

2021

LIGHTING in design

MEDIA PACK



Web: www.orionpm.co.za

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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.

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. 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.

Apart from the quarterly printed issue that reaches a carefully managed target audience, the **Lighting in Design** offering includes:

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.

ENEWSLETTER

A fortnightly 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.

FREQUENCY

Lighting in Design is published on a quarterly basis, in March, June, September and December

CERTIFIED CIRCULATION FIGURES

Distribution figures audited by the ABC



8 REASONS TO 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 appeals.
- **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 enewsletter as well as a strong following on social media, particularly LinkedIn, ensure that **Lighting in Design**'s coverage is not limited solely to the print publication.
- The magazine has a proven track record, having been published for 19 years.

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 files 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 300 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.

TERMS OF ACCEPTANCE

- No cancellation of bookings shall be accepted after the booking deadline.
- The proprietors and publishers shall not be liable for any loss incurred by the failure of an advertisement to appear on a special date.
- The publisher shall not be liable for any error in the published or inserted advertising material, except in circumstances where the client can prove that such error is due solely to the negligence of the publisher.
- The maximum remedy of the client for an error shall be the placement of the advertising material in a subsequent issue of the publication, at no cost to the client.
- It is the client's responsibility to supply material that has been checked and approved by the material deadline.
- All copy for advertisements is subject to approval by the publisher who reserves the right to decline or cancel any advertisement or series of advertisements.
- All advertising and production charges are subject to VAT. Reproduction costs are additional and subject to VAT.
- Payment is due on 30 days net.



PRINT ADVERTISING RATES (EXCL VAT)

SIZE	SPECIFICATIONS (mm)	INSERTIONS		
		Casual	2	4
Special position	By arrangement			
Double page spread	297 h x 420 w	R 33 460	R 29 490	R 28 080
A4	297 h x 210 w	R 21 460	R 18 710	R 17 840
Half A4	Vertical: 260 h x 90 w Horizontal: 130 h x 180 w	R 16 540	R 15 130	R 14 320
Insert	By arrangement	R 17 840 based on a single page A4 insert		

· Insertion rates apply across all Crown Publications' titles. For example, three insertions in each of two different publications entitles you to the six insertion rate in both

ONLINE ADVERTISING* (EXCL VAT)

BANNER ADVERTS	SIZE: wide x high	RATES PER MONTH	
		Casual	2 to 5
Header banner	545 pixels w x 90 h	R 8 000 (for one month only – not consecutive months)	
Centre banner	545 pixels w x 90 h	R 7 060	R 6 910
Standard rectangle	360 pixels w x 100 h	R 3 200	R 3 000
Large rectangle	360 pixels w x 200 h	R 5 360	R 5 210

· Fully measurable results (click through rates) are available on request

NEWSLETTER ADVERTISING* (EXCL VAT)

Monthly eNewsletter	Casual	2 to 5 (annually)	6 to 12 (annually)
Top banner (600 pixels w x 110 h)	R 4 500	R 4 330	R 4 210
Centre banner (600 pixels w x 110 h)	R 4 260	R 4 100	R 3 990

Note: Advertisements on newsletters may be static or animated. However, Crown Publications cannot guarantee the recipients' software will enable animations. For all advertisers, their main message and contact info should therefore be on the first frame of the advertisement.

· Fully measurable results (click through rates) are available on request

NEWSLETTER DATES 2021

MONTH	DATE
January	15/29
February	12/26
March	12/26
April	9/23
May	7/21
June	4/18
July	2/16/30
August	13/27
September	10/24
October	8/22
November	5/19
December	3/17

MATERIAL DEADLINE DATE: Friday prior to distribution date

SIZE: 72 dpi, saved as .png/jpeg/

WEBSITE DEADLINE DATES

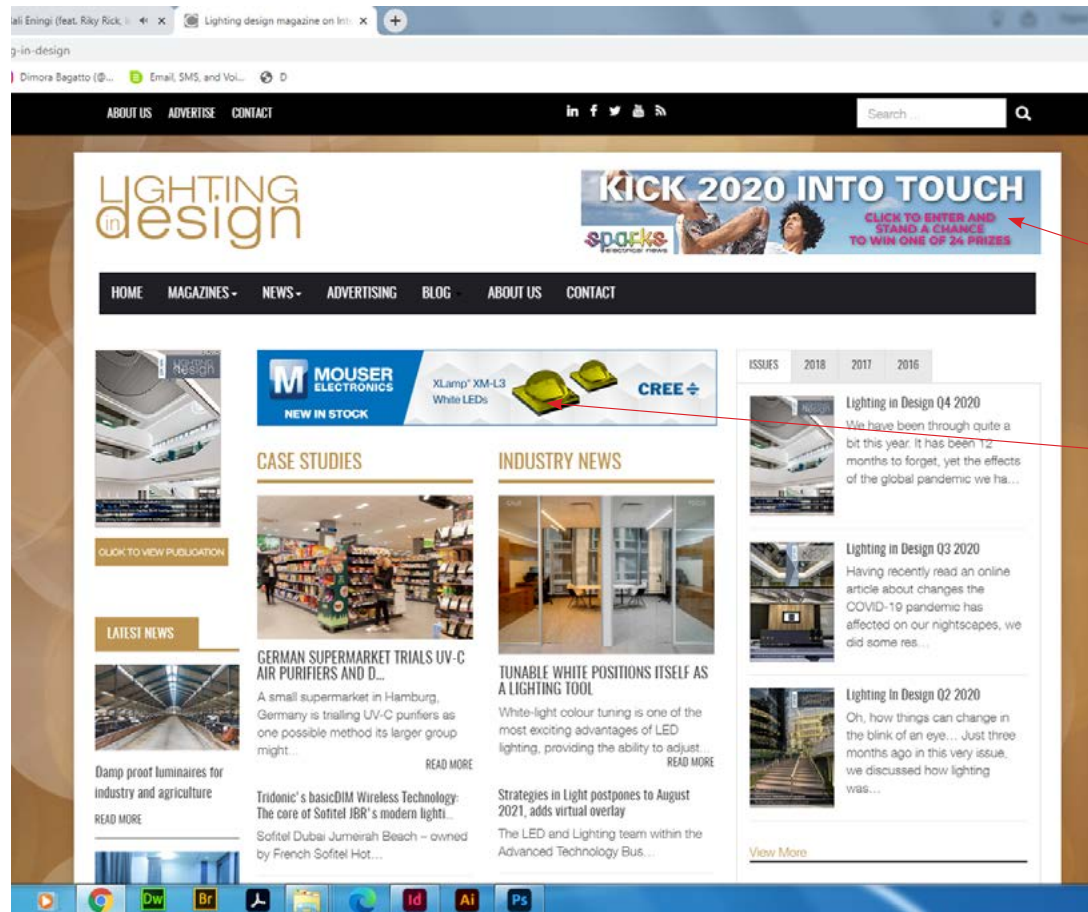
DATES: Web adverts run for a calendar month

MATERIAL DEADLINE DATE: 25th of each month prior

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GUIDE TO WEBSITE TERMINOLOGY



Top
banner

Center
banner

ONLINE ADVERTISING DEADLINES:

- Web adverts run for a calendar month.
- Booking: One week before the end of the month prior.
- Material: the 25th of each month prior.

FEATURES AND DEADLINES FOR 2021

2021 FIRST QUARTER	2021 SECOND QUARTER	2021 THIRD QUARTER	
<ul style="list-style-type: none"> • Projects • Office lighting (including lighting maintenance) • Façade lighting • Residential lighting • Products and news 	<ul style="list-style-type: none"> • Projects • Retail lighting • Urban lighting (including street lighting) • Residential lighting • Products and news 	<ul style="list-style-type: none"> • Projects • Smart lighting • Industrial lighting • Residential lighting • Products and news 	<ul style="list-style-type: none"> • Projects • Hospitality lighting • Medical lighting • Residential lighting • Products and news
Advertising booking: 15 February 2021 Editorial: 15 February 2021 Advertising material: 22 February 2021	Advertising booking: 17 May 2021 Editorial: 17 May 2021 Advertising material: 24 May 2021	Advertising booking: 16 August 2021 Editorial: 16 August 2021 Advertising material: 23 August 2021	Advertising booking: 18 October 2021 Editorial: 18 October 2021 Advertising material: 25 October 2021

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CROWN
PUBLICATIONS

Informing industry across Africa