

# MEDIA KIT

2023



## PRINT + ONLINE

Magazine Profile	2
New concept – to your benefit	3
Prices, types of advertisements and deadlines	4
HIGHLIGHT	5
Distribution Analysis / Recipient Structure Analysis	6
Contact	7/8

Advertisements: Hühlig GmbH, Hultschiner Straße 8, D-81677 München, Phone +49 89 2183-8988, Fax +49 89 2183-8989, Internet: [www.lux-select.de](http://www.lux-select.de)

## Profile in brief:

Lux Select continues to be a must-read for the lighting industry:

We introduce new lighting products as well as the technological trends and the movers and shakers behind them. We explain what the new products can do and how they can be included in the planning of good lighting. All of this can be found in an annual guide that keeps readers up-to-date and allows them to always have access to relevant information.

In a clearly arranged trends section, we show what drives the lighting and building technology markets. We also present luminaires and lighting systems for current projects.

The second part of Lux Select showcases the lighting industry's most important providers. We report on traditional companies and start-ups, as well as developments and success stories. All of this to provide our readers with the background they need on who is currently lighting the way.

In the third part of Lux Select, we profile the movers and shakers behind lights and lighting trends: In interviews, they talk about their views on market developments and the future of light.

---

**Print run:** 10,000 copies

---

**Catalog format:** 210 mm wide, 297 mm high

## Printing and binding method, print copy:

Offset printing, adhesive binding.

Print copy only in digital format; PDF files preferred.

Transfer via e-mail: [highlight@huethig.de](mailto:highlight@huethig.de)

---

**Frequency of publication:** Once a year

## Publishing company:

Hühlig GmbH

Managing Director: Moritz Warth

Publishing Director: Rainer Simon

Company address: Im Weiher 10, D-69121 Heidelberg

Tel.: +49 6221 489-384

Fax: +49 6221 489-443

Internet: [www.lux-select.de](http://www.lux-select.de)

## Advertisements:

Address: Hultschiner Straße 8, D-81677 Munich

Contact: Bettina Landwehr (Head of Sales Hühlig Elektro Medien)

Tel.: +49 89 2183-8988

E-mail: [bettina.landwehr@huethig.de](mailto:bettina.landwehr@huethig.de)

Theresa Schwarzenbach (Assistant Sales)

Tel.: +49 (0) 89 2183-8987

E-mail: [theresa.schwarzenbach@huethig.de](mailto:theresa.schwarzenbach@huethig.de)

---

## Editorial Department:

Address: Braugasse 2, D-59602 Rүthen

Contact: Markus Helle, Editor-in-chief

Tel.: +49 2952 9759-200

E-mail: [markus.helle@huethig.de](mailto:markus.helle@huethig.de)

---

## Terms of payment:

Net within 30 days of invoice date, 2% discount with prepayment or direct debit

---

## Bank account:

HypoVereinsbank

Account no.: 157 644 60, Bank code: 700 202 70

IBAN: DE66 7002 0270 0015 7644 60, BIC: HYVEDEMMXXX

## 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.



Advertisements: Hühlig GmbH, Hultschiner Straße 8, D-81677 München, Phone +49 89 2183-8988, Fax +49 89 2183-8989, Internet: www.lux-select.de

## 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.

<b>BASIC Package:</b>	2 pages	€ 3,965.–
<b>COMPACT Package:</b>	3 pages	€ 4,235.–
<b>PLUS Package:</b>	4 pages	€ 4,520.–
<b>SUCCESS Package:</b>	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	✓



All prices in Euros without applicable VAT

Advertisements: Hühlig GmbH, Hultschiner Straße 8, D-81677 München, Phone +49 89 2183-8988, Fax +49 89 2183-8989, Internet: [www.lux-select.de](http://www.lux-select.de)

## HIGHLIGHT – The specialist magazine for the lighting industry

We would like to present our specialist magazine HIGHLIGHT, which is published periodically, as an ideal way of complementing your presence in the Lux Select catalog.

### Profile in brief:

HIGHLIGHT provides a broad, cross-media platform for communication with the lighting industry consisting of the specialist publication HIGHLIGHT, the related HIGHLIGHT-WEB website and the LightingJOBS job exchange. HIGHLIGHT, the specialist magazine for the lighting industry allows you to reach around 10,000 decision-makers six times a year. HIGHLIGHT is specifically intended for architects, interior designers, lighting and electrical designers, consultants and planners in the trade and industry – in other words, the key players in the lighting market. With a high-quality graphic appearance, HIGHLIGHT appeals especially to the demanding target group of architects and therefore conveys information on lighting with great accuracy.

### Optimal networking:

At [www.highlight-web.de](http://www.highlight-web.de) you will find the latest information and the manufacturer directory LIGHTGUIDE – which is linked to [www.lighting-jobs.de](http://www.lighting-jobs.de), the job exchange for the lighting sector.

### Target group:

Investment decision-makers in the fields of light planning, architecture and interior design as well as the specialist lighting trade. This allows you to reach the manufacturers of lighting and components as well as wholesalers and shopfitters.

**Frequency of publication:** every two months

**Publication format:** 220 x 310 mm

**No. of annual issues:** 34<sup>th</sup> annual issue in 2023

We look forward to meeting you and would be pleased to present a proposal on an effective solution for you:

Bettina Landwehr (Head of Sales)

Tel.: +49 89 2183-8988, [bettina.landwehr@huethig.de](mailto:bettina.landwehr@huethig.de)

Markus Helle (Editor-in-chief)

Tel.: +49 2952 9759-200, [markus.helle@huethig.de](mailto:markus.helle@huethig.de)

 You can also find us on Xing



Visit our website  
[highlight-web.de](http://highlight-web.de)  
and our jobs exchange  
[lighting-jobs.de](http://lighting-jobs.de)

Distribution by Nielsen region:	Share of total actual circulation	
	%	Copies
Baden-Wuerttemberg	15.1	1,457
Bavaria	16.1	1,554
Berlin, Brandenburg, Mecklenburg-Vorpommern	12.1	1,185
Bremen, Hamburg, Schleswig-Holstein	9.1	865
Hesse	8.3	816
Lower Saxony	7.3	729
North Rhine-Westphalia	21.5	2,079
Rhineland-Palatinate	3.3	321
Saarland	0.6	58
Saxony, Saxony-Anhalt	4.5	447
Thuringia	2.1	204
<b>Total actual domestic circulation (TAC)</b>	<b>100.0</b>	<b>9,715</b>

Groups of recipients:*	Share of total actual circulation	
	%	Copies
Architects, interior designers, electrical / lighting planners, shopfitters	67.0	6,509
Engineering firms, specialist planners	25.0	2,428
Others, e.g. electrical installation, public administration, lighting industry, specialist lighting retailers, trade fairs, and universities	5.0	292
Builders and investors	3.0	292
<b>Total actual domestic circulation (TAC)</b>	<b>100.0</b>	<b>9,715</b>

\*Figures from the publishing house

## Your contacts at home and abroad

### **PUBLISHER**

Hüthig GmbH  
Im Weiher 10  
D-69121 Heidelberg  
Internet: [www.huethig.de](http://www.huethig.de)

### **Address Advertisements:**

Hüthig GmbH  
Hultschiner Str. 8  
D-81677 München  
Internet: [www.lux-select.de](http://www.lux-select.de)

### **Address Editorial Department:**

Hüthig GmbH  
Braigasse 2  
D-59602 Rüthen

### **EDITORIAL DEPARTMENT**

**Editor-in-chief:**  
**Markus Helle**  
Tel.: +49 2952 9759-200  
[markus.helle@huethig.de](mailto:markus.helle@huethig.de)

**Editorial Assistant  
and Catalog Service:**  
**Karin Bielemeier**  
Tel.: +49 2952 9759-203  
[karin.bielemeier@huethig.de](mailto:karin.bielemeier@huethig.de)

### **ADVERTISEMENTS**

**Head of Sales**  
**Hüthig Elektro Medien:**  
**Bettina Landwehr**  
Tel.: +49 89 2183-8988  
[bettina.landwehr@huethig.de](mailto:bettina.landwehr@huethig.de)

**Assistant Sales:**  
**Theresa Schwarzenbach**  
Tel.: +49 89 2183-8987  
[theresa.schwarzenbach@huethig.de](mailto:theresa.schwarzenbach@huethig.de)

**Advertisement Processing:**  
**Angelika Scheffler**  
Tel.: +49 6221 489-392  
[highlight-dispo@huethig.de](mailto:highlight-dispo@huethig.de)

**Sales:**  
**interpress gmbh**  
**Katja Hammelbeck**  
Ermatinger Str. 14  
CH-8268 Salenstein  
Tel. +41 71 55202-12  
Fax +41 71 55202-10  
[kh@interpress-media.ch](mailto:kh@interpress-media.ch)  
[katja.hammelbeck@huethig.de](mailto:katja.hammelbeck@huethig.de)

## Our Sales Team:



Bettina Landwehr  
Head of Sales Hüthig Elektromedien  
+49 (0) 89 2183-8988  
bettina.landwehr@huethig.de



Theresa Schwarzenbach  
Assistant Sales  
+49 (0) 89 2183-8987  
theresa.schwarzenbach@huethig.de



Katja Hammelbeck  
Sales  
+41 71 55202-12  
kh@interpress-media.ch

## Our Editorial Team:



Markus Helle  
Editor-in-chief  
+49 (0) 2952 9759-200  
markus.helle@huethig.de



Karin Bielemeier  
Editorial Assistant  
and Catalog Service  
+49 (0) 2952 9759-203  
karin.bielemeier@huethig.de

### General Terms and Conditions:

Our general Terms and Conditions are viewable here: [www.huethig.de/agb](http://www.huethig.de/agb)