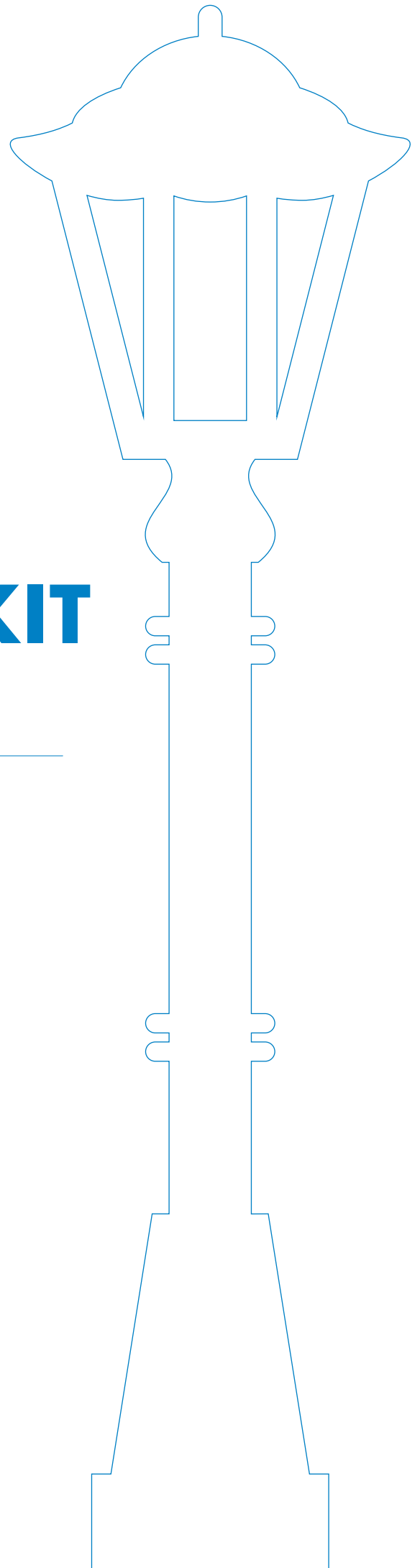


**MEDIA KIT  
2018**

*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

## MOBILE APP

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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

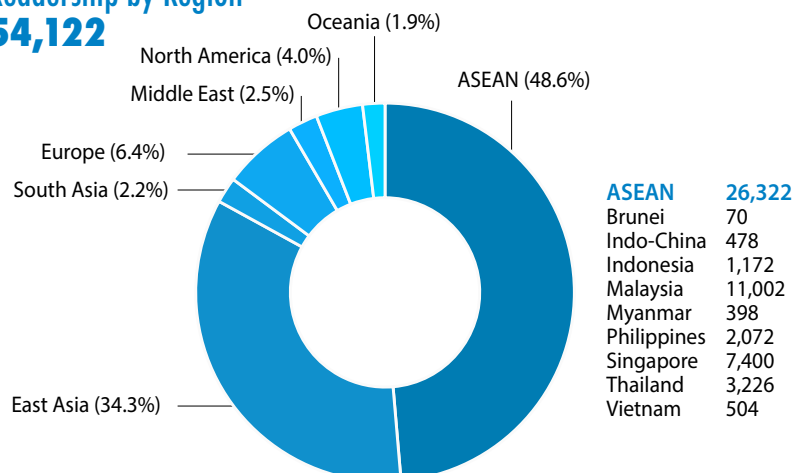
	LIGHTING PROJECTS	SMART LIGHTING	PRODUCT SHOWCASE	SPECIAL FEATURES
<b>1 JAN – MAR</b> Editorial Deadline 03 November 2017 Advertisement Deadline 17 November 2017	<b>Theme: Iconic Infrastructure</b> Iconic frastucture in SEA/ internationally - includes building facade, mounments, sport stadiums, bridges,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

54,122



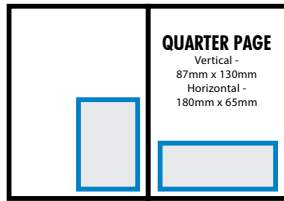
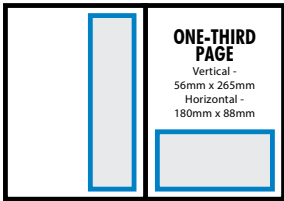
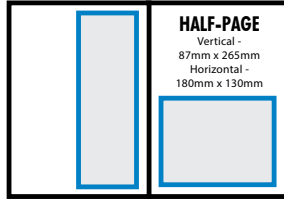
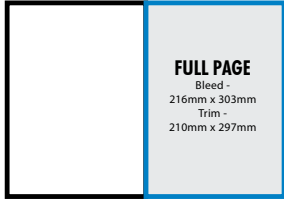
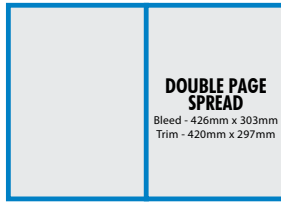
# 2018 EXHIBITION PARTICIPATION & DISTRIBUTION

\*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	24 – 26 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
	Professional Lighting Design Convention 2018	Singapore	Singapore	25 – 27 October
	Thailand Lighting Fair 2018	Bangkok	Thailand	8 – 10 November
	MyanBuild 2018	Yangon	Myanmar	16 – 18 November



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USD600 / SGD840 per post



**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.

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## DIGITAL ADVERTISING

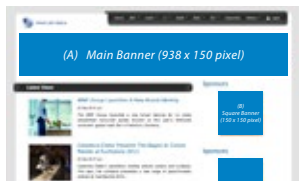
Lighting Today provides online reach to professional readers on digital platform. We offer:

**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

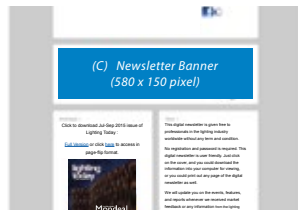
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(A) Main Banner (938 x 150 pixel)  
USD1,000 per month / SGD1,400 per month

(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 quarter-monthly basis (upon the publication of each issue online)

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	<input type="checkbox"/> <b>DOUBLE PAGE</b>	<input type="checkbox"/> US\$6,000.00	<input type="checkbox"/> S\$8,400.00	<input type="checkbox"/> US\$5,000.00 x4	<input type="checkbox"/> S\$7,000.00 x4	
	<input type="checkbox"/> <b>FULL PAGE</b>	<input type="checkbox"/> US\$3,000.00	<input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,500.00 x4	<input type="checkbox"/> S\$3,500.00 x4	
	<input type="checkbox"/> <b>TWO THIRD PAGE</b>	<input type="checkbox"/> US\$2,300.00	<input type="checkbox"/> S\$3,220.00	<input type="checkbox"/> US\$2,000.00 x4	<input type="checkbox"/> S\$2,800.00 x4	
	<input type="checkbox"/> <b>HALF PAGE</b>	<input type="checkbox"/> US\$2,000.00	<input type="checkbox"/> S\$2,800.00	<input type="checkbox"/> US\$1,800.00 x4	<input type="checkbox"/> S\$2,520.00 x4	
	<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	
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<input type="checkbox"/> <b>ADVERTORIAL</b>	<b>1 PAGE</b> <input type="checkbox"/> US\$3,500.00 <input type="checkbox"/> S\$4,900.00		<b>2 PAGES</b> <input type="checkbox"/> US\$3,300.00 x2 <input type="checkbox"/> S\$4,620.00 x2	<b>3 PAGES</b> <input type="checkbox"/> US\$3,100.00 x3 <input type="checkbox"/> S\$4,340.00 x3	<b>4 PAGES &amp; ABOVE</b> <input type="checkbox"/> US\$3,000.00 x4 <input type="checkbox"/> S\$4,200.00 x4	<i>Issues(s) for newsletter placement:</i> '18 '19 <input type="checkbox"/> <input type="checkbox"/> JAN-MAR <input type="checkbox"/> <input type="checkbox"/> APR-JUNE <input type="checkbox"/> <input type="checkbox"/> JUL-SEP <input type="checkbox"/> <input type="checkbox"/> OCT-DEC
<b>DIGITAL</b>	<input type="checkbox"/> <b>NEWSLETTER BANNER</b> <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"/> <b>MAIN BANNER</b> <small>(938 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00		X _____ mth(s)		
	<input type="checkbox"/> <b>SQUARE BANNER</b> <small>(150 x 150 pixel)</small>	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00		X _____ mth(s)		
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	<input type="checkbox"/> <b>VIDTORIAL</b> <small>Video on YouTube (with captions)</small>	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00		X _____ vidtorial(s)		

*Preferred month(s):*

<b>2018</b>	<input type="checkbox"/> JAN	<input type="checkbox"/> JUL	<b>2019</b>	<input type="checkbox"/> JAN	<input type="checkbox"/> JUL
	<input type="checkbox"/> FEB	<input type="checkbox"/> AUG		<input type="checkbox"/> FEB	<input type="checkbox"/> AUG
	<input type="checkbox"/> MAR	<input type="checkbox"/> SEPT		<input type="checkbox"/> MAR	<input type="checkbox"/> SEPT
	<input type="checkbox"/> APR	<input type="checkbox"/> OCT		<input type="checkbox"/> APR	<input type="checkbox"/> OCT
	<input type="checkbox"/> MAY	<input type="checkbox"/> NOV		<input type="checkbox"/> MAY	<input type="checkbox"/> NOV
	<input type="checkbox"/> JUNE	<input type="checkbox"/> DEC		<input type="checkbox"/> JUNE	<input type="checkbox"/> DEC

*Preferred month(s):*

<b>2018</b>	<input type="checkbox"/> JAN	<input type="checkbox"/> JUL	<b>2019</b>	<input type="checkbox"/> JAN	<input type="checkbox"/> JUL
	<input type="checkbox"/> FEB	<input type="checkbox"/> AUG		<input type="checkbox"/> FEB	<input type="checkbox"/> AUG
	<input type="checkbox"/> MAR	<input type="checkbox"/> SEPT		<input type="checkbox"/> MAR	<input type="checkbox"/> SEPT
	<input type="checkbox"/> APR	<input type="checkbox"/> OCT		<input type="checkbox"/> APR	<input type="checkbox"/> OCT
	<input type="checkbox"/> MAY	<input type="checkbox"/> NOV		<input type="checkbox"/> MAY	<input type="checkbox"/> NOV
	<input type="checkbox"/> JUNE	<input type="checkbox"/> DEC		<input type="checkbox"/> JUNE	<input type="checkbox"/> DEC



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