

2020

LIGHTING  
in design

PROFILE



PUBLISHED BY CROWN  
PUBLICATIONS

3 568  
ABC  
figure

Dedicated  
'new products'  
section

Monthly  
newsletter

Strong focus  
on projects

THE ONLY **B2B MAGAZINE** IN SOUTH AFRICA DEDICATED TO **LIGHTING**

# 01

LIGHTING IN DESIGN  
PROFILE

# LIGHTING in design

## ABOUT LIGHTING IN DESIGN

**Lighting in Design** is the only business-to-business magazine in South Africa that is dedicated solely to the subject of lighting. Established in 2001, this aesthetically appealing publication is designed to showcase lighting services and products. The magazine aims to keep professionals who deal with lighting informed of the latest trends and technologies, and does so by ensuring its editorial content features new projects, informative technical articles, product developments and news of the lighting industry.

## LIGHTING IN DESIGN'S FOCUS

Human-centric lighting, smart lighting, energy efficient lighting and light management all play an increasingly important role in lighting today and are the focus of most articles in **Lighting in Design**. Also covered is the thought that goes into designing a lighting installation, and interviews with the role players of the featured projects.

Although the magazine focuses primarily on South African projects, it also looks at installations further afield to ensure its readers are kept abreast of international trends.

## LIGHTING IN DESIGN IS READ BY INDUSTRY ROLE PLAYERS

Fully conformant to and audited by the Audit Bureau of Circulations (ABC), **Lighting in Design** is read by architects, building owners, consulting electrical engineers, facilities managers, interior architects, interior designers, lighting professionals and project managers.

## PRINT DISTRIBUTION

### WHY YOU SHOULD ADVERTISE IN LIGHTING IN DESIGN

- A professional, targeted readership of lighting professionals.
- The magazine features an editorial mix of projects, products, technical articles and features.
- Lighting in Design is read by decision makers who look to the publication for new products and information.
- Lighting in Design is ABC certified – and quarterly figures are audited.
- Lighting in Design is distributed to almost 4 000 subscribers.
- Lighting in Design's responsive web design provides an optimal viewing experience of our online publications – easy reading and navigation across a wide range of devices.
- A monthly newsletter as well as a strong following on social media, particularly LinkedIn, ensure that Lighting in Design's coverage is not limited to the print publication.
- The magazine has a proven track record, having been published for 18 years..

### WHO READS LIGHTING IN DESIGN?

Architects	51%
Corporate communications	7%
Lighting consultants	15%
Facility managers	2%
Hospitality	2%
IESSA	6%
General lighting suppliers	6%
Electrical consultants	4%
Original equipment manufacturers	4%
Local government parastatals	3%



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## LIGHTING IN DESIGN PROFILE

### PUBLISHED ON MULTIPLE PLATFORMS

#### PRINT MAGAZINE

Lighting in Design is printed four times a year and reaches a carefully managed target audience.

**Lighting in Design** has its own website where it can be read online and where latest news stories and product information are regularly featured.

#### ONLINE MAGAZINE

The online replica of **Lighting in Design** is available on the Crown Publications website [www.crown.co.za](http://www.crown.co.za) or on the **Lighting in Design** page: [www.lightingindesignmagazine.co.za](http://www.lightingindesignmagazine.co.za). The online version of **Lighting in Design** is read by national and international subscribers who do not receive the printed version of the magazine, by subscribers who can't wait for the magazine to arrive or those who want to find particular articles in past issues. Online readers can easily access back issues and, using the search facility, find past articles. For advertisers, hyperlinks to company websites offer a further benefit.

#### eLIGHTING IN DESIGN

A monthly newsletter is emailed to subscribers informing them about what they can expect from the latest print issue; sharing links to the online publication and the most topical articles; as well as content exclusive to the **Lighting in Design** website.

#### AFRICA NEWSLETTER

**Lighting in Design's** publisher, Crown Publications, produces a monthly newsletter that is emailed to 3500 recipients in Africa. Please contact the advertising manager of **Lighting in Design** if you want to use this vehicle to advertise your product.

ALSO AVAILABLE ON



## LIGHTING IN DESIGN FEATURES 2020

### 2020 FIRST QUARTER

- Projects
- Hospitality lighting  
(including way-finding and signage)
- Medical lighting
- Residential lighting
- Products and news

**Advertising booking:** 10 February 2020

**Editorial:** 10 February 2020

**Advertising material:** 17 February 2020

### 2020 SECOND QUARTER

- Projects
- Office lighting  
(including lighting maintenance)
- Façade lighting
- Residential lighting
- Products and news

**Advertising booking:** 11 May 2020

**Editorial:** 11 May 2020

**Advertising material:** 18 May 2020

### 2020 THIRD QUARTER

- Projects
- Retail lighting
- Urban lighting (including street  
lighting)
- Residential lighting
- Products and news

**Advertising booking:** 17 August 2020

**Editorial:** 17 August 2020

**Advertising material:** 24 August 2020

### 2020 FOURTH QUARTER

- Projects
- Smart lighting
- Industrial lighting
- Residential lighting
- Products and news

**Advertising booking:** 12 October 2020

**Editorial:** 12 October 2020

**Advertising material:** 19 October 2020

### EDITORIAL POLICY

Advertisers are given priority for placement of editorial but all pertinent editorial is considered. Photographs and illustrations that support editorial must be clearly referenced, supplied as .jpg or .tiff file at a minimum of 300 dpi and attached separately when emailed. Submissions must reach the editor on or before the editorial deadline for any particular month. Editorial is placed at the editor's discretion. A maximum of 500 words plus a photograph is recommended for maximum impact. The cost of advertorial is the same as an advertisement of the same size and will be clearly strapped as 'editorial'. Information for advertorials should be supplied by the client.



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**CROWN**  
PUBLICATIONS

*Informing industry across Africa*