

led magazine



MAGAZINE (QUARTERLY)



NEWSLETTER (WEEKLY)



WEBSITE (DAILY)

Delivery address (NL)

Dé Duurzame Uitgeverij
LED Magazine
Breukrand 405, 5403 LJ Uden
T. +31 85 130 17 55
E. info@ledmagazine.nl
I. www.ledmagazine.nl

LED MAGAZINE MEDIKIT 2019

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

113.650 visitors (January 1, 2019 - December 31, 2018)

Pageviews

196.913 pageviews (January 1, 2019 - December 31, 2018)

ONLINE: NEWSLETTER

Newsletter

Weekly (Wednesday)

Circulation

8.065 copies (reference date January 1, 2019)

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, NSVV, FHI en Agoria)

High tech industry

companies of high tech industry active in led

Construction and installation

architects (members BNA and Orde van Architecten)
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)
top 250 agricultural companies

Agricultural sector

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

Energy sector

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

Government

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

Remaining

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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 2018
June 2018
September 2018 (special LED Expo)
December 2018

Space close

11 February
27 May
4 September
11 November

Art due

18 February
3 June
11 September
18 November

Circulation

8 March
21 June
1 October
6 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 vacencie. 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 companie 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