

MEDIA DATA 2011

Effective starting January 1, 2011

THE MEDIUM www.LIGHTS-CONTACTS.COM

Short information:

www.LIGHTS-CONTACTS.com is the international B2B platform for searching and finding high quality business contacts throughout the lights and furniture industry. In the LIGHTS-CONTACTS database you will discover more than 15,000 premium business contacts with detailed profiles for search queries. Lights and furniture brands, distributors, sales agencies and service providers are presented on the publicly available platform.

Scope / monthly:

approx. 10,000 website visitors/month

approx. 15,000 recipients of the DISTRIBUTION NEWS

approx. 100,000 website visitors/month of the linked partner sites



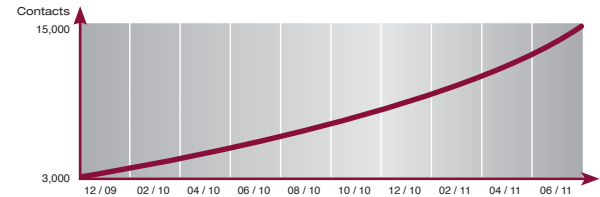
RECIPIENT / READER STRUCTURE ANALYSIS

Introduction

The program and topics of LIGHTS-CONTACTS, the the international B2B platform, concentrates exclusively on persons associated with the lights and furnishing market. So the online programme and the newsletter services are used at a 100% rate by people with a sphere of interest affiliated to light & furniture, primarily at decision-maker level. The following charts show a detailed breakdown of the demographic user profile.

Development / business potential

Within the last 18 month, the number of persons registered for arrangement of business contacts and the number of recipients of the newsletter have been boosted from 3,000 to 15,000 profiles.



Principal categories

Divided into three main categories, 49% of the addressees and recipients can be assigned to lights and furniture brands, followed by distributors and sales agencies.



Principal countries

The primary focus of target groups, namely 95%, is on decision makers associated with the lights and furniture market in the German-speaking and south European countries. Our principal countries for distribution solutions are Germany, Austria and Switzerland.



THE ONLINE DOUBLE

The Online Double – speed and scope – a combination for your success

As an additional service, LIGHTS-CONTACTS offers you the possibility to publish your MARKET-PLACE ad also in the leading online job market, called LightingJOBS, powered by HIGHLIGHT. With this option you can benefit equally from the speed and scope of both lights portals, combined with a special fixed rate. The offers and target groups from different sources are complementary and strengthen each other. This leads on to effective synergy effects, a considerable increase in recognition and a prospect of success for your ad.

Online Partner:

lighting **JOBS**

Die Online-Jobbörse von Highlight und on-light

Short information: LightingJOBS is the leading job portal for decisive players and employees of the lights branch. The platform informs in the German speaking area about all current positions offered/wanted and presents industry news, themes in forums, advanced training offers, dates of workshops and trade shows.

Online since: 2008

Unique visitors: 3,500 / month

Page impressions: 20,000 / month

More information: www.lighting-jobs.de



THE CROSSMEDIA PARTNERSHIP

Crossmedia – speed and sustainability – the combination for your success

As an additional service, LIGHTS-CONTACTS offers you the possibility to publish your MARKET-PLACE ad in the field-related magazine HIGHLIGHT as a printed ad. With this option you can benefit equally from the speed and scope of online media in combination with the sustainability of print media. The information presented in the different sources complements and boosts each other. The results are effective synergy effects, a considerable increase in recognition and a prospect of success for your ad.

Crossmedia Partner: 

Short information: HIGHLIGHT is the leading field-related magazine for decisive players in the specialized lights trade and article industry. The publication informs the German-speaking lights traders of all relevant news and developments in the field.

Frequency: monthly

Printed copies: 7.660

Circulation: 7.361

Additional information: www.highlight-web.de



PUBLICATION DATES, ONLINE, CROSS-MEDIA

Running time MARKET-PLACE online advertisement

From booking on: 30 days.

Publication from advertisements in the DISTRIBUTION NEWS

In the middle of each month all running online ads are integrated into the DISTRIBUTION NEWS and sent out to more than 15,000 recipients in the lights and furniture industry.

Publication from online advertisement at LightingJOBS

Publication as an additional online advertisement at the leading job portal LightingJOBS.
From booking on: 30 days.

Publication from cross-media advertisements in the HIGHLIGHT magazine

Publication as MARKET-PLACE small ad in the size double-columned, 96mm x 67mm to the next available date.

Please get in contact with our advertisement department for your precisely desired publication date. Main topics and publications can be found in the media data HIGHLIGHT on the next page.

MEDIA DATA HIGHLIGHT

Preisliste Nr. 19
gültig ab 1. September 2010

More information at www.highlight-web.de

Mediadaten **11** # 4

Anzeigenformate und Preise: Anzeigengrundpreis für 1/1 Seite s/w Euro 2.500,-

Die angegebenen Preise enthalten bereits alle Rabatte nach Mal- und Mengenstaffel, zzgl. der gültigen MwSt., in Euro.

	Spalten	Format	Breite x Höhe (mm x mm)	1x	2x – 3x	4x – 5x	6x
2/1 Seite schwarz/weiß zweifarbige dreifarbig vierfarbig	8		410x275	4.750,-	4.750,-	4.500,-	4.250,-
				5.850,-	5.850,-	5.600,-	5.350,-
				6.950,-	6.950,-	6.700,-	6.450,-
				8.050,-	8.050,-	7.800,-	7.550,-
1/1 Seite schwarz/weiß zweifarbige dreifarbig vierfarbig	4		196x275	2.375,-	2.375,-	2.250,-	2.125,-
				2.925,-	2.925,-	2.800,-	2.675,-
				3.475,-	3.475,-	3.350,-	3.225,-
				4.025,-	4.025,-	3.900,-	3.775,-
1/2 Seite schwarz/weiß zweifarbige dreifarbig vierfarbig	2	hoch	96x275	1.250,-	1.187,50	1.125,-	1.062,50
	4	quer	196x137	1.560,-	1.497,50	1.435,-	1.372,50
				1.870,-	1.807,50	1.745,-	1.682,50
				2.180,-	2.117,50	2.055,-	1.992,50
1/3 Seite schwarz/weiß zweifarbige dreifarbig vierfarbig	4	hoch quer	63x275 196x90	833,-	791,35	749,70	708,05
				1.143,-	1.101,35	1.059,70	1.018,05
				1.453,-	1.411,35	1.369,70	1.328,05
				1.763,-	1.721,35	1.679,70	1.638,05
1/4 Seite schwarz/weiß zweifarbige dreifarbig vierfarbig	2	hoch	96x137	625,-	593,75	562,50	531,25
	4	quer	196x67	935,-	903,75	872,50	841,25
				1.245,-	1.213,75	1.182,50	1.151,25
				1.555,-	1.523,75	1.492,50	1.461,25
1/8 Seite schwarz/weiß zweifarbige	1	hoch	46x137	312,50	296,88	281,25	265,63
	2	quer	96x67	622,50	606,88	591,25	575,63

Malstaffel	Mengenstaffel
2 x 5%	1 Seite 5%
4 x 10%	4 Seiten 10%
6 x 15%	6 Seiten 15%

Beilagen: Preis bis 25 g Gewicht Euro 2.600,- zzgl. Portokosten
Sonderkosten der Post für Beilagen nur noch bei Warenproben,
Mustern oder Beilagen über 2 cm Dicke, Preise auf Anfrage

Postkarten: Preis für aufgeklebte Postkarten Euro 1.050,-
zzgl. anfallender Klebekosten.
(Auflage jeweils 10.600 Exemplare)

PACKAGES, FORMATS, RUNTIME AND PRICES

Medium	Formats and properties	Runtime and publication	Prices/ month
<p>MARKET-PLACE Online Ad Online ad + Logo (updated daily) incl. 1 mailing DISTRIBUTION NEWS to more than 15,000 lights and furniture contacts</p> <p>Renewal of the Online Ad</p>	<p>Logo: max. 166 x 150 pix(BxH) Header: 30 characters max. Short text: 60 characters max Long text: 600 chars. max. + Link</p>	<p>30 days from booking (opportunity to renew)</p>	<p>€ 350,- + € 150,-</p>
<p>MARKET-PLACE Online-Banner banner ad (updated daily)</p> <p>Renewal of the Online-Banner</p>	<p>Banner: 166 x 150 pix (BxH)</p>	<p>30 days from booking</p>	<p>€ 150,- + € 100,-</p>
<p>The Online Double Ad on www.lightingJOBS.de</p>	<p>Publication as Online Ad Appearance as Online Banner</p>	<p>30 days from booking</p>	<p>+ € 250,- + € 50,-</p>
<p>MARKET-PLACE Crossmedia Ad print publishing (monthly) in the HIGHLIGHT magazine</p>	<p>Publication as MARKET-PLACE small ad Format: 2 columns 96mm x 67mm</p>	<p>See publication dates print</p>	<p>+ € 200,-</p>

Additional marketing opportunities and combination models available upon request.
Prices do not include applicable VAT.
Private code costs: € 20,-



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www.lights-contacts.com | www.furnitures-contacts.com | www.federkielundpartner.de

light+building

HIGH
LIGHT
DAS MAGAZIN DER LICHTBRÄNDE

ON-LIGHT

MÖBELMARKT
International Interior Business Magazine

lighting JOBS
Die Online-Jobbörse von Hightlight und on-light