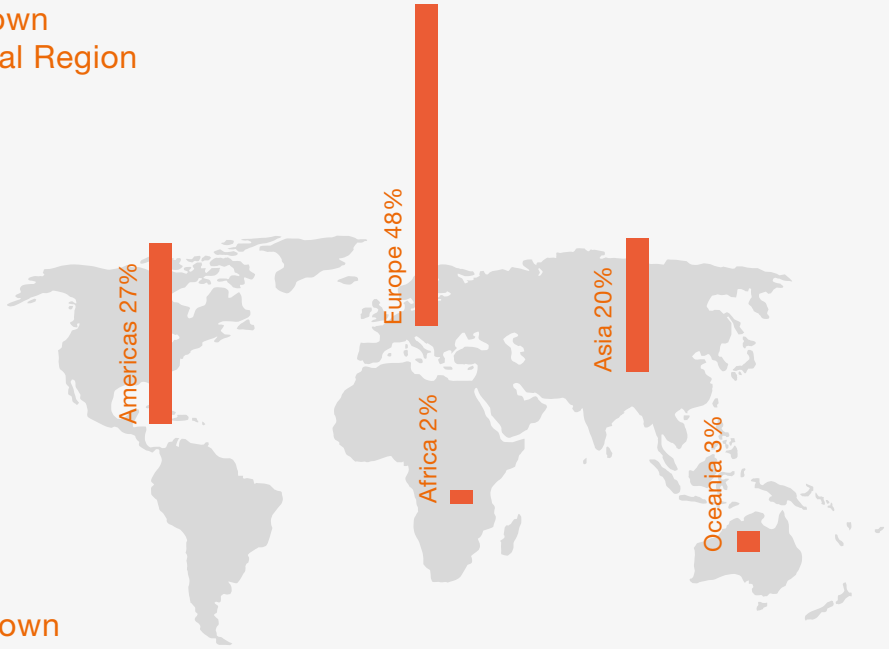
- Interviews with inspiring lighting professionals
- Latest technological and project trends
- Breakthrough product innovations
- Updates from the business sector
- Key lighting appointments news

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

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

NEW
Magazine
15,000 Design Community
30,000 Industry

Breakdown by Global Region



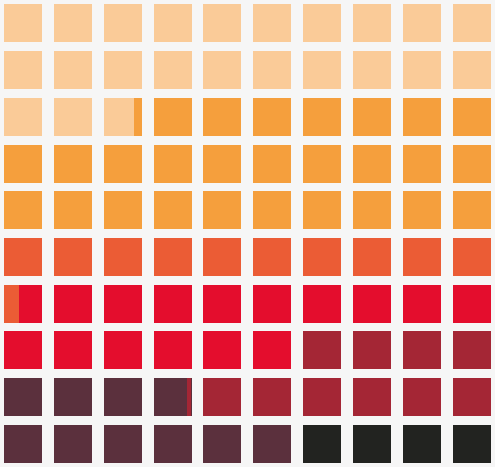
NEW:

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

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

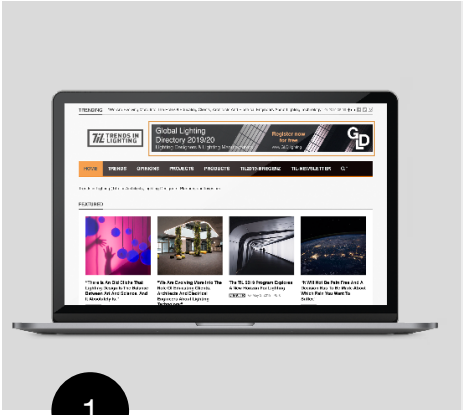
Total Circulation: 45,000+

Breakdown by Job Function



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

Website



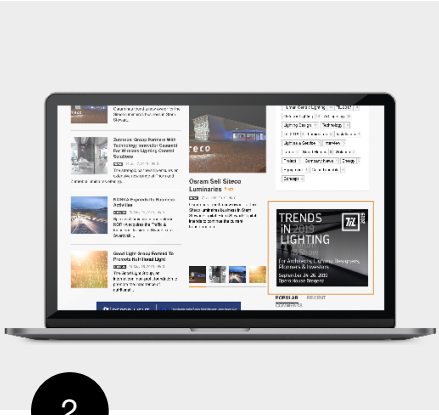
1

Leaderboard Banner

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

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

USD 1,000



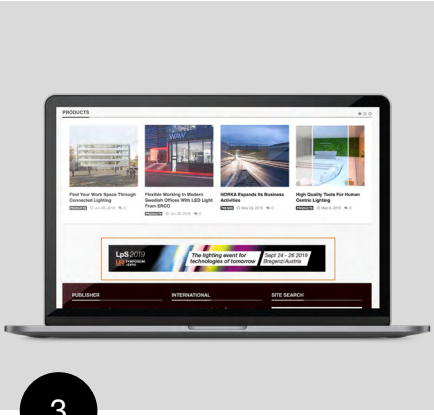
2

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 1,150



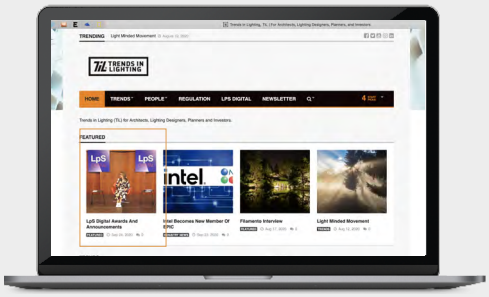
3

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 800



4

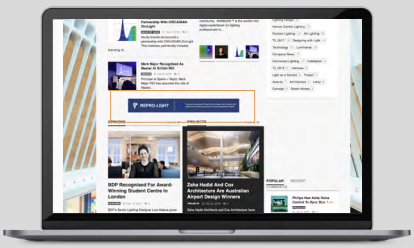
Featured Editorial incl. Social Media Channel Promotion

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

Material Needed

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

USD 1,100



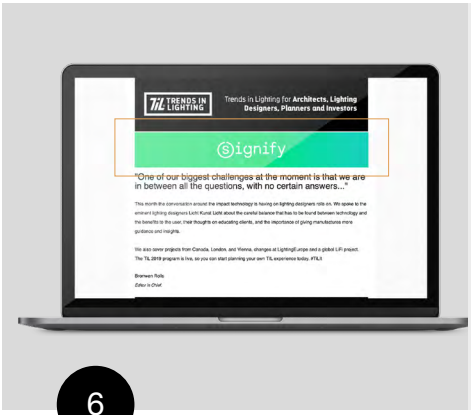
5

Website Divider Banner

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

USD 630

Newsletter



6

Leaderboard Banner

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

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

USD 1,050

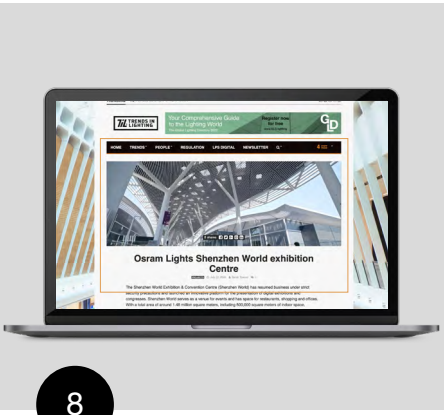
7

Anchor Banner

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

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

USD 900



8

Editorial AD

600px (w) x 600px (h)

Material Needed

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

USD 1,170

9

Newsletter Divider banner

600px (w) x 90px (h)

USD 900

NET rates per insertion.
Rates per month in USD, excl. VAT.

Reach the Lighting Design Community

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.

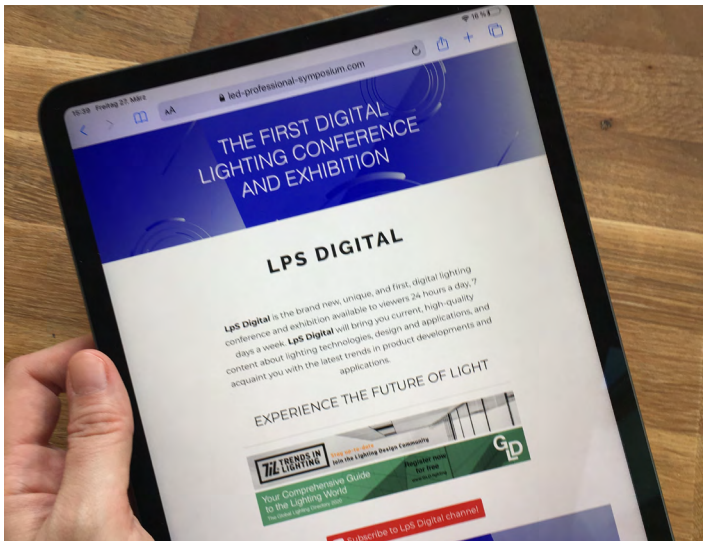
A lecture can also be sponsored. These lectures will be labelled “sponsored”. The presentation is subject to the same criteria as a standard conference contribution in order to keep the quality of the presentations high.

Booking Option: “Sponsored Lecture“

Pricing:

USD 5,590
(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:

USD 5,590
(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.

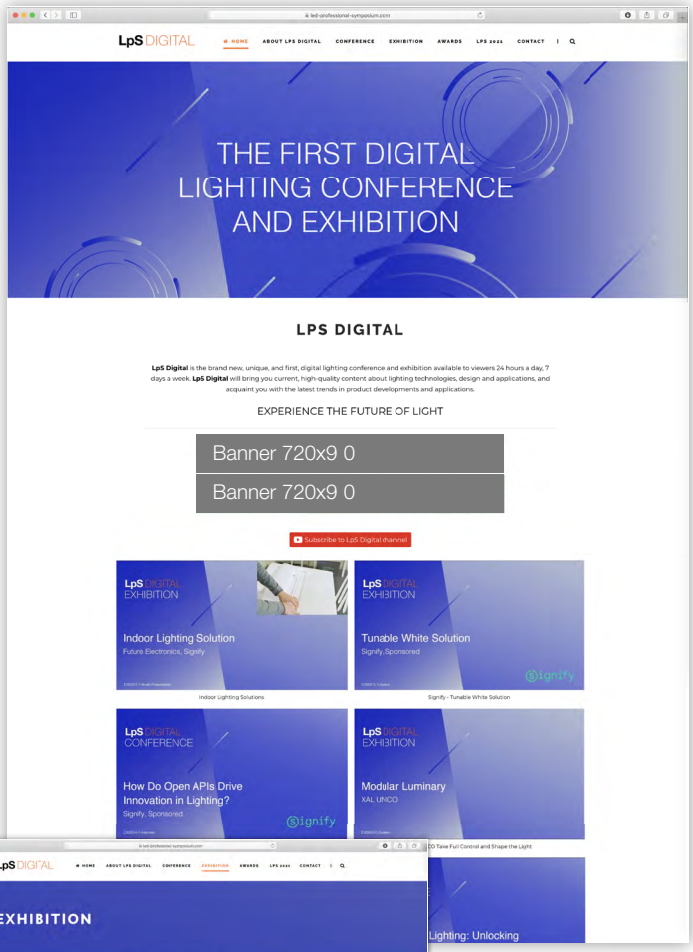
Suppliers/attendees have the choice to whom to talk (or to whom not). All conversations take place in a protected setting and are in video format. The organizers are prepared to set up short demo meetings. The organizer will promote the Connect Meetings with its host, topics, and schedules through websites, 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.

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:
USD 10,600

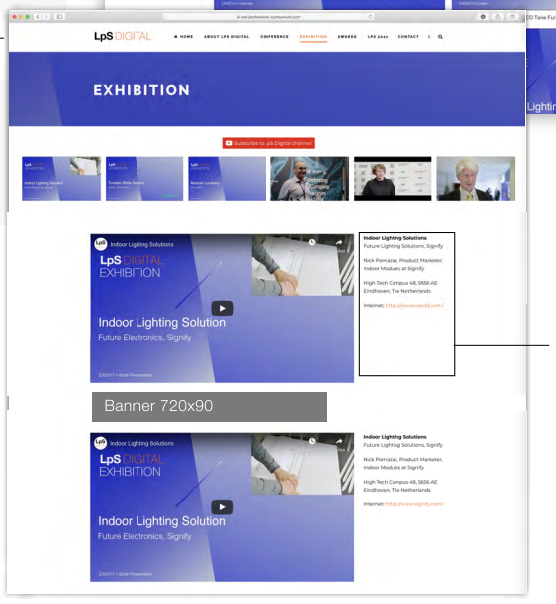
Conference Page:
USD 5,100

Exhibition Page:
USD 5,100

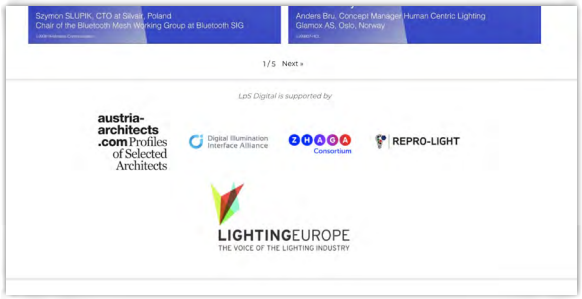
Section Page (e.g. IoT):
USD 3,200

Live-Stream (exclusive)
USD 5,100

Integrated Banner
USD 5,100

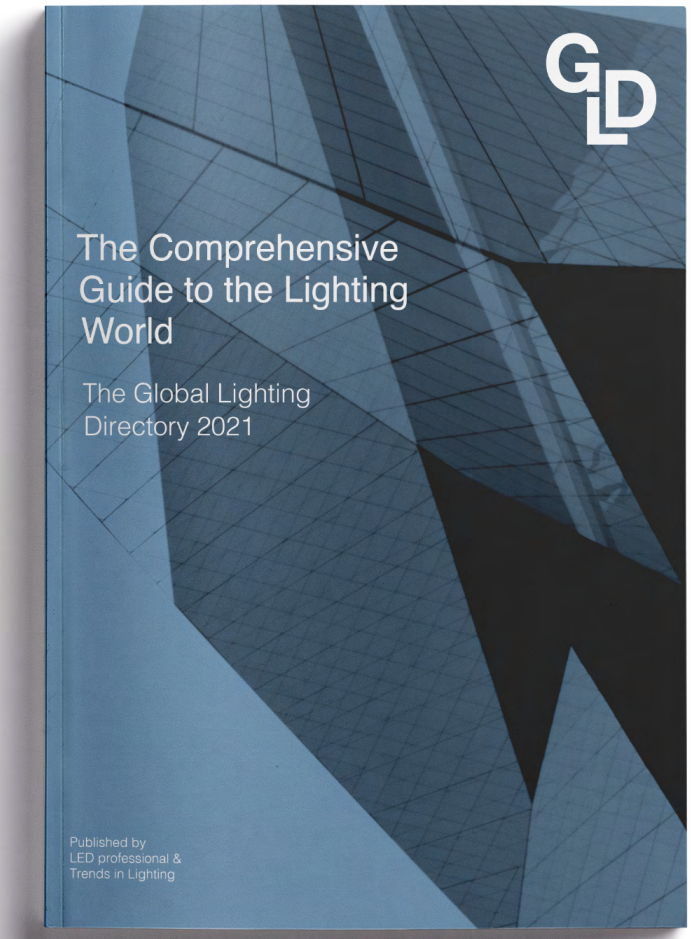


Integrated Logo
USD 2,490



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

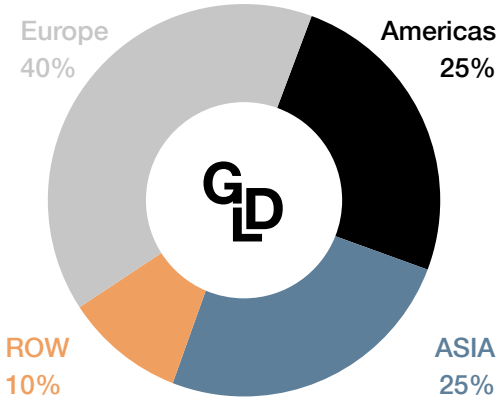
The GLD offers completely new functionalities for Lighting Directories such as: LinkedIn Profiles for Lighting Designers, Reference Projects for Lighting Designers, Up-To-Date Offer-Segmentations for Manufacturers and Distributors and enhanced opportunities for highlighting entries. In addition to the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

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 1,110

Lighting Designers
USD 390

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

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
USD 1,610

Lighting Designers
USD 550

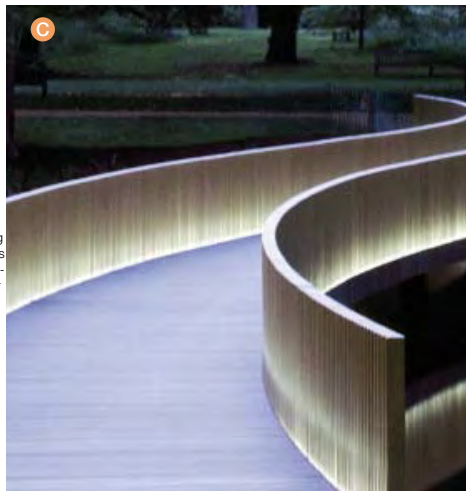
Note: Listings run for 12 months beginning on or around the 1st of the following month after purchase.

A SPEIRS + MAJOR

SPEIRS + MAJOR
8 Shepherdess Walk
N1 7LB
London
United Kingdom
info@speirsandmajor.com
www.speirsandmajor.com

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 uplight 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 210

For Lighting Designers only

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 4,150

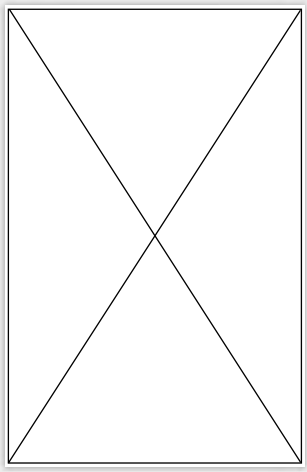
This price is valid for two consecutive editions.

1x A4 GLD Insertion
USD 2,900

This price is valid for one edition only.

Premium positions + 15%

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



NET Rates in USD 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**
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 severely 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**
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.
19. All prices are NET prices exclusive VAT.

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

LUGER RESEARCH

Company Information

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Institute for Innovation and Technology
Moosmahdstrasse 30 | 6850 Dornbirn
Austria, Europe
phone: +43 (0) 5572 39 44 89
fax: +43 5572 39 44 89 90
info@lugerresearch.com

Luger Research e.U.

VAT Number: ATU 50928705
Commercial Register: FN316464p

Publisher & Organizer

Mr. Siegfried Luger
+43 (0) 699 11 33 55 70
s.luger@lugerresearch.com

International Accounts Manager

Ms. Christine Luger
+43 664 21 70 985
c.luger@lugerresearch.com

TiL Editor

Ms. Sarah Toward
+43 699 11 33 55 21
sarah.toward@lugerresearch.com

Lp Content Editors

Dr. Günther Sejkora
+43 5572 39 44 89 70
editors@led-professional.com

Elio Farina
+43 5572 39 44 89 70
editors@led-professional.com

International

+43 5572 39 44 89
info@lugerresearch.com

China, Hong-Kong

Ms. Lolo Yeung
+852 9732 2081
lolo@castintl.com

Germany

Mr. Armin Wezel
T +49 30 5268 9192
M +49 172 767 8499
armin@eurokom-media.de

India

Ms. Priyanka Rai
+91 124 478 7331
priyanka.rai@binarysemantics.com

South Korea

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

Taiwan

Mr. Leon Chen
+886 2 2 25681786 10
leon@jkmedia.com.tw

Benelux, France, Ireland, Scandinavia, United Kingdom

Ms. Zena Coupé
+44 7887 8740 74
zena@expomedia.biz

USA, Canada

Lesley Harmoning
+1 218 686 6438
lesley@lhmediainc.com

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For details please see: www.lugerresearch.com

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