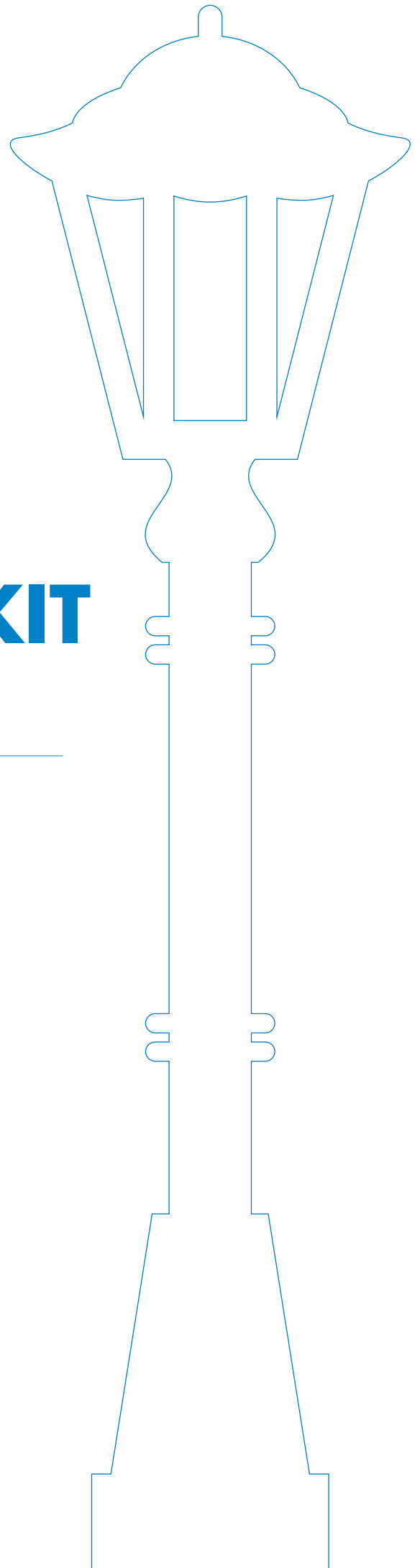


**MEDIA KIT  
2018**

*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

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## DIGITAL

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

- **Website ([lt.tradelinkmedia.biz](http://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](http://www.facebook.com/lightingtoday))**  
The sharing of information and ideas has never been easier. "Like" us on Facebook and connect with us today!

# Editorial Calendar 2018

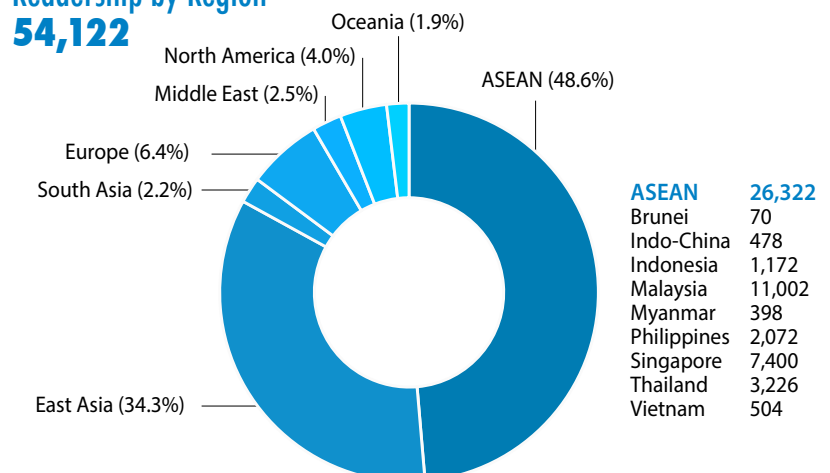
• 54,000+ readership  
• Published in English, quarter-monthly

|  | LIGHTING PROJECTS  | SMART LIGHTING             | PRODUCT SHOWCASE  | SPECIAL FEATURES   |
|--|--|----------------------------|---|--|
| <b>1</b><br><b>JAN – MAR</b><br>Editorial Deadline<br>03 November 2017<br>Advertisement Deadline<br>17 November 2017 | <b>Theme: Iconic Infrastructure</b><br>Iconic frastucture in SEA/ internationally - includes building facade, mounments, sport stadiums, bridges, etc        | Commercial Office Showcase | <b>Interior Luminaires</b><br>Crystal Lights & Chandeliers<br>Green Lightings<br>LEDs<br>Lighting Controls<br>Lighting Software<br>OLED Lightings<br>Spotlights<br>Track Lights<br>Uplights & Downlights<br><br><b>Exterior Luminaires</b><br>Bay Lights<br>Bollard Lights<br>Cove Lights<br>Flood Lights<br>Green Lightings<br>LEDs<br>Lighting Software<br>OLED Lightings<br>Spotlights<br>Uplights & Downlights<br><br><b>Decorative Luminaires</b><br><br><b>Technology</b><br>Control System<br>IoT Technology in Lighting<br>Light Source | Exclusive Interviews with Lighting Designers, Architects and Venue Owners<br><br>Lighting Trade Shows Preview and Review<br><br>Lighting Design Awards |
| <b>2</b><br><b>APR – JUN</b><br>Editorial Deadline<br>09 March 2018<br>Advertisement Deadline<br>23 March 2018       | <b>Theme: Artistic Structures</b><br>Artistic structures in SEA/ internationally - includes museums, permanent and temporary installations, festival set-ups | Residential Showcase       |   |  |
| <b>3</b><br><b>JUL – SEP</b><br>Editorial Deadline<br>25 May 2018<br>Advertisement Deadline<br>08 June 2018          | <b>Theme: Everyday Places</b><br>Everyday places we go to - includes shopping malls, offices, sport studios, retail shops, supermarkets                      | Shopping Malls & Hotels    |   |  |
| <b>4</b><br><b>OCT – DEC</b><br>Editorial Deadline<br>24 August 2018<br>Advertisement Deadline<br>07 September 2018  | <b>Theme: Top Spaces of 2018</b><br>Highlight of the top lighting projects/ installations and spaces for the year - open ended submission                    | Smart Cities               |   |  |

## Readership by Job Function

|  |       |
|--|-------|
| Architects                               | 14.0% |
| Associations                             | 1.0%  |
| Contractors                              | 4.0%  |
| Developers                               | 3.0%  |
| Distributors / Importers / Re-sellers    | 4.0%  |
| Engineers                                | 3.0%  |
| Facility Managers                        | 1.0%  |
| Government Building Authority / Agencies | 4.0%  |
| Lighting Consultants                     | 18.0% |
| Lighting Designers                       | 20.0% |
| Others                                   | 1.0%  |
| Retailers / Hoteliers                    | 5.0%  |
| Suppliers / Manufacturers                | 20.0% |
| System Installers / Integrators          | 2.0%  |

## Readership by Region

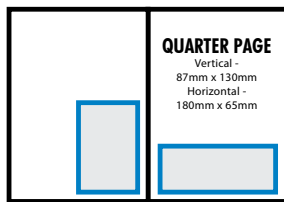
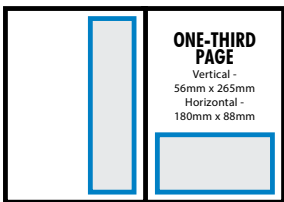
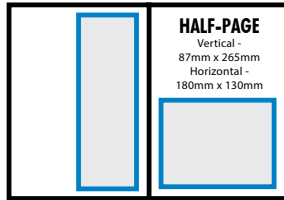
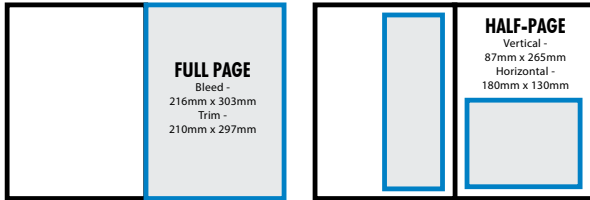


# 2018 EXHIBITION PARTICIPATION & DISTRIBUTION

\*Awaiting show participation confirmation

| ISSUE     | EXHIBITION                                       | VENUE        | COUNTRY     | DATE              |
|-----------|--|--------------|-------------|-------------------|
| JAN – MAR | Worldbex 2018                                    | Manila       | Philippines | 14 – 18 March     |
|           | Megabuild 2018                                   | Jakarta      | Indonesia   | 15 – 18 March     |
|           | Ecobuild 2018                                    | Kuala Lumpur | Malaysia    | 27 – 29 March     |
|           | Architect Expo 2018                              | Bangkok      | Thailand    | 2 – 7 May         |
| APR – JUN | Thailand LED Expo 2018                           | Bangkok      | Thailand    | 10 – 12 May       |
|           | Asian Elenex 2018                                | Hong Kong    | Hong Kong   | 9 – 11 May        |
|           | *LaoBuild 2018                                   | Vientiane    | Laos        | 7 – 9 June        |
|           | Guangzhou International Lighting Exhibition 2018 | Guangzhou    | China       | 9 – 12 June       |
| JUL – SEP | *Archidex 2018                                   | Kuala Lumpur | Malaysia    | 4 – 7 July        |
|           | ASEAN M&E Show 2018                              | Kuala Lumpur | Malaysia    | 17 – 19 July      |
|           | *LankaBuild 2018                                 | Colombo      | Sri Lanka   | 9 – 11 August     |
|           | *BEX Asia 2018                                   | Singapore    | Singapore   | 5 – 7 September   |
|           | *Cambuild 2018                                   | Phnom Penh   | Cambodia    | 12 – 14 September |
| OCT – DEC | *ArchXpo 2018                                    | Singapore    | Singapore   | 2 – 4 October     |
|           | *MyanBuild 2018                                  | Yangon       | Myanmar     | 16 – 18 November  |

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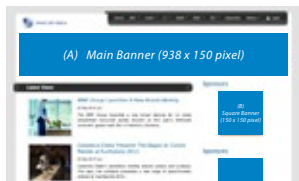
Lighting Today provides online reach to professional readers on digital platform. We offer:

**Site Analytics** Source : Google Analytics (Jan 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

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Leader Banner (938 x 150 pixel)  
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|  | <input type="checkbox"/> <b>ONE THIRD PAGE</b>  | <input type="checkbox"/> US\$1,600.00   | <input type="checkbox"/> S\$2,240.00  | <input type="checkbox"/> US\$1,500.00 x4 | <input type="checkbox"/> S\$2,100.00 x4   |   |   |  |
|  | <input type="checkbox"/> <b>QUARTER PAGE</b>  | <input type="checkbox"/> US\$1,300.00   | <input type="checkbox"/> S\$1,820.00  | <input type="checkbox"/> US\$1,000.00 x4 | <input type="checkbox"/> S\$1,400.00 x4   |   |   |  |
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