An editorial technology section is part of each issue.
Title: HIGHLIGHT – the trade magazine for the lighting industry

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.

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.

Frequency of publication: every two months

Magazine format: 220 x 310 mm

issues/year: 32nd issue 2021

Purchase price of annual subscription:
domestic € 71.00 (incl. shipping costs and VAT)
foreign € 86.00 (incl. shipping costs and VAT)
Single copy price € 12.00 (incl. VAT plus shipping costs)

Organ: –

Memberships: Deutsche Fachpresse, IVW

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

Company address:

Editorial department address:
Braugasse 2, D-59602 Rüthen
Tel.: +49 2952 9759-200
Fax: +49 2952 9759-201

Advertising department address:
Hultschiner Str. 8, D-81677 Munich
Tel.: +49 89 2183-8988
Fax: +49 89 2183-8989

Internet: www.highlight-web.de

Publisher:
–

Advertisements:
Bettina Landwehr (Advertising Manager)

Editor:
Markus Helle (Editor-in-chief)

Volume analysis 2019 = 6 issues

Total volume: 472 pages = 100.00 %
Editorial section: 406 pages = 86.02 %
Advertising section: 66 pages = 13.98 %
of which publisher’s advertisements: 8 pages = 1.69 %
Supplements: 5

Content analysis editorial 2019 = 406 pages

By topics:

Light planning 95 pages = 23.39 %
Lighting design 73 pages = 17.98 %
Interviews, profiles 36 pages = 8.87 %
Business, trade fairs 83 pages = 20.44 %
Science and technology 70 pages = 17.24 %
Brief information, news 49 pages = 12.07 %

406 pages = 100.00 %
1 Advertising prices (for formats see page 4):
   All prices in € plus statutory VAT.

<table>
<thead>
<tr>
<th>Full prices for 4c advertisements*</th>
<th>4c price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>4,995.00</td>
</tr>
<tr>
<td>2/3 page (special position in front of interview)</td>
<td>3,810.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>3,055.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,750.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,060.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,785.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>1,320.00</td>
</tr>
</tbody>
</table>

*Details indicate full prices including color surcharge.

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 € 5,995.00
- Inside Front cover € 5,500.00
- Outside back cover € 5,500.00
- Binding positioning provisions: 10 % of basic price each

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:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacancies ads per mm (1-column, 90 mm wide)</td>
<td>5.60</td>
<td>see page 22</td>
</tr>
<tr>
<td>Job search ads per mm (1-column, 41 mm wide)</td>
<td>3.50</td>
<td>see page 22</td>
</tr>
<tr>
<td>Purchases/sales per mm (1-column, 41 mm wide)</td>
<td>5.60</td>
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<tr>
<td>Box number fee (1-column, 41 mm wide)</td>
<td>35.00</td>
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</tr>
</tbody>
</table>

5 Special forms of advertising: On request

**Bound inserts:** Delivered folded, untrimmed, without back stapling
- 2-page bound insert € 3,110.00
- 4-page bound insert € 6,115.00
Quantity supplied: 10,800 copies

**Supplements:**
(not eligible for discount and only for total circulation, quantity supplied: 10,800 copies)
- minimum format 105 x 148 mm, max. 210 mm wide x 297 mm high
- up to 25 g in weight € 2,995.00
- 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: 10,800 copies)
In combination with advertisement or bound insert € 1,225.00
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
*Bleed formats quoted include 3 mm trim allowances

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Bleed</th>
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</thead>
<tbody>
<tr>
<td>Special positioning before interview:</td>
<td>1/3 page horizontal</td>
<td>185 x 81 mm bleed 226 x 109 mm*</td>
</tr>
<tr>
<td></td>
<td>1/4 page horizontal</td>
<td>185 x 60 mm bleed 226 x 86 mm*</td>
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<tr>
<td></td>
<td>Junior page</td>
<td>131 x 185 mm bleed 150 x 210 mm*</td>
</tr>
<tr>
<td></td>
<td>1/2 page vertical</td>
<td>90 x 250 mm bleed 113 x 316 mm*</td>
</tr>
<tr>
<td></td>
<td>1/2 page horizontal</td>
<td>185 x 123 mm bleed 226 x 156 mm*</td>
</tr>
<tr>
<td></td>
<td>1/3 page vertical</td>
<td>58 x 250 mm bleed 81 x 316 mm*</td>
</tr>
<tr>
<td></td>
<td>1/4 page vertical</td>
<td>42 x 250 mm bleed 65 x 316 mm*</td>
</tr>
<tr>
<td></td>
<td>1/4 page block</td>
<td>90 x 123 mm bleed 113 x 156 mm*</td>
</tr>
<tr>
<td></td>
<td>1/8 page vertical</td>
<td>42 x 123 mm</td>
</tr>
<tr>
<td></td>
<td>1/8 page block</td>
<td>90 x 60 mm</td>
</tr>
</tbody>
</table>

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
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: 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
We would also like to take the opportunity to recommend our Lux Select catalog as an advertising medium with long-term impact. This ideally complements your advert in our trade fair magazine HIGHLIGHT.

Good lighting concepts make architecture look extraordinary. Architects and planners decide on the lighting in the space – by selecting openings for natural light and choosing artificial lighting. The Lux Select lighting compendium 2020 provides the target group with a comprehensive overview of lights and lighting for your ideas.

It contains information on the German light design prize, seminars, profiles of highly regarded manufacturers and lighting planners – clear, handy and informative.

Frequency of publication: Once a year
Print run: 13,000 copies
Publication date: June 29, 2021
Deadline: May 31, 2021

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

Bettina Landwehr (Head of Advertising)
Tel.: +49 89 2183-8988
E-mail: bettina.landwehr@huethig.de

Markus Helle (editor-in-chief)
Tel.: +49 2952 9759-200
E-mail: markus.helle@huethig.de

Also visit our website at lux-select.de
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 2021

€ 3,850.–

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 2021

€ 4,115.–

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 2021

€ 4,385.–

All prices including 4c printing and catalog service, plus VAT.
## Circulation and Distribution Analysis

### 1 Circulation monitoring:

**Print run:** 9,457

### 2 Circulation analysis:

**Numbers of copies actually distributed:** 9,162

- **Copies sold:**
  - subscribed copies: 883
  - other sales: 881
  - single copy sales: 1
  - paid content access privileges through subscription**: 883
- **Free copies:** 8,279
- **Residual, archive and specimen copies:** 295

**Print run:** 9,457

**Average annual number of copies per issue** *(July 1, 2019 - June 30, 2020)*

<table>
<thead>
<tr>
<th>Print run:</th>
<th>9,457</th>
</tr>
</thead>
<tbody>
<tr>
<td>Numbers of copies actually distributed:</td>
<td>9,162</td>
</tr>
<tr>
<td>of which abroad:</td>
<td>228</td>
</tr>
<tr>
<td>Copies sold:</td>
<td>883</td>
</tr>
<tr>
<td>of which abroad:</td>
<td>92</td>
</tr>
<tr>
<td>of which association member copies:</td>
<td>92</td>
</tr>
<tr>
<td>– other sales:</td>
<td>881</td>
</tr>
<tr>
<td>– single copy sales:</td>
<td>1</td>
</tr>
<tr>
<td>– paid content access privileges through subscription**:</td>
<td>883</td>
</tr>
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<td>Free copies:</td>
<td>8,279</td>
</tr>
<tr>
<td>Residual, archive and specimen copies:</td>
<td>295</td>
</tr>
</tbody>
</table>

### 3 Geographical distribution analysis:

**Economic area:**

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Proportion of copies actually distributed</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>97.5</td>
<td>8,934</td>
<td></td>
</tr>
<tr>
<td>Abroad</td>
<td>2.5</td>
<td>228</td>
<td></td>
</tr>
<tr>
<td><strong>Actually distributed copies</strong></td>
<td>100.0</td>
<td>9,162</td>
<td></td>
</tr>
</tbody>
</table>

**Breakdown of circulation abroad**

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Proportion of copies actually distributed</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>24.2</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>Switzerland</td>
<td>27.9</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>47.9</td>
<td>109</td>
<td></td>
</tr>
<tr>
<td><strong>Actually distributed copies</strong></td>
<td>100.0</td>
<td>228</td>
<td></td>
</tr>
</tbody>
</table>

* contains all copies published in the reporting period

** publisher’s claim
<table>
<thead>
<tr>
<th>Recipient groups*</th>
<th>Proportion of copies actually distributed</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architects, interior designers, electrical/lighting designers, shopfitters</td>
<td>79.0</td>
<td>7,238</td>
</tr>
<tr>
<td>Lamps, lighting industry</td>
<td>7.5</td>
<td>687</td>
</tr>
<tr>
<td>Lighting retail</td>
<td>8.0</td>
<td>733</td>
</tr>
<tr>
<td>Lighting wholesale</td>
<td>3.9</td>
<td>357</td>
</tr>
<tr>
<td>High-end furnisher dealers</td>
<td>1.6</td>
<td>147</td>
</tr>
<tr>
<td>Actually distributed copies</td>
<td>100.0</td>
<td>9,162</td>
</tr>
</tbody>
</table>

* Publisher’s claim
1. Validity, Exclusivity

For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, unless indicated otherwise in order confirmation or in a price list exchange agreement. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.

2. These General Terms and Conditions apply mutatis mutandis to supplements for supplements. Supplements shall only be accepted by the publisher, following submission of a sample and checking by the publisher.

2.1 General Advertising Terms

1. Advertising order as used in the General Terms and Conditions below shall mean a contract on the publication of one or several ads, third-party supplements or other advertising materials of an advertising company or other commercial advertiser in any advertising media (print/digital) for the purpose of advertising.

2. Orders for advertising material may be made by person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for errors or omissions that arise from the customer's misinterpretation of the advertising copy. The customer is responsible for the accuracy of the advertising material and for the completeness, correctness and legality of the advertising copy. Any claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is freed from the obligation to fulfill the order, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.

4. Upon the customer's due discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall conclusion of contract. This applies in particular if the customer's conditions contain terms or clauses that are to be interpreted as or may be interpreted as restrictions of the legal rights of the publisher.

2.2 Contractual Requirement

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices that differ from the price list for advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to complaints for the publication of further advertising material as of the date the advertisements are visible. The customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount.
**Improving success in sales and tapping new potential for revenue**

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within the German electrical/electronics industry and address more than 50,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher’s own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database

**Worry-free service from a single source**

- **Address list rental in a nutshell**: the right contacts for your message
- **More target groups**: we will research additional potential target groups for you
- **Full service from professionals**: we produce and dispatch millions of printed products every year
- **Delivery guarantee**: If you want, books returned as undeliverable can be used as credit for a future order

<table>
<thead>
<tr>
<th>Address list rental</th>
<th>Single use (price per use)</th>
<th>Used twice (price per use)</th>
<th>Used three times (price per use)</th>
<th>Annual rental (flat rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Database flat rate</td>
<td></td>
<td></td>
<td></td>
<td>€ 180.00</td>
</tr>
<tr>
<td>Company address + 1 contact</td>
<td>From € 0.24</td>
<td>From € 0.22</td>
<td>From € 0.19</td>
<td>From € 0.95</td>
</tr>
<tr>
<td>Minimum order value</td>
<td>€ 590.00 (including database/selection flat rate)</td>
<td></td>
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<tr>
<td>Minimum quantity</td>
<td>70% of delivered addresses (address matching)</td>
<td></td>
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</tbody>
</table>

All rental prices are per use; annual rental is flat rate and volume-dependent

Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

**Take a free trial NOW!**

We will determine the potential of your desired target group free of charge and without obligation.

Alexander Zöller  
Tel.: +49 8191 125-345  
alexander.zoeller@mi-connect.de
### Schedule and Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>01-02/2021</th>
<th>03-04/2021</th>
<th>05-06/2021</th>
<th>07-08/2021</th>
<th>LIGHTGUIDE ADDRESSES 2021</th>
<th>09-10/2021</th>
<th>11-12/2021</th>
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</thead>
<tbody>
<tr>
<td><strong>Trade fairs</strong></td>
<td></td>
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<tr>
<td>elektrotechnik</td>
<td>Feb. 17–19, 2021</td>
<td>Dortmund</td>
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<td>Euroluce</td>
<td>Apr. 13–18, 2021</td>
<td>Milan</td>
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<td>eltfa</td>
<td>Apr. 20–22, 2021</td>
<td>Stuttgart</td>
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<td>eltec</td>
<td>May 18–20, 2021</td>
<td>Nuremberg</td>
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<td>GILE – Guangzhou International Lighting Exhibition</td>
<td>June 9–12, 2021, Guangzhou/China</td>
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<td>IFA</td>
<td>Sept. 3–7, 2021, Berlin</td>
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<tr>
<td>Hong Kong Lighting Fair Autumn (HKLF)</td>
<td>Oct. 27–30, 2021, Hong Kong/China</td>
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<tr>
<td>imm cologne 2022</td>
<td>Jan. 18–24, 2022, Cologne</td>
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<tr>
<td><strong>Topics</strong></td>
<td></td>
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<tr>
<td><strong>Industrial lighting</strong></td>
<td>Intelligent concepts for better lighting in production and logistics</td>
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<tr>
<td><strong>Museum lighting</strong></td>
<td>The latest exhibition lighting projects and products</td>
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<tr>
<td><strong>Hotels and gastronomy</strong></td>
<td>Projects and trends for lighting in the hospitality sector</td>
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<tr>
<td><strong>Eduational buildings</strong></td>
<td>Religious and secular buildings and their lighting concepts</td>
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</tr>
<tr>
<td><strong>Lighting as a service</strong></td>
<td>How can lighting be used as a service in the industrial and commercial sectors?</td>
<td></td>
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</tr>
<tr>
<td><strong>Presentation in the retail sector</strong></td>
<td>How are the latest trends implemented during the construction of stores?</td>
<td></td>
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<tr>
<td><strong>Technology</strong></td>
<td>Getting light measured; service providers and laboratories</td>
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</tr>
<tr>
<td><strong>Technology</strong></td>
<td>Smart home – Linking light and household technology</td>
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<td><strong>Sensor systems</strong></td>
<td>Selecting and designing sensors</td>
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<tr>
<td><strong>Review</strong></td>
<td>Light from Euroluce</td>
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<td><strong>Design</strong></td>
<td>3D-printed lights – ready for the mass market?</td>
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<tr>
<td><strong>Exterior lighting</strong></td>
<td>Lighting for house and garden</td>
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<tr>
<td><strong>Office lighting</strong></td>
<td>Intelligent concepts and solutions for work in offices and in front of computer screens</td>
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<tr>
<td><strong>Light for living spaces</strong></td>
<td>Lighting of private spaces designed by experts</td>
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<tr>
<td><strong>Lighting of the year</strong></td>
<td>The candidates for the lighting of the year 2021 introduce themselves</td>
<td></td>
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<tr>
<td><strong>Review HKLF</strong></td>
<td>International trends from Hong Kong</td>
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<tr>
<td><strong>SPECIAL</strong></td>
<td>The circular economy</td>
<td>Recycling and reuse: Focusing on new concepts</td>
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<tr>
<td><strong>SPECIAL</strong></td>
<td>Light of the future</td>
<td>Where does the industry stand today and what does the future have in store?</td>
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<tr>
<td><strong>SPECIAL</strong></td>
<td>Human Centric Lighting</td>
<td>What is the state of affairs of this industry trend?</td>
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<tr>
<td><strong>SPECIAL</strong></td>
<td>The German Prize for Lighting Design Documentation of the winners</td>
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<tr>
<td><strong>SPECIAL</strong></td>
<td>Digitisation</td>
<td>Current status and an outlook on future trends</td>
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<tr>
<td><strong>HIGHLIGHT Technology</strong></td>
<td>Designed lights for streets and squares</td>
<td>Hygiene</td>
<td>Horticultural lighting</td>
<td>Smart City</td>
<td></td>
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<tr>
<td><strong>Exterior lighting</strong></td>
<td>How lighting contributes to disinfection</td>
<td>Developments in the field of lighting for plants and animals</td>
<td>Projects and technology for the city of the future</td>
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<tr>
<td><strong>Hygiene</strong></td>
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<td><strong>Horticultural lighting</strong></td>
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<tr>
<td><strong>Smart City</strong></td>
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<tr>
<td><strong>Emergency and safety lighting</strong></td>
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</tr>
</tbody>
</table>

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

---

**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 •••
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 with approx. 7,000 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:
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7 Data delivery:
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Tel.: +49 6221 489-248
E-mail: online-dispo@huethig.de

Facts

Traffic
• 25,731 visits/month¹
• 39,677 page views/month¹
• 6,900 newsletter subscribers

Content
• Specialist articles
• Product reports
• News
• Interviews
• Videos

Topic areas
• News
• Design
• Projects
• Economy
• Technology
• Scene
• Jobs
• Events

¹ Source: IVW 02/2020

highlight-web.de is IVW certified
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.

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Plus</th>
<th>Premium</th>
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</thead>
<tbody>
<tr>
<td>Your company profile is displayed as a relevant search result</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>E-mail contact</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Address information</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Manage your product portfolio, product groups and social media channels</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Phone and fax numbers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Link to your website</td>
<td>✔</td>
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<td>✔</td>
</tr>
<tr>
<td>Company logo</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Profile picture</td>
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<tr>
<td>Online statistics</td>
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<tr>
<td>Highlighted among search results</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Company logo in appropriate market overviews</td>
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<td>✔</td>
<td>✔</td>
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<td>Image gallery</td>
<td>✔</td>
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<tr>
<td>Company portrait</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Link to sales offices or branches</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Additional information as file</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Integrate company videos</td>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>Price / year</td>
<td>free</td>
<td>€ 340</td>
<td>€ 490</td>
</tr>
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All prices in Euros without applicable VAT
## 1 Rates and Advertising Formats

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Website Format</th>
<th>Bookable Channels</th>
<th>Price in Euros per month/issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fireplace Ad</td>
<td>Leaderboard: 980 x 90 pixels + Skyscraper (left and right): 160 x 900 pixels</td>
<td>total rotation</td>
<td>3,080.–</td>
</tr>
<tr>
<td>Billboard Ad</td>
<td>800 x 250 pixels</td>
<td>total rotation</td>
<td>2,795.–</td>
</tr>
<tr>
<td>Superbanner (=Big-size-Banner)</td>
<td>728 x 90 pixels</td>
<td>total rotation</td>
<td>865.–</td>
</tr>
<tr>
<td>Full-size-Banner</td>
<td>468 x 60 pixels</td>
<td>total rotation</td>
<td>440.–</td>
</tr>
<tr>
<td>Half-size-Banner</td>
<td>234 x 60 pixels</td>
<td>total rotation</td>
<td>295.–</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>total rotation</td>
<td>750.–</td>
</tr>
<tr>
<td>Sticky-Sitebar</td>
<td>200 x 600 pixels</td>
<td>total rotation</td>
<td>895.–</td>
</tr>
<tr>
<td>Content Ad</td>
<td>300 x 250 pixels</td>
<td>total rotation</td>
<td>935.–</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250 pixels</td>
<td>total rotation</td>
<td>890.–</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600 pixels</td>
<td>total rotation</td>
<td>895.–</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 and max. 160 x 900 pixels</td>
<td>total rotation</td>
<td>1,245.–</td>
</tr>
<tr>
<td>Partner site button</td>
<td>300 x 120 pixels</td>
<td>total rotation</td>
<td>520.–</td>
</tr>
<tr>
<td>Sponsoring button</td>
<td>870 x 30 pixels</td>
<td>total rotation</td>
<td>1,145.–</td>
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<tr>
<td>Type of Ad Website</td>
<td>Format</td>
<td>Bookable Channels</td>
<td>Price in Euros per month/issue</td>
</tr>
<tr>
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<tr>
<td>Whitepaper</td>
<td>as agreed</td>
<td>Whitepaper, Sidebar</td>
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<table>
<thead>
<tr>
<th>Job Vacancy Ad</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Price in Euros per 8 weeks</th>
</tr>
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<tbody>
<tr>
<td>Job Vacancy Ad</td>
<td>see page 22</td>
<td>Job Market</td>
<td>from € 480.–</td>
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<table>
<thead>
<tr>
<th>Type of Ad Business Directory</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Price in Euros per month/issue</th>
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<tbody>
<tr>
<td>Company entry / Standard</td>
<td>see page 15</td>
<td>Manufacturer Database</td>
<td>free of charge</td>
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<tr>
<td>Company entry / Plus mit Logo</td>
<td>see page 15</td>
<td>Manufacturer Database</td>
<td>340.– per year</td>
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<tr>
<td>Company entry / Premium with logo</td>
<td>see page 15</td>
<td>Manufacturer Database</td>
<td>490.– per year</td>
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<thead>
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<th>Type of Ad Newsletter</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Price in Euros per issue</th>
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<tbody>
<tr>
<td>Power Banner</td>
<td>300 x 140 pixels</td>
<td>Newsletter</td>
<td>380.–</td>
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<tr>
<td>Content Banner</td>
<td>600 x 90 pixels</td>
<td>Newsletter</td>
<td>405.–</td>
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<tr>
<td>Text Ad</td>
<td>image: 150 x 150 pixels, text max. 330 characters</td>
<td>Newsletter</td>
<td>495.–</td>
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<tr>
<td>Standalone Newsletter</td>
<td></td>
<td>Exclusive booking</td>
<td>1,525.–</td>
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</table>

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 160 x 600 pixels (Skyscraper, left and right)
Price/month: € 3,080.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Full-size-Banner**
Format: 468 x 60 pixels
Price/month: € 440.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Half-size-Banner**
Format: 234 x 60 pixels
Price/month: € 295.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Billboard Ad**
Format: 800 x 250 pixels
Price/month: € 2,795.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Superbanner**
Format: 728 x 90 pixels
Price/month: € 865.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Skyscraper**
Format: 160 x 600 pixels
Price/month: € 750.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Fireplace Ad**
Format: 980 x 90 pixels (Leaderboard) and 160 x 600 pixels (Skyscraper, left and right)
Price/month: € 3,080.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Full-size-Banner**
Format: 468 x 60 pixels
Price/month: € 440.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Half-size-Banner**
Format: 234 x 60 pixels
Price/month: € 295.–
File type: jpg, gif, png, HTML5
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**Billboard Ad**
Format: 800 x 250 pixels
Price/month: € 2,795.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Superbanner**
Format: 728 x 90 pixels
Price/month: € 865.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Skyscraper**
Format: 160 x 600 pixels
Price/month: € 750.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB
All prices in Euros without applicable VAT

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**Sticky-Sitebar**
- Format: 200 x 600 pixels
- Price/month: € 895.–
- File type: HTML5/redirect-code
- File size: max. 50 KB

---

**Content Ad**
- Format: 300 x 250 pixels
- Price/month: € 955.–
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB

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**Halfpage Ad**
- Format: 300 x 600 pixels
- Price/month: € 895.–
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB

---

**Wallpaper**
- Format: 728 x 90 pixels and max. 160 x 900 pixels
- Price/month: € 1,245.–
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB

---

**Content Ad**
- Format: 300 x 250 pixels
- Price/month: € 935.–
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB

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**Rectangle**
- Format: 300 x 250 pixels
- Price/month: € 890.–
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB

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**Sponsoring button**
- Format: 870 x 30 pixels
- Price/month: € 1,145.–
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB

---

**Partner site button**
- Format: 300 x 120 pixels
- Price/month: € 520.–
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
1 Name:
highlight-web.de newsletter

2 Profile in brief:
Our newsletter is sent to around 7,000 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
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E-mail: markus.helle@huethig.de

6 Online advertising contact partner:
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Tel.: +49 89 2183-8988
E-mail: bettina.landwehr@huethig.de

7 Data delivery:
Martina Probst
Tel.: +49 6221 489-248
E-mail: online-dispo@huethig.de

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<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Format</th>
<th>Price / issue</th>
<th>File type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Banner</td>
<td>300 x 140 pixels</td>
<td>€ 380.–</td>
<td>gif*, jpg, png</td>
</tr>
<tr>
<td>Content Banner</td>
<td>600 x 90 pixels</td>
<td>€ 405.–</td>
<td>gif*, jpg, png</td>
</tr>
<tr>
<td>Text Ad (image + text)</td>
<td>150 x 150 pixels</td>
<td>€ 495.–</td>
<td>separate image file, text as Word file</td>
</tr>
</tbody>
</table>

*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.
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:** € 1,525.–/issue

All prices in Euros without applicable VAT
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.

Price per advert, duration 8 weeks each:

Basic: € 480.–
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: € 680.–
in the predefined business layout with company logo (110 x 60 pixels).

CI advert: € 1,020.–
The premium entry based on your PDF template with logo – 1:1 web implementation

All prices in Euros without applicable VAT
Your contacts

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