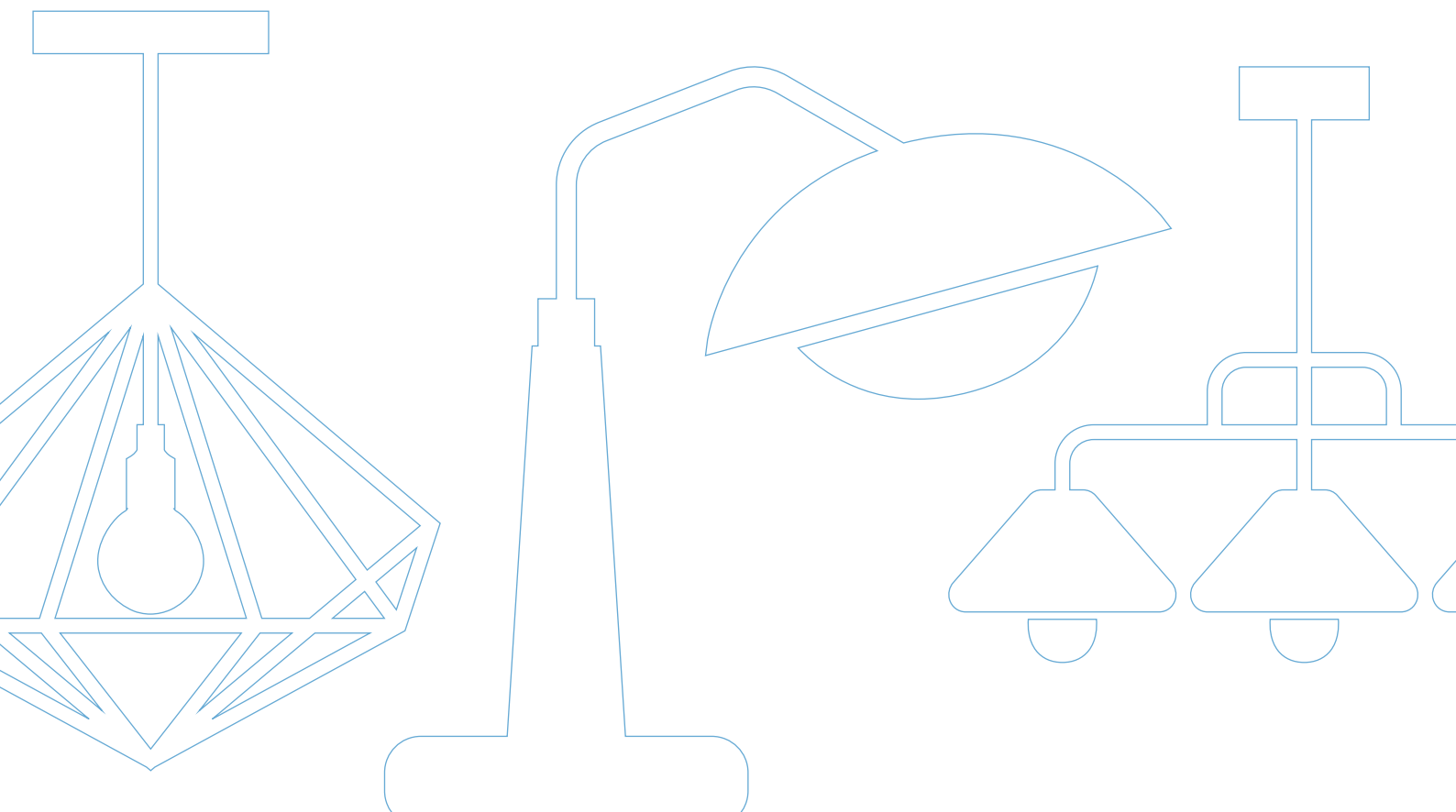


# **MEDIA KIT 2019**

*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

## TRADECARDS GLOBAL

 Scan for contacts  News, Products, and Projects

 Organisational listing  Strategic Event Partnership



Scan here to TradeCards Global website

Available on [Google Play](#) & the [App Store](#)



## 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!

## RECOGNITION TO OUR PARTNERS

To recognise our industry partners who support Lighting Today since 2001, we would like to show our appreciation by presenting the following partners status:



More than 10 consecutive years of partnership + minimum ad spend of S\$12,000 per year



Minimum ad spend of S\$12,000 per year



Minimum ad spend of S\$6,000 per year

# Editorial Calendar 2019

- 61,000+ unique readership
- Published in English, quarter-monthly

	LIGHTING PROJECTS	SMART LIGHTING	PRODUCT SHOWCASE	SPECIAL FEATURES
<b>1 JAN – MAR</b> Editorial Deadline 03 November 2018 Advertisement Deadline 17 November 2018	<b>Theme: Iconic Infrastructure</b> Iconic infrastructure in SEA/ internationally - includes building facade, monuments, 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 Museum Lighting Healthcare Lighting  <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 2019 Advertisement Deadline 23 March 2019	<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 2019 Advertisement Deadline 08 June 2019	<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 2019 Advertisement Deadline 07 September 2019	<b>Theme: Top Spaces of 2019</b> Highlight of the top lighting projects/ installations and spaces for the year - open ended submission	Smart Cities		

## Readership by Job Function

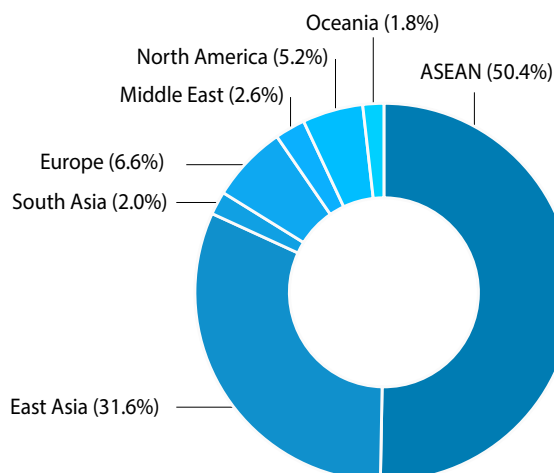
Architects	12.0%
Associations	1.0%
Contractors	3.5%
Developers	1.0%
Distributors / Importers / Re-sellers	4.0%
Engineers	4.0%
Facility Managers	1.0%
Government Building Authority / Agencies	3.5%
Lighting Consultants	18.0%
Lighting Designers	21.0%
Others	1.0%
Retailers / Hoteliers	5.0%
Suppliers / Manufacturers	20.0%
System Installers / Integrators	5.0%

## Platforms

Print	26.0%
Digital	43.0%
Print + Digital	30.0%
Social Media	1.0%

## Unique Readership by Region

### 61,096



**+12.9%**  
readership

\*Increased 12.9% readership from 54,122 (2018)

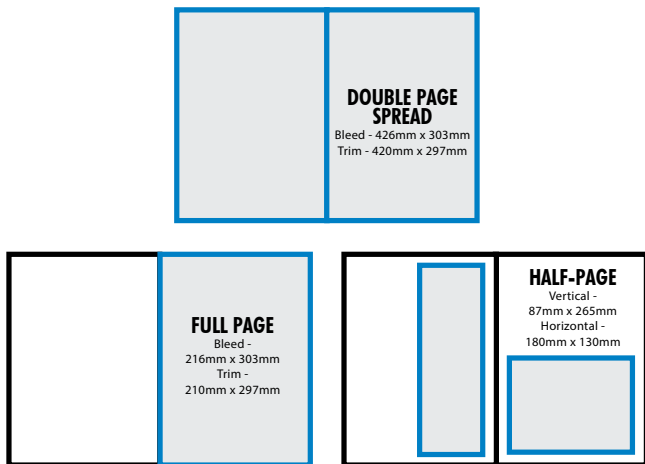
<b>ASEAN</b>	<b>30,768</b>
Brunei	70
Indo-China	506
Indonesia	1,252
Malaysia	11,782
Myanmar	438
Philippines	2,098
Singapore	10,730
Thailand	3,356
Vietnam	536

# 2019 EXHIBITION PARTICIPATION & DISTRIBUTION

\*Awaiting show participation confirmation


ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN – MAR	Korea Build 2019	Seoul	South Korea	20 – 24 February
	Sydney Build 2019	Sydney	Australia	14 – 15 March
	Megabuild 2019	Jakarta	Indonesia	14 – 17 March
APR – JUN	Ecobuild 2019	Kuala Lumpur	Malaysia	19 – 21 March
	Architect Expo 2019	Bangkok	Thailand	30 April – 5 May
	Guangzhou International Lighting Fair 2019	Guangzhou	China	8 – 11 June
	LED Expo Thailand 2019	Bangkok	Thailand	27 – 29 June
JUL – SEP	Archidex 2019	Kuala Lumpur	Malaysia	3 – 6 July
	*BEX Asia 2019	Singapore	Singapore	4 – 6 September
	*Cambuild 2019	Phnom Penh	Cambodia	18 – 20 September
	*LED + Light Asia 2019	Singapore	Singapore	1 – 3 October
OCT – DEC	*Thailand Lighting Fair 2019	Bangkok	Thailand	T.B.C.
	*Myanbuild 2019	Yangon	Myanmar	16 – 18 November

## PRINT ADVERTISING




## SOCIAL MEDIA

1,100+ **LIKES** 

 **Webtitorial:** We are pleased to offer webtitorial (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 webtitorial 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.

USD600 / SGD840 per post

 **Viditorial:** 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.

USD300 / SGD420 per post

## DIGITAL ADVERTISING

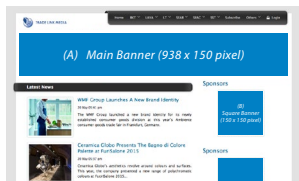
Lighting Today provides online reach to professional readers on digital platform. We offer:

**Site Analytics** Source : Google Analytics (Aug 2018)

**Monthly Traffic :**

- Monthly Unique Traffic : 10,851
- Page Views : 77,219
- Average Time onsite : 3.10 mins
- Pages per visit : 3.90
- Registered readers : 32,335

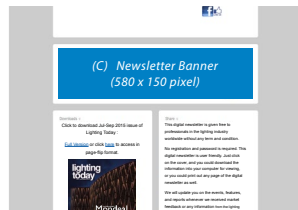
### Web Banners



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

USD1,000 per issue /  
SGD1,500 per issue

## TRADECARDS GLOBAL


### Basic

 Organisation Listing  
USD1,000 per year / SGD1,400 per year

Visit [www.tradecardsglobal.com](http://www.tradecardsglobal.com) to create your listing online!


### Add-Ons


 News Story  
USD100 per post / SGD140 per post

 Product Story  
USD200 per 10mb / SGD280 per 10mb

 Project Story  
USD100 per post / SGD140 per post

 Event Listing  
USD215 per listing / SGD300 per listing

 Leader Banner (938 x 150 pixel)  
USD1,500 per month / SGD2,000 per month

 Web Banner (938 x 150 pixel)  
USD720 per month / SGD1,000 per month

\*Prices reflected are net prices and subject to change. Please log in to TradeCards Global ([www.tradecardsglobal.com](http://www.tradecardsglobal.com)) to check on the latest prices or to enjoy any online promotion from time to time.

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## 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](mailto:advertising@tradelinkmedia.com.sg) or call +65 6842 2580

<p><b>PLATINUM PARTNER</b> lighting today</p>	<p>More than 10 consecutive years of partnership + minimum ad spend of S\$12,000 per year</p>	<p><b>GOLD PARTNER</b> lighting today</p>	<p>Minimum ad spend of S\$12,000 per year</p>	<p><b>SILVER PARTNER</b> lighting today</p>	<p>Minimum ad spend of S\$6,000 per year</p>
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<b>INTEGRATED</b> Print + Digital + Mobile App	PRINT	DIGITAL	MOBILE APP	RATE
	<b>FULL PAGE x 4 issues</b>	<b>FULL PAGE x 4 issues</b>	<b>ORGANISATION LISTING FOR 1 YEAR</b>	<input type="checkbox"/> US\$10,000.00 <input type="checkbox"/> S\$12,000.00
	Includes <i>Main Banner</i> (938x150 px) on LT's website + editorial support in selected issues.			
	<b>HALF PAGE x 4 issues</b>	<b>HALF PAGE x 4 issues</b>	<b>ORGANISATION LISTING FOR 1 YEAR</b>	<input type="checkbox"/> US\$7,000.00 <input type="checkbox"/> S\$9,200.00
Includes <i>Newsletter Banner</i> (580x150 px) on quarterly newsletter + editorial support in selected issues.				

<b>PRINT</b>	AD SIZE (4-COLOUR)	SINGLE INSERTION	HALF YEAR (2 issues)	Issues(s) for advertisement placement: '19 '20 <input type="checkbox"/> JAN-MAR <input type="checkbox"/> APR-JUNE <input type="checkbox"/> JUL-SEP <input type="checkbox"/> OCT-DEC
	<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 x2 <input type="checkbox"/> S\$7,000.00 x2	
	<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 x2 <input type="checkbox"/> S\$3,500.00 x2	
	<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 x2 <input type="checkbox"/> S\$2,520.00 x2	
	<input type="checkbox"/> <b>ADVERTORIAL PER PAGE</b>	<input type="checkbox"/> US\$3,300.00 <input type="checkbox"/> S\$4,600.00	<input type="checkbox"/> US\$3,000.00 x2 <input type="checkbox"/> S\$4,000.00 x2	

<b>DIGITAL</b>	<input type="checkbox"/> <b>NEWSLETTER BANNER</b> (580 x 150 pixel)	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00 X _____ issue(s)	Preferred month(s): <b>2019</b> <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 <b>2020</b> <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"/> <b>MAIN BANNER</b> (938 x 150 pixel)	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00 X _____ mth(s)	
	<input type="checkbox"/> <b>SQUARE BANNER</b> (150 x 150 pixel)	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00 X _____ mth(s)	

<b>SOCIAL MEDIA</b> (facebook)	<input type="checkbox"/> <b>WEBTORIAL</b> Editorial on website (500 - 1000 words + 1 image)	<input type="checkbox"/> US\$600.00 <input type="checkbox"/> S\$840.00 X _____ webtorial(s)	Preferred month(s): <b>2019</b> <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 <b>2020</b> <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"/> <b>VIDTORIAL</b> Sharing of video	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00 X _____ vidtorial(s)	

	<b>Organisation Listing (1 calendar year) at US\$1,000/S\$1,400 !</b>	Visit <a href="http://www.tradecardsglobal.com">www.tradecardsglobal.com</a> to sign in and complete your order online.
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We hereby confirm the above order for **LIGHTING TODAY**. Please bill us according to our particulars as below:

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Address: \_\_\_\_\_

Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

\_\_\_\_\_  
Name / Designation

\_\_\_\_\_  
Signature & Company Stamp / Date