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:
Hüthig GmbH
Managing Director: Moritz Warth
Publishing Director: Rainer Simon

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Fax: +49 6221 489-443
Internet: www.lux-select.de

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Contact:
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E-mail: markus.helle@huethig.de

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

Bank account:
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Account no.: 157 644 60
Bank code: 700 202 70
IBAN: DE66 7002 0270 0015 7644 60
BIC: HYVEDEMМXXX
## Rates and Advertising Formats

### 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.
## 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 2021.

## Individual bookings

<table>
<thead>
<tr>
<th>Format</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 product placement</td>
<td>1 product placement</td>
</tr>
<tr>
<td>1/3 DIN A4 page</td>
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<tr>
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<tr>
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<tr>
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<td>1 product placement</td>
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<tr>
<td>1 product placement</td>
<td>1 product placement</td>
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<tr>
<td>Manufacturer profile</td>
<td>Manufacturer profile</td>
</tr>
<tr>
<td>Not bookable without products/projects.</td>
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</tr>
<tr>
<td>Link/QR code flat-rate</td>
<td>Link/QR code flat-rate</td>
</tr>
<tr>
<td>Optional for your projects and products.</td>
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</tr>
<tr>
<td>Placement on the cover page according to design</td>
<td>Placement on the cover page according to design</td>
</tr>
<tr>
<td>Only one format per booking possible.</td>
<td>Only one format per booking possible.</td>
</tr>
<tr>
<td>Special solutions and individual formats on request</td>
<td>Special solutions and individual formats on request</td>
</tr>
</tbody>
</table>

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**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 31, 2021  
**Publication date:** June 29, 2021

All prices including 4c printing and catalog service, plus VAT.
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: 32nd annual issue in 2021

We look forward to meeting you and would be pleased to present a proposal on an effective solution for you:
Bettina Landwehr (Advertising Manager)
Tel.: +49 89 2183-8988, bettina.landwehr@huethig.de
Markus Helle (Editor-in-chief)
Tel.: +49 2952 9759-200, markus.helle@huethig.de

You can also find us on Xing
§ 2 Offer, Conclusion of Contract

1. Advertising orders 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, in writing, by fax, by email or via the internet. The publisher is not liable for damaged or lost copy if the customer does not check it immediately after receipt.

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

4. The customer is liable for any incorrect data transmitted by the customer, and the publisher is not responsible for any incorrect data sent by the publisher.

§ 3 Contract Implementation

1. Orders must be completed within one year of conclusion of contract, commencing with the first publication (publication) of the advertising material.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files. In e-files in which the publisher is unable to alter or change the contents the publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand). Files which belong together must be sent or saved in a common directory folder. In the event that the customer digitally transmits print copy for color advertisements, the customer shall, at the same time, supply a color proof and proof of measurement or protocol sheet. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations.

3. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertising material which has been sent in open files (e.g. in files containing computer viruses). No claims on the part of the customer shall derive from such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable material. The customer shall bear the responsibility for the correctness of the returned proof. In the event that his or her proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that his or her proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

5. Upon request the publisher shall furnish an advice of the advertising material together with the invoice. In the event that such an advice can no longer be made, the publisher shall furnish a written advice in respect of the advertising material.

6. The design and labeling of adversorial styled advertising material must be agreed with the publisher in a timely manner prior to publication.

7. The customer shall be responsible for the safekeeping and timely forwarding of the offers.

8. The publisher is entitled to reject orders which are not correct or timely.

9. Orders may only be canceled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers may pay for advertising material ordered in the event of failure to return it at the prices quoted in the price list or elsewhere, or – if no circulation is specified – falls short of the average circulation sold (if sales figures are not available). In the event of publication the customer may claim damages limited to the foreseeable losses. This liability exclusion shall not apply in the event said damages were caused by intent or gross negligence by the publisher, its representatives and vicarious agents, or if claims for damages are based on the Product Liability Act, or if claims are made in connection with injury to life, limb or health or if the customer is a consumer. The publisher shall not be liable for any defects in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to the error on the first publication.

10. The publisher reserves the right not to accept responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

§ 4 Price, Conditions of Payment, Discounts

1. The prices for advertising material are based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those quoted in the price list in the event that the publisher is entitled to refuse to publish advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to completed orders of a different period or of a later period.

2. The discounts quoted are granted solely to the customer and only for the advertising material placed over the course of one year ("advertisement year"). Frequency discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertisement year. If an order fails to reach the forecast volume, only a discount of the amount of the percentage resulting from the actual volume of advertisements placed in respect of the advertisement period concluded is due.

4. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertisement year. If an order fails to reach the forecast volume, only a discount of the amount of the percentage resulting from the actual volume of advertisements placed in respect of the advertisement period concluded is due.

5. Unless otherwise agreed, following receipt of the invoice orders shall be paid within for the period specified in the price list. The so-called pre- payment period may not expire until a reasonable time limit and allows it to expire, or refuses to perform subsequent fulfillment, or if the customer cannot reasonably be expected to cooperate in the performance of the contract, the publisher is entitled to claim damages and the settlement of outstanding invoice amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

6. For orders from abroad which are not subject to VAT, the invoice shall be issued without VAT. The publisher is entitled to charge VAT retroactively if the tax authorities confirm that the advertising order is subject to taxation.

7. In the event of a court order or transactional order or if the customer has failed to comply with any of the obligations concerning payments or transactions, the customer is entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders for advertising material shall only be accepted by the publisher on condition that payment is made before delivery.

8. The customer shall pay all amounts due under the contract in full and without any deductions or offsetting claims in respect of advertising material placed in the current advertisement year. The customer shall pay all amounts due under the contract in full and without any deductions or offsetting claims in respect of advertising material placed in the current advertisement year. The customer shall pay all amounts due under the contract in full and without any deductions or offsetting claims in respect of advertising material placed in the current advertisement year.
Your contacts at home and abroad

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