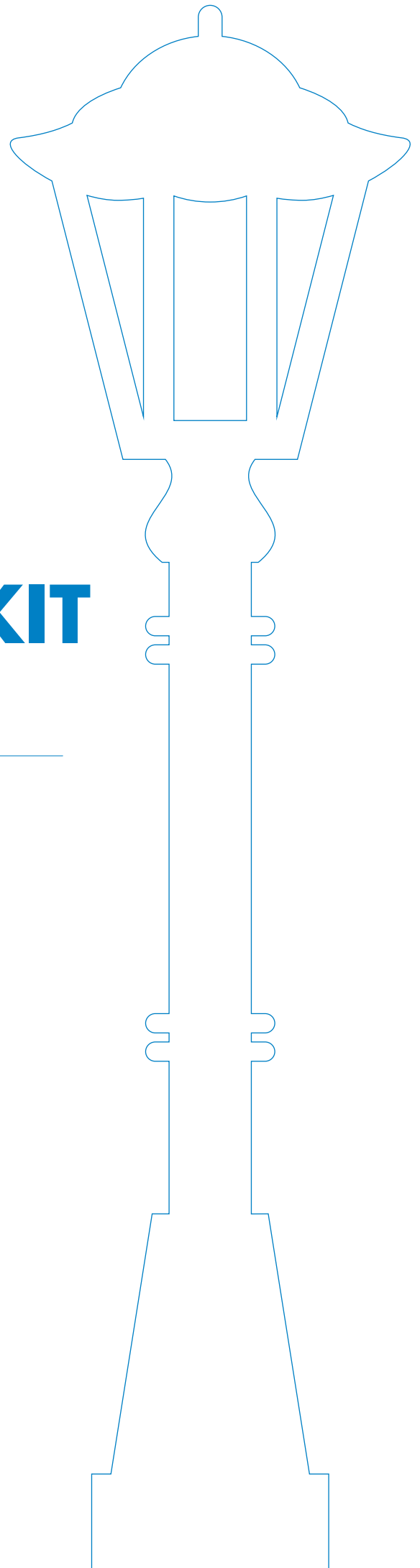


**MEDIA KIT
2017**

for

**lighting
today**



EDITORIAL MISSION

Lighting Today (LT) is an architectural lighting trade magazine based in Singapore and is published four times a year. Having been in circulation since 2001, Lighting Today has become an ideal platform to showcase projects and products to other professionals within the industry. Being one of the few lighting magazines in the region, Lighting Today provides readers with the latest news, projects and products, and has an aim of helping to band the network of lighting designers, architects, manufacturers, specifiers and suppliers together to create a brighter future for the architectural lighting industry.



PRINT

The print version of Lighting Today is read by many lighting designers, specifiers, architects and interior designers in the region and the readership has expanded worldwide in the recent years. With the inclusion of more international lighting design products, news and projects, readers are exposed to the latest showcase of technique and technology in the lighting industry and can seek inspiration from new and upcoming trends. Each issue of Lighting Today includes the following:

- Global and local news
- Press coverage of international trade events & exhibitions
- Lighting design projects
- Latest lighting products and technology



DIGITAL

Lighting Today has gone digital! A world of information is now at your fingertips.

- **Website** (lt.tradelinkmedia.biz)
We offer square banners on Lighting Today's website.
- **E-Newsletter**
Free Digital Version for architectural lighting professionals on a quarterly basis.



SOCIAL MEDIA

The use of social media has created a world of opportunities to reach out to readers and followers on a more personal level. We are now on Facebook, where news and information is passed around at lightning speed.

- **Facebook** (www.facebook.com/lightingtoday)
The sharing of information and ideas has never been easier. "Like" us on Facebook and connect with us today!



EXHIBITIONS / EVENTS

Lighting Today is represented at many exhibitions and events around the world. It is also distributed at leading industry events and conferences worldwide. These are true indicators of the wide reach of the magazine.

Editorial Calendar 2017

- 50,000+ readership
- Published in English, quarter-monthly

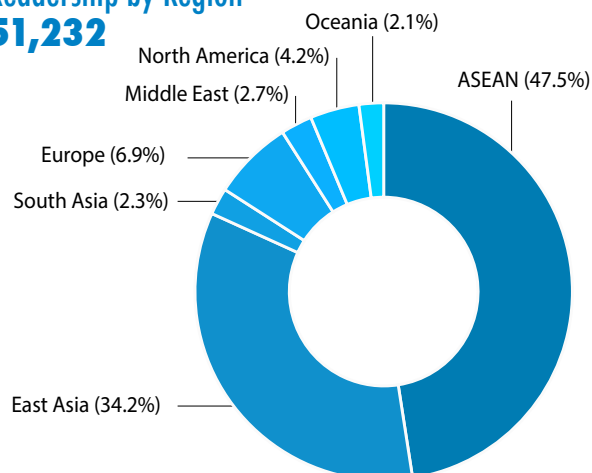
	LIGHTING PROJECTS	SMART LIGHTING	PRODUCT SHOWCASE	SPECIAL FEATURES
1 JAN – MAR Editorial Deadline 11 November 2016 Advertisement Deadline 25 November 2016	Theme: Structure Includes building façade, monuments, sport stadiums and bridges	Commercial Office Showcase	Interior Luminaires Crystal Lights & Chandeliers Green Lightings LEDs Lighting Controls Lighting Software OLED Lightings Spotlights Track Lights Uplights & Downlights	Exclusive Interviews with Lighting Designers, Architects and Venue Owners Lighting Trade Shows Preview and Review Lighting Design Awards
2 APR – JUN Editorial Deadline 03 February 2017 Advertisement Deadline 17 February 2017	Theme: Places Includes commercial, retail, educational, leisure, hospitality, cultural, residential, factory / warehousing and heritage projects	Residential Showcase	Exterior Luminaires Bay Lights Bollard Lights Cove Lights Flood Lights Green Lightings LEDs Lighting Software OLED Lightings Spotlights Uplights & Downlights	
3 JUL – SEP Editorial Deadline 12 May 2017 Advertisement Deadline 26 May 2017	Theme: Art Includes permanent & temporary projects, festivals	Shopping Malls & Hotels	Decorative Luminaires Technology Control System IoT Technology in Lighting Light Source	
4 OCT – DEC Editorial Deadline 04 August 2017 Advertisement Deadline 18 August 2017	Theme: Spaces Includes masterplan, streetscapes, park & plazas	Smart Cities		

Readership by Job Function

Architects	16.0%
Associations	1.0%
Contractors	4.0%
Developers	3.0%
Distributors / Importers / Re-sellers	4.0%
Engineers	2.0%
Facility Managers	1.0%
Government Building Authority / Agencies	4.0%
Lighting Consultants	18.0%
Lighting Designers	18.0%
Others	1.0%
Retailers / Hoteliers	2.0%
Suppliers / Manufacturers	24.0%
System Installers / Integrators	2.0%

Readership by Region

51,232



ASEAN	24,326
Brunei	68
Indo-China	378
Indonesia	1,142
Malaysia	10,486
Myanmar	382
Philippines	1,976
Singapore	7,262
Thailand	2,132
Vietnam	500

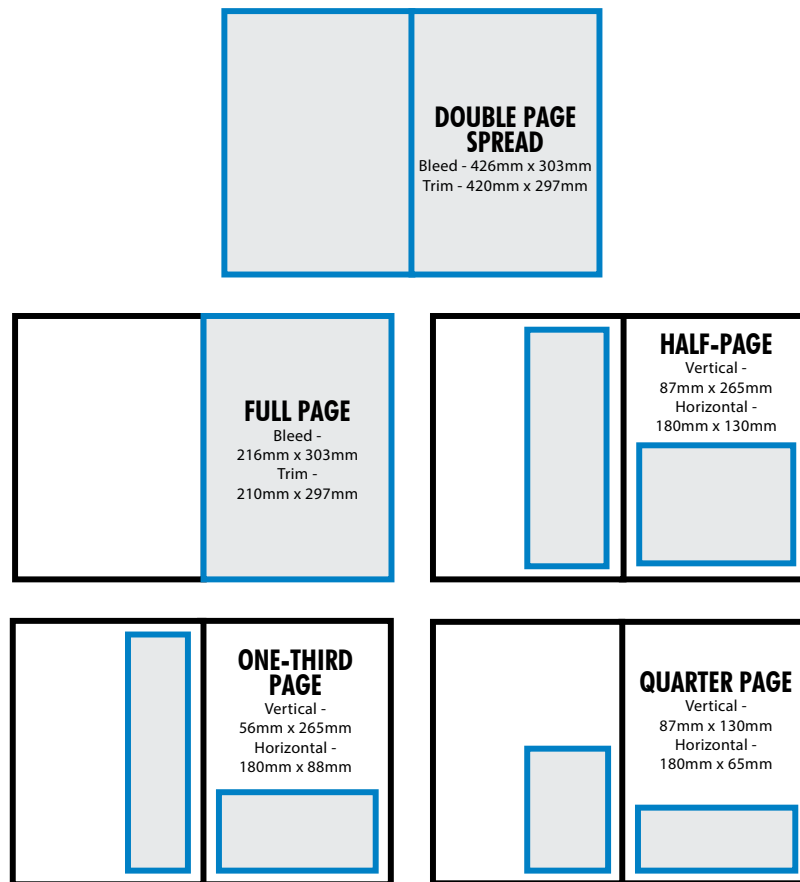
2017 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN – MAR	Worldbex 2017	Manila	Philippines	15 – 19 March
	Megabuild 2017	Jakarta	Indonesia	16 – 19 March
	IOT Asia 2017	Singapore	Singapore	29 – 30 March
APR – JUN	SMAHome 2017	Taipei	Taiwan	12 – 14 April
	Ecobuild Southeast Asia 2017	Kuala Lumpur	Malaysia	12 – 14 April
	Architect Expo 2017	Bangkok	Thailand	2 – 7 May
	LED Expo Thailand 2017	Bangkok	Thailand	11 – 13 May
	ASEAN Sustainable Energy Week 2017	Bangkok	Thailand	7 – 10 June
	Cambodia Architect & Décor 2017	Phnom Penh	Cambodia	8 – 10 June
	Guangzhou Int'l Lighting Exhibition 2017	Guangzhou	China	9 – 12 June
	LaoBuild 2017	Vietiane	Laos	15 – 17 June
	Facilities Management Solutions Expo 2017	Singapore	Singapore	20 – 21 July
	JUL – SEP	Archidex 2017	Kuala Lumpur	Malaysia
LankaBuild 2017		Colombo	Sri Lanka	10 – 12 August
Cambuild 2017		Phnom Penh	Cambodia	7 – 9 September
BEX Asia / IGBC 2017		Singapore	Singapore	12 – 14 September
Myanmar Build + Décor 2017		Yangon	Myanmar	5 – 7 October
OCT – DEC	BuildTech Asia 2017	Singapore	Singapore	24 – 26 October
	LED + Light Asia 2017	Singapore	Singapore	4 – 6 October
	OneBuild 2017	Kuala Lumpur	Malaysia	2 – 4 November
	Green Urbanscape 2017	Singapore	Singapore	9 – 11 November
	PhilConstruct 2017	Manila	Philippines	9 – 12 November
	Thailand Lighting Fair 2017	Bangkok	Thailand	16 – 18 November
	Myanbuild 2017	Yangon	Myanmar	1 – 3 December



PRINT ADVERTISING



Terms & Conditions

- Booking of premium positions are based on the available of space upon the confirmation of insertion order.
- All advertising materials are subject to the approval of the publisher, who reserves the right to decline the insertion of any material.
- Presented rates do not include advertising agency commission.
- Postponement of advertisement must be done in writing one (1) month / 4 weeks prior the advertisement material deadline, failing which a 50% surcharge of the contracted rate will be imposed.
- Cancellation of advertisement must be done in writing one (1) month / 4 weeks prior the advertisement material deadline, failing which a 100% surcharge of the contracted rate will be imposed.
- If the advertiser is unable to submit the artwork by the stipulated deadline, the Publisher reserves the right to insert the previously used artwork or publish a blank ad space entitled "Reserved for Advertiser" notice. The advertiser is still liable for the full cost of the reserved advertisement space.
- We accept advertisement artwork in PDF, TIFF, JPEG and EPS formats. The artwork must have a minimum resolution of 300 dpi in CMYK mode. Advertiser must notify us should the artwork is designed in special / pantone colours. There will be additional charge for special / pantone colour printing by our Printer.
- The Publisher owns the copyright of the artwork should the advertiser seeks the provision of graphic layout service from the Publisher. No reproduction of the same artwork should be made on another media without the written permission from the Publisher.
- Singapore registered companies may apply for Double Tax Deduction (DTD) for advertising on Lighting Today. Do visit IE Singapore (www.iesingapore.gov.sg) for more information.
- The terms and conditions apply to respective permitted successors of both parties.
- Any legal dispute in relation to this contract shall be settled in accordance to the laws of the Republic of Singapore.



DIGITAL ADVERTISING

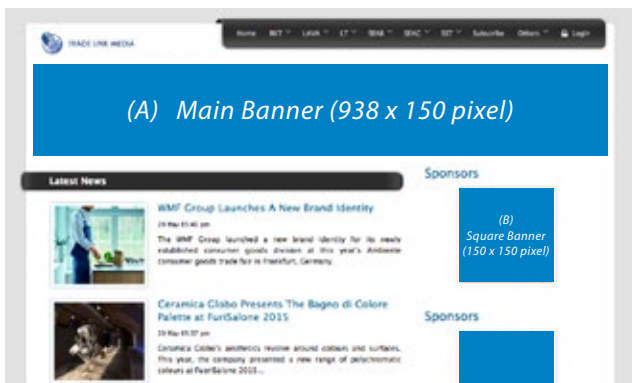
Bathroom + Kitchen Today provides online reach to professional readers on digital platform. We offer :

Site Analytics Source : Google Analytics (January 2017)

Monthly Traffic :

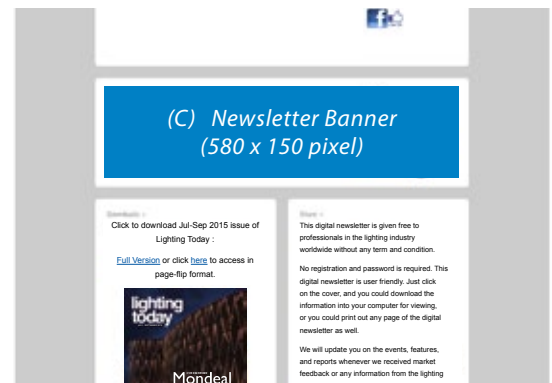
- Monthly Unique Traffic : 10,520
- Page Views : 76,498
- Average Time onsite : 2.35 mins
- Pages per visit : 4.08
- Registered readers : 26,708

Web Banners



- (A) Main Banner (938 x 150 pixel)
USD1,000 per month / SGD1,400 per month
- (B) Square Banner (150 x 150 pixel)
USD500 per month / SGD700 per month

Newsletter Banner



- (C) Newsletter Banner (580 x 150 pixel)
 - Banner will be sent out to online subscribers on bimonthly basis (upon the publication of each issue online)

USD1,000 per issue / SGD1,500 per issue



SOCIAL MEDIA

980 + **LIKES**



Webtorial: We are pleased to offer webtorial (editorials on our website) for advertisers to submit 500 – 1000 words of product description with one (1) image in jpg format with minimum of 100 dpi resolution. The webtorial will be posted on our website (lt.tradelinkmedia.biz) and will be shared on Lighting Today's facebook. Please refer to rates on the last page.



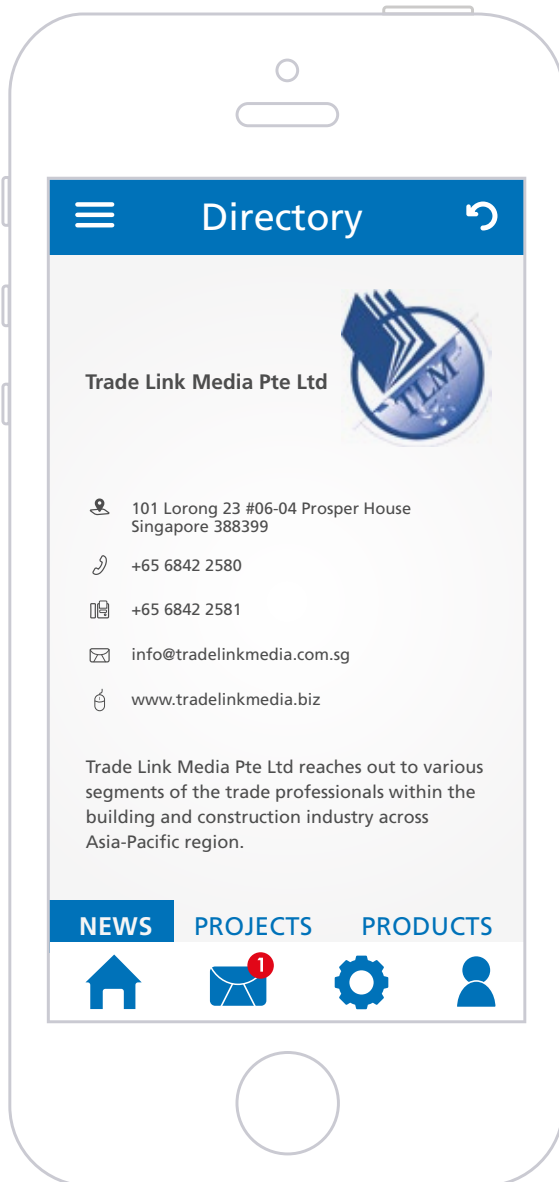
Vidtorial: Advertisers are welcome to share video demonstration on product and projects on YouTube with caption on Lighting Today's facebook or to our online subscribers. Please refer to rates on the last page.



MOBILE APPLICATION

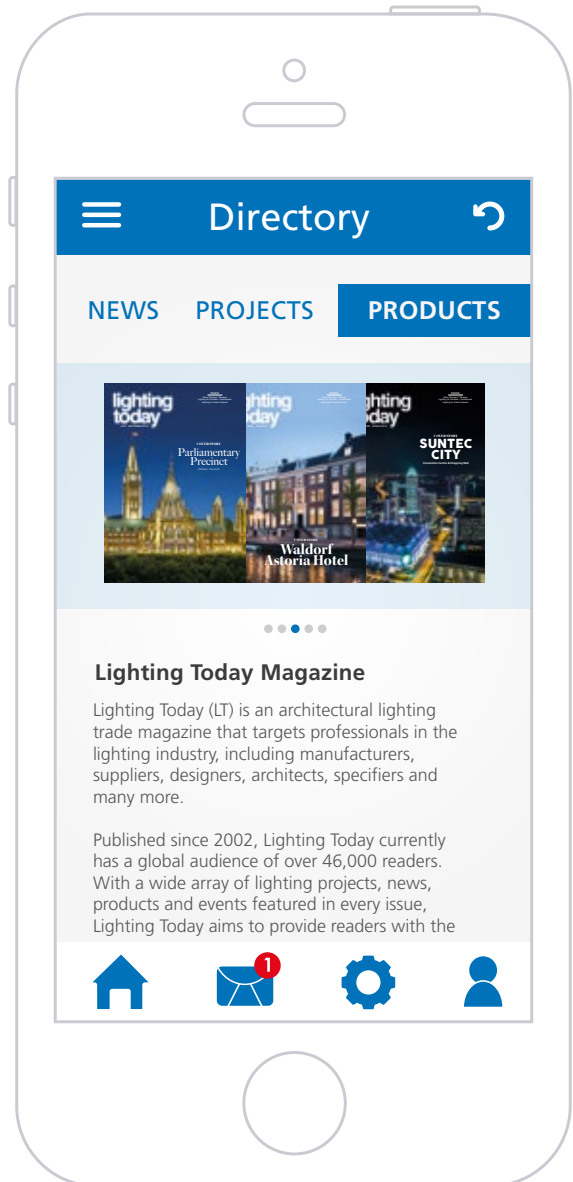
Lighting Today also provides online reach to professional readers on mobile platform. We offer:

Organisation Listing



(A) 1-Year Organisation Listing
USD2,000 per year / SGD3,000 per year

Organisation + Product Listing



(A) 1-Year Organisation + Product Listing
USD4,000 per year / SGD6,000 per year

* Disclaimer: Actual layout may change to phone type and future improvements to the application capability.

ORDER FORM

Please tick your choice below. US\$ - US Dollars, S\$ - Singapore Dollars

ASK US FOR A FREE QUOTE!

To get a competitive quote for a Customised Package that meets your needs, contact us at advertising@tradelinkmedia.com.sg or call +65 6842 2580

MEDIA	AD SIZE	FREQUENCY & RATES		
PRINT	4-COLOUR	SINGLE INSERTION	FULL YEAR <small>(4 issues)</small>	<i>Issues(s) for advertisement placement:</i> '17 '18 <input type="checkbox"/> JAN-MAR <input type="checkbox"/> APR-JUN <input type="checkbox"/> JUL-SEP <input type="checkbox"/> OCT-DEC <hr/> <i>Issues(s) for newsletter placement:</i> '17 '18 <input type="checkbox"/> JAN-MAR <input type="checkbox"/> APR-JUN <input type="checkbox"/> JUL-SEP <input type="checkbox"/> OCT-DEC
	<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> US\$3,000.00 <input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,400.00 x 4 <input type="checkbox"/> S\$3,200.00 x 4	
	<input type="checkbox"/> TWO THIRD PAGE	<input type="checkbox"/> US\$2,300.00 <input type="checkbox"/> S\$3,000.00	<input type="checkbox"/> US\$2,070.00 x 4 <input type="checkbox"/> S\$2,600.00 x 4	
	<input type="checkbox"/> HALF PAGE	<input type="checkbox"/> US\$2,000.00 <input type="checkbox"/> S\$2,600.00	<input type="checkbox"/> US\$1,600.00 x 4 <input type="checkbox"/> S\$2,080.00 x 4	
	<input type="checkbox"/> ONE THIRD PAGE	<input type="checkbox"/> US\$1,600.00 <input type="checkbox"/> S\$2,080.00	<input type="checkbox"/> US\$1,280.00 x 4 <input type="checkbox"/> S\$1,664.00 x 4	
	<input type="checkbox"/> QUARTER PAGE	<input type="checkbox"/> US\$1,300.00 <input type="checkbox"/> S\$1,700.00	<input type="checkbox"/> US\$1,040.00 x 4 <input type="checkbox"/> S\$1,224.00 x 4	
DIGITAL	<input type="checkbox"/> NEWSLETTER BANNER <small>(580 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,500.00	X _____ issue(s)	
	<input type="checkbox"/> MAIN BANNER <small>(938 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00	X _____ mth(s)	<i>Preferred month(s):</i> 2017 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC 2018 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC
	<input type="checkbox"/> SQUARE BANNER <small>(150 x 150 pixel)</small>	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00	X _____ mth(s)	
SOCIAL MEDIA <small>(facebook)</small>	<input type="checkbox"/> WEBTORIAL <small>Editorial on website (500 - 1000 words + 1 image)</small>	<input type="checkbox"/> US\$600.00 <input type="checkbox"/> S\$840.00	X _____ webtorial(s)	<i>Preferred month(s):</i> 2017 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC 2018 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC
	<input type="checkbox"/> VIDTORIAL <small>Video on YouTube (with captions)</small>	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00	X _____ vidtorial(s)	

SPECIAL INSTRUCTIONS:

NEW!

MOBILE APP PLATFORM 2017 OFFER

	NET RATE
<input type="checkbox"/> 1-Year Organisation Listing	<input type="checkbox"/> US\$2,000 per year / S\$3,000 per year Promo Rate for 2017: US\$1,000 per year / S\$1,500 per year
<input type="checkbox"/> 1-Year Organisation Listing + 1-Year Product Listing	<input type="checkbox"/> US\$4,000 per year / S\$6,000 per year Promo Rate for 2017: US\$2,000 per year / S\$3,000 per year

*Net rates presented are exclusive of 7% GST for Singapore-registered companies

ORDER FORM

Please tick your choice below. US\$ - US Dollars, S\$ - Singapore Dollars

Please fax to (+65) 6842 2581 / 6745 9517 or email us at advertising@tradelinkmedia.com.sg

**lighting
today**

NEW!

2017 INTEGRATED PACKAGES OFFER

			NET RATE
<input type="checkbox"/> Package A1 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 1 Year (4x) Full Page, 4-C advertisements • 1 Year (4x) Newsletter Banner 	<ul style="list-style-type: none"> • 1 Year Random Main Banner • 3 x Webtorials to be shared on social media (facebook) 	<input type="checkbox"/> US\$20,000.00 <input type="checkbox"/> S\$28,888.00*
<input type="checkbox"/> Package A2 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 2x Full Page, 4-C advertisements • 2x Newsletter Banner 	<ul style="list-style-type: none"> • 6 months Random Main Banner • 1 x Webtorial to be shared on social media (facebook) 	<input type="checkbox"/> US\$15,000.00 <input type="checkbox"/> S\$22,000.00*
<input type="checkbox"/> Package A3 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 1 Year (4x) Half Page, 4-C advertisements 	<ul style="list-style-type: none"> • 1 Year (4x) Newsletter Banner • 1 Year Random Main Banner 	<input type="checkbox"/> US\$13,000.00 <input type="checkbox"/> S\$19,000.00*
<input type="checkbox"/> Package A4 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 2x Half Page, 4-C advertisements 	<ul style="list-style-type: none"> • 2x Newsletter Banner • 6 months Random Main Banner 	<input type="checkbox"/> US\$10,000.00 <input type="checkbox"/> S\$15,000.00*
<input type="checkbox"/> Package B (Mobile + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (4x) Newsletter Banner • 1 Year Random Main Banner 	<input type="checkbox"/> US\$12,000.00 <input type="checkbox"/> S\$18,000.00*
<input type="checkbox"/> Package C1 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (4x) Full Page, 4-C advertisements 	<input type="checkbox"/> US\$8,500.00 <input type="checkbox"/> S\$12,000.00*
<input type="checkbox"/> Package C2 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (4x) Half Page, 4-C advertisements 	<input type="checkbox"/> US\$7,500.00 <input type="checkbox"/> S\$11,000.00*
<input type="checkbox"/> Package C3 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 2x Full Page, 4-C advertisements 	<input type="checkbox"/> US\$6,000.00 <input type="checkbox"/> S\$9,000.00*
<input type="checkbox"/> Package C4 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 2x Half Page, 4-C advertisements 	<input type="checkbox"/> US\$5,000.00 <input type="checkbox"/> S\$7,500.00*

*Net rates presented are exclusive of 7% GST for Singapore-registered companies

MORE SAVINGS

Singapore-Registered Companies who advertise in Lighting Today might be pleased to know your advertising investment is eligible for Double Tax Deduction (DTD) as Lighting Today is designated as a DTD publication. **Visit IE Singapore website: www.iesingapore.gov.sg for more information.** 7% GST will be imposed on Singapore-Registered Companies.

We hereby confirm the above order for **LIGHTING TODAY**. Please bill us according to our particulars as below:

Name of Company:

Address:

Country:

Postal Code:

Tel:

Fax:

Email:

Website:

I have read the advertising contract and agree to the terms and conditions set forth on Page 5, and on this order form.

Name / Designation

Signature & Company Stamp / Date