

# 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. **Lighting in Design** aims to keep professionals who deal with lighting informed of the latest trends and technologies. It does so by ensuring that its editorial features new projects, informative technical articles, product developments and news of the lighting industry. 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.

Topics covered regularly include architectural and commercial lighting, public lighting, street lighting, hospitality and entertainment lighting, retail lighting, façade lighting, landscape lighting and LEDs. Also covered is the thought that goes into designing a lighting installation.

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.

CROWN  
PUBLICATIONS

Your 360° business-to-business  
publishing solution

- Print edition
- Online edition
- Website
- eNewsletter

RATECARD  
2018

2018 Advertising rates*			
Description	Casual	4 Insertions	8 Insertions
Special Positions	By arrangement		
Full Page	R 19 860	R 17 300	R 16 490
Double Page Spread (DPS)	R 30 930	R 27 270	R 26 040
Half Page (H or V)	R 15 300	R 13 990	R 13 240
Insert	R 15 710 based on a single page A4 insert		
Advertorial	Display advert rate PLUS 7%		

\*Rates are quoted per insertion. All above rates exclude VAT.

Technical specifications * (height x width)			
Advert description	Crop size	Type area	With bleed
Double page spread	297 x 420	277 x 400	303 x 426
Full page	297 x 210	260 x 180	303 x 216
Half page vertical	260 x 90		
Half page horizontal	130 x 180		
DPS half page (horizontal)	140 x 420	130 x 400	143 x 426

\* Material requirements: press optimised PDF files, centred with bleed and saved as CMYK.

**Production fee:** A discretionary fee for the design of print and online advertisements will be charged.  
**Deadlines: Booking:** First week of the month prior to publication  
**Material:** Middle of the month prior to publication

#### TERMS OF ACCEPTANCE

- 1) No cancellation of space booking will be accepted after each copy deadline.
- 2) All copy for advertisements is subject to approval by the publishers, who reserve the right to decline or cancel any advertisement or series of advertisements.
- 3) The proprietors and publishers shall not be liable for any loss incurred by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
- 4) No responsibility will be accepted by the publishers for loss arising from typographical errors.
- 5) It is the client's responsibility to supply material suitable for space bookings by copy deadlines. If copy is not forthcoming, the publishers have the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the client.
- 6) Payment is due on publication.
- 7) Please note, all advertising and production charges are subject to VAT. Reproduction costs are additional and subject to VAT.

[www.lightingindesignmagazine.co.za](http://www.lightingindesignmagazine.co.za)



*Informing industry across Africa*

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## ONLINE ADVERTISING

Website banners	Casual	2 to 5	6 to 12
Standard rectangle	R 2 600	R 2 530	R 2 440
Standard square	R 3 650	R 3 560	R 3 420
Standard tall	R 5 870	R 5 700	R 5 490
Large rectangle	R 5 360	R 5 210	R 5 010
Large square	R 6 650	R 6 440	R 6 230
Wide banner	R 7 070	R 6 910	R 6 650

eNewsletter	Casual	2 to 5 (annually)	6 to 12 (annually)
Top banner	R 4 500	R 4 330	R 4 210
Centre banner	R 4 260	R 4 100	R 3 990

### Material requirements:

All advertisements must conform to the sizes specified above  
 Resolution: 72dpi. Saved as .png/jpeg/gif

Adverts can be booked on the Crown homepage and/or any of the individual magazine homepages.



### Deadlines:

- Web adverts run for a calendar month.
- Booking: 20<sup>th</sup> or month prior.
- Material: 25<sup>th</sup> of month prior.

\*If on a public holiday/weekend, the very first possible day after.

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