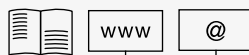
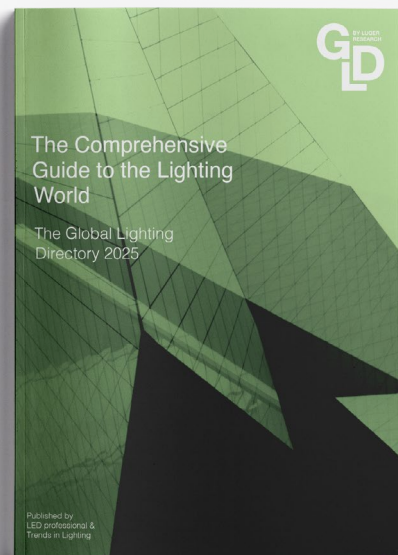
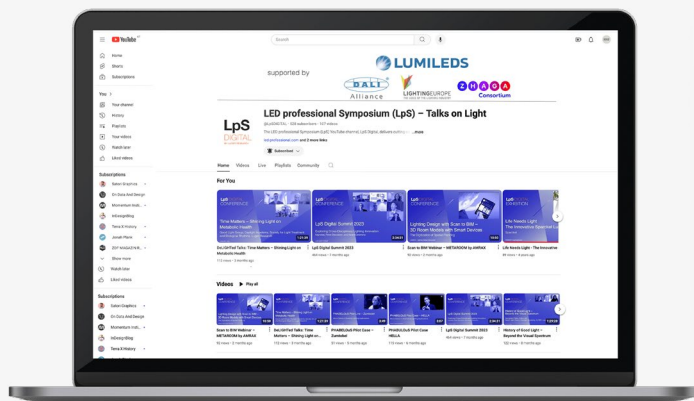
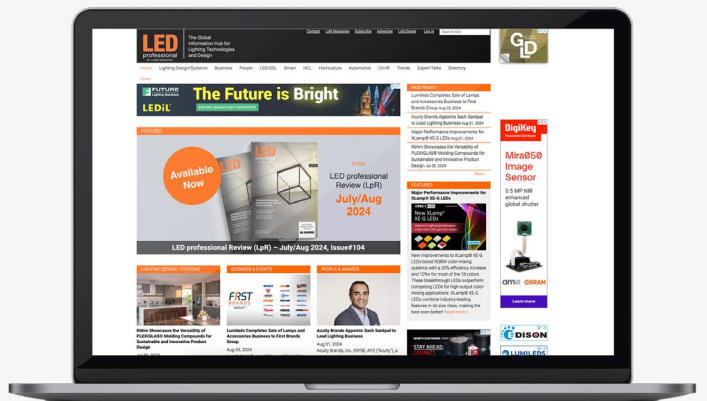


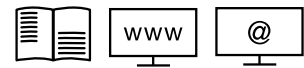
Exploring Light for a Better Future

MEDIA KIT 2026

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

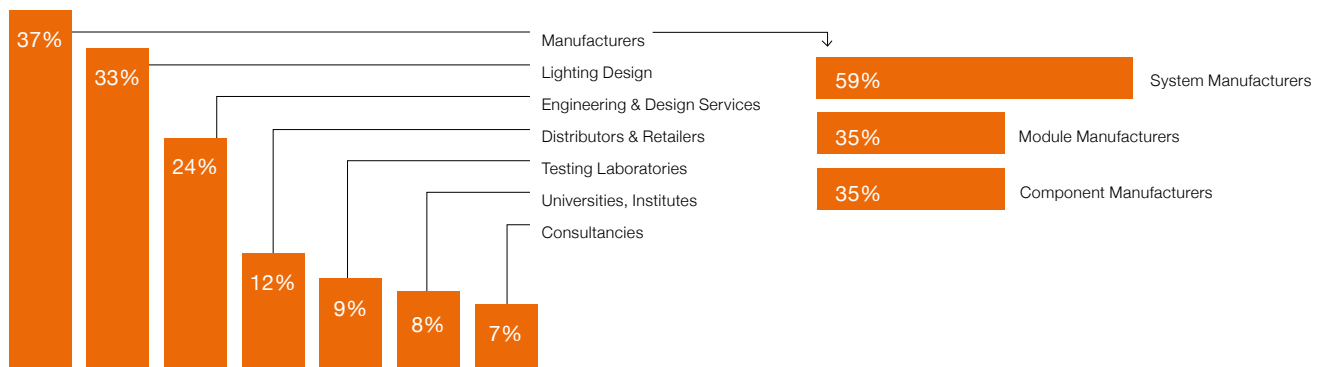
LED professional Newsletter (LpN)



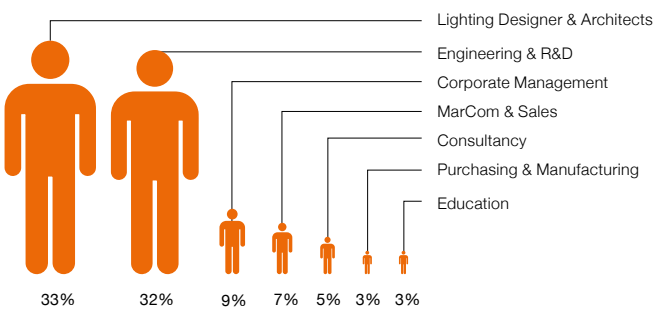
- Delivers information and breaking news on cutting edge technologies and the latest product and application reviews twice monthly
- Reaches an audience of over 45,000 subscribers who can get the latest information by simply opening an email
- Reaches a targeted, opt-in audience that wants to see it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

AUDIENCE

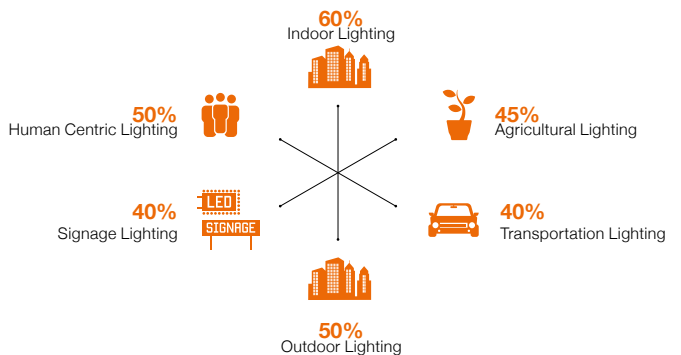
Organizations



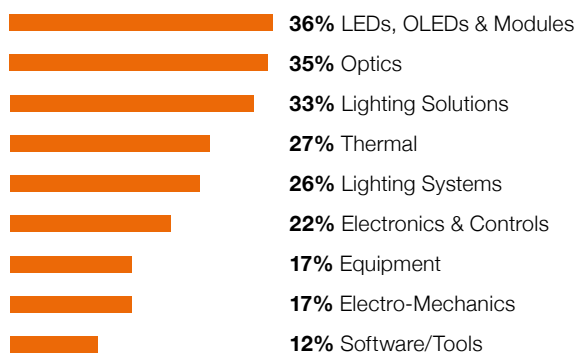
Job Functions



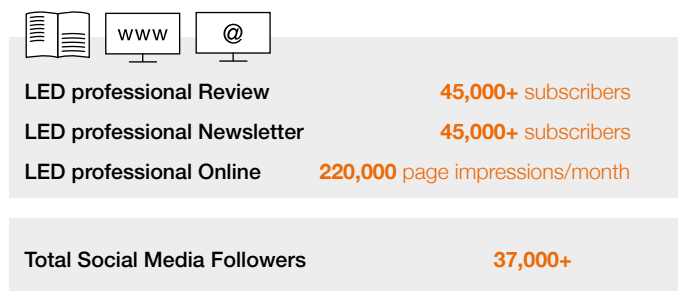
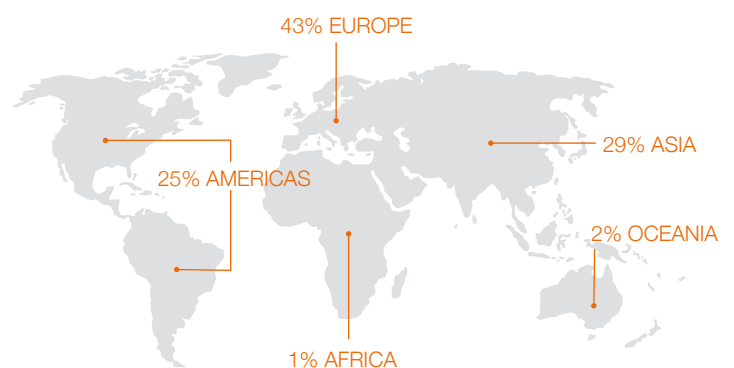
Applications



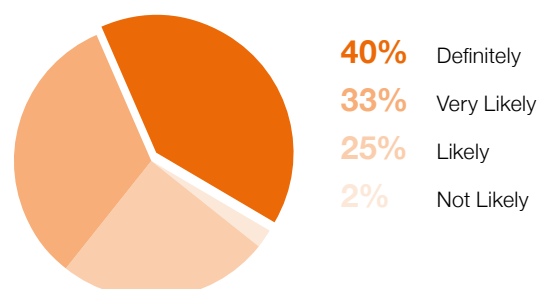
Specified / Purchased Products



Geographical Distribution



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 2026

ISSUE N°	AD CLOSE MATERIAL DUE	ONLINE PUB.	PRINT PUB.
113	Dec 31, 2025	Jan 15, 2026	Jan 31, 2026
114	Feb 28, 2026	Mar 15, 2026	Mar 31, 2026
115	Apr 30, 2026	May 15, 2026	May 31, 2026
116	June 30, 2026	July 15, 2026	July 31, 2026
117	Aug 31, 2026	Sept 15, 2026	Sept 30, 2026
118	Oct 31, 2026	Nov 15, 2026	Nov 30, 2026

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

GROSS RATES (4c)		1x	3x	6x	GROSS RATES (4c)		1x	3x	6x
Cover Page inkl. Corner Cover Snipe	EUR	6,260			Spotlight Promotion Ad	EUR	1,020	970	910
1/1 Page	EUR	3,130	2,980	2,800	2/3 Page	EUR	2,510	2,390	2,240
Inside Front-Cover Inside Back-Cover	EUR	3,760	3,570	3,380	1/2 Page	EUR	1,880	1,790	1,670
Opposite Inside Front- Cover Opposite Editorial Opposite Commentary	EUR	3,760	3,570	3,380	1/3 Page	EUR	1,570	1,470	1,400
Outside Back-Cover	EUR	3,940	3,730	3,520	1/4 Page	EUR	1,360	1,260	1,200
					1/6 Page	EUR	1,020	950	870

Special Requests

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

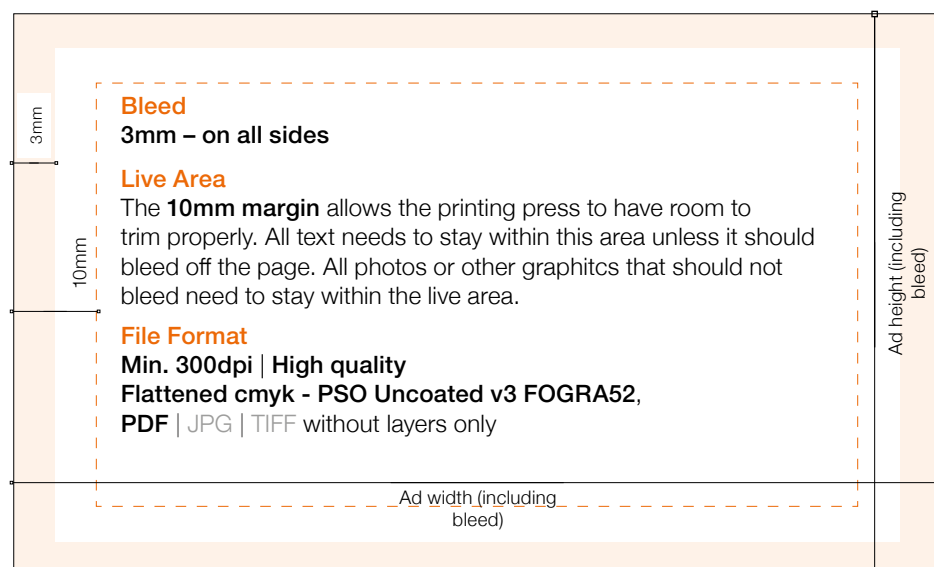
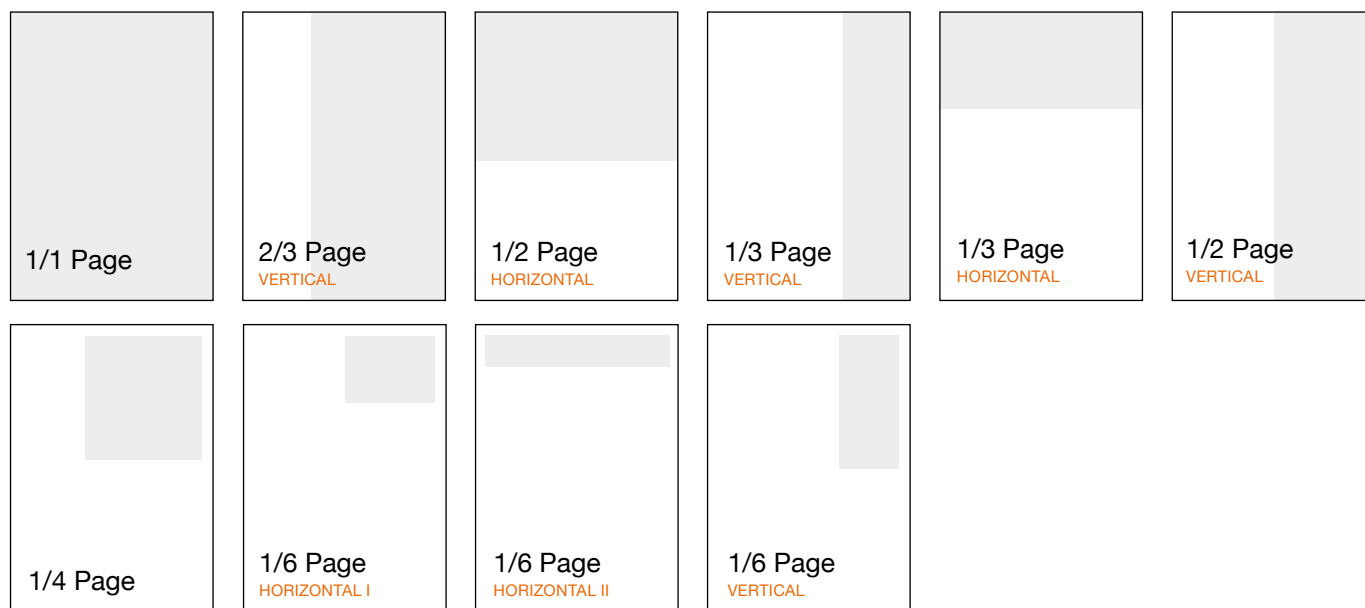


1/3 Page



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





Cover Corner Snipe Ad

The Cover Corner Snipe Ad is a 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
EUR	3,130	2,290

Stipulations

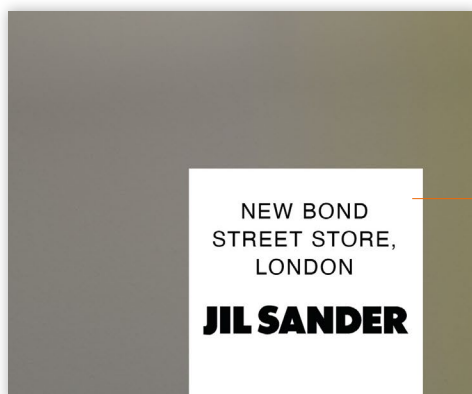
Only firm bookings accepted

Limit of 3 cover snipes per year, per company

No first rights for re-booking



Cover Corner Snipe Ad



50x50mm overall workspace

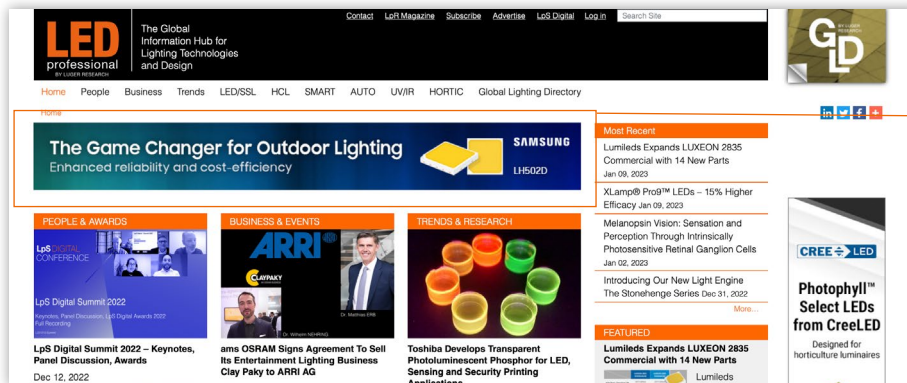
3mm Bleed only for the bottom edge

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

Spotlight Promotion Ad

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
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Leaderboard Banner & Anchor Banner



Leaderboard Banner

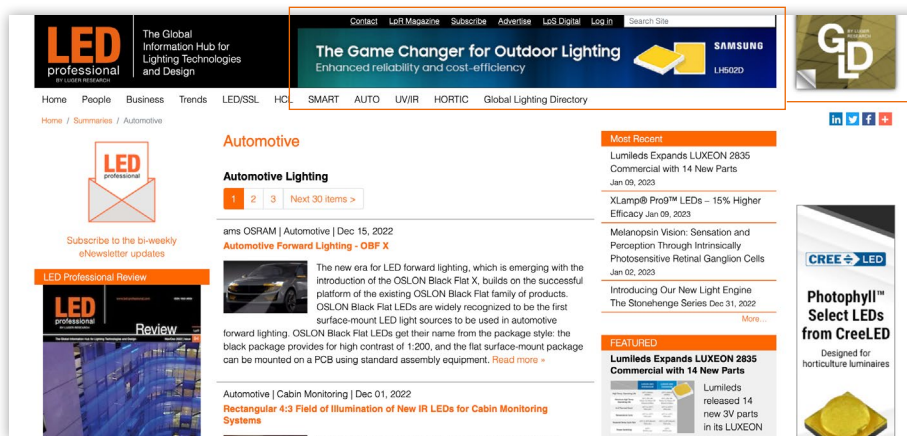
Insertion on Homepage
842px (w) x 104px (h)

Allocation: 2

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

Allocation: 2

EUR 3,260



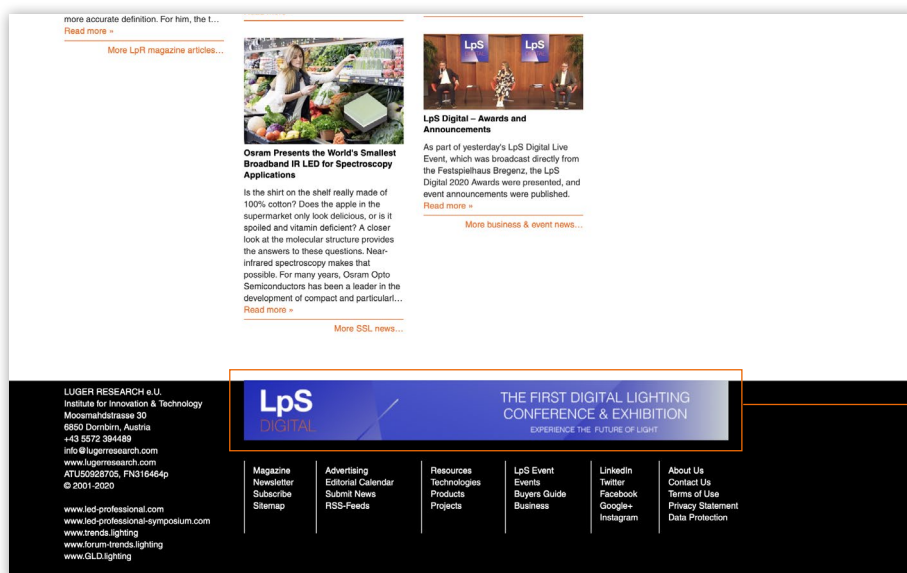
Anchor Banner

728px (w) x 90px (h)

Allocation: 2

On all pages

EUR 2,090



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.

Featured Product & Home Banners

The screenshot displays the LED Professional website homepage. At the top, there's a navigation bar with links like Home, People, Business, Trends, LED/SSL, HCL, SMART, AUTO, UVIR, HORTIC, and Global Lighting Directory. Below this, a large featured banner for 'UL Solutions' promotes 'Explore new circadian services from UL Solutions' with a headline 'Revolutionizing Lighting for Health'. To the right, a 'Most Recent' section lists articles like 'Why Offices Need New Lighting Solutions Now' and '36 Volt LEDs Create New Luminaire Engineering Opportunities'. Below the main banner, there are several smaller featured sections: 'PEOPLE' (Energy Focus recruits Lesley Matt as CEO), 'BUSINESS & EVENTS' (Why Offices Need New Lighting Solutions Now), 'TRENDS & RESEARCH' (Fluence selected as supplemental lighting solution), 'LED/SSL & GENERAL LIGHTING' (36 Volt LEDs Create New Luminaire Engineering Opportunities), 'HUMAN CENTRIC LIGHTING' (DLC: First Products Qualified Under New LUNA Technical Requirements), 'SMART & CONNECTED LIGHTING' (Groundbreaking Motion Detection Turns Your Lights On and Off Without the Need for Sensors), 'AUTOMOTIVE LIGHTING' (TactaTek and ams OSRAM Cooperate to Optimize RGB LED to Drive Innovations in Car Illumination), 'UVIR' (Silanna UV Makes Ultraviolet LED Manufacturing Breakthrough With Nanostructures), and 'HORTICULTURE LIGHTING' (Advanced Reflector Technologies Ensure Optimum Lighting in Greenhouses). On the right side, there are more featured products like 'EDISON OPTO DOB III, a Better Light Quality of Simplicity', 'Bright RGB LEDs for Signage - Trusted in Iconic Installations', and 'Unmatched efficiency When every lumen per Watt counts trust LUXEON 5050 HE'. At the bottom right, there's a section for 'Home Banner I, II, III' with a price of EUR 1,090.

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

EUR 2,180

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 1,090

Home Banner I, II, III

266px (w) x 222px (h)

- Allocation: 1
- On all pages

Position 1 – EUR 2,310 (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

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

Side Banners & Company Logo

The screenshot displays the LED Professional website interface. At the top, there's a navigation bar with links like 'Home', 'People', 'Business', 'Trends', 'LED/SSL', 'HCL', 'SMART', 'AUTO', 'UVIR', 'HORTIC', and 'Global Lighting Directory'. A large banner for 'LED professional Review #93' is featured, dated Sept/Oct 2022. Below this, several article teasers are visible, including 'Energy Focus Recruits Lesley Matt as CEO', 'Why Offices Need New Lighting Solutions Now', 'Fluence Selected as Supplemental Lighting Solution for Wageningen University & Research Facility', 'DLC: First Products Qualified Under New LUNA Technical Requirements', 'Groundbreaking Motion Detection Turns Your Lights On and Off Without the Need for Sensors', 'Unmatched efficiency When every lumen per Watt counts trust LUXEON 5050 HE', 'TactaTek and ams OSRAM Cooperate to Optimize RGB LED to Drive Innovations in Car Illumination', 'Silanna UV Makes Ultraviolet LED Manufacturing Breakthrough With Nanostructures', and 'Advanced Reflector Technologies Ensure Optimum Lighting in Greenhouses'. On the right side, there are vertical banners for 'NICHIA', 'TOPLITE', 'YUJILEDS', 'LUMILEDS', 'LUXTECH Spec-Grade LED Modules', 'Instrument Systems', and 'CREE LED'. A sidebar on the far right contains a 'Most Recent' section with links to articles like 'Why Offices Need New Lighting Solutions Now' and '36 Volt LEDs Create New Luminaire Engineering Opportunities'.

Superior
Company Logo

150px (w) x 50px (h)

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

EUR 1,240

Side Banner Premium I

150px (w) x 200px (h)

- Allocation: 3
- On all pages

EUR 1,780

Side Banner Premium II

150px (w) x 200px (h)

- Allocation: 3
- On all pages

EUR 1,780

Company Logo*

150px (w) x 50px (h)

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

EUR 1,350*

*Gross rate per year

Banner file formats:

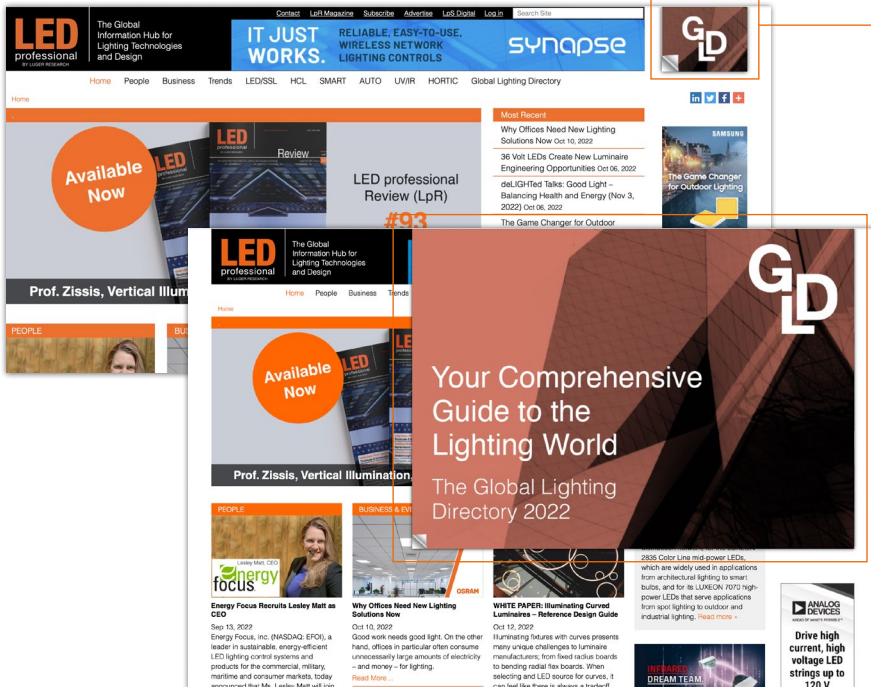
JPG, GIF / Animated GIF, HTML5;
File size: max. 70 kB

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

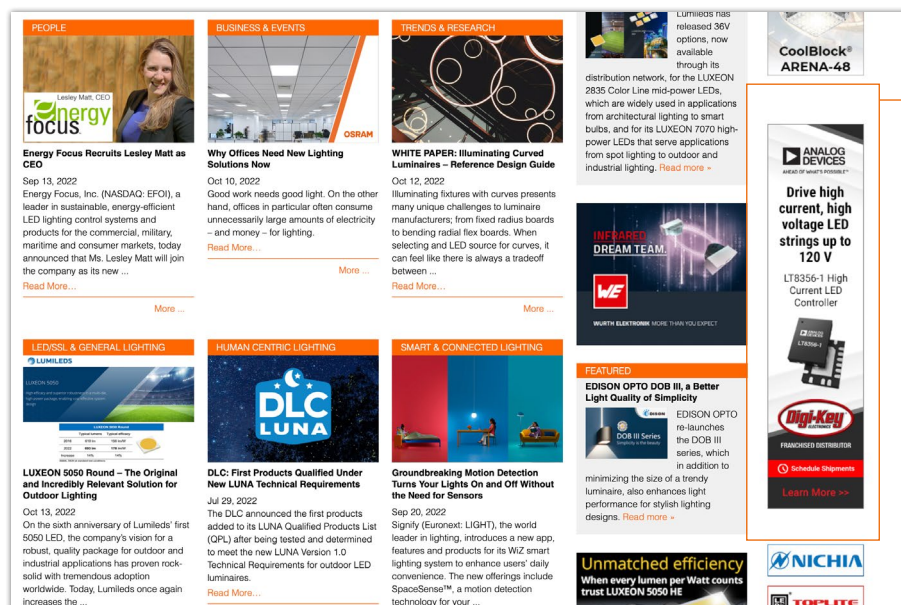


Page Peel Corner Banner

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 2,450



Skyscraper

150px (w) x 600px (h)

- Allocation: 3
- On all pages

EUR 3,030

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 550

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 5,300

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 (wxh), jpg, png, gif, tiff, eps

B Description

300 characters including spaces (max.)

EUR 1,020

Global Lighting Directory

The Global Lighting Directory is a comprehensive guide to the lighting world. It 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.

www.gldlighting.com

Register your organization. Updates may take a few weeks.

Bartenbach

Rennert Str. 14
Adelphi, 8071
Austria
+43 812 3006-0
info@bartenbach.com
www.bartenbach.com

BDP

16 Broadhurst Road, Chesham
London, EC1V 4LJ
United Kingdom
+44 2078 08000
info@bdp.com
www.bdp.com

Bluetooth SIG

5200 Lake Washington Blvd NE, Suite 200
Kirkland, WA 98033
USA
+1 425 891 3035
www.bluetooth.com

carclo Optics

6-7 Parkway Road, Robins Lane
Industrial Estate
Aylesbury, HP19 8PQ
United Kingdom
+44 (0)1753 575 011
www.carclo-optics.com

CREE LED

4600 Silicon Drive
Durham, NC 27703
USA
+1 919 313 5200
www.creeled.com

csem

Thamesmead 99
Mutton, 4132
Salford
+41 81 690 6011
info@csem.ch
www.csem.ch

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

EUR 3,750

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 6,170

Webinar Sponsorship Package – 12 Months:

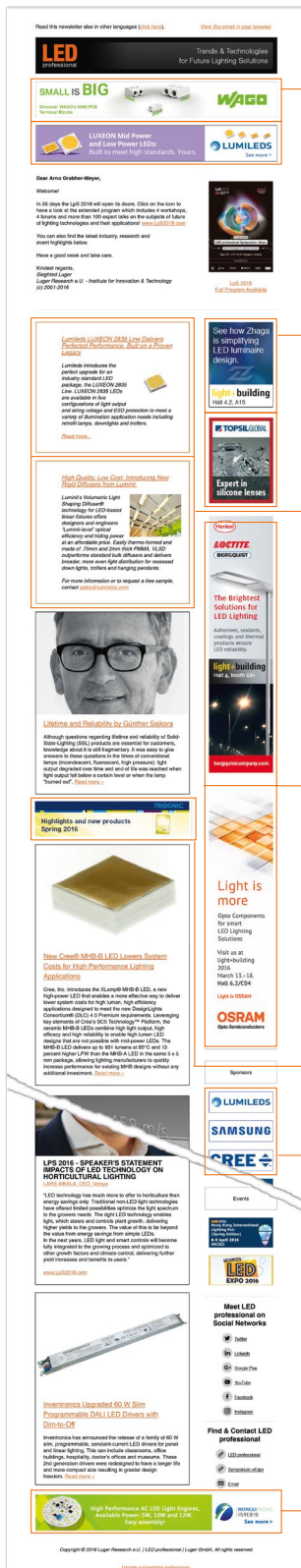
- Recorded live webinar (approx. 45 min.) moderated and hosted by LED professional
- One E-mail blast in advance
- LpN E-newsletter Ad - in 2 issues (pre) and 1 issue (post)
- LpR magazine Spotlight Ad - in 1 issue (pre) and 2 issues (post)
- LpO online banner - 150px (w) x 125px (h) - for 2 months (pre)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

EUR 10,050

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

Newsletter Banners & Ads



Leaderboard Banner I & II

600px (w) x 90px (h)

EUR 710

Tile Banner I & II

150px (w) x 200px (h)

EUR 560

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 1,100

Skyscraper I & II

150px (w) x 600px (h)

EUR 600

Divider Banner

390px (w) x 90px (h)

EUR 450

Company Logo

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

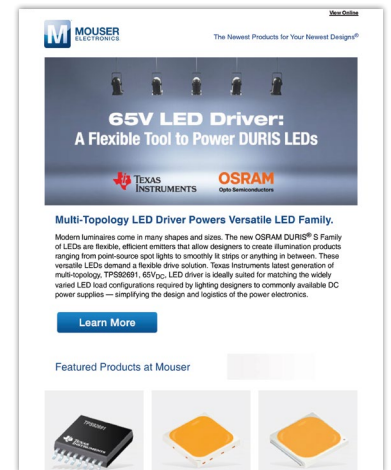
- One year – 24 broadcasts

EUR 1,310

Anchor Banner

600px (w) x 90px (h)

EUR 400



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 6,720

** 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:

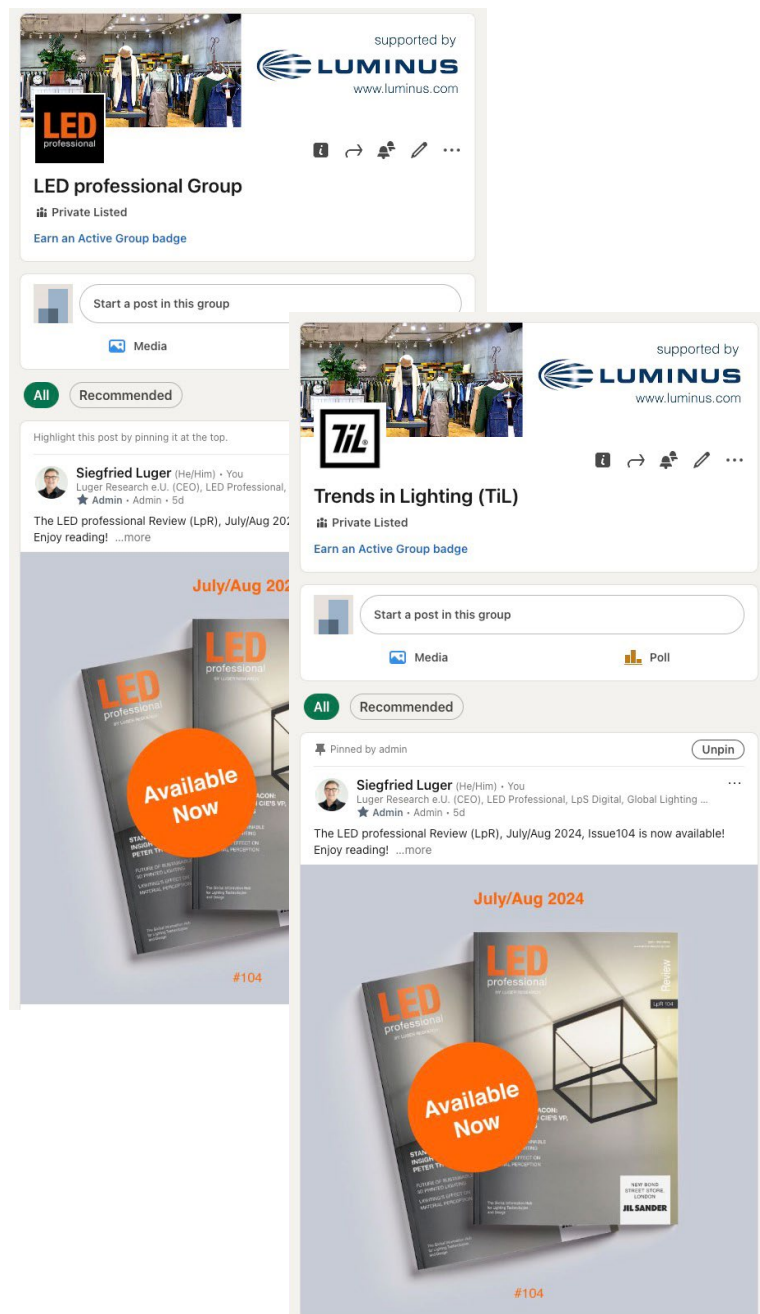
JPG, GIF / Animated GIF, HTML5;
File size: max. 70 kB

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.

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

EUR 1,630

Trends in Lighting LinkedIn Group

7,100+ Followers

EUR 3,260

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.

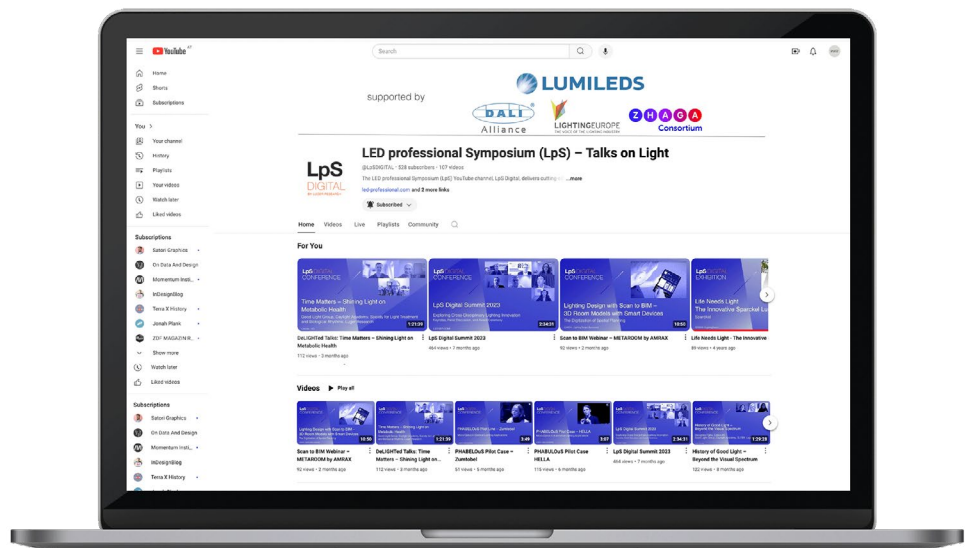
TYPES OF TALKS

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:

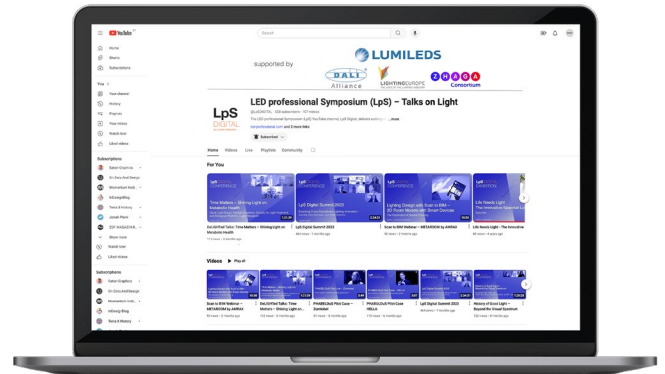
The Featured Talks are promoted through all LED professional and Trends in Lighting channels:

- 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

EUR 5,240



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.

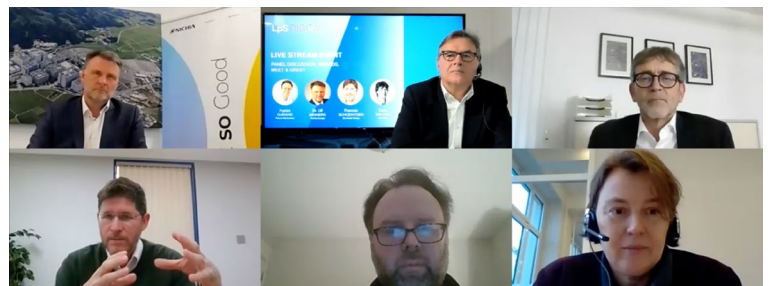
A Main Sponsor: 12 Month Package, Banner on Homepage and major Subpages **EUR 9,200**

B Logo-Sponsor: 12 Month Package, Logo on major Subpages **EUR 2,000**

3. LpS Digital Summit Sponsorship Package

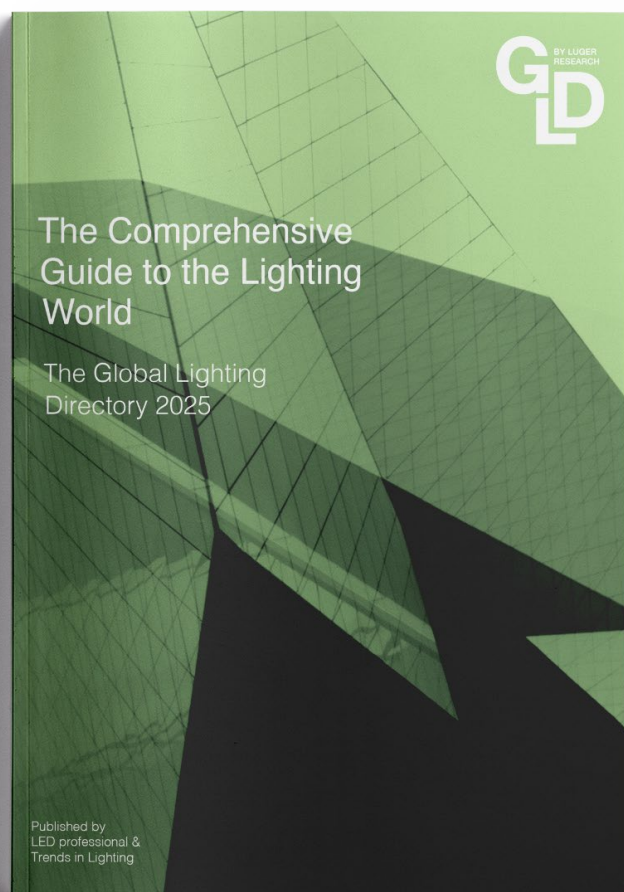
Up to three main sponsors are highlighted during the annual Summit. Runtime will be three weeks before and after the Summit. Sponsors will be highlighted on all major pages and featured in communications, such as press information.

EUR 4,950



Pannel 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

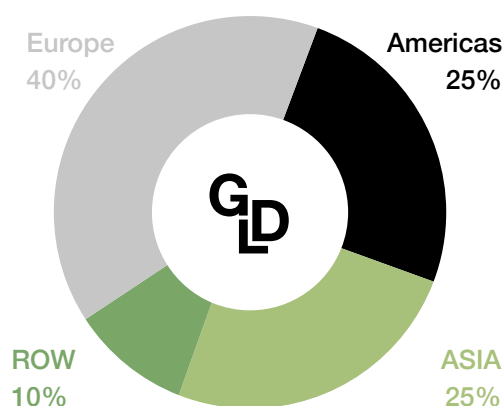
Linkedin: 15,000

Industry

eBlast: 30,000

Linkedin: 10,000

Twitter: 22,000





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

EUR 1,020

Lighting Designers

EUR 370

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

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 1,510

Lighting Designers

EUR 520

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

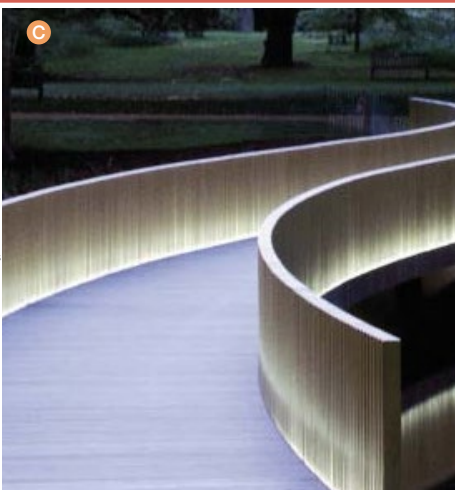
SPEIRS + MAJOR

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



The sinuous S-shaped form of **D** 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 200

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 3,750

This price is valid for two consecutive editions.

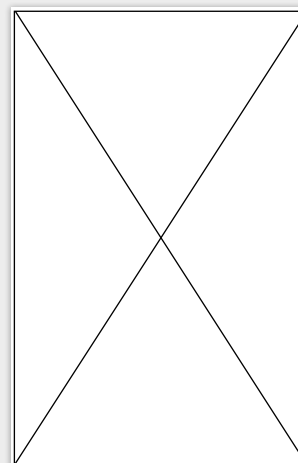
1x A4 GLD Insertion

EUR 2,630

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.
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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

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