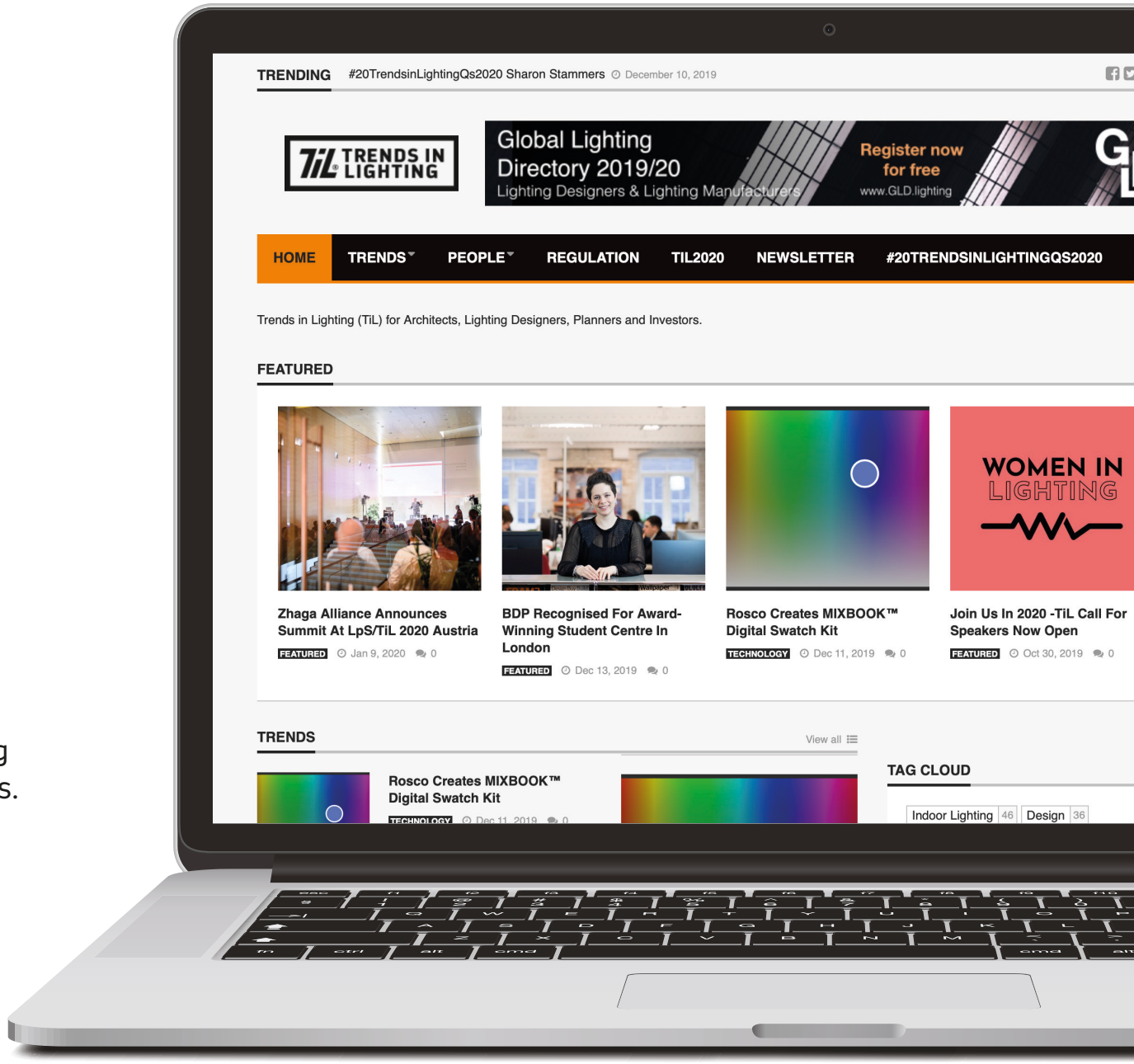
TiL TRENDS IN LIGHTING

Media Information 2020

Trends in Lighting – An online, newsletter and social media platform for Architects, Lighting Designers, Planners & Investors.

www.trends.lighting



TRENDS IN LIGHTING

Readership
Website & Newsletter

The Trends in Lighting platform stays ahead with:

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

Online

1,500 Users per month

3,000 Sessions per month

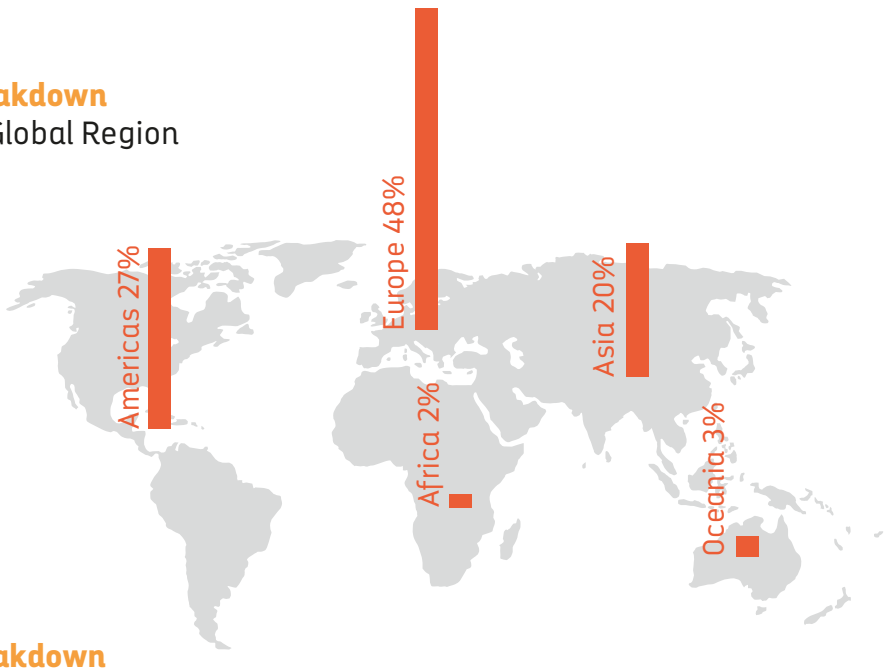
Newsletter

12,000 Subscribers

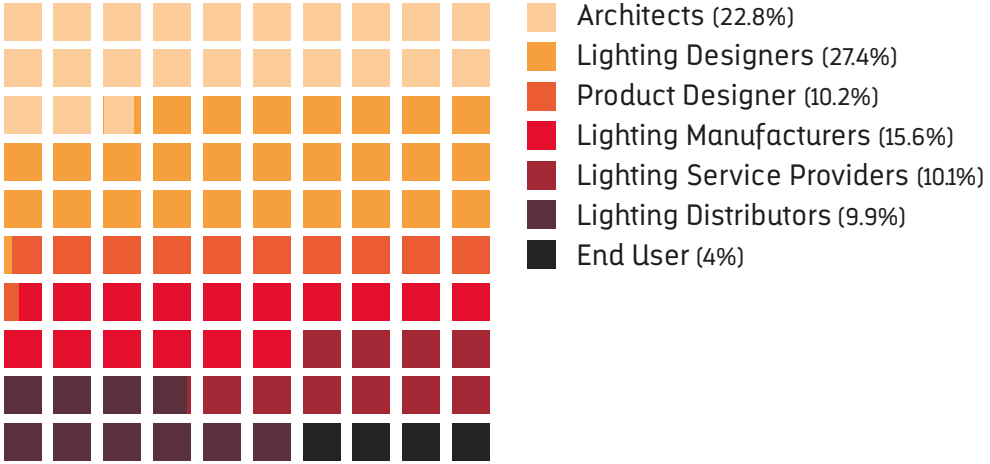
One Newsletter/month

Second week of the month

Breakdown
by Global Region

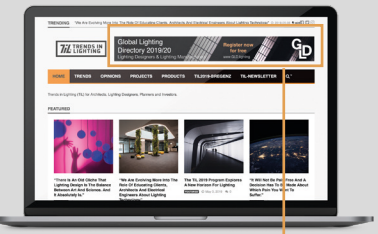


Breakdown
by Job Function



Trends in Lighting
Website

Advertise with TiL for **maximum impact!**



1

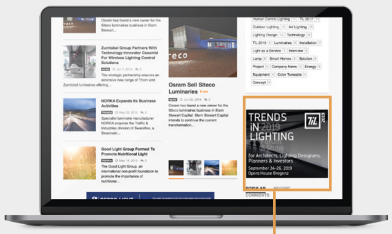
Leaderboard Banner

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

ALLOCATION 1
FORMATS JPG, GIF, AGIF, HTML5
FILE SIZE 70 kB max.

EUR 890
USD 1,000

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



2

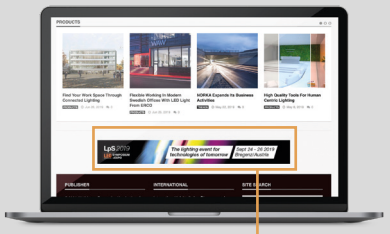
Side Banner

300px (w) x 250px (h)
On all pages
Outgoing Link

ALLOCATION 1
FORMATS JPG, GIF, AGIF, HTML5
FILE SIZE 70 kB max.

EUR 1,020
USD 1,150

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



3

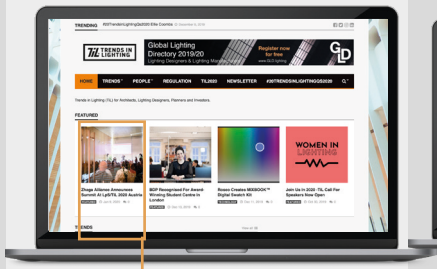
Anchor Banner

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

ALLOCATION 1
FORMATS JPG, GIF, AGIF, HTML5
FILE SIZE 70 kB max.

EUR 700
USD 800

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



4

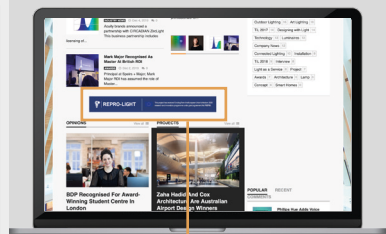
Featured Editorial incl. Social Media Channel Promotion

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

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

EUR 970 | USD 1,100

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



5

Website Divider Banner

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

EUR 560
USD 630

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

Trends in Lighting
Newsletter

The exact date of the TiL Newsletter will vary due to the fact that it is scheduled to be sent out in the second week of each month.



6

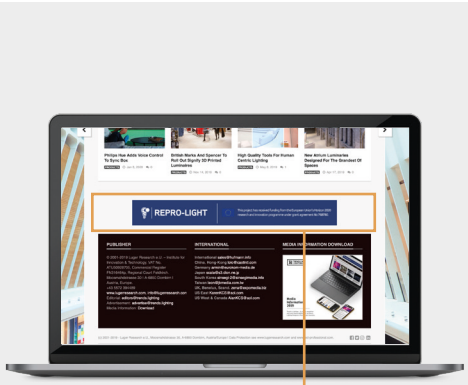
Leaderboard Banner

600px (w) x 90px (h)

Outgoing Link
FORMATS JPG, GIF, AGIF, HTML5
FILE SIZE 70 kB max.

EUR 930
USD 1,050

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



7

Anchor Banner

600px (w) x 90px (h)

Outgoing Link
FORMATS JPG, GIF, AGIF, HTML5
FILE SIZE 70 kB max.

EUR 790
USD 900

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



8

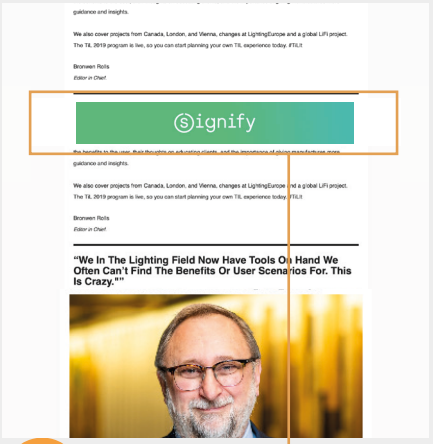
Editorial AD

600px (w) x 600px (h)

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

EUR 1,030
USD 1,170

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



9

Newsletter Divider banner

600px (w) x 90px (h)

EUR 790
USD 900

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

LUGER RESEARCH Company Information

Luger Research e.U.
Institute for Innovation and Technology
Moosmahdstrasse 30, 6850 Dornbirn, Austria,

+43 (0) 5572 39 44 89 info@lugerresearch.com
Luger Research e.U. VAT Number: ATU 50928705
Commercial Register: FN316464p

Publisher & Organizer
Mr. Siegfried Luger, +43 699 11 33 55 70
s.luger@lugerresearch.com

International Accounts Manager
Ms. Theresa Koenig, +43 699 11 33 55 20
theresa.koenig@lugerresearch.com

MarCom Manager & TiL Editor in Chief
Ms. Sarah Toward, +43 699 11 33 55 21
sarah.toward@lugerresearch.com

Lp Editor in Chief & Technology Manager
Mr. Arno Grabher-Meyer, +43 699 11 33 55 18
a.grabher-meyer@lugerresearch.com

Your Local Contacts

International
Ms. Victoria Hufmann, +49 911 93 97 64 42
victoria@hufmann.info
Mr. Norbert Hufmann, +49 911 93 97 64 45
norbert@hufmann.info

China & Hong Kong
Ms. Lolo Yeung, +852 9732 2081
lolo@castintl.com

Germany
Mr. Armin Wezel, +49 30 526 891 92
armin@eurokom-media.de,
+49 172 76 78 499

France
Brigitte Lindner, +43 699 11335519
brigitte.lindner@lugerresearch.com

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

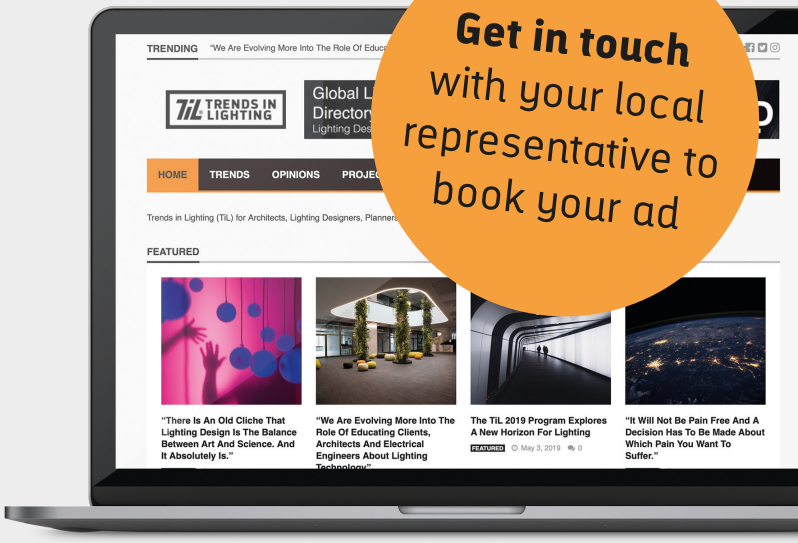
South Korea
Mr. Jung Won Suh, +82 2 78 58 222
sinsegi-2@sinsegimedia.info

Taiwan
Mr. Leon Chen, +886 2 256 81 786-10
leon@jkmedia.com.tw

UK, Ireland, Scandinavia & Benelux
Ms. Zena Coupé, +44 1923 85 25 37
zena@expomedia.biz

US East
Ms. Karen C Smith-Kernc, +1 717 397 7100
karenkcs@aol.com

US West & Canada
Mr. Alan A. Kernc +1 717 397 7100
alankcs@aol.com



Get in touch with your local representative to book your ad