

lighting Media information 2011

A message from the editor



Lighting magazine is the No1 resource for the UK lighting industry. It informs key decision-makers throughout the supply chain who specify, design and ensure the installation of products. A glance at the circulation figures for the magazine alone will confirm the number and diversity of readers that rely on their monthly copy to keep up with the latest products, design aesthetics and lighting best-practice.

As the industry leader, Lighting also leads in audience engagement, actively welcoming input from both the readership and advertiser alike. This helps to maintain an unequalled authority, a position we've been proud to hold for over 40 years.

Whether in print or online, Lighting is at its best in providing a forum where professionals can discuss the many factors that go into making an effective lighting scheme. This means not only aesthetically pleasing, but also energy efficient and practical.

Only Lighting balances the demand for artistic exemplars and case studies - which point at the possibilities in lighting design - against today's need to focus on product innovations, legislative drivers and the more everyday aspects of the industry. With exciting plans to introduce additional specialist supplements and even more fresh technology in 2011, Lighting will continue to be the best place to showcase your products and designs.

Ben Cronin is an experienced trade journalist in the building services sector. He started his career on Professional Electrician and Installer before taking the role of editor across the Electrical Times magazine and web portfolio.



LIGHTING IS OUR FIRST CHOICE FOR UK SPECIFICATION ADVERTISING. ITS EDITORIAL INTEGRITY, WIDE NEWS COVERAGE, IN-DEPTH CASE STUDIES AND TOPICAL FEATURES PROVIDE READERS WITH EVERYTHING THEY NEED TO COVER PROFESSIONAL LIGHTING."

Hugh King, PR & Ad Manager, Global Marketing Communications, Thorn Lighting Limited

Circulation information

8,234¹ copies delivered to top UK lighting professionals and specifiers every month of the year, over **99%** of readers personally requested their copy in the last 2 years ²

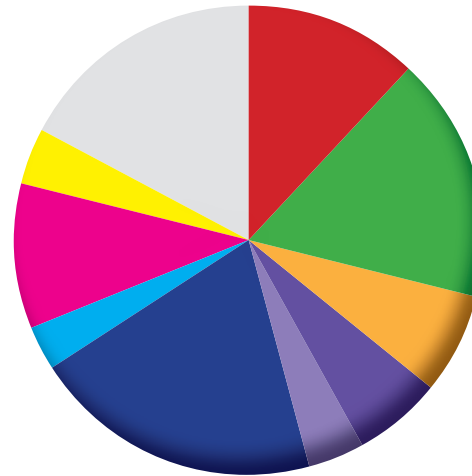
65% of this circulation consists of m&e consultants, lighting designers, architects and interior designers ²

In a independent survey of the UK Lighting market, **91%** of those surveyed had read Lighting in the past 12 months – making it the best-read magazine in the UK Lighting marketplace ²



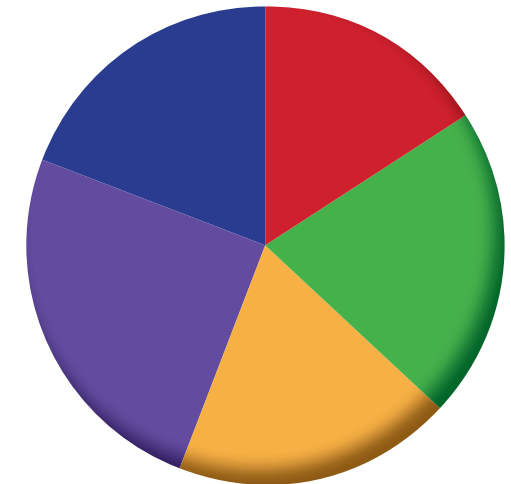
Organisation type

- 10% Local/national government/utilities
- 1% Other
- 21% Architectural practice
- 11% Electrical retailer/distributor/wholesaler
- 7% Interior design
- 14% Lamp/lighting manufacturer/agent
- 11% Lighting design consultancy
- 11% Lighting Contractors
- 13% M&E consultancy
- 1% PR/Marketing/Media



Job function

- 12% Sales/marketing management
- 17% Architect
- 7% Electrical engineer/contractor
- 6% Facilities manager
- 4% Interior designer
- 20% Lighting designer/engineer
- 3% Other
- 10% Estimator/purchasing manager/buyer
- 4% Consultant/project engineer/manager
- 17% Senior management



Industry sector

- 16% End users
- 21% Architects
- 19% Lighting designers
- 25% M&E consultants/contractors
- 19% Manufacturers

¹ABC circulation , 1 Jan 2010 - 31 Dec 2010
²Source: NPS survey, Apr 2010 readership

Advertising specs and rates

Print	Display	Classified	Recruitment
DPS	3800		
Half Page DPS	3250		
Full page	2400		6000
Half page	1400		3000
Quarter page	800		1725
Eighth Page			930
Tenders		51 (scc)*	
Colour Separation Charge		150	
Special Services		20 (scc)*	

* Single column centimetre

Online Prices per month

Leaderboard	728x90	1000
Top MPU	336x280	1200
Skyscraper	160x600	900
Bottom MPU	336x280	800
Bottom Leaderboard	728x90	800
Button	212x90	600

Advert Specifications

Double Page Spreads should be supplied as split pages with an allowance for 3mm into the gutter for each page.

Preferred file format is high resolution PDF, but we will accept high resolution tiff, jpeg or eps. If Indesign you need to supply both printer and screen fonts, all pictures and logos must be 300dpi (high resolution) and the colour must be split for CMYK and not RGB.

Please contact Jo Lambert on 020 7728 4110, to discuss file formats and delivery options.

Publication monthly. First week of each month. Copy date 10th of preceding month.

Cancellation date 6 weeks prior to publication
Up-to-date advert specifications for all Emap titles can be found at <http://specle.net/uk/emap>



Full Page

Trim: W 210mm x H 265mm
Bleed: W 216mm x H 271mm
Type: W 186mm x H 240mm



Half Page Horizontal

Type: W 186mm x H 118mm



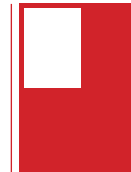
Quarter Page strip

Type: W 186mm x H 55mm



Half Page Vertical

Type: W 91mm x H 240mm



Quarter Page

Type: W 91mm x H 118mm



Half Double Page Spread

Type: W 420mm x H 110mm



Double Page Spread

Trim: W 420mm x H 265mm
Bleed: W 426mm x H 271mm
Type: W 396mm x H 240mm