

# PROJECT-PARTNERSHIP 2011

In the center of [LIGHTS-CONTACTS.com](http://LIGHTS-CONTACTS.com)

# THE PLATFORM [www.LIGHTS-CONTACTS.COM](http://www.LIGHTS-CONTACTS.COM)

## Short information:

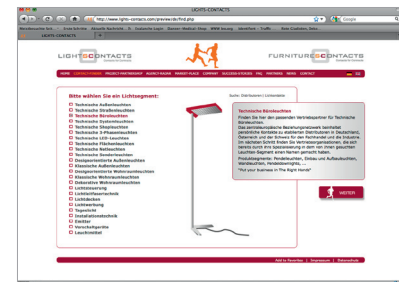
[www.LIGHTS-CONTACTS.com](http://www.LIGHTS-CONTACTS.com) is the international B2B platform for searching and finding high quality business contacts throughout the lights and furnishing industry. In the LIGHTS-CONTACTS database you will discover more than 15,000 premium business contacts with detailed profiles for search queries. Lighting and furniture brands, distributors, sales agencies and service provider are able to present themselves 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



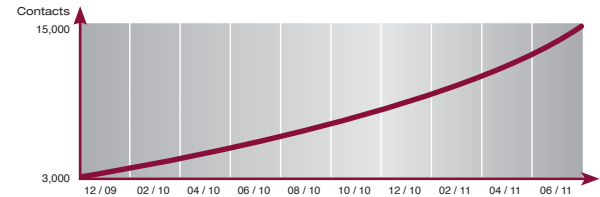
# RECIPIENT / READER STRUCTURE ANALYSIS

## Introduction

The program and topics of LIGHTS-CONTACTS, the the international B2B platform, concentrates exclusively on persons associated with the lights and furniture 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.



# PROJECT-PARTNERSHIP IN THE CENTER

With a PROJECT-PARTNERSHIP you can get in contact for three months with more than 15,000 potential contacts from the lights and furniture industry. Your announcement appears attentively in the center of the LIGHTS-CONTACTS website.

Please let us know your requested profile. Then we bring your project ad bilingual for three months online on our international and Central European website.

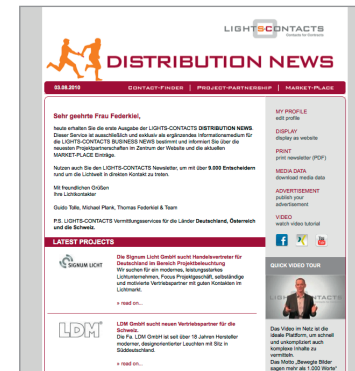
Additionally your project ad will be sent out every three months directly with our DISTRIBUTION NEWS to more than 15,000 LIGHTS-CONTACTS by email.

The clear country abbreviations – presorted by means of flags and lighting or furniture icons – simplify for the searching person the fast and purposeful finding of relevant offers.

You want to stay incognito? No problem! Even the anonymous search is possible at anytime!



Website



DISTRIBUTION NEWS

# PROJECT-PARTNERSHIP AS A FILTER

All candidates getting in touch with you, concerning your announcement, will be screened by the LIGHTS-CONTACTS expert team and reviewed regarding their requirement profile.

Before you receive the contacts we will supply the potential interested party with respective detailed information.

## First Mover Advantage

With the PROJECT-PARTNERSHIP your ad will additionally be synchronized with all the companies that are registered as active.

**FIND the right partner with LIGHTS-CONTACTS for lights and furniture!**





Here you will find more information, details and prices:

LIGHTS CONTACTS GmbH | Michael Plank | Telefon: 0049-89-599 187-60

E-Mail: plank@lights-contacts.com | Dachauer Straße 15a | 80335 München

[www.lights-contacts.com](http://www.lights-contacts.com)

**light+building**

**HIGH  
LIGHT**  
DAS FACHMAGAZIN DER LICHTBRANCHE

**ON-LIGHT**

**MÖBELMARKT**  
International Interior Business Magazine

*lighting* **JOBS**  
Die Online-Jobbörse von Highlight und on-light