

# led magazine



## MAGAZINE (QUARTERLY)



## NEWSLETTER (WEEKLY)



## WEBSITE (DAILY)

### Delivery address (NL)

Dé Duurzame Uitgeverij  
LED Magazine  
Breukrand 405, 5403 LJ Uden  
T. +31 413 785 134  
M. +31 6 300 848 75  
E. info@ledmagazine.nl  
I. www.ledmagazine.nl

## LED MAGAZINE MEDIKIT 2018

LED Magazine is the leading Dutch multimedia platform for the led lighting community in Flanders and the Netherlands. LED Magazine is an offline and online news and opinion channel. In the magazine (quarterly) you can find comprehensive news and background articles. The website offers a daily newssection and a weekly newsletter the latest market information. Altogether LED Magazine is the platform for all those who are involved in led lighting, a platform where entrepreneurs, researchers and administrators meet.

### OFFLINE: MAGAZINE

#### Circulation

10.000 copies, divided in  
6.000 copies offline en 4.000 copies online

#### Amount

4 Dutch editions a year

### ONLINE: WEBSITE

#### Website

www.ledmagazine.nl, with a news section, employers and suppliers database (LED Industry Register)

#### Visitors

91.548 visitors (October 1, 2016 - September 30, 2017)

#### Pageviews

163.414 pageviews (October 1, 2016 - September 30, 2017)

### ONLINE: NEWSLETTER

#### Newsletter

Weekly (Wednesday)

#### Circulation

6.962 copies (reference date October 1, 2017)

### TARGET GROUPS

LED Magazine reaches through its magazine, website and newsletter the following target groups in the Netherlands and Flanders:

#### (Led-)Light industry

from material and component to bulb and luminaire manufacturers; importers and distributors (including all members of NLA, NSWV, FHI en Agoria)

#### High tech industry

companies of high tech industry active in led

#### Construction and

architects (members BNA and Orde van Architecten)

#### installation

installation construction companies (members Bouwend Nederland and Confederatiebouw)  
installers (members UNETO-VNI, CERGA, UBBU-ICS, Nelectra and Fedelec) & developers

housing associations (members AEDES and VMSW)

#### Agricultural sector

top 250 agricultural companies

#### Energy sector

consultants, operators and energy companies (members EnergieNed, Fedec, Netbeheer Nederland and VREG)

#### Government

directors at the municipal, provincial, national and European level with relevant portfolios  
semi-government directors and employees of schools, museums and healthcare institutions with relevant portfolios

#### Remaining

lighting designers  
facility managers and technical service managers  
hotels and entertainment  
offshore and maritime  
knowledge and education institutes

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### Rates per format

	1x	2x	3x
1 page full colour	€ 1690	€ 1610	€ 1530
1/2 page full colour	€ 950	€ 905	€ 855
1/4 page full colour	€ 565	€ 535	€ 510
Partner package (4 full pages advertisements):			€ 5.070
Ambassador package (4 half pages advertisements):			€ 3.040

### Issue

March 2017  
June 2017  
September 2017  
December 2017 (special LED Expo)

### Space close

12 February  
28 May  
22 August  
12 November

### Art due

19 February  
4 June  
29 August  
19 November

### Circulation

9 March  
22 June  
18 September  
7 December

### Formats

1/1 page descending (covers)  
1/1 page  
1/2 page  
1/4 page

210 x 297 mm, excl. 3 mm bleed (width x height)  
186 x 267 mm (width x height)  
horizontal 186 x 131 mm (width x height)  
vertical 90,5 x 267 mm (width x height)  
horizontal 186 x 63 mm (width x height)  
vertical 90,5 x 131 mm (width x height)

### Banners (website and newsletter, rotating with a maximum of 3 parties)

Website full banner homepage	€ 490 p..month	250 x 250 pixels (w x h, max 2 JPG's)
Website full banner homepage	€ 490 p..month	532 x 106 pixels (w x h, max 2 JPG's)
Website half banner homepage	€ 290 p..month	261 x 106 pixels (w x h, max 2 JPG's)
Newsletter full banner	€ 190 p..week	370 x 94 pixels (w x h, max 1 JPG)
Newsletter half banner	€ 110 p..week	180 x 94 pixels (w x h, max 1 JPG)

### Vacancies (website)

For € 199 per month companies can place a vacancie. It's a placement of 4 weeks on the website, in the newsletter and including a Twitter message.

### LED Industry Registry (website)

Organizations can register to the online LED Industry Registry, a database of company profiles from suppliers.

LED Industry Registry

€ 249 (per year)

The registration contains:

- placement of company to belonging categories
- registry of company data (name of organisation,
- contact of organisation, streetname and number,
- postal code and place, phone- and faxnumber,
- website adress and link to social media like Twitter / Facebook / LinkedIn
- description of company activities;
- three pictures of products and projects
- unlimited online recording of press release
- unlimited recording of vacancies in database