THE ONLY B2B MAGAZINE IN SOUTH AFRICA DEDICATED TO LIGHTING
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.
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%
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 or on the Lighting in Design page: 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.
# LIGHTING IN DESIGN FEATURES 2020

<table>
<thead>
<tr>
<th>2020 FIRST QUARTER</th>
<th>2020 SECOND QUARTER</th>
<th>2020 THIRD QUARTER</th>
<th>2020 FOURTH QUARTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects</td>
<td>Projects</td>
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<td>Projects</td>
</tr>
<tr>
<td>Hospitality lighting</td>
<td>Office lighting</td>
<td>Retail lighting</td>
<td>Retail lighting</td>
</tr>
<tr>
<td>(including way-finding and signage)</td>
<td>(including lighting maintenance)</td>
<td>(including street lighting)</td>
<td></td>
</tr>
<tr>
<td>Medical lighting</td>
<td>Façade lighting</td>
<td>Urban lighting</td>
<td>Industrial lighting</td>
</tr>
<tr>
<td>Residential lighting</td>
<td>Residential lighting</td>
<td>(including street lighting)</td>
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<tr>
<td>Products and news</td>
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<td>Residential lighting</td>
<td>Products and news</td>
</tr>
</tbody>
</table>

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**Editorial:** 10 February 2020  
**Advertising material:** 17 February 2020

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**Editorial:** 11 May 2020  
**Advertising material:** 18 May 2020

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**Editorial:** 17 August 2020  
**Advertising material:** 24 August 2020

**Advertising booking:** 12 October 2020  
**Editorial:** 12 October 2020  
**Advertising material:** 19 October 2020

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**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 advertise of the same size and will be clearly strapped as ‘editorial’. Information for advertorials should be supplied by the client.