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.

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.

MAIN AREAS ARE:

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

"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."

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

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

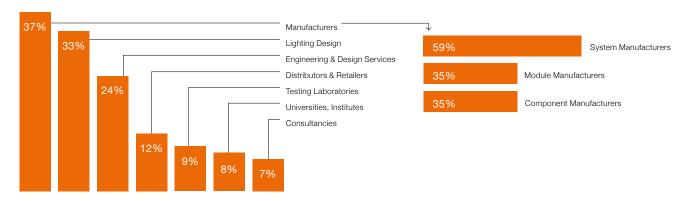
LED professional Newsletter (LpN)



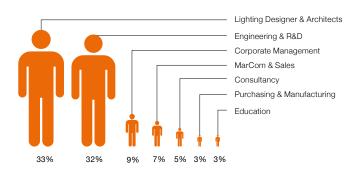
- Delivers information and breaking news on cutting edge technologies and the latest product and application reviews twice monthly
- Reaches an audience of over 45,000 subscribers who can get the latest information by simply opening an email
- Reaches a targeted, opt-in audience that wants to see it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

AUDIENCE

Organizations



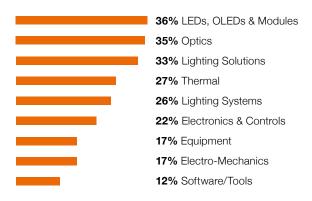
Job Functions



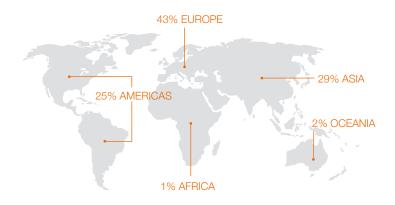
Applications



Specified / Purchased Products



Geographical Distribution

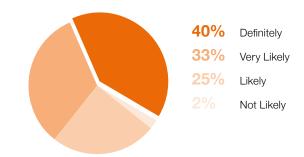


LED professional Newsletter LED professional Newsletter LED professional Online 45,000+ subscribers 45,000+ subscribers 220,000 page impressions/month

Total Social Media Followers 37,000+

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?



LED PROFESSIONAL REVIEW



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

NET RATES (4c)	1x	3x	6x	
Coverpage inkl. Corner Cover Snipe	USD	8320		
1/1 Page	USD	4,160	3,970	3,740
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%



1/1 Page – Opposite Commentary -



1/1 Page - Inside Back Cover -

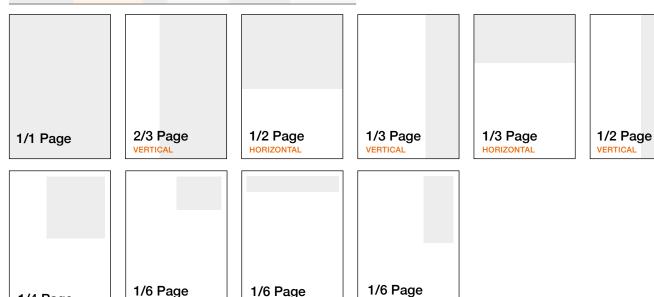






Advertising Formats & Specifications

Specification	S		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						



1/6 Page

HORIZONTAL II

Bleed 3mm 3mm - on all sides Live Area Ad height (including bleed) The 10mm margin allows the printing press to have room to trim properly. All text needs to stay within this area unless it should bleed off the page. All photos or other graphitcs that should not bleed need to stay within the live area. File Format Min. 300dpi | High quality Flattened cmyk - PSO Uncoated v3 FOGRA52, PDF | JPG | TIFF without layers only Ad width (including bleed)

HORIZONTAL I

1/4 Page

LED PROFESSIONAL REVIEW



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:

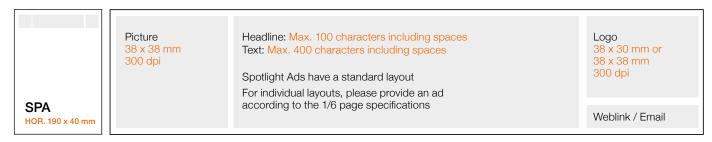
Specifications

- 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





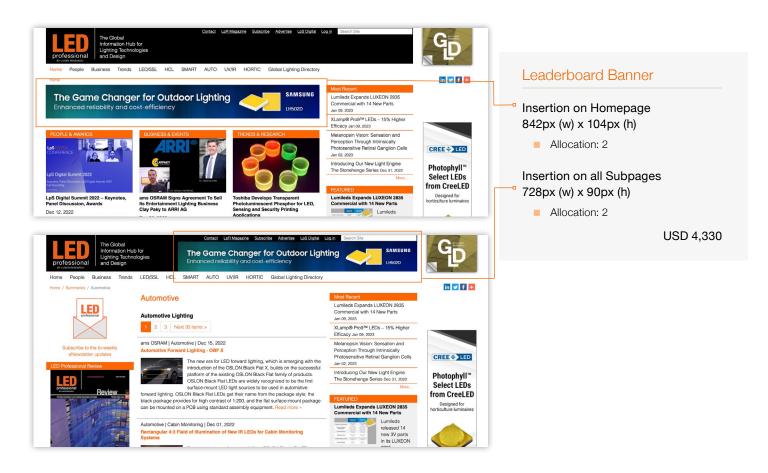
Spotlight Promotion Ad

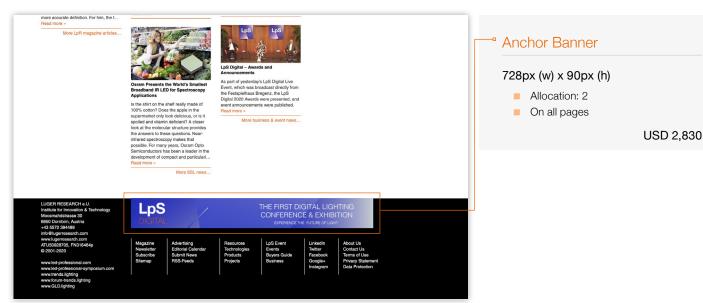






Leaderboard Banner & Anchor Banner





Banner file formats:

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

Logo & thumbnail file formats:

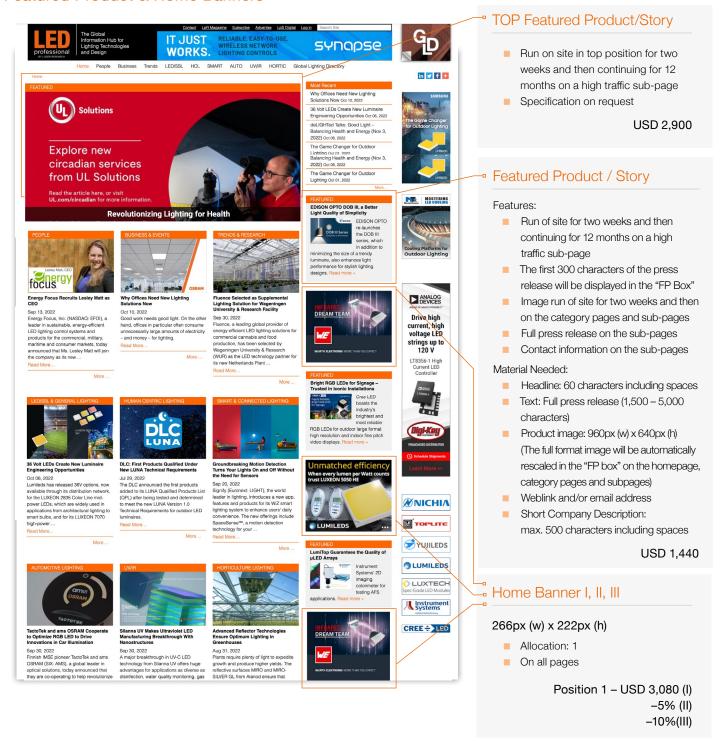
JPG, PNG, GIF; File size: max. 30 kB

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

LED



Featured Product & Home Banners



Banner file formats:

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

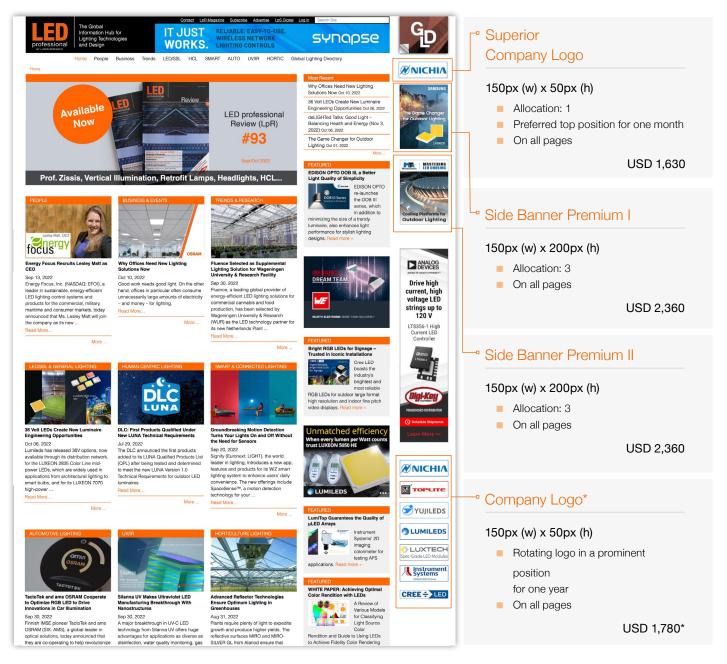
Logo & thumbnail file formats:

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





Side Banners & Company Logo



*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



Page Peel Banner & Skyscraper Banner

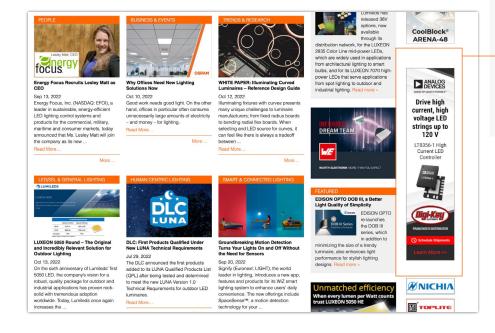


Page Peel Corner Banner

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

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 730

White Papers Plus – Three Month Package

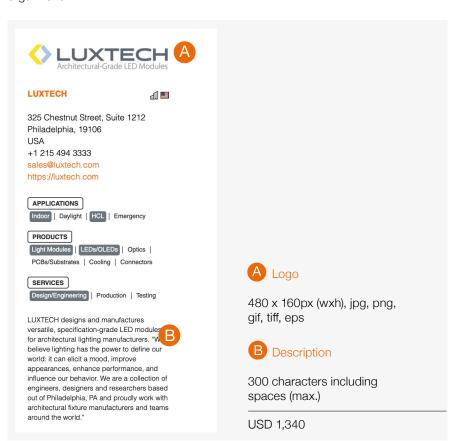
Deliverables include all of the above plus:

- 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.





 $\label{logal_logal_logal} \mbox{Luger Research follows all legal requirements of the EU GDPR legislation.} For details please see: www.lugerresearch.com/data-protection$

NET Rates in USD, excl. VAT.



LED PROFESSIONAL ONLINE



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

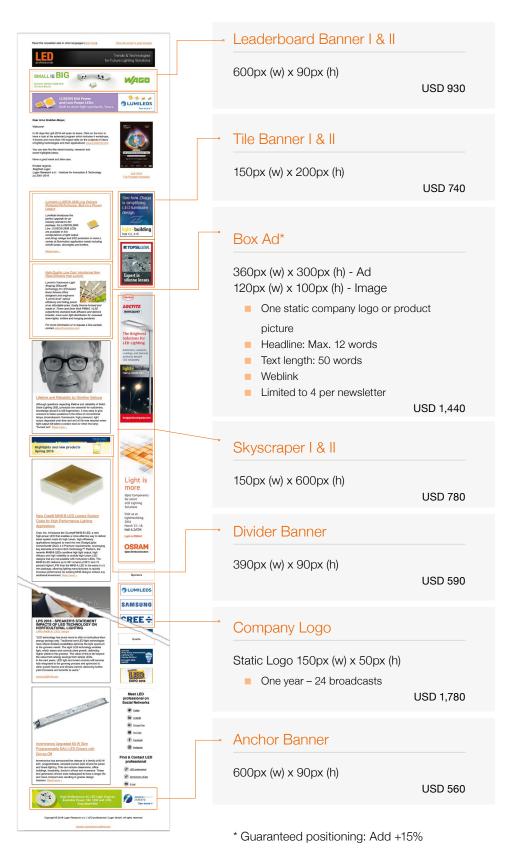
USD 13,370

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





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 or1,250 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

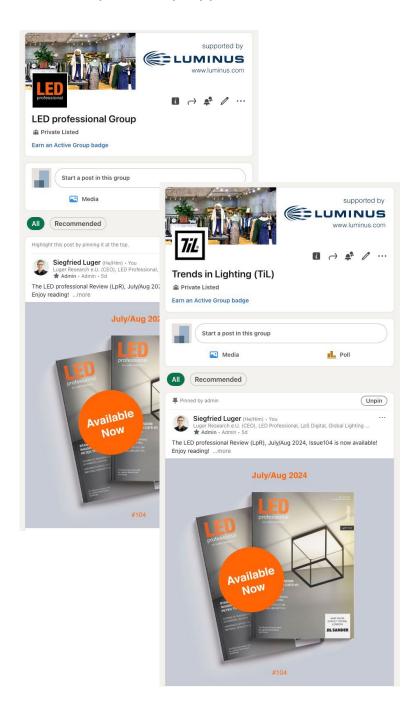
Because some e-mail clients don't support animated banners, please include all relevant information on the first frame.

NET Rates per Insertion in USD, excl. VAT.

Trends in Lighting

www.linkedin.com/groups/43251/

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 aquaints the lighting domain with the latest product developments and application trends. It is therefore also the dedicated and contemporary alternative to physical tradeshows 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.

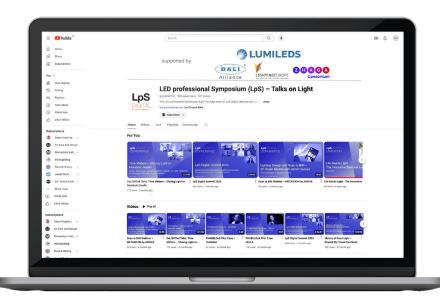
TYPES OF TALKS

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.

- 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



Pannel Discussion at Summit 2021

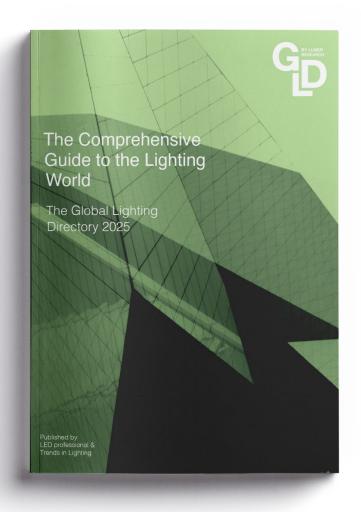
3. LpS Digital Summit Sponsorship Package

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

NET Rates in USD, excl. VAT.

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.

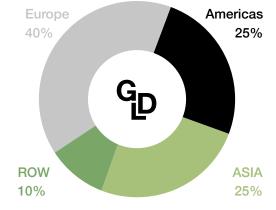
The GLD will be published semi-annually in September and in March. It will be distributed via ISSUU as a Digital Magazine and as a PDF Download Magazine.

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

Standard Listing

FREE

SPEIRS + MAJOR

8 Shepherdess Walk London United Kingdom info@speirsandmajor.com

www.speirsandmajor.com

(in Keith Bradshaw, Principal Reference Projects

☑ IALD

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.



SPEIRS + MAJOR 8 Shepherdess Walk

United Kingdom

info@speirsandmajor.com www.speirsandmajor.com

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.

in Keith Bradshaw, Principal Reference Projects

☑ IALD

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

B Description

300 characters including spaces (max.)

O Image

1020 x 1020px (wxh)

• Image Description

700 characters including spaces (max.)

Profile Image

480 x 480px (wxh), jpg, png, gif, tiff, eps

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.



SPEIRS + MAJOR SEE

8 Shepherdess Walk N1 7LB London United Kingdom

info@speirsandmajor.com www.speirsandmajor.com

We are in independent, awardwinning We are in independent, awardwinning international design practice that uses light and darkness to enhance the ex-pertise 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. and ease to manage

Keith Bradshaw, Principal

Reference Projects

Ø IALD



The sinuous S-shaped form of 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 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 rnering eriect we were ariet, 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 peo-nic crossing the sand. Through ple crossing the span. Through our careful design, the source visibility is minimized and the fitting itself effectively disappears into its environment.

Profile Listing

USD 220

Lighting

Designers



SPEIRS + MAJOR

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www.speirsandmajor.com in Keith Bradshaw, Principal

Reference Projects

2 IALD

5

A4 AD Page

2x A4 GLD Insertions

USD 4,360

This price is valid for two consecutive editions.

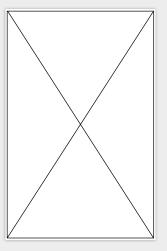
1x A4 GLD Insertion

USD 3,050

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Premium positions + 15%

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



NET Rates in USD, excl. VAT

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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

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