

# MEDIA KIT 2019



**NEW:**  
As of now, an editorial  
**technology**  
**section**  
is part of each issue

## PRINT + ONLINE

Magazine Profile	2
Rates	3
Formats and Technical Details	4/5
LIGHTGUIDE Address Guide	6
General Terms and Conditions	7
Lux Select	8/9
Schedule and Editorial Calendar	10-11
Circulation and Distribution Analysis	12
Recipient Structure Analysis	13
Online Advertising	14-18
Contact	19/20



successful media for experts

Media Group  Süddeutscher Verlag



Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

**1 Title:** HIGHLIGHT – the trade magazine for the lighting industry

**2 Profile in brief:**

HIGHLIGHT provides an extensive, cross-media platform for communication with the lighting industry consisting of the trade magazine HIGHLIGHT, its associated website HIGHLIGHT-WEB and the job exchange LightingJOBS. HIGHLIGHT, the trade magazine for the lighting industry, enables around 10,000 decision-makers to be reached six times a year. HIGHLIGHT is specifically aimed at architects, interior designers, lighting and electrical engineers, consultants and designers in the specialist trade as well as at industry – in other words, all the key players in the lighting market. With its high-quality graphic appearance, HIGHLIGHT is extremely appealing to the demanding target group of architects and conveys information on lighting straight to the point.

**3 Target group:**

Investment decision-makers in lighting design, architecture and interior design as well as the specialist lighting trade. Manufacturers of lighting and components are reached as well as wholesalers and shopfitters.

**Optimal networking:**

At www.highlight-web.de you will find up-to-the-minute information and the Lightguide directory of manufacturers, to which www.lighting-jobs.de – the job exchange for lighting – is connected.

**4 Frequency of publication:** every two months

**5 Magazine format:** 220 x 310 mm

**6 issues/year:** 30<sup>th</sup> issue 2019

**7 Purchase price of annual subscription:**

domestic € 69.– (incl. shipping costs and VAT)  
 foreign € 84.– (incl. shipping costs and VAT)  
 Single copy price € 11.– (incl. VAT plus shipping costs)

**8 Organ:** –

**9 Memberships:** Deutsche Fachpresse, IVW

**10 Publisher:**

Hüthig GmbH

Managing Director: Fabian Müller  
 Publishing Director: Rainer Simon  
 Im Weiher 10, D-69121 Heidelberg  
 Tel.: +49 6221 489-384

Company address:

Fax: +49 6221 489-443  
 Braugasse 2, D-59602 Rützen  
 Tel.: +49 2952 9759-200

Editorial department address:

Fax: +49 2952 9759-201

Advertising department address:

Hultschiner Str. 8, D-81677 Munich  
 Tel.: +49 89 2183-8988  
 Fax: +49 89 2183-8989  
 www.highlight-web.de

Internet:

**11 Publisher:**

–

**12 Advertisements:**

Bettina Landwehr (Advertising Manager)

**13 Editor:**

Markus Helle (Editor-in-chief)

**14 Volume analysis**

2017 = 8 issues

<b>Total volume:</b>	624 pages =	100.00 %
<b>Editorial section:</b>	516 pages =	82.69 %
<b>Advertising section:</b>	108 pages =	17.31 %
of which publisher's advertisements:	23 pages =	3.69 %
<b>Supplements:</b>	10	

**15 Content analysis editorial**

2017 = 516 pages

<b>By topics:</b>		
Light planning	151 pages =	29.26 %
Lighting design	101 pages =	19.57 %
Interviews, profiles	56 pages =	10.85 %
Business, trade fairs	95 pages =	18.41 %
Science and technology	44 pages =	8.53 %
Brief information, news	69 pages =	13.37 %
	<hr/>	
	516 pages =	100.00 %



Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

## 1 Advertising prices (for formats see page 4):

All prices in € plus statutory VAT.

Full prices for 4c advertisements*	4c price
1/1 page	5,020.00
2/3 page (special position in front of interview)	3,680.00
1/2 page	2,650.00
1/3 page	2,020.00
1/4 page	1,725.00
1/8 page	1,290.00

\*Details indicate full prices including color surcharge

## 2 Surcharges

The advertising prices are full prices and include color from the Euroscale and printing with bleed.

Special colors on request

### Positioning:

Front cover	€ 5,960.-
Inside front cover	€ 5,255.-
Outside back cover	€ 5,500.-
Binding positioning provisions:	10 % of basic price each

Prices and conditions for cover pages on request.

## 3 Discounts: for orders placed within 12 months

### Frequency discount:

Publication 2 x	5 %
Publication 4 x	10 %
Publication 6 x	15 %

## 4 Classified advertisements:

Vacancies ads per mm	(1-column, 90 mm wide)	Print	Online
Job search ads per mm	(1-column, 41 mm wide)	€ 5.45	see page 18
Purchases/sales per mm	(1-column, 41 mm wide)	€ 3.35	see page 18
Box number fee		€ 5.45	
		€ 35.-	

## 5 Special forms of advertising: On request

**Bound inserts:** Delivered folded, untrimmed, without back stapling

2-page bound insert	€ 3,005.-
4-page bound insert	€ 5,995.-

Quantity supplied: 10,800 copies

### Supplements:

(not eligible for discount and only for total circulation, quantity supplied: 10,800 copies)  
minimum format 105 x 148 mm, max. 210 mm wide x 297 mm high  
up to 25 g in weight € 2,900.-  
other weights on request

Delivered: 5 samples upon order placement, edition up to 14 days before publication.  
The supplement must be closed on the long side for machine processing.

**Affixed advertising material:** (only for total circulation, quantity supplied: 10,800 copies)

In combination with advertisement or bound insert	€ 1,200.-
plus adhesive costs (agency commission cannot be deducted)	
plus additional delivery costs	
(agency commission cannot be deducted)	€ 13.60 each %

### Delivery address for bound inserts and supplements:

Grafisches Centrum Cuno GmbH, Ms Anna Jakobs, Gewerbering West 27,  
D-39240 Calbe (with note: for Highlight edition no. ..., customer..)

## 6 Contact: see p. 19/20

## 7 Terms of payment:

Net within 30 days of invoice date, 2 % discount for advance or direct debit

### Bank details:

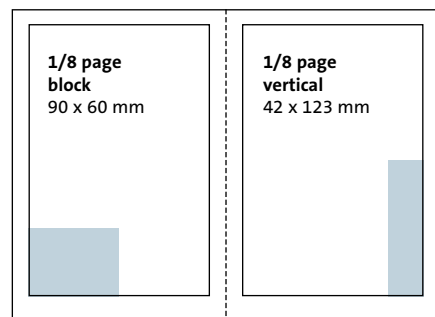
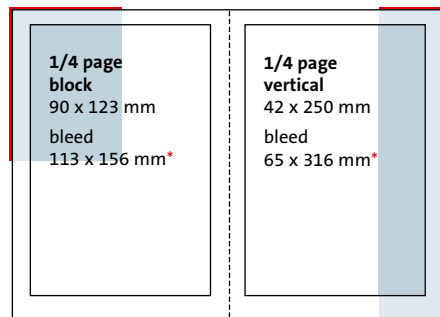
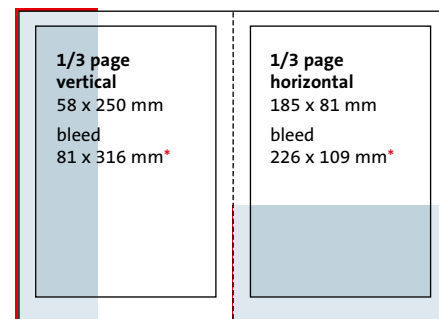
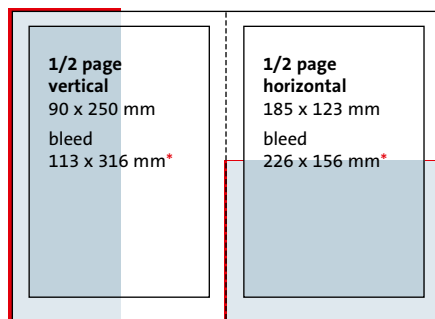
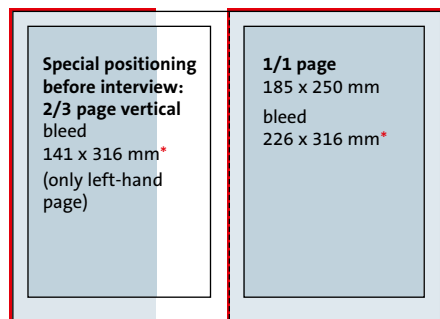
HypoVereinsbank  
Account: 157 644 60  
Bank code: 700 202 70  
IBAN: DE66 7002 0270 0015 7644 60  
BIC: HYVEDEMMXXX



Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

— \*Bleed formats quoted include 3 mm trim allowances

■ Type area formats   ■ Bleed formats



**Delivery of bound inserts:**

Width: 220 mm  
+ 4 mm trim inside  
+ 3 mm trim outside

Height: 310 mm  
+ 3 mm trim top  
+ 3 mm trim bottom

Magazine format: width 220 mm, height 310 mm



Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: [www.highlight-web.de](http://www.highlight-web.de)

- 
- 1 Magazine format:** 220 mm wide, 310 mm high  
**Type area:** 185 mm wide, 250 mm high  
Number of columns: 2 columns  
Column width: 90 mm
- 
- 2 Printing process:** Offset  
**Binding method:** Adhesive binding
- 
- 3 Data delivery:** [dispo@huethig.de](mailto:dispo@huethig.de)
- 
- 4 Data formats:** Delivery of data in PDF format, version 1.3 (PDF/X-1a), created with Acrobat Distiller from version 4.0 and with screen-modulated proof. Image data high resolution at least 300 dpi, resolution for 60 screen, color model always CMYK (never RGB or LAB elements). Bitmap (barcode scans) should have a resolution of at least 800 dpi. The format designed in the original sizes plus bleed margin and bleed markings.
- 
- 5 Colors:** With digitally transmitted print templates for color adverts, a color proof with Fogra media wedge version 2.0 or 3.0 and a proof or test report (= certificate) is also to be supplied by the customer. The customer shall otherwise not be entitled to compensation in the event of any color variations which may occur.
- 
- 6 Proof:** According to FOGRA standard. With FOGRA media wedge 2.0 or 3.0 as per standard, **PSO\_LWC\_Improved\_eci.icc** for content generally paper type 3 FOGRA 45L – as per standard, **ISOcoated\_v2\_eci.icc** for sleeve generally paper type 2 FOGRA 39L – as per standard.
- 
- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.
- 
- 8 Warranty:**  
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on print paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication of the relevant printed material. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from business customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

- 
- 9 Contact:** Advertisement processing: Martina Probst  
Tel.: +49 6221 489-248  
Fax: +49 6221 489-310  
[highlight-dispo@huethig.de](mailto:highlight-dispo@huethig.de)

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: [www.highlight-web.de](http://www.highlight-web.de)

## LIGHTGUIDE Address guide

The 9th edition of the LIGHTGUIDE address guide will be published in 2019. The handy reference work in A5 format contains international manufacturer's addresses that are clearly arranged and sorted by what they offer. There is also a comprehensive alphabetical overview. In addition, the database is also made available online ([www.highlight-web.de](http://www.highlight-web.de)) with expanded search features.

The lightguide also includes suppliers. This is a promotionally effective place to showcase individual suppliers of components, electronic components or design services. LED upstream suppliers now also have options to be featured.

HIGHLIGHT subscribers will receive the LIGHTGUIDE 2019/2020 for free. That means that upon publication, a wide distribution among the target audience is already guaranteed – both with regard to designers as well as manufacturers. We will make additional copies available at trade fairs, via HIGHLIGHT and our websites (nominal charge €5).

A LIGHTGUIDE 2019/2020 entry includes the online listing. An address entry is free. Each additional category costs €30. If you are not yet represented in the LIGHTGUIDE or if you have not received a notification by May 2019, please get in touch with us.

In order to generate even more attention, ads can be placed in the LIGHTGUIDE address guide (see overview). In addition to image ads, you also have the option of placing your company logo next to your address, which will also guarantee a premium entry online in 2019.

Format: DIN A5, approx. 240 pages

Deadline for ads: September 10, 2019  
Publication date: October 8, 2019



### Advertising prices LIGHTGUIDE Address Guide:

Format	b/w	4c
1/1 page		€ 3,195.–
1/2 page		€ 2,575.–
Logo	€ 340.–	€ 565.–
<b>Special positions:</b>		
Front cover		€ 3,995.–
Inside front cover		€ 3,710.–
Outside back cover		€ 4,245.–

All prices in Euros without applicable VAT

## General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

### § 1 Validity, Exclusivity

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, together with the publisher's price list valid at the time the contract is concluded, whose provisions constitute an integral element of the contract. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.

2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher following submission of a sample and checking by the publisher.

### § 2 Offer, Conclusion of Contract

1. Conclusion in the meaning of the General Terms and Conditions set out below is a contract on the publication of one or more advertisements, third-party supplements or other advertising media of an advertiser or other commercial inserts in printed form for the purposes of distribution.

2. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for transmission errors.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.

4. At the publisher's discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall conclusion of contract. This applies in particular if their contents violate laws or official provisions, or were considered objectionable by the German Press Self-Regulatory Council (VdD) or other authorities, or if they are deemed unacceptable by the publisher due to their content, origin or technical format or, due to their format or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

### § 3 Contract Implementation

1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements, if copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) or must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand). Files which belong together must be sent or saved in a common directory (folder). In the event that the customer digitally transmits print copy for color advertisements, the customer shall, at the same time, supply a color proof and proof protocol or measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color mistakes which the customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete files containing computer viruses. No claims on the part of the customer shall derive from such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable or damaged copy. Copy shall only be returned to the customer if specifically requested. Failing this, it shall become the property of the publisher. The obligation to store all documents which are sent expires three months after publication of the respective order.

3. Costs for the production of ordered copy, films or drawings shall be borne by the customer, which shall also bear all costs for changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that the proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

5. Upon request the publisher shall furnish an advice of the advertising material together with the invoice. In the event that such an advice can no longer be obtained, the publisher shall instead send confirmation that the advertising material has been published and distributed.

6. The design and labeling of advertorial styled advertising material must be agreed with the publisher in a timely manner prior to publication. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertising materials as advertisements if they are not recognizable as such.

7. Replies sent to box number advertisements are kept up to four weeks following publication of the relevant advertisement and are sent to the customer by regular mail. Replies have to be sent by express or registered mail. Notwithstanding this, the publisher assumes no responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.

9. Orders may only be cancelled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation notification, in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from any claims of third parties stemming from the publication of the advertising material, including reasonable costs for legal defense. The publisher is not obliged to verify whether advertising material affects the rights of third parties. In the event that the publisher e.g. becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The commission paid by the publisher is calculated based on the net charge to the customer, i.e. following deduction of any discounts, bonuses and discounts due to defects. A commission shall only apply to orders from third parties. The commission is only paid to advertising agencies recognized by the publisher and provided that the order is placed directly by the advertising agency, and that the said advertising agency is responsible for furnishing the finished and ready-for-print copy and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders by advertising agencies shall be made in their name and at their own expense. To the extent that advertising agencies place orders, in the event of doubt the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this must be agreed separately and with the name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

### § 4 Prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those in the price list for advertorial styled advertising material, supplements, special publications and collections. Discounts as for advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to companies if the publisher has notified them thereof at least one month prior to publication of the advertising material. In the event of a price increase, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days of receipt of notification of any price increase.

2. The discounts specified in the price list are granted solely to the customer and only for the advertising material placed over the course of one year ("advertisement year"). Frequency discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertisement year. If an order fails to reach the forecast order volume, the excess discount granted shall be subsequently invoiced to the customer.

4. Unless otherwise agreed, following receipt of the invoice orders shall be paid for within the period specified in the price list. The so-called pre-notification deadline after the SEPA Core Direct Debit has been shortened to four days. In the event of payment default, dunning and collection expenses shall be charged to the customer. In the event of payment default, the publisher shall be authorized to defer delivery on a current contract until payment is made, as well as require advance payment. In case of reasonable doubt concerning the customer's ability to pay, the publisher shall be authorized, including on expiry of the term of an overall contract, to deviate from an originally agreed due date of payment and to make the publication of further advertising material dependent on advance payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. All prices exclude statutory VAT amounts on the day the invoice is issued.

6. For orders from abroad which are not subject to VAT, the invoice shall be issued without VAT. The publisher is entitled to charge VAT retroactively should the tax authorities confirm that the advertising order is subject to taxation.

7. In the event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a discount if, as an overall average for the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or elsewhere, or – if no circulation is specified – falls short of the average circulation sold (if sales figures are not available, then the average actual circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to a discount if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such timely manner that the customer was able to withdraw from the contract prior to publication of the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

### § 5 Warranty for Defects

1. No warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.

2. In the event the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, the customer shall have no claims in respect of faulty publication. This shall also apply in the event that the customer fails to observe the other provisions of these General Terms and Conditions or the price list.

3. No claim by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. In the event the advertising material has been reproduced with defects – despite prompt delivery of error-free copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is given a reasonable time limit and allows it to expire, or refuses to perform subsequent fulfillment, or if the customer cannot reasonably be expected to accept subsequent fulfillment, said fulfillment is unsuccessful, the customer shall have the right to withdraw from the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

4. In the event that defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional costs for the production of corrected copy. In the event of gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication of the next placement.

5. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

### § 6 Liability, Force Majeure

1. Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays, breach of contractual obligations, violation of the industrial property rights of third parties and tortious actions. This liability exclusion shall not apply in the event of intent or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary negligence which leads to the breach of a contractual obligation which is material to the fulfillment of the contractual purpose, or in the event that the claims for damages arise from a warranty of quality. In the event the publisher is liable on the merits, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply in the event said damages were caused by intent or gross negligence by the publisher, its representatives and vicarious agents, or if claims for damages are based on the Product Liability Act, or arise in connection with injury to life, limb or health. To the extent that the publisher is liable, this shall also apply to the personal liability of its employees, representatives, bodies and vicarious agents. All claims for damages against the publisher expire 12 months after the point in time at which the customer became aware or should have become aware of the circumstances substantiating the claim.

2. In the event of force majeure and industrial dispute actions which are not the fault of the publisher, the publisher is freed from the obligation to fulfill the order, no claims for damages shall arise from this.

### § 7 Concession of Rights

The customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer shall grant the publisher the necessary copyright, usage and performance protection rights and other rights which permit the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for duplication, distribution, transmission, dispatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of time, space and content and to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without geographical restriction and confer authorization for placement by all known technical methods and in all known forms of advertising media.

### § 8 Data Protection

Data processing shall be carried out in accordance with the applicable regulations of the Federal Data Protection Act and the European General Data Protection Regulation. Hühning GmbH shall collect, process and use the customer's personal data. Further information on data processing and data protection can be found in the data protection policy of Hühning GmbH at <https://www.huehning.de/gatenschutz>

### § 9 Out-of-court online dispute resolution

The European Commission has set up a platform for online dispute resolution. You can reach this at: <http://ec.europa.eu/consumers/odr/>. Consumers can use this platform to resolve their disputes. We are neither willing nor obligated to participate in a dispute resolution procedure before a dispute resolution body unless there is a legal obligation to participate.

### § 10 Place of Performance, Place of Jurisdiction

The law of the Federal Republic of Germany applies, excluding the UN Convention on Contracts for the International Sale of Goods and excluding conflict of laws. The place of performance is the publisher's registered office. The place of jurisdiction for lawsuits against merchants, legal persons under public law or special funds under public law shall be the publisher's registered office.

Status as of: July 2018

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: [www.highlight-web.de](http://www.highlight-web.de)



We would also like to take the opportunity to recommend our Lux Select catalog as an advertising medium with long-term impact. This ideally complements your advert in our trade fair magazine HIGHLIGHT.

Good lighting concepts make architecture look extraordinary. Architects and planners decide on the lighting in the space – by selecting openings for natural light and choosing artificial lighting. The Lux Select lighting compendium 2018 provides the target group with a comprehensive overview of lights and lighting for your ideas.

It contains information on the German light design prize, seminars, profiles of highly regarded manufacturers and lighting planners – clear, handy and informative.

Frequency of publication: Once a year  
Print run: 13,000 copies  
Publication date: May 7, 2019  
Deadline: March 21, 2019

**We look forward to meeting you and would be pleased to present a proposal on an effective advertising solution for you:**

Bettina Landwehr (Head of Advertising)

Tel.: +49 89 2183-8988

E-mail: [bettina.landwehr@huethig.de](mailto:bettina.landwehr@huethig.de)

Markus Helle (editor-in-chief)

Tel.: +49 2952 9759-200

E-mail: [markus.helle@huethig.de](mailto:markus.helle@huethig.de)



## LUX SELECT

Das Lichtkompendium  
für Architekten und Planer

>>> Licht im Gespräch  
Mehr als das Notwendige

>>> Deutscher Lichtdesign-Preis  
Die besten Beleuchtungslösungen

>>> Hersteller im Portrait  
Die Informationsplattform



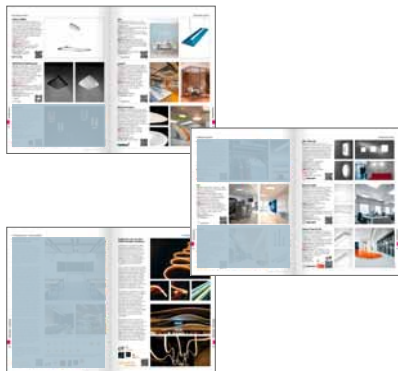
Also visit our  
website at  
[lux-select.de](http://lux-select.de)



## BASIC PACKAGE

- 3 product placements of 1/3 DIN A4 page
- 1 project solution of 1/1 DIN A4 page
- Lux Select link/QR code flat rate
- Catalog service 2019

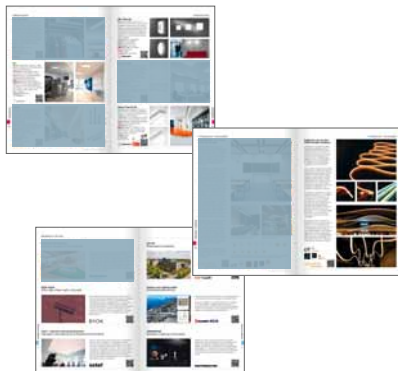
€ 3,650.–



## COMPACT PACKAGE

- 3 product placements each 1/3 DIN A4 page
- 1 project solution of 1/1 DIN A4 page
- 1 manufacturer profile of 1/3 DIN A4 page (optional 1/3 product placement)
- Lux Select link/QR code flat rate
- Catalog service 2019

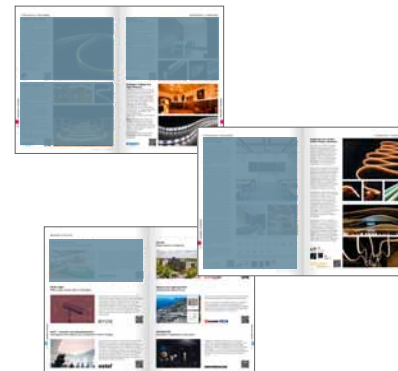
€ 3,960.–



## PLUS PACKAGE

- 3 product placements each 1/2 DIN A4 page
- 1 project solution of 1/1 DIN A4 page
- 1 manufacturer profile of 1/3 DIN A4 page (optional 1/3 product placement)
- Lux Select link/QR code flat rate
- Catalog service 2019

€ 4,175.–



All prices including 4c printing and catalog service, plus VAT.

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

## 1 Circulation monitoring:



## 2 Circulation analysis:

Average annual number of copies  
per issue\*  
(July 1, 2017 - June 30, 2018)

<b>Print run:</b>	10,000	
<b>Numbers of copies actually distributed:</b>	9,719	of which abroad: 262
<b>Copies sold:</b>	974	of which abroad: 108
– subscribed copies:	973	of which association member copies: 359
– other sales:	0	
– single copy sales:	1	
<b>Free copies:</b>	8,745	
<b>Residual, archive and specimen copies:</b>	281	

## 3 Geographical distribution analysis:

Economic area:	Proportion of copies actually distributed	
	%	Copies
Germany	97.3	9,457
Abroad	2.7	262
<b>Actually distributed copies</b>	<b>100.0</b>	<b>9,719</b>

\* contains all copies published in the reporting period.

Distribution based on federal states:	Proportion of copies actually distributed	
	%	Copies
Baden-Wuerttemberg	13.4	1,267
Bavaria	17.3	1,636
Berlin, Brandenburg, Mecklenburg-Western Pomerania	5.7	539
Bremen, Hamburg, Schleswig-Holstein	5.6	530
Hesse	10.8	1,021
Lower Saxony	8.2	775
North-Rhine Westphalia	28.5	2,695
Rhineland-Palatinate	4.1	388
Saarland	1.0	95
Saxony, Saxony-Anhalt	3.2	303
Thuringia	2.2	208
<b>Actually distributed copies</b>	<b>100.0</b>	<b>9,457</b>

Breakdown of circulation abroad**	Proportion of copies actually distributed	
	%	Copies
Austria	24.4	64
Switzerland	28.6	75
Other	47.0	123
<b>Actually distributed copies</b>	<b>100.0</b>	<b>262</b>

\*\* Publisher's claim

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

Recipient groups*	Proportion of copies actually distributed	
	%	Copies
Architects, interior designers, electrical/lighting designers, shopfitters	79.1	7,688
Lamps, lighting industry	7.8	758
Lighting retail	7.2	700
Lighting wholesale	4.1	398
High-end furnisher dealers	1.8	175
<b>Actually distributed copies</b>	<b>100.0</b>	<b>9,719</b>

\* Publisher's claim

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: [www.highlight-web.de](http://www.highlight-web.de)

## highlight-web.de

- 1 Web address (URL):** [www.highlight-web.de](http://www.highlight-web.de)
- 2 Profile in brief:**

HIGHLIGHT-WEB is the website of the trade magazine HIGHLIGHT. HIGHLIGHT-WEB provides additional information supplementing the print edition. Through links with websites in the industry, HIGHLIGHT-WEB provides all key information in one place. As well as general advertising space in the header or sidebar, thematic advertising space is also available in the news area. Special forms of advertising are possible upon agreement.

A special feature is the action button which can have individual links. Use the button, for example, to draw attention to products or campaigns.
- 3 Target group:**

Investment decision-makers in lighting design, architecture and interior design as well as the lighting trade. Manufacturers of lighting and components are reached as well as wholesalers and shopfitters.
- 4 Publisher:** Hüthig GmbH
- 5 Editorial contact partner:** Markus Helle, Editor-in-chief  
Tel.: +49 2952 97 59 200  
E-mail: [markus.helle@huethig.de](mailto:markus.helle@huethig.de)
- 6 Online advertising contact partner:** Bettina Landwehr (Advertising Manager)  
Tel.: +49 89 2183-8988  
E-mail: [bettina.landwehr@huethig.de](mailto:bettina.landwehr@huethig.de)
- 7 Data delivery:** Martina Probst  
Tel.: +49 6221 489-248  
E-mail: [online-dispo@huethig.de](mailto:online-dispo@huethig.de)

### Facts

#### Traffic<sup>1</sup>

- 14,079 visits/month
- 22,992 page views/month
- adjusted:  
excluding search engine access
- 0.56 minutes average duration of visit
- 7,611 newsletter subscribers

#### Content

- Specialist articles
- Product reports
- News
- Interviews
- Videos

#### Topic areas

- News
- Highlight
- Interviews
- Knowledge
- Key dates
- Job exchange

highlight-web.de  
is IVW-certified

<sup>1</sup> Source: Google Analytics, as at 7/2018

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

## 1 Rates and Advertising Formats

Type of Ad Website	Format	Bookable Channels	Price in Euros per month/issue
Superbanner (= Leaderboard)	728 x 90 pixels	total rotation	800.–
Fullsize Banner	468 x 60 pixels	total rotation	405.–
Halfsize Banner	234 x 60 pixels	total rotation	275.–
Half Skyscraper	160 x 300 pixels	total rotation	455.–
Skyscraper	160 x 600 pixels	total rotation	695.–
Content Ad	300 x 250 pixels	total rotation	865.–
Wallpaper	920 x 90 and max. 160 x 900 pixels	total rotation	1,150.–
News Banner	546 x 90 pixels	total rotation	695.–
Sponsoring Button	800 x 30 pixels	total rotation	1,060.–
Company Entry / Standard		LIGHTGUIDE online business directory	free of charge
Company entry / Premium with Logo		LIGHTGUIDE online business directory	355.– per year
Job Advertisement		Job Market	see p. 18

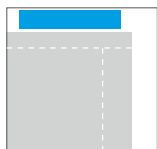
Type of Ad Newsletter	Format	Bookable Channels	Price in Euros per issue
Newsletter/banner	600 x 90 pixels		375.–
Newsletter/power-banner	300 x 140 pixels		350.–
Stand-alone newsletter		Exclusive booking	1,420.–

All prices in Euros without applicable VAT

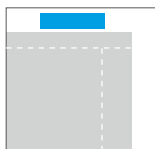
Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: [www.highlight-web.de](http://www.highlight-web.de)

## 1 Banner formats

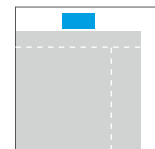
You can book a range of different banner formats on [highlight-web.de](http://highlight-web.de). Whether it is an animated gif or an HTML5 banner – the choice is yours. The banner formats are displayed in full rotation with a maximum of two further advertising partners. Invoicing for your campaign is based on the monthly fixed price.



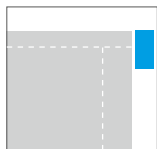
**Superbanner**  
Format: 728 x 90 pixels  
Price/month: € 800.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



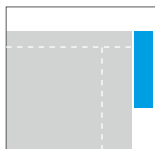
**Fullsize-Banner**  
Format: 468 x 60 pixels  
Price/month: € 405.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



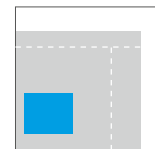
**Halfsize-Banner**  
Format: 234 x 60 pixels  
Price/month: € 275.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



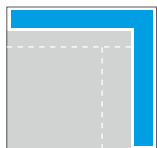
**Half Skyscraper**  
Format: 160 x 300 pixels  
Price/month: € 455.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



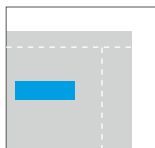
**Skyscraper**  
Format: 160 x 600 pixels  
Price/month: € 695.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



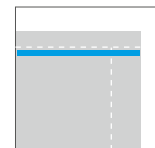
**Content Ad**  
Format: 300 x 250 pixels  
Price/month: € 865.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



**Wallpaper**  
Format: 920 x 90 pixels and  
max. 160 x 900 pixels  
Price/month: € 1,150.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



**News-Banner**  
Format: 546 x 90 pixels  
Price/month: € 695.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB

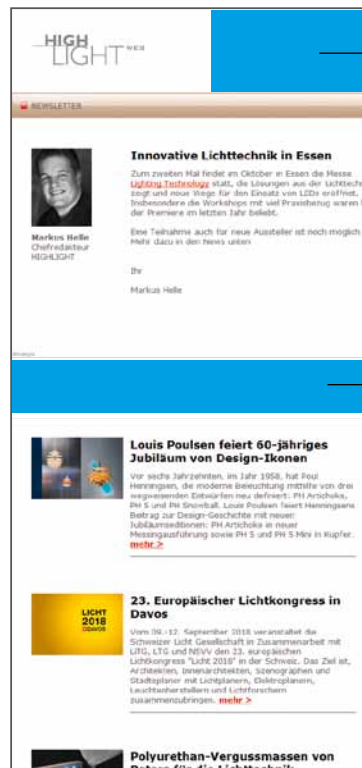


**Sponsoring-Button**  
Format: 800 x 30 pixels  
Price/month: € 1,060.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB

All prices in Euros without applicable VAT

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

- 1 **Name:** highlight-web.de newsletter
- 2 **Profile in brief:**  
Our newsletter is sent to around 7,600 subscribers on Thursdays on even calendar weeks. As well as the latest news, new product presentations and specialist editorial articles are also featured.
- 3 **Target group:**  
Opinion leaders and decision-makers in the lighting sector.
- 4 **Frequency of publication:** every week
- 5 **Editorial contact partner:** Markus Helle, Editor-in-chief  
Tel.: +49 2952 97 59 200  
E-mail: markus.helle@huethig.de
- 6 **Online advertising contact partner:** Bettina Landwehr, Advertising Manager  
Tel.: +49 89 2183-8988  
E-mail: bettina.landwehr@huethig.de
- 7 **Data delivery:** Martina Probst  
Tel.: +49 6221 489-248  
E-mail: online-dispo@huethig.de



**Power-Banner**

**Format:** 300 x 140 pixels

**Price:** € 350.–/issue

**File type:** gif\*, jpg, png

**Banner**

**Format:** 600 x 90 pixels

**Price:** € 375.–/issue

**File type:** gif\*, jpg, png

\* Note: Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros without applicable VAT

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

## Lighting-jobs.de – search for and find staff!

The www.lighting-jobs.de job exchange is the leading specialist jobs website for the lighting sector. We have been successfully working for the industry since 2008.

Job advertisements can easily be ordered on LightingJOBS – predefined standard layouts are available. CI-based adverts can be placed which are ideal for search engine processing.

The same applies for job searches. Box number options are available in both cases.

The optimized job advert contains links to social media, adapted titles and page names and the relevant keywords, making it optimally readable by search engines, such as Google!

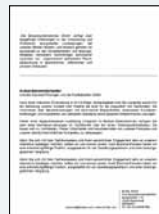
Your advert will be displayed and circulated on lighting-jobs.de, highlight-web.de and elektro.net. The job adverts will also be circulated in the HIGHLIGHT newsletter.

For collective adverts containing several positions, there is a surcharge of € 300.– per position.

The combination of web and print advert in HIGHLIGHT can increase the effectiveness of job searches. We also offer an additional combi-discount of 10 % each.

All prices in Euros without applicable VAT

## Price per advert, duration 8 weeks each:



**Basic:** € 440.–

The easy and quick way to produce your advert in the fixed standard layout without a logo, box number can be booked as an option (€ 50.–).



**Business:** € 625.–

in the predefined business layout with company logo (110 x 60 pixels).



**CI advert:** € 940.–

The premium entry based on your PDF template with logo – 1:1 web implementation



# Your contacts

## **PUBLISHER**

Hüthig GmbH  
Im Weiher 10  
D-69121 Heidelberg  
Internet: [www.huethig.de](http://www.huethig.de)

### **Address Advertising Department:**

Hüthig GmbH  
Hultschiner Str. 8  
D-81677 München  
Internet: [www.highlight-web.de](http://www.highlight-web.de)

### **Address Editorial Department:**

Hüthig GmbH  
Braugasse 2  
D-59602 Rühren

## **EDITORIAL TEAM**

### **Editor-in-chief:**

**Markus Helle**  
Tel.: +49 2952 9759200  
[markus.helle@huethig.de](mailto:markus.helle@huethig.de)

### **Editorial Assistant:**

**Karin Bielemeier**  
Tel.: +49 2952 9759200  
[karin.bielemeier@huethig.de](mailto:karin.bielemeier@huethig.de)

## **ADVERTISING**

### **Advertising Manager:**

**Bettina Landwehr**  
Tel.: +49 89 2183-8988  
[bettina.landwehr@huethig.de](mailto:bettina.landwehr@huethig.de)

### **Advertising Assistant:**

**Melanie Floßmann**  
Tel.: +49 89 2183-8987  
[melanie.flossmann@huethig.de](mailto:melanie.flossmann@huethig.de)

### **Advertisement Processing:**

**Martina Probst**  
Tel.: +49 6221 489-248  
Fax: +49 6221 489-310  
[martina.probst@huethig.de](mailto:martina.probst@huethig.de)

### **All countries**

**(except Switzerland, Austria  
and Liechtenstein)**

Sarah Horn  
Im Weiher 10  
D-69121 Heidelberg  
Tel.: +49 6221 489-261  
Fax: +49 6221 489-481  
[sarah.horn@huethig.de](mailto:sarah.horn@huethig.de)

### **Switzerland, Liechtenstein**

interpress  
Katja Hammelbeck  
Ermatinger Str. 14  
CH-8268 Salenstein  
Tel.: +41 71 55202-12  
Fax: +41 71 55202-10  
[kh@interpress-media.ch](mailto:kh@interpress-media.ch)

**HIGH**  
LIGHT

## Advertising Department:



Bettina Landwehr  
Advertising Manager  
+49 89 2183-8988  
bettina.landwehr@huethig.de



Melanie Floßmann  
Advertising Assistant  
+49 89 2183-8987  
melanie.flossmann@  
huethig.de



Sarah Horn  
All countries (except Switzerland,  
Austria and Liechtenstein)  
+49 6221 489-261  
sarah.horn@huethig.de



Katja Hammelbeck  
Switzerland, Liechtenstein  
+41 71 55202-12  
kh@interpress-media.ch

## Editorial Department:



Markus Helle  
Editor-in-chief  
+49 2952 9759200  
markus.helle@huethig.de



Karin Bielemeier  
Editorial Assistant  
+49 2952 9759200  
karin.bielemeier@huethig.de

*For further  
contact details  
see page 19*