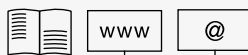
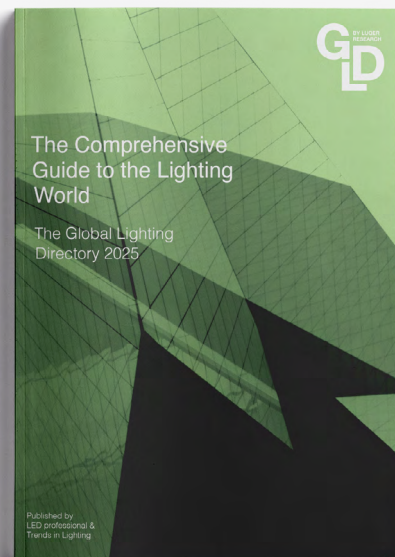
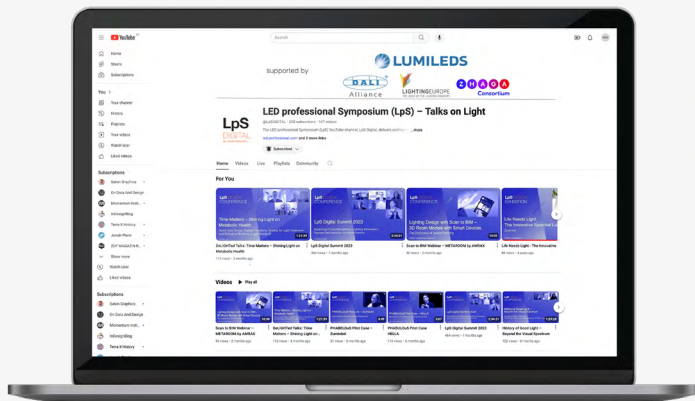
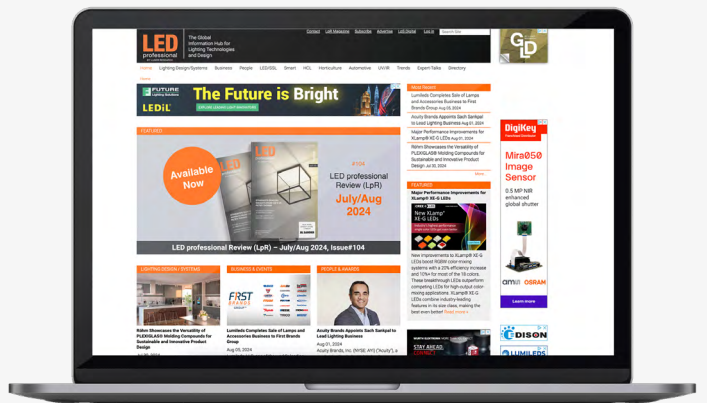


Exploring Light for a Better Future

MEDIA KIT 2025

**YOUR MEDIA
OPPORTUNITIES**

The Global Communication Hub for Lighting Technologies and Design



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ABOUT LUGER RESEARCH

LUGER RESEARCH

Institute for Innovation & Technology

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

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

Established in 2001 with an emphasis on research and consulting, Luger Research has evolved over the past 24 years. The LED professional publications debuted in 2006. The LED professional Symposium +Expo was unveiled in 2011, and by 2017, the Trends in Lighting Blog and Event augmented the company's portfolio. The inaugural Global Lighting Directory was released in 2019. In 2020, LpS Digital supplanted the LpS Live event, marking the inception of the world's premier digital lighting conference and exhibition.

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

MAIN AREAS ARE:

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

Media

The LED Professional publications stand at the forefront of the global lighting technology and design arena. This influential hub includes the LED Professional Review, LED Professional Newsletter, and LED Professional Online, all of which are integral to the industry's pulse. Complementing this robust network are various dynamic social media channels, consistently updating the international lighting sectors and research communities with cutting-edge news and insights.

With over 45,000 dedicated subscribers, LED Professional commands more than 220,000 page views each month and engages a social media following exceeding 23,000. It proudly leads the way in disseminating vital information on Solid-State Lighting technology and design.

These publications are bolstered by powerful social media channels from LED Professional on LinkedIn, Instagram, X, and Facebook. Notably, the dedicated LinkedIn channel "Trends in Lighting" serves as a highly effective and selective platform for lighting designers and architects.

The Global Lighting Directory (GLD) offers a comprehensive overview of the lighting value chain, meticulously targeting architects, lighting design professionals, and industry experts. It highlights LinkedIn profiles, showcases reference projects, and provides enhanced opportunities for elevating 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

Expert Talks, Events, and Awards

LED Professional Symposium (LpS Digital), a YouTube platform, presents contemporary, top-tier content about light, its quality, associated technologies, design, and applications to the global lighting community. It introduces the lighting domain to the latest product developments and application trends. LpS Digital caters to a broad spectrum of stakeholders, from component manufacturers to lighting designers.

Each year at the end of the year, the LpS Digital Summit takes place, featuring a panel discussion with lighting experts on current topics. During this event, the annual LpS Digital Awards are presented, recognizing the best products, projects, and outstanding individuals.

Research & Consulting

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

LED Professional

WEBSITE	www.led-professional.com
NEWSLETTER	http://eepurl.com/_ZXqv
LINKEDIN	https://www.linkedin.com/groups/4772398/
INSTAGRAM	https://www.instagram.com/ledprofessional/
X	https://x.com/LEDprofessional
FACEBOOK	https://www.facebook.com/LEDprofessional
EDITORS	editors@led-professional.com

Trends in Lighting

WEBSITE	www.led-professional.com
NEWSLETTER	http://eepurl.com/bb9fLz
LINKEDIN	https://www.linkedin.com/groups/43251/
INSTAGRAM	https://www.instagram.com/trends.lighting/
X	https://x.com/trends_lighting
FACEBOOK	https://www.facebook.com/trends.lighting/
EDITORS	editors@led-professional.com

LpS Digital

YOUTUBE	https://www.youtube.com/c/LpSDIGITAL
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Global Lighting Directory

WEBSITE	https://www.gld.lighting/
REGISTRATION	https://www.gld.lighting/register

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

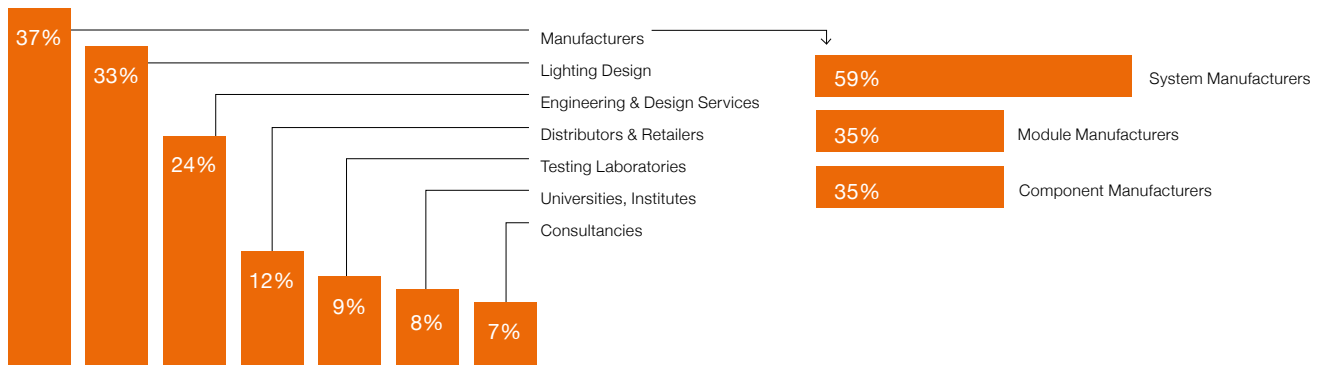
LED professional Newsletter (LpN)



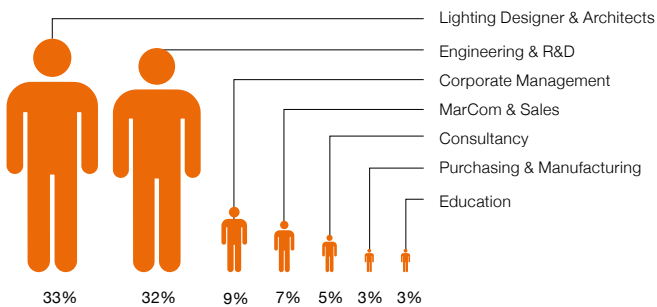
- Delivers information and breaking news on cutting edge technologies and the latest product and application reviews twice monthly
- Reaches an audience of over 45,000 subscribers who can get the latest information by simply opening an email
- Reaches a targeted, opt-in audience that wants to see it
- Effective way to generate new contacts and leads
- Allows for coinciding ads with upcoming events or product releases

AUDIENCE

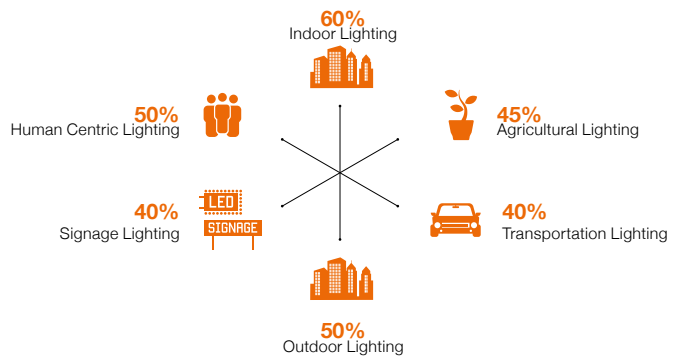
Organizations



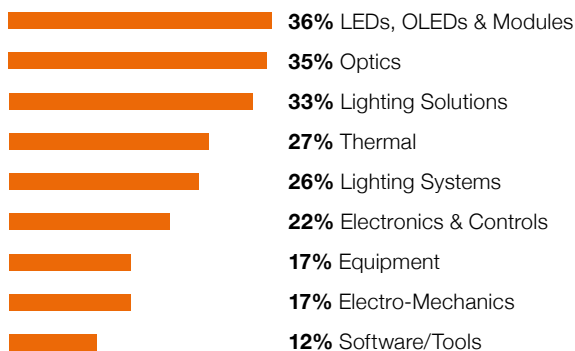
Job Functions



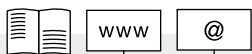
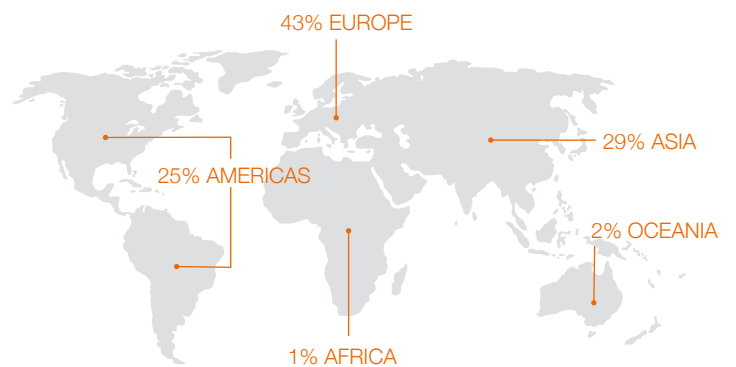
Applications



Specified / Purchased Products



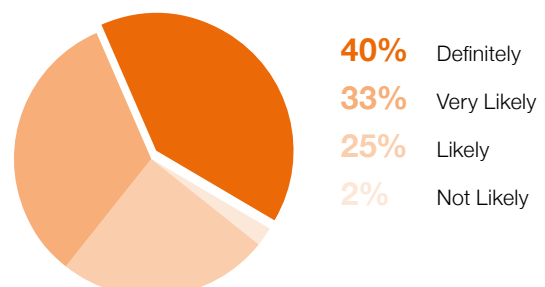
Geographical Distribution



LED professional Review **45,000+** subscribers
 LED professional Newsletter **45,000+** subscribers
 LED professional Online **220,000** page impressions/month

Total Social Media Followers **37,000+**

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 2025

ISSUE N°	AD CLOSE MATERIAL DUE	ONLINE PUB.	PRINT PUB.
107	Dec 31, 2024	Jan 15, 2025	Jan 31, 2025
108	Feb 28, 2025	Mar 15, 2025	Mar 31, 2025
109	Apr 30, 2025	May 15, 2025	May 31, 2025
110	June 30, 2025	July 15, 2025	July 31, 2025
111	Aug 31, 2025	Sept 15, 2025	Sept 30, 2025
112	Oct 31, 2025	Nov 15, 2025	Nov 30, 2025

Editorial Content:

Read the topics of the upcoming issues online.

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

TOPICS PER ISSUE:

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

AREAS:

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





Advertising Formats & Rates

NET RATES (4c)		1x	3x	6x
Coverpage inkl. Corner Cover Snipe 1/1 Page	USD	8,320		
Inside Front-Cover Inside Back-Cover	USD	4,990	4,770	4,500
Opposite Inside Front-Cover Opposite Editorial Opposite Commentary	USD	4,990	4,770	4,500
Outside Back-Cover	USD	5,220	4,960	4,690

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

Special Requests

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

+15%

NET Rates per Insertion in USD, excl. VAT.

1/1 Page – Opposite Commentary

1/1 Page – Inside Back Cover

1/2 Page

1/4 Page

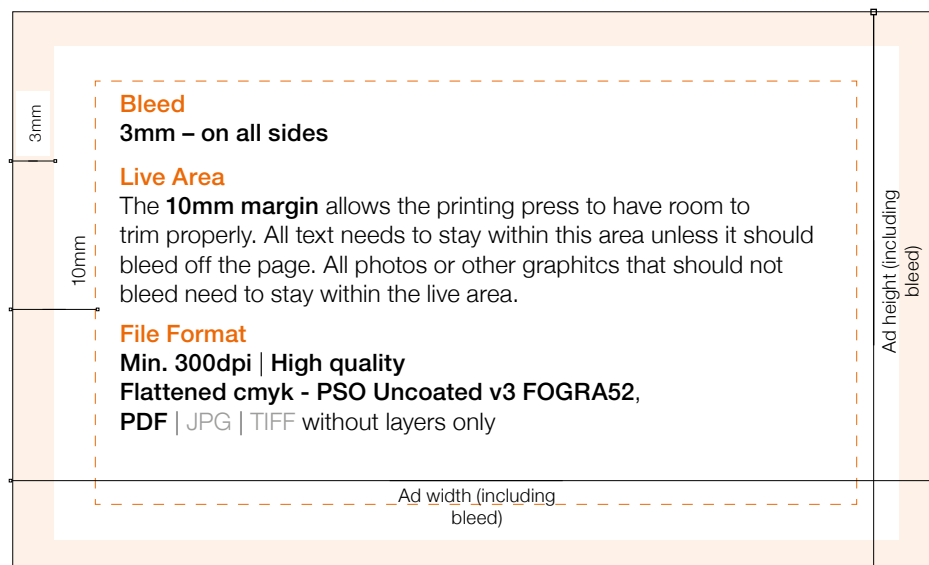
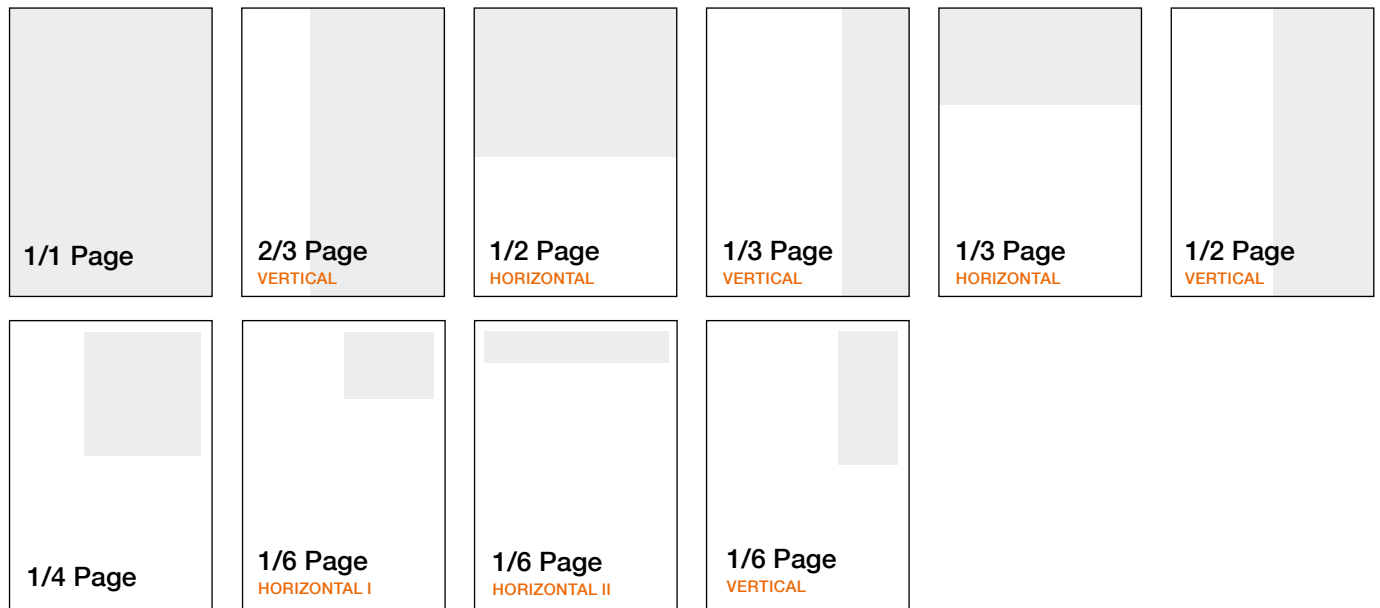
2/3 Page

1/3 Page



Advertising Formats & Specifications

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





Cover Corner Snipe Ad

The Cover Corner Snipe Ad is a square ad. Generally, the same design rules apply as for any regular ad, with a few additional specific requirements:

Specifications

- Overall size: 50 x 50 mm (final ad size)
- The lower right half of the triangle should be designed, keeping bleed and live area requirements in mind
- Suitable file formats: PDF, JPG, PNG
- Color space: CMYK – PSO Uncoated v3 FOGRA52
- Bleed: 3mm
- Live Area Margin (bottom): 3mm
- Either one outgoing web link or a link to an ad or article inside the magazine

NET RATES (4c)

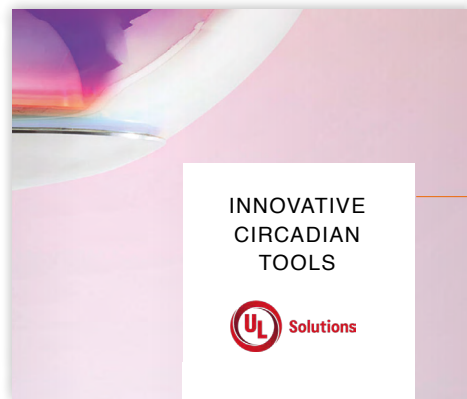
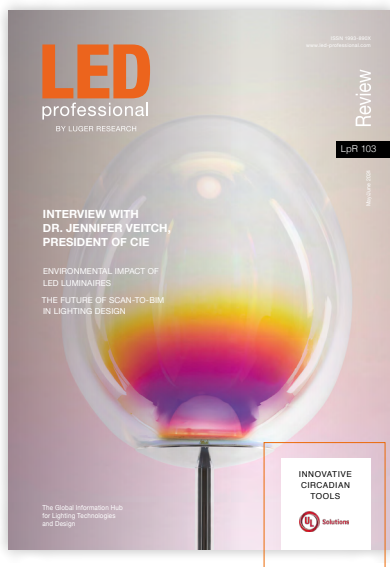
	1x	3x
USD	4,160	3,970

Stipulations

Only firm bookings accepted

Limit of 3 cover snipes per year, per company

No first rights for re-booking



50x50mm overall workspace

3mm Bleed only for the bottom edge

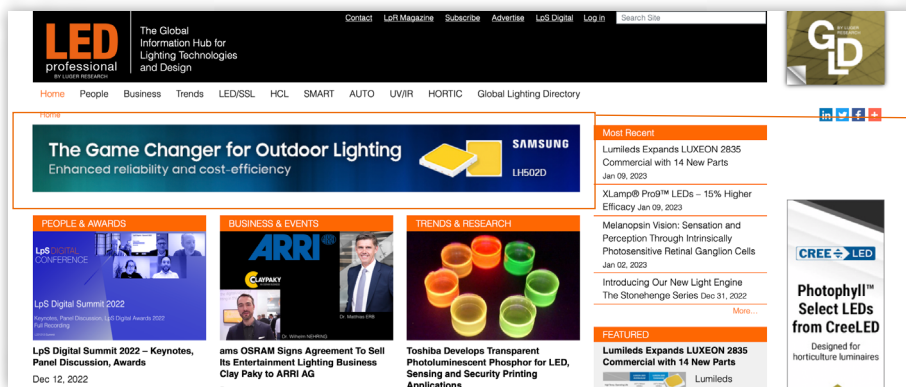
* For design reasons we ask relevant text be kept 3mm from the bottom edge

Spotlight Promotion Ad

<p>SPA HOR. 190 x 40 mm</p>	<p>Picture 38 x 38 mm 300 dpi</p>	<p>Headline: Max. 100 characters including spaces Text: Max. 400 characters including spaces</p> <p>Spotlight Ads have a standard layout For individual layouts, please provide an ad according to the 1/6 page specifications</p>	<p>Logo 38 x 30 mm or 38 x 38 mm 300 dpi</p> <p>Weblink / Email</p>
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NET Rates per Insertion/Banner Rates per Month in USD, excl. VAT.

Leaderboard Banner & Anchor Banner



Leaderboard Banner

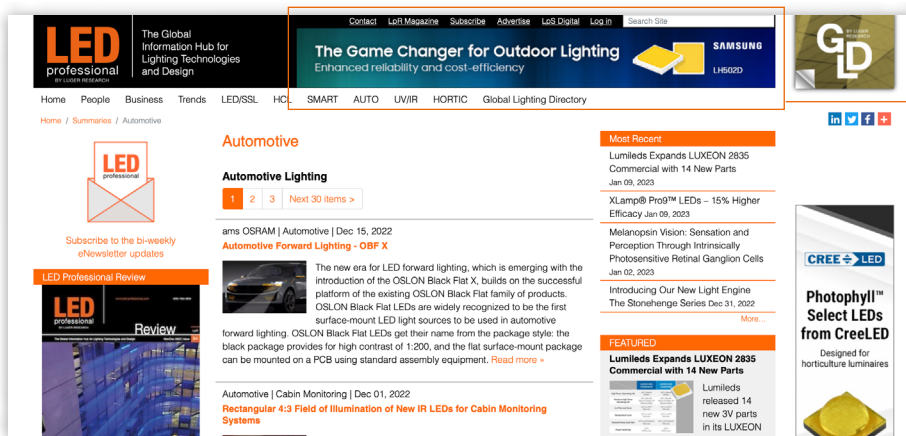
Insertion on Homepage
842px (w) x 104px (h)

- Allocation: 2

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

- Allocation: 2

USD 4,330

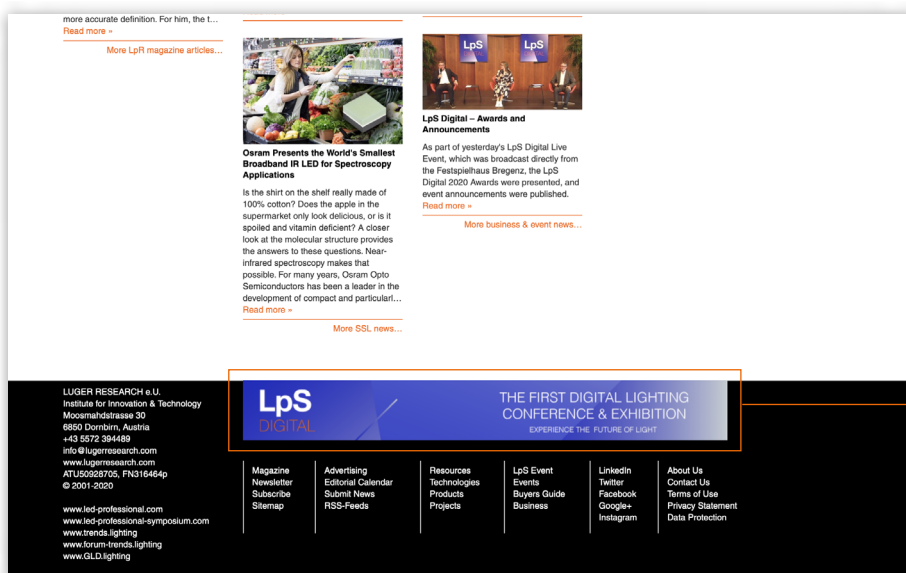


Anchor Banner

728px (w) x 90px (h)

- Allocation: 2
- On all pages

USD 2,830



Banner file formats:

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

Logo & thumbnail file formats:

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

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

Featured Product & Home Banners



TOP Featured Product/Story

- Run on site in top position for two weeks and then continuing for 12 months on a high traffic sub-page
- Specification on request

USD 2,900

Featured Product / Story

Features:

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

Material Needed:

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

USD 1,440

Home Banner I, II, III

266px (w) x 222px (h)

- Allocation: 1
- On all pages

Position I – USD 3,080 (I)
 –5% (II)
 –10% (III)

Banner file formats:

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

Logo & thumbnail file formats:

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

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

Side Banners & Company Logo

The screenshot shows the LED Professional website interface. At the top, there's a navigation bar with 'LED professional' logo and 'The Global Information Hub for Lighting Technologies and Design'. A main banner for 'IT JUST WORKS. RELIABLE, EASY-TO-USE, WIRELESS NETWORK LIGHTING CONTROLS' by SYNAPSE is visible. Below this, there are several article thumbnails and side banners. On the right side, there are three distinct banner types: a 'Superior Company Logo' (NICHIA), a 'Side Banner Premium I' (Analog Devices), and a 'Side Banner Premium II' (Digi-Key). At the bottom right, there is a 'Company Logo*' section featuring logos for NICHIA, TOPLITE, YUJILED, LUMILEDS, LUXTECH, Instrument Systems, and CREE LED.

Superior Company Logo

150px (w) x 50px (h)

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

USD 1,630

Side Banner Premium I

150px (w) x 200px (h)

- Allocation: 3
- On all pages

USD 2,360

Side Banner Premium II

150px (w) x 200px (h)

- Allocation: 3
- On all pages

USD 2,360

Company Logo*

150px (w) x 50px (h)

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

USD 1,780*

*NET Rate per Year.

Banner file formats:

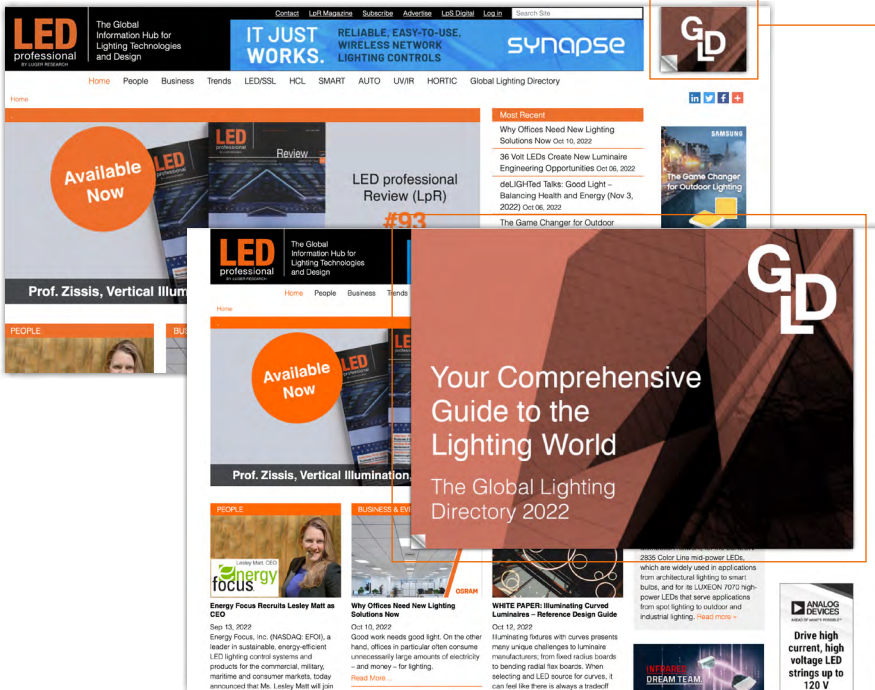
JPG, GIF / Animated GIF, HTML5;
File size: max. 70 kB

Logo & thumbnail file formats:

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

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

Page Peel Banner & Skyscraper Banner

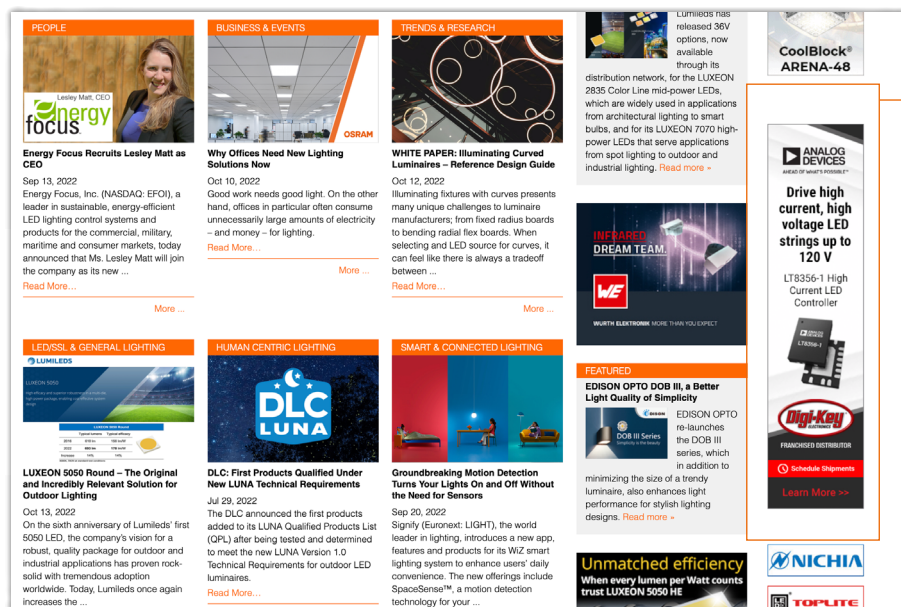


Page Peel Corner Banner

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

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

USD 2,450



Skyscraper

150px (w) x 600px (h)

- Allocation: 3
- On all pages

USD 4,020

Banner file formats:

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

Logo & thumbnail file formats:

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

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

White Papers

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

USD 730

White Papers Plus – Three Month Package


Deliverables include all of the above plus:

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

USD 7,040

Global Lighting Directory (Buyer's Guide Listing)

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



LUXTECH

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

APPLICATIONS

Indoor | Daylight | HCL | Emergency

PRODUCTS

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

SERVICES

Design/Engineering | Production | Testing

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

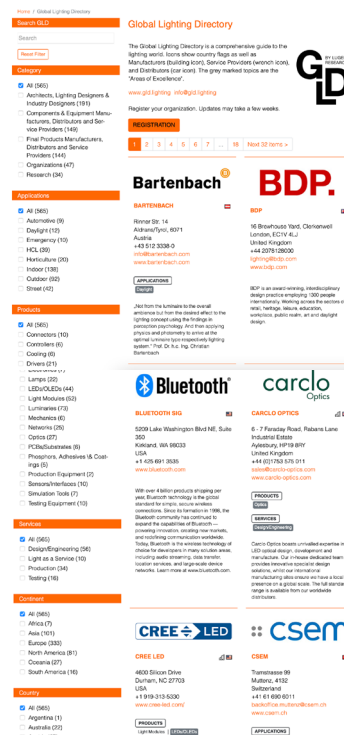
A Logo

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

B Description

300 characters including spaces (max.)

USD 1,340



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

Webinar Sponsorships

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

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

Webinars

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

How it Works

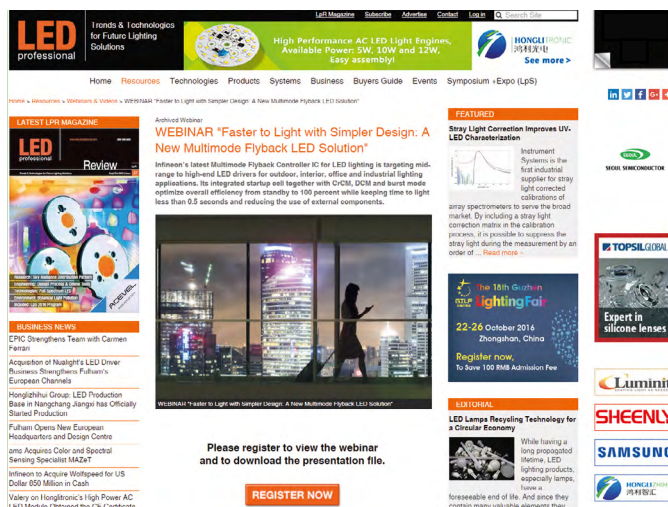
Provide your own video for the Hosted Webinar Packages. For the Webinar Sponsorship Package, LED professional will facilitate the event which will be delivered on the GoToWebinar platform. LED professional provides its highly valued website and promotional capabilities to attract targeted sales leads.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

Your Benefits

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

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

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



Hosted Webinar Package – 3 Months

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

USD 4,990

Hosted Webinar Package – 12 Months:

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

USD 8,170

Webinar Sponsorship Package – 12 Months:

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

USD 13,370

NET rates in USD, excl. VAT

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

Newsletter Banners & Ads

	<p>Leaderboard Banner I & II</p> <p>600px (w) x 90px (h)</p> <p>USD 930</p>
	<p>Tile Banner I & II</p> <p>150px (w) x 200px (h)</p> <p>USD 740</p>
	<p>Box Ad*</p> <p>360px (w) x 300px (h) - Ad 120px (w) x 100px (h) - Image</p> <ul style="list-style-type: none"> One static company logo or product picture Headline: Max. 12 words Text length: 50 words Weblink Limited to 4 per newsletter <p>USD 1,440</p>
	<p>Skyscraper I & II</p> <p>150px (w) x 600px (h)</p> <p>USD 780</p>
	<p>Divider Banner</p> <p>390px (w) x 90px (h)</p> <p>USD 590</p>
	<p>Company Logo</p> <p>Static Logo 150px (w) x 50px (h)</p> <ul style="list-style-type: none"> One year – 24 broadcasts <p>USD 1,780</p>
	<p>Anchor Banner</p> <p>600px (w) x 90px (h)</p> <p>USD 560</p>

65V LED Driver:
A Flexible Tool to Power DURIS LEDs

Multi-Topology LED Driver Powers Versatile LED Family.

Modern luminaires come in many shapes and sizes. The new OSRAM DURIS® Family of LEDs are flexible, efficient emitters that allow designers to create illumination products ranging from point-source spot lights to smooth, fit-together or anything in between. These versatile LEDs demand a flexible drive solution. Texas Instruments latest generation of multi-topology, TPS2591, 65VDC, LED driver is ideally suited for matching the widely varied LED load configurations required by lighting designers to commonly available DC power supplies – simplifying the design and logistics of the power electronics.

Learn More

Featured Products at Mouser

Email Blast**

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

USD 8,820

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

Banner file formats:

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

Logo & thumbnail file formats:

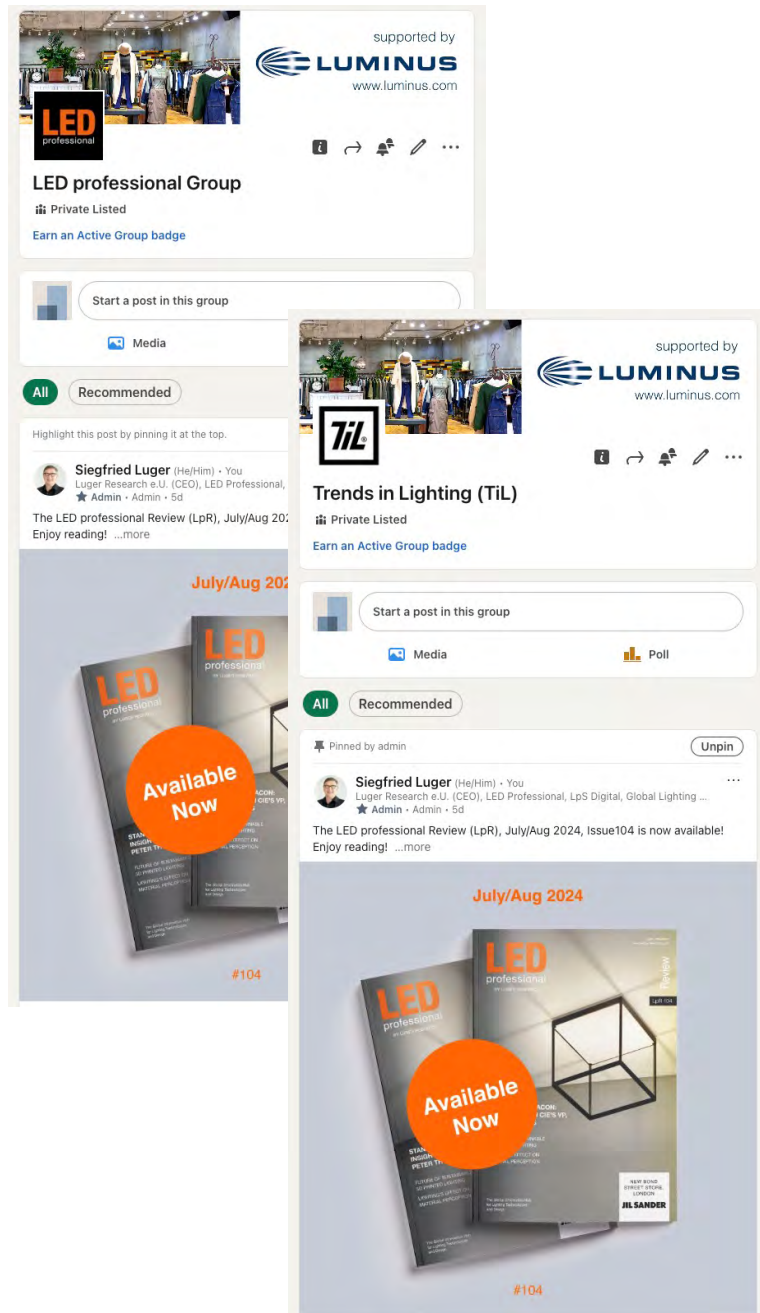
JPG, PNG, GIF;
File size: max. 30 kB

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

* Guaranteed positioning: Add +15%

NET Rates per Insertion in USD, excl. VAT.
Specific "Trends in Lighting" newsletters, which are exclusively sent to the design and architect community, have the same advertising options as shown above but are offered at a 50% discount.

LinkedIn Sponsorship Opportunities



Social Media LinkedIn Sponsorship Packages

For both target groups, industry and design, there are two selective, private LinkedIn groups. With a sponsorship package, these groups can be efficiently branded for one month, and at the same time, a post from the sponsor will be pinned and remain in the top position for that month.

By actively participating in these highly selective, editor-managed groups, you can directly contact members and efficiently place your brand, products, and services.

- Header: Image, logo, and website
- Post: Pinned post at the top position. The post is created by the sponsor
- Duration: 1 month

LED Professional LinkedIn Group

1,050+ Followers

USD 2,170

Trends in Lighting LinkedIn Group

7,100+ Followers

USD 4,340

Expert Talks on Light

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

TOPICS

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

AUDIENCE

Lighting Design & Architecture, Lighting Industry

REACH

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

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

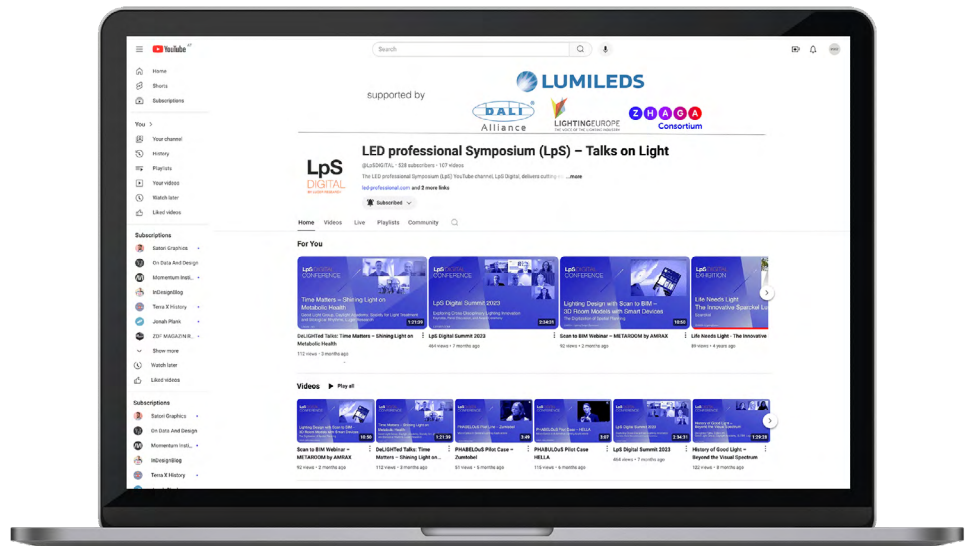
TYPES OF TALKS

1. Submitted/Invited Talks

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

2. Featured Talks

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



Opportunities

Featured Talk: Presentation

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

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

Reach/Channels:

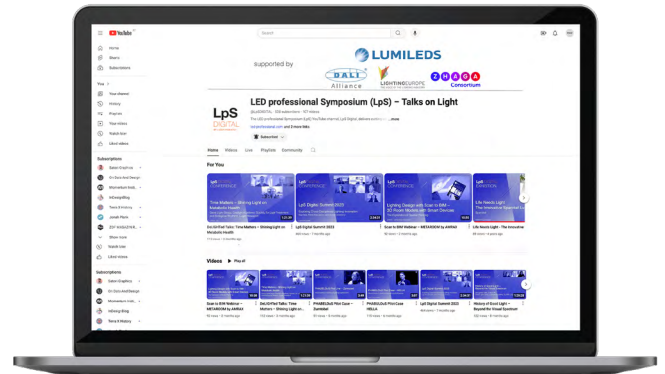
The Featured Talks are promoted through all LED professional and Trends in Lighting channels:

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

Duration:

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

USD 5,870



Sponsorship Packages

2. Annual LpS Digital Sponsorship Package

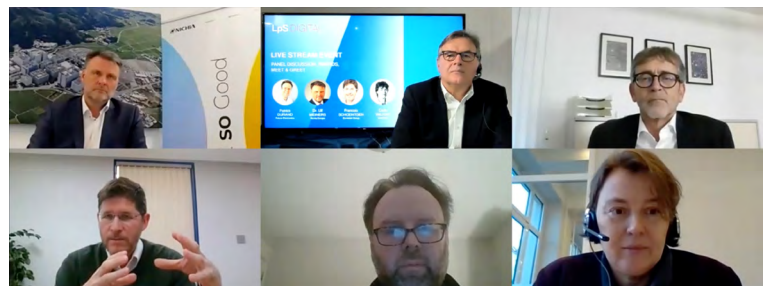
Up to three main sponsors and five logo-sponsors are highlighted on the major LpS Digital pages and featured in all types of communications, such as press information, shared talks etc.

- A Main Sponsor:** 12 Month Package, Banner on Homepage and major Subpages **USD 10,310**
- B Logo-Sponsor:** 12 Month Package, Logo on major Subpages **USD 2,240**

3. LpS Digital Summit Sponsorship Package

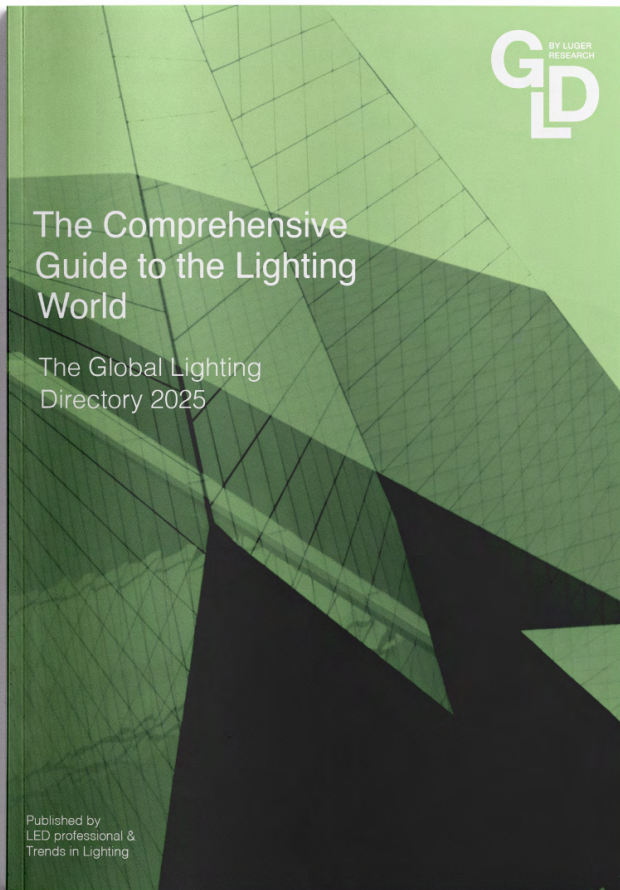
Up to three main sponsors are highlighted during the annual Summit. Runtime will be three weeks before and after the Summit. Sponsors will be highlighted on all major pages and featured in communications, such as press information.

USD 5,550



Panel Discussion at Summit 2021

General Information,
Publications & Distribution



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

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

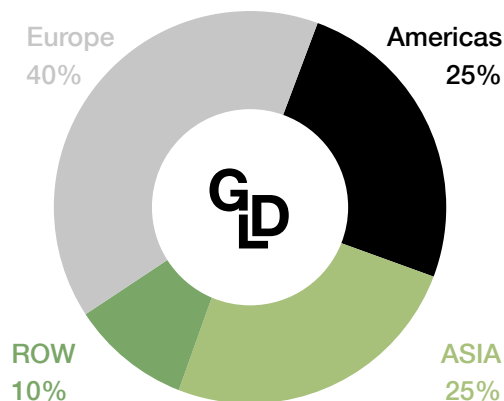
The GLD offers completely new functionalities for Lighting Directories such as: LinkedIn Profiles for Lighting Designers, Reference Projects for Lighting Designers, Up-To-Date Offer-Segmentations for Manufacturers and Distributors and enhanced opportunities for highlighting entries. In addition to the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

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

Semi-annual GLD
Distribution

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

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





For all listings please use the online registration form at www.GLD.lighting

Listing Types

1

Standard Listing

FREE

SPEIRS + MAJOR

8 Shepherdess Walk
N1 7LB
London
United Kingdom

info@speirsandmajor.com
www.speirsandmajor.com

Keith Bradshaw, Principal
 Reference Projects
 IALD

2

Premium Listing

USD 1,170

Lighting Designers

USD 410

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

A

SPEIRS + MAJOR

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 1,690

Lighting Designers

USD 580

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

A

SPEIRS + MAJOR

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

USD 220

E

F Keith Bradshaw, Principal

SPEIRS + MAJOR

8 Shepherdess Walk
N1 7LB
London
United Kingdom

info@speirsandmajor.com
www.speirsandmajor.com

Keith Bradshaw, Principal
 Reference Projects
 IALD

For Lighting Designers only

5

A4 AD Page

2x A4 GLD Insertions
USD 4,360

This price is valid for two consecutive editions.

1x A4 GLD Insertion
USD 3,050

This price is valid for one edition only.

Premium positions + 15%

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

NET Rates in USD, excl. VAT.



Terms and Conditions

1. All orders are subject to acceptance by Luger Research e.U. (henceforth also known as the publisher).
2. No conditions other than those set forth in the LED professional Media Kit shall be binding upon Luger Research unless specifically agreed to by Luger Research in writing.
3. Positioning of advertisements is at the sole discretion of the publisher except where a specific position has been agreed to by the publisher in writing or has been purchased in advance.
4. All advertising materials have to be sent complete and in the formats and quality defined in this Media Kit. Luger Research is under no obligation to revise advertising materials not received by the LED professional department by the closing date*. Luger Research is not liable for any publication delay or dissatisfying appearance if the material does not comply with the specification. Luger Research reserves the right not to accept such material for publication.
5. Where no new material arrives by the due date for scheduled advertising, the publisher reserves the right to use the material at hand.
6. Once the order has been confirmed, cancellations or changes in advertising by the advertiser or its agency may be made under the following conditions: For cancellations made 12 weeks or longer before the publication date, 50% of the order amount will be charged. For cancellations made less than 12 weeks before the publication date, the full order amount is due.
7. Luger Research assumes no liability for any errors or omissions in relevant information appearing in advertisements.
8. Luger Research is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond the publisher's control.
9. Luger Research has a non-disclosure policy with its subscribers. For this reason the direct retrieval of contact information is not allowed. All landing pages must be an information page where the reader can decide whether to go forward with his/her contact information or not. The information page is hosted by the advertiser or by Luger Research.
10. Luger Research follows all legal requirements of the EU GDPR legislation. For details please see: www.lugerresearch.com/data-protection
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
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

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

Editors

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

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

Theresa König
+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, INT

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.raii@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@lhmandco.com

Jill Thibert
+1 218 280 2821
jill@lhmandco.com

Kristin Hamre
+1 218 280 5865
kristin@lhmandco.com



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