

LIGHTING in design

CROWN
PUBLICATIONS

Your 360° business-to-business
publishing solution

Photo: Natalie Payne

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.

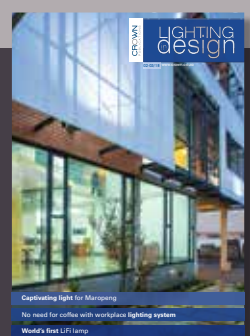
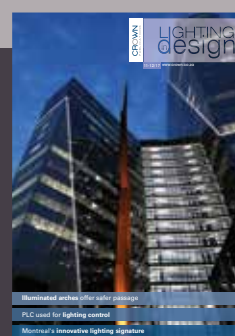
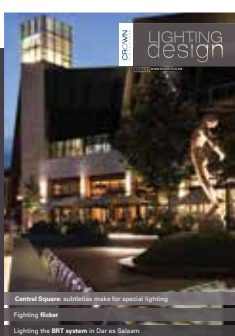
Human-centric lighting, smart lighting, energy efficient lighting and light management ... all play an increasingly important role in lighting today and are the focus of most articles in Lighting in Design. Also covered is the thought that goes into designing a lighting installation.

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.

- Print edition
- Online edition
- Website
- eNewsletter

RATECARD



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.

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: 20th of month prior.
- Material: 25th of month prior.

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

Features and deadlines for 2018/2019

2018 Second Quarter	2018 Third Quarter	2018 Fourth Quarter	2019 First 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 (including way-finding and signage) • Medical lighting • Residential lighting • Products and news
Advertising booking: 11 May 2018 Editorial: 18 May 2018 Advertising material: 25 May 2018	Advertising booking: 10 August 2018 Editorial: 17 August 2018 Advertising material: 24 August 2018	Advertising booking: 19 October 2018 Editorial: 26 October 2018 Advertising material: 2 November 2018	Advertising booking: 1 February 2019 Editorial: 8 February 2019 Advertising material: 15 February 2019

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Informing industry across Africa

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