

MEDIA KIT 2022



PRINT + ONLINE

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successful media for experts

Media Group  Süddeutscher Verlag



2022

MEDIA KIT

Magazine Profile

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

Profile in brief:

Lux Select provides planners with an overview of the lighting market which has become increasingly important with the technological shift to LED. In addition to the print version published once a year, Lux Select is also available in digital format as a PDF and an online browsing version with its own website. As well as information on lights and lighting, Lux Select provides a catalog service which allows users to quickly and easily access information produced by manufacturers.

Print run: 13,000 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: dispo@huethig.de

Frequency of publication: Once a year

Publishing company:

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Net within 30 days of invoice date,
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IBAN: DE66 7002 0270 0015 7644 60
BIC: HYVEDEMMXXX

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BASIC PACKAGE

- 3 product placements of 1/3 DIN A4 page
- 1 project solution of 1/1 DIN A4 page
- Lux Select link/QR code flat rate
- Catalog service 2022

€ 3,965.–



COMPACT PACKAGE

- 3 product placements each 1/3 DIN A4 page
- 1 project solution of 1/1 DIN A4 page
- 1 manufacturer profile of 1/3 DIN A4 page (optional 1/3 product placement)
- Lux Select link/QR code flat rate
- Catalog service 2022

€ 4,235.–



PLUS PACKAGE

- 3 product placements each 1/2 DIN A4 page
- 1 project solution of 1/1 DIN A4 page
- 1 manufacturer profile of 1/3 DIN A4 page (optional 1/3 product placement)
- Lux Select link/QR code flat rate
- Catalog service 2022

€ 4,520.–

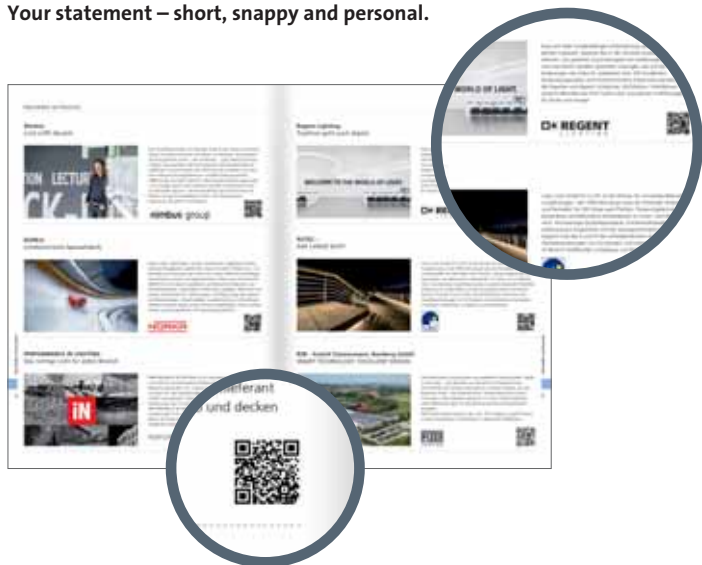


All prices including 4c printing and catalog service, plus VAT.

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Manufacturer profile:

Your statement – short, snappy and personal.



Adopt a personal approach. In the “**Manufacturer profile**” section highlight what’s special about your company using words and images. You can direct readers to your homepage using QR codes, make a statement or simply get your message across to architects and planners. We provide you with the opportunity to do so in the Lux Select edition 2022.

Individual bookings

	Format	Price in €
1 product placement	1/3 DIN A4 page	1,780.–
1 product placement	1/2 DIN A4 page	2,125.–
1 product placement	1/1 DIN A4 page	3,440.–
1 product placement	2/1 DIN A4 page	4,585.–
1 project solution	1/1 DIN A4 page	3,440.–
1 project solution	2/1 DIN A4 page	4,585.–
Manufacturer profile Not bookable without products/projects.	1/3 DIN A4 page	1,140.–
Link/QR code flat-rate Optional for your projects and products.		455.–
Placement on the cover page according to design		4,990.–

Only one format per booking possible.
Special solutions and individual formats on request

Sections

Project solutions / Pendants / Standing and table lighting / Lighting systems / Lighting modules / Recessed lighting / Surface-mounted lighting / Wall lighting / Spotlights / Light fields / Mirror projectors / Outside lighting / Lamps / Lighting control / Security lighting / Daylight systems

Deadline: May 6, 2022
Publication date: June 7, 2022

All prices including 4c printing and catalog service, plus VAT.



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HIGH LIGHT

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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 you will find the latest information and the manufacturer directory LIGHTGUIDE – which is linked to 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: 33rd annual issue in 2022

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

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You can also find us on Xing



Distribution by Nielsen region:	Share of total actual circulation	
	%	Copies
Baden-Württemberg	15.0	1,879
Bavaria	16.0	2,004
Berlin, Brandenburg, Mecklenburg-Vorpommern	12.2	1,528
Bremen, Hamburg, Schleswig-Holstein	8.9	1,115
Hesse	8.4	1,052
Lower Saxony	7.5	939
North Rhine-Westphalia	21.4	2,680
Rhineland-Palatinate	3.3	413
Saarland	0.6	75
Saxony, Saxony-Anhalt	4.6	576
Thuringia	2.1	263
Total actual domestic circulation (TAC)	100.0	12,524

Groups of recipients*	Share of total actual circulation	
	%	Copies
Architects, interior designers, electrical / lighting planners, shopfitters	70.0	8,774
Engineering firms, specialist planners	25.0	3,134
Others, e.g. electrical installation, public administration, lighting industry, spe- cialist lighting retailers, trade fairs, and universities	5.0	627
Total actual circulation (TAC)	100.0	12,535

*Figures from the publishing house

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GTCBs

Our general Terms and Conditions are viewable here: www.huethig.de/agb