

MEDIA KIT

2023



PRINT + ONLINE

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Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

1 Title: HIGHLIGHT – the trade magazine for the lighting industry

2 Profile in brief:

HIGHLIGHT provides an extensive, cross-media platform for communication with the lighting industry consisting of the trade magazine HIGHLIGHT, its associated website HIGHLIGHT-WEB and the job exchange LightingJOBS. HIGHLIGHT, the trade magazine for the lighting industry, enables around 10,000 decision-makers to be reached six times a year. HIGHLIGHT is specifically aimed at architects, interior designers, lighting and electrical engineers, consultants and designers in the specialist trade as well as at industry – in other words, all the key players in the lighting market. With its high-quality graphic appearance, HIGHLIGHT is extremely appealing to the demanding target group of architects and conveys information on lighting straight to the point.

3 Target group:

Investment decision-makers in lighting design, architecture and interior design as well as the specialist lighting trade. Manufacturers of lighting and components are reached as well as wholesalers and shopfitters.

Optimal networking:

At www.highlight-web.de you will find up-to-the-minute information and the Lightguide directory of manufacturers, to which www.lighting-jobs.de – the job exchange for lighting – is connected.

4 Frequency of publication: every two months

5 Magazine format: 220 x 310 mm

6 issues/year: 34th issue 2023

7 Purchase price of annual subscription:

domestic	€ 77.00 (incl. shipping costs and VAT)
foreign	€ 93.00 (incl. shipping costs and VAT)
Single copy price	€ 12.50 (incl. VAT plus shipping costs)

8 Organ: –

9 Memberships: Deutsche Fachpresse, IVW

10 Publisher:

Hüthig GmbH
 Managing Director: Moritz Warth
 Publishing Director: Rainer Simon
 Im Weiher 10, D-69121 Heidelberg
 Tel.: +49 6221 489-384
 Fax: +49 6221 489-443
 Braugasse 2, D-59602 Rütten
 Tel.: +49 2952 9759-200
 Fax: +49 2952 9759-201
 Hultschiner Str. 8, D-81677 Munich
 Tel.: +49 89 2183-8988
 Fax: +49 89 2183-8989
 www.highlight-web.de

Company address:

Editorial department address:

Advertising department address:

Internet:

11 Publisher:

–

12 Advertisements:

Bettina Landwehr (Head of Sales)

13 Editor:

Markus Helle (Editor-in-chief)

14 Volume analysis

2021 = 6 issues

Total volume:	535 pages =	100.00 %
Editorial section:	456 pages =	85.23 %
Advertising section:	75 pages =	14.02 %
of which publisher's advertisements:	14 pages =	18.66 %
Supplements:	2	

15 Content analysis editorial

2021 = 456 pages

By topics:		
Light planning	115 pages =	25.22 %
Lighting design	84 pages =	18.42 %
Interviews, profiles	41 pages =	8.99 %
Business, trade fairs	68 pages =	14.91 %
Science and technology	98 pages =	21.49 %
Brief information, news	50 pages =	10.97 %
	<hr/>	
	456 pages =	100.00 %



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1 Advertising prices (for formats see page 4):

All prices in € plus statutory VAT.

Full prices for 4c advertisements*	4c price
1/1 page	5,145.00
2/3 page (special position in front of interview)	3,995.00
Junior page	3,210.00
1/2 page	2,880.00
1/3 page	2,120.00
1/4 page	1,840.00
1/8 page	1,360.00

*Details indicate full prices including color surcharge

New: Linking your ad in our flip-page e-paper for a 10% surcharge to the base prices of your ad Q4/2021 and Q1/2022 averages (IVW-verified) = Monthly e-paper circulation: 754 copies

2 Surcharges

The advertising prices are full prices and include color from the Euroscale and printing with bleed. Special colors on request.

Positioning:

Front cover	€ 6,175.00
Inside front cover	€ 5,780.00
Outside back cover	€ 5,780.00
Binding positioning provisions:	10 % of basic price each

Prices and conditions for cover pages on request.

3 Discounts: for orders placed within 12 months

Frequency discount:

Publication 2 x	5 %
Publication 4 x	10 %
Publication 6 x	15 %

4 Classified advertisements:

	Print	Online
Vacancies ads per mm (1-column, 90 mm wide)	€ 5.90	see page 11
Job search ads per mm (1-column, 41 mm wide)	€ 3.65	see page 11
Purchases/sales per mm (1-column, 41 mm wide)	€ 5.90	
Box number fee	€ 35.00	

5 Special forms of advertising: On request

Bound inserts: Delivered folded, untrimmed, without back stapling

2-page bound insert € 3,265.00

4-page bound insert € 6,415.00

Quantity supplied: 10,800 copies

Supplements:

(not eligible for discount and only for total circulation, quantity supplied: 9,500 copies)

minimum format 105 x 148 mm, max. 210 mm wide x 297 mm high

up to 25 g in weight € 3,150.00

other weights on request

Delivered: 5 samples upon order placement, edition up to 14 days before publication.

The supplement must be closed on the long side for machine processing.

Affixed advertising material: (only for total circulation, quantity supplied: 9,500 copies)

In combination with advertisement or bound insert € 1,290.00

plus adhesive costs (agency commission cannot be deducted)

plus additional delivery costs

(agency commission cannot be deducted) € 13.60 each %

Delivery address for bound inserts and supplements:

Grafisches Centrum Cuno GmbH, Gewerbering West 27, D-39240 Calbe
(with note: for Highlight edition no. ..., customer...)

6 Contact: see p. 23/24

7 Terms of payment:

Net within 30 days of invoice date, 2 % discount for advance or direct debit

Bank details:

HypoVereinsbank

Account: 157 644 60

Bank code: 700 202 70

IBAN: DE66 7002 0270 0015 7644 60

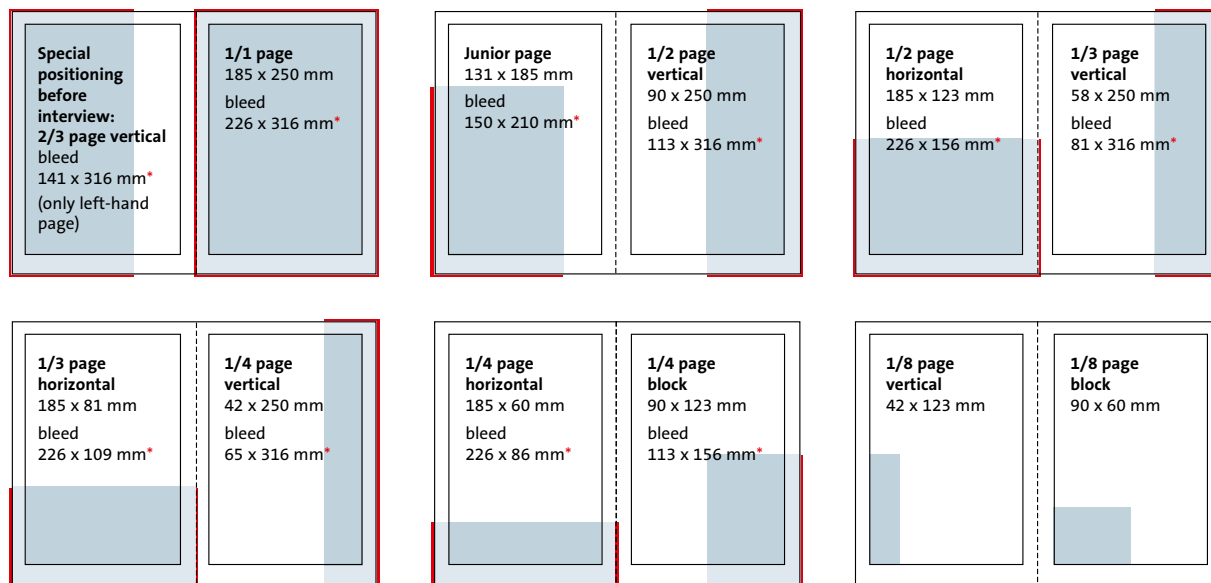
BIC: HYVEDEMMXXX



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— *Bleed formats quoted include 3 mm trim allowances

■ Type area formats ■ Bleed formats



Delivery of bound inserts:

Width: 220 mm
+ 4 mm trim inside
+ 3 mm trim outside

Height: 310 mm
+ 3 mm trim top
+ 3 mm trim bottom

Magazine format: width 220 mm, height 310 mm



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-
- 1 Magazine format:** 220 mm wide, 310 mm high
Type area: 185 mm wide, 250 mm high
Number of columns: 2 columns
Column width: 90 mm
-
- 2 Printing process:** Offset
Binding method: Adhesive binding
-
- 3 Data delivery:** highlight-dispo@huethig.de
-
- 4 Data formats:** Delivery of data in PDF format, version 1.3 (PDF/X-1a), created with Acrobat Distiller from version 4.0 and with screen-modulated proof. Image data high resolution at least 300 dpi, resolution for 60 screen, color model always CMYK (never RGB or LAB elements). Bitmap (barcode scans) should have a resolution of at least 800 dpi. The format designed in the original sizes plus bleed margin and bleed markings.
-
- 5 Colors:** With digitally transmitted print templates for color adverts, a color proof with Fogra media wedge version 2.0 or 3.0 and a proof or test report (= certificate) is also to be supplied by the customer. The customer shall otherwise not be entitled to compensation in the event of any color variations which may occur.
-
- 6 Proof:** According to FOGRA standard. With FOGRA media wedge 2.0 or 3.0 as per standard, PSO_LWC_Improved_eci.icc for content generally paper type 3 FOGRA 45L – as per standard, ISOcoated_v2_eci.icc for sleeve generally paper type 2 FOGRA 39L – as per standard.
-
- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.
-
- 8 Warranty:**
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on print paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication of the relevant printed material. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from business customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

-
- 9 Contact:** Angelika Scheffler
Advertisement processing
Tel.: +49 6221 489-392
highlight-dispo@huethig.de

Lux Select – new concept for you and your communication

We help you reach the target audiences that make decisions regarding the lighting concepts and luminaires used in their projects: We provide direct access to lighting designers, architects, interior designers, building owners and investors. The new Lux Select offers the information and inspiration you need to make good lighting decisions.

Markets

This section is all about what is key in the day-to-day work of readers. In trend articles, we show what moves the overall market. With easy-to-use introductions of your new products, readers will learn how they can take advantage of these trends in their own projects.

Brands

Not all luminaires are the same: Your brand is special. We offer company profiles and explain how your history, production facilities or your product portfolio can assist designers and building owners.

Movers and shakers

The bright minds behind luminaires and lighting concepts. Share your vision with the market and show how you are tackling today's challenges. In interviews with our editorial team, you can tell readers what they can expect from you.

In order to emphasise the practical value of Lux Select, we are integrating our **Lightguide address list**: An easily accessible overview allows readers to quickly find their industry partners. You can highlight your company listing with your logo in Lux Select. At the same time, you will also be given a premium listing in our online company directory that offers users additional information and links.



Make your presence known in the new Lux Select!

Individual elements you can choose from

Company profile	Format 1/1 page or 2/1 page
Product presentation	Format 1/1 page or 1/2 page
Exclusive interview	Format 1/1 page or 2/1 page

Creativity and a layout tailored to your marketing strategy

Consisting of the aforementioned elements, put together an individual package that meets your needs.

BASIC Package:	2 pages	€ 3,965.–
COMPACT Package:	3 pages	€ 4,235.–
PLUS Package:	4 pages	€ 4,520.–
SUCCESS Package:	5 pages	€ 4,795.–



Deadline:
October 13, 2023
Publication date:
November 14, 2023

Round off your company's presence with a logo booster

- in the printed address list of the new Lux Select and
 - a premium placement in the digital company database at highlight-web.de
- Price: € 995.–**

	Premium
Your company profile will appear in the results for relevant searches	✓
E-mail contact	✓
Address information	✓
Manage your product portfolio, product groups and social media channels	✓
Phone and fax numbers	✓
Link to your website	✓
Company logo	✓
Profile picture	✓
Online statistics	✓
Highlighted among search results	✓
Company logo in appropriate market overviews	✓
Image gallery	✓
Company portrait	✓
Link to sales offices or branches	✓
Additional information as file	✓
Integrate company videos	✓



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LIGHTGUIDE Euroshop Trade Fair Guide

Our LIGHTGUIDE trade fair guide is once again published ahead of the Euroshop trade fair, which plays an important role for the lighting segment. The handy booklet comes in a DIN-A5 format and contains hall plans as well as exhibitor lists and makes it easy to get around the trade fair. The trade fair guide is also available online (www.highlight-web.de) as a PDF file.

The LIGHTGUIDE includes the light-related Euroshop exhibitors and it will be added to the HIGHLIGHT issue 1-2/2023 free of charge – with plenty of time ahead of Euroshop. This provides it with a large reach among the target audience as soon as it is published. Additional copies will be made available as PDF files on various online platforms and printed copies can be requested from the publisher.

Ads in the LIGHTGUIDE attract a lot of attention on-site at the trade fair (see overview below, specific formats will be announced when the order is placed). In addition to image ads, an eye-catching logo can also be placed next to the entry in the list of exhibitors of the respective hall.

Format: DIN A5, approx. 16 pages

Circulation: 9,000

Advertising deadline: January 13, 2023

Advertising prices for LIGHTGUIDE Euroshop:

Format	b/w	4c
1/1 page	€ 5,290.–	€ 5,290.–
1/2 page	€ 3,475.–	€ 3,475.–
Logo	€ 435.–	€ 655.–

All prices in Euros without applicable VAT



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1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue*
(July 1, 2021 - June 30, 2022)

Print run:	9,000	of which abroad:	of which e-paper:
Numbers of copies actually distributed:	9,466	216	751
Copies sold:	1,493	79	748
– subscribed copies:	748		3
– member copies:	288		0
– paid content access privileges through subscription:*	1,493		
– other sales:	745		745
– single copy sales:	0		
Free copies:	7,973		3
Residual, archive and specimen copies:	285		

3 Geographical distribution analysis:

Economic area:	Proportion of copies actually distributed	
	%	Copies
Germany	97.7	9,250
Abroad	2.3	216
Actually distributed copies	100.0	9,466

* contains all copies published in the reporting period

Distribution based on federal states:	Proportion of copies actually distributed	
	%	Copies
Baden-Wuerttemberg	13.9	1,286
Bavaria	17.6	1,628
Berlin, Brandenburg, Mecklenburg-Western Pomerania	6.8	629
Bremen, Hamburg, Schleswig-Holstein	5.8	537
Hesse	9.9	916
Lower Saxony	8.4	777
North-Rhine Westphalia	26.9	2,488
Rhineland-Palatinate	4.2	388
Saarland	1.2	111
Saxony, Saxony-Anhalt	3.6	333
Thuringia	1.7	157
Actually distributed copies	100.0	9,250

Breakdown of circulation abroad**	Proportion of copies actually distributed	
	%	Copies
Austria	25.2	54
Switzerland	26.8	58
Other	48.0	104
Actually distributed copies	100.0	216

** publisher's claim

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Recipient groups*	Proportion of copies actually distributed	
	%	Copies
Architects, interior designers, electrical/lighting designers, shopfitters	79.5	7,525
Lamps, lighting industry	7.3	691
Lighting retail	8.1	767
Lighting wholesale	3.9	369
High-end furnisher dealers	1.2	114
Actually distributed copies	100.0	9,466

* Publisher's claim

lighting-jobs.de – search for and find staff!

The www.lighting-jobs.de job exchange is the leading specialist jobs website for the lighting sector. We have been successfully working for the industry since 2008.

Job advertisements can easily be ordered on lightingJOBS – predefined standard layouts are available. CI-based adverts can be placed which are ideal for search engine processing.

The same applies for job searches. Box number options are available in both cases.

The optimized job advert contains links to social media, adapted titles and page names and the relevant keywords, making it optimally readable by search engines, such as Google!

Your advert will be displayed and circulated on lighting-jobs.de, highlight-web.de and elektro.net. The job adverts will also be circulated in the HIGHLIGHT newsletter.

For collective adverts containing several positions, there is a surcharge of € 300.– per position.

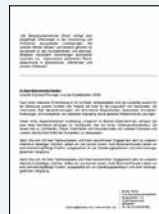
The combination of web and print advert in HIGHLIGHT can increase the effectiveness of job searches. We also offer an additional combi-discount of 10 % each.

All prices in Euros without applicable VAT

lighting JOBS

Die Jobbörse der Lichtbranche

Price per advert, duration 8 weeks each:



Basic: € 520.–

The easy and quick way to produce your advert in the fixed standard layout without a logo, box number can be booked as an option (€ 50.–).



Business: € 730.–

in the predefined business layout with company logo (110 x 60 pixels).



CI advert: € 1,100.–

The premium entry based on your PDF template with logo – 1:1 web implementation



Issue	01-02/2023	03-04/2023	05-06/2023	07-08/2023	09-10/2023	11-12/2023
Publication date:	February 14, 2023	April 18, 2023	June 13, 2023	August 22, 2023	October 17, 2023	December 12, 2023
Advertising deadline:	January 17, 2023	March 17, 2023	May 11, 2023	July 24, 2023	September 18, 2023	November 14, 2023
Editorial deadline:	December 21, 2022	February 28, 2023	April 21, 2023	July 5, 2023	August 30, 2023	October 24, 2023
Trade fairs	Euroshop February 26 - March 2, 2023, Düsseldorf Salone del Mobile/ Euroluca April 18-23, 2023, Milan	imm cologne 2024 June 4-7, 2023, Cologne GILE – Guangzhou International Lighting Exhibition June 9-12, 2023, Guangzhou/China		IFA September 2023, Berlin		
Topics	Shop lighting Trends in retail lighting	Public spaces in interiors Appealing design of foyers and traffic areas	Education Proper lighting in schools and universities	Museum lighting Light for art and exhibits	Office lighting Designing appealing workplaces in compliance with relevant standards	Light for living spaces Smart and beautiful
	Sustainability in retail What contribution can the lighting industry make to stationary retail?	Lighting in railways and railway stations Planning approaches in local and long-distance public transportation	Economic development What effect do industry investments and concentration have?	Exterior lighting Streets and squares	New office lights Are there revolutionary approaches for the well-known topic?	AAL – Ambient Assisted Living Solutions for technology- supported assisted living
	Hygiene Experiences with UVC in different commercial projects	Statistics and numbers Where does the statistical information in the industry come from?	Rail systems/profile systems Linear lighting in planning	Dark Sky Light in tune with nature	Insurances Basics and offers for insurances in planning offices	Luminaire of the year Documentation of the 2023 award winners
Special topics	SPECIAL Digitisation in retail Light as an aide in digital change	SPECIAL Light in hotels Using good design for customer retention and more revenue	SPECIAL DER DEUTSCHE LICHTDESIGN-PREIS (The German Prize for Lighting Design) Documentation of the winners	SPECIAL HCL – Human Centric Lighting Update on the mega trend	SPECIAL Smart Home What do Matter & Co. have to offer?	SPECIAL Industrial lighting Sensibly saving energy
HIGHLIGHT Technology	Sensors in the shop Sensibly and legally obtaining data for analysis	Horticultural lighting Current trends and their implementation	UVC Hygiene concepts for a safe education.	Smart City Current lighting news related to urban development	Bluetooth Usage in the lighting industry	Emergency and safety lighting Current information on the topic

••• Always featured in the publication: Interviews with the leading figures in the industry, profiles and the latest on lighting design ••• Now in each issue: HIGHLIGHT Technology with LED technology reports and trends •••

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highlight-web.de

- 1 Web address (URL):** www.highlight-web.de
- 2 Profile in brief:**

HIGHLIGHT-WEB is the website of the trade magazine HIGHLIGHT. HIGHLIGHT-WEB provides additional information supplementing the print edition. Through links with websites in the industry, HIGHLIGHT-WEB provides all key information in one place. As well as general advertising space in the header or sidebar, thematic advertising space is also available in the news area. Special forms of advertising are possible upon agreement.

Daily news, product and company database, market overviews, background reports, job openings and topical newsletter more than 6,000 subscribers.
- 3 Target group:**

Investment decision-makers in lighting design, architecture and interior design as well as the lighting trade. Manufacturers of lighting and components are reached as well as wholesalers and shopfitters.
- 4 Publisher:** Hüthig GmbH
- 5 Editorial contact partner:** Markus Helle, Editor-in-chief
Tel.: +49 2952 97 59 200
E-mail: markus.helle@huethig.de
- 6 Online advertising contact partner:** Bettina Landwehr,
Head of Sales Hüthig Elektromedien
Tel.: +49 89 2183-8988
E-mail: bettina.landwehr@huethig.de
- 7 Data delivery:** Angelika Scheffler
Tel.: +49 6221 489-392
E-mail: highlight-dispo@huethig.de
- 8 External ad server used:** Google Ad Manager from Google

Facts

Traffic

- 17,580 visits/month¹
- 24,136 page views/month¹
- more than 6,000 newsletter subscribers

Content

- Specialist articles
- Product reports
- News
- Interviews
- Videos

Topic areas

- News
- Design
- Projects
- Economy
- Technology
- Scene
- Jobs
- Events

highlight-web.de
is IVW certified

¹ Source: IVW, average 7/2021 - 6/2022

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Business Directory

Also take advantages of online placements: Showcase your business with a company entry seen by your industry. An entry in our business directory ensures a constant presence when your customers are conducting research. All company entries can be updated and amended by you at any time.

	Standard	Plus	Premium
Your company profile is displayed as a relevant search result	✓	✓	✓
E-mail contact	✓	✓	✓
Address information	✓	✓	✓
Manage your product portfolio, product groups and social media channels		✓	✓
Phone and fax numbers		✓	✓
Link to your website		✓	✓
Company logo		✓	✓
Profile picture		✓	✓
Online statistics		✓	✓
Highlighted among search results		✓	✓
Company logo in appropriate market overviews		✓	✓
Image gallery			✓
Company portrait			✓
Link to sales offices or branches			✓
Additional information as file			✓
Integrate company videos			✓
Price / year	free	€ 380.–	€ 540.–

All prices in Euros without applicable VAT

The screenshot shows a detailed company profile for Casambi Technologies on the Highlight website. The profile includes a header with the company logo and name, a detailed firm description in German, and various service and product descriptions. The page layout is clean and professional, with a blue and white color scheme.

1 Rates and Advertising Formats

Type of Ad Website	Format	Bookable Channels	Price in Euros per month/issue
Fireplace Ad	Leaderboard: 980 x 90 pixels + Skyscraper (left and right): 120 x 900 pixels	total rotation	3,080.–
Billboard Ad	800 x 250 pixels	total rotation	3,080.–
Superbanner (=Big-size-Banner)	728 x 90 pixels	total rotation	955.–
Full-size-Banner	468 x 60 pixels	total rotation	485.–
Half-size-Banner	234 x 60 pixels	total rotation	325.–
Wide Skyscraper	160 x 600 pixels	total rotation	830.–
Skyscraper	120 x 600 pixels	total rotation	915.–
Sticky-Sitebar	200 x 600 pixels	total rotation	990.–
Content Ad	300 x 250 pixels	total rotation	1,030.–
Rectangle	300 x 250 pixels	total rotation	980.–
Halfpage Ad	300 x 600 pixels	total rotation	990.–
Wallpaper	728 x 90 and max. 120 x 900 pixels	total rotation	1,325.–
Partner site button	300 x 120 pixels	total rotation	570.–
Sponsoring button	870 x 30 pixels	total rotation	1,255.–

Type of Ad Website	Format	Bookable Channels	Price in Euros per month/issue
Whitepaper	as agreed	Whitepaper, Sidebar	3,280.–

Job Vacancy Ad	Format	Bookable Channels	Price in Euros per 8 weeks
Job Vacancy Ad	see page 11	Job Market	from € 520.–

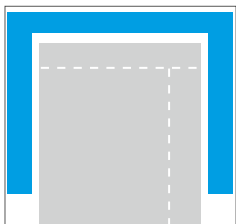
Type of Ad Business Directory	Format	Bookable Channels	Price in Euros per month/issue
Company entry/Standard	see page 15	Manufacturer Database	free of charge
Company entry/Plus mit Logo	see page 15	Manufacturer Database	380.– per year
Company entry/Premium with logo	see page 15	Manufacturer Database	540.– per year

Type of Ad Newsletter	Format	Bookable Channels	Price in Euros per issue
Power Banner	300 x 140 pixels	Newsletter	415.–
Rectangle	300 x 250 pixels	Newsletter	545.–
Content Banner	650 x 150 pixels	Newsletter	450.–
Text Ad	image: 190 x 100 pixels, text max. 330 characters	Newsletter	545.–
Standalone Newsletter		Exclusive booking	1,685.–

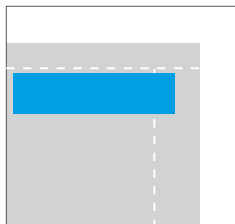
All prices in Euros without applicable VAT

1 Banner formats

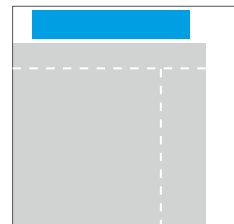
You can book a range of different banner formats on highlight-web.de. Whether it is an animated gif or an HTML5 banner – the choice is yours. The banner formats are displayed in full rotation with a maximum of two further advertising partners. Invoicing for your campaign is based on the monthly fixed price.



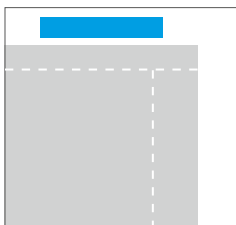
Fireplace Ad
Format: 980 x 90 pixels
(Leaderboard) and
120 x 600 pixels (Skyscraper,
left and right)
Price/month: € 3,080.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



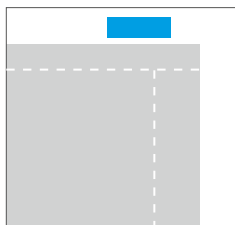
Billboard Ad
Format: 800 x 250 pixels
Price/month: € 3,080.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



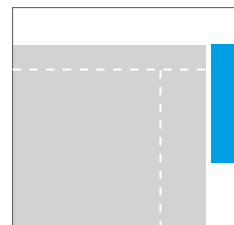
Superbanner
Format: 728 x 90 pixels
Price/month: € 955.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



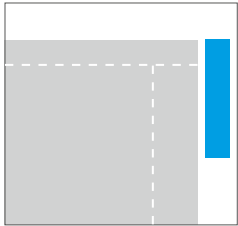
Full-size-Banner
Format: 468 x 60 pixels
Price/month: € 485.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



Half-size-Banner
Format: 234 x 60 pixels
Price/month: € 325.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB

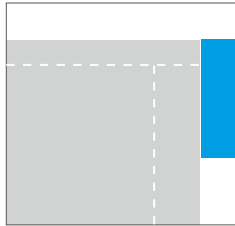


Wide Skyscraper
Format: 160 x 600 pixels
Price/month: € 915.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



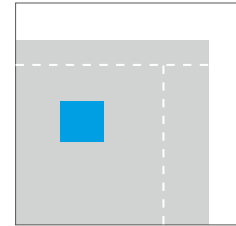
Skyscraper

Format: 120 x 600 pixels
Price/month: € 830.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



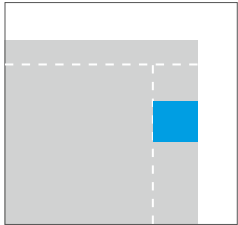
Sticky-Sitebar

Format: 200 x 600 pixels
Price/month: € 990.–
File type: HTML5/redirect-code
File size: max. 150 KB



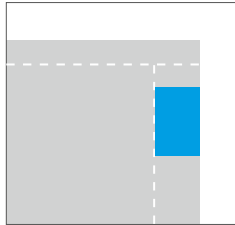
Content Ad

Format: 300 x 250 pixels
Price/month: € 1,030.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



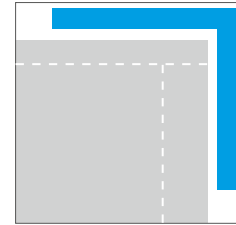
Rectangle

Format: 300 x 250 pixels
Price/month: € 980.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



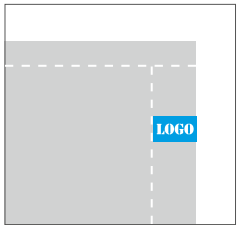
Halfpage Ad

Format: 300 x 600 pixels
Price/month: € 990.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



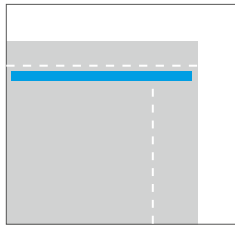
Wallpaper

Format: 728 x 90 pixels and
max. 120 x 900 pixels
Price/month: € 1,325.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



Partner site button

Format: 300 x 120 pixels
Price/month: € 570.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



Sponsoring button

Format: 870 x 30 pixels
Price/month: € 1,255.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

- 1 Name:** highlight-web.de newsletter
- 2 Profile in brief:**
Our newsletter is sent to more than 6,000 subscribers on Thursdays on even calendar weeks. As well as the latest news, new product presentations and specialist editorial articles are also featured.
- 3 Target group:**
Opinion leaders and decision-makers in the lighting sector.
- 4 Frequency of publication:** every week
- 5 Editorial contact partner:** Markus Helle, Editor-in-chief
Tel.: +49 2952 97 59 200
E-mail: markus.helle@huethig.de
- 6 Online advertising contact partner:** Bettina Landwehr,
Head of Sales Hüthig Elektromedien
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E-mail: bettina.landwehr@huethig.de
- 7 Data delivery:** Angelika Scheffler
Tel.: +49 6221 489-392
E-mail: highlight-dispo@huethig.de



Power Banner

Format: 300 x 140 pixels
Price / issue: € 415,-
File type: gif, jpg, png

Rectangle

Format: 300 x 250 pixels
Price / issue: € 545,-
File type: gif*, jpg, png

Text Ad (image + text)

Format image: 190 x 100 pixels
Text: max. 330 characters
Price / issue: € 545,-
File type: separate image file, text as Word file

Content-Banner

Format: 650 x 150 pixels
Price / issue: € 450,-
File type: gif*, jpg, png

* Note: Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros without applicable VAT

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

Stand-alone Newsletter

You can send a stand-alone newsletter to all registered subscribers. The newsletter will be sent out bearing the name and design of your company (imprint required) and contain exclusively your content. The stand-alone newsletter can link to additional information on your company website or to a customer integration within highlight-web.de.

Frequency of publication:

The frequency of the stand-alone newsletter is strictly limited. You can receive detailed information upon request.

Format:

660 pixels

File type: HTML (inline CSS) or separately as text and image (jpg, png, gif)

Number of characters: +/- 3,000

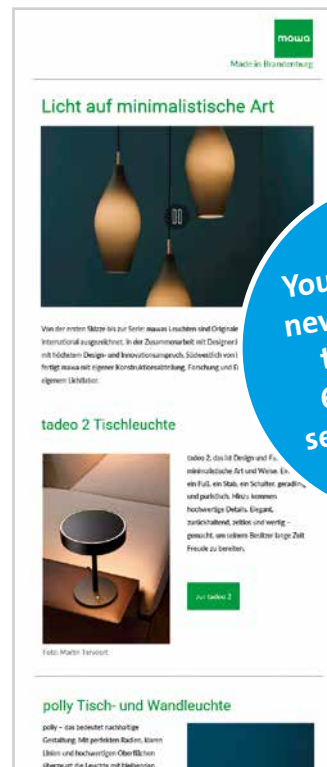
Number of graphics: max. 5

Number of links: max. 5

Imprint with managing director

Price: € 1,685.- / issue

All prices in Euros without applicable VAT



Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

Sponsored posts

A sponsored post is a sponsored piece of advertising on **highlight-web.de** that takes the form of a marked news article. It flows through the entire **highlight-web.de** news stream on the homepage and on a channel chosen by the client, where it is archived for at least a year. Content can be freely designed in terms of its text and image elements.

Sponsored posts are also placed as the third article on the **highlight-web.de** homepage for a week, where they are highlighted in gray. The following channels are available to choose from: Design, Projects, Business, Technology, Scene.

The frequency of this form of advertising is very limited, as no more than one sponsored post is published every week.

Format: HTML content page, content supplied as a Word document.
Maximum five images as png or jpg files.

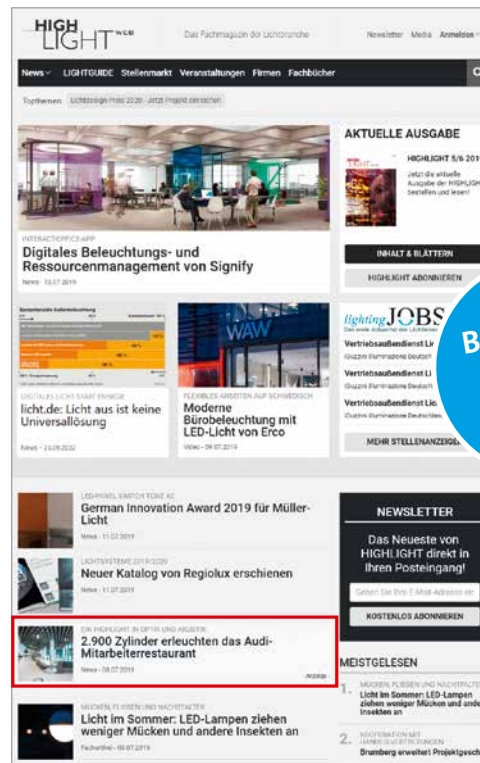
Price: € 785.–

You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel/ sub-channel
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest)
- Text, including links (recommendation: no more than two DIN A4 pages)
- Optional: A maximum of 5 images (jpg, png, gif)
- It is also possible to integrate a video – price for a sponsored post including video: € 1,465.–

All prices are in euros and exclude statutory VAT (sales tax).

*Integrated on the homepage for a week; archived for at least a year



Boost your
Google
ranking!

Your contacts

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General Terms and Conditions

Our general terms and conditions are viewable here: www.huethig.de/agb