

MEDIA KIT 2020



An editorial
technology
section
is part of each issue

PRINT + ONLINE

| | |
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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: 31st issue 2020

7 Purchase price of annual subscription:

| | |
|-------------------|---|
| domestic | € 70.00 (incl. shipping costs and VAT) |
| foreign | € 85.00 (incl. shipping costs and VAT) |
| Single copy price | € 11.50 (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
Fax: +49 6221 489-443
Braubgasse 2, D-59602 Rützen
Tel.: +49 2952 9759-200
Fax: +49 2952 9759-201
Hultschiner Str. 8, D-81677 Munich
Tel.: +49 89 2183-8988
Fax: +49 89 2183-8989
www.highlight-web.de

11 Publisher: –

12 Advertisements: Bettina Landwehr (Advertising Manager)

13 Editor: Markus Helle (Editor-in-chief)

14 Volume analysis 2018 = 8 issues

| | | |
|--------------------------------------|-------------|----------|
| Total volume: | 640 pages = | 100.00 % |
| Editorial section: | 518 pages = | 80.94 % |
| Advertising section: | 122 pages = | 19.06 % |
| of which publisher's advertisements: | 26 pages = | 4.06 % |
| Supplements: | 5 | |

15 Content analysis editorial 2018 = 518 pages

| | | |
|-------------------------|-------------|----------|
| By topics: | | |
| Light planning | 102 pages = | 19.69 % |
| Lighting design | 141 pages = | 27.22 % |
| Interviews, profiles | 47 pages = | 9.07 % |
| Business, trade fairs | 100 pages = | 19.31 % |
| Science and technology | 59 pages = | 11.39 % |
| Brief information, news | 69 pages = | 13.32 % |
| | <hr/> | |
| | 518 pages = | 100.00 % |



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1 Advertising prices (for formats see page 4):

All prices in € plus statutory VAT.

| Full prices for 4c advertisements* | 4c price |
|---|----------|
| 1/1 page | 4,995.00 |
| 2/3 page (special position in front of interview) | 3,735.00 |
| 1/2 page | 2,690.00 |
| 1/3 page | 2,020.00 |
| 1/4 page | 1,750.00 |
| 1/8 page | 1,295.00 |

*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 | € 5,995.- |
| Inside front cover | € 5,295.- |
| 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 16 |
| Purchases/sales per mm | (1-column, 41 mm wide) | € 3.40 | see page 16 |
| Box number fee | | € 5.45 | |
| | | € 35.00 | |

5 Special forms of advertising: On request

Bound inserts: Delivered folded, untrimmed, without back stapling

2-page bound insert € 3,050.-

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 € 2,940.-

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

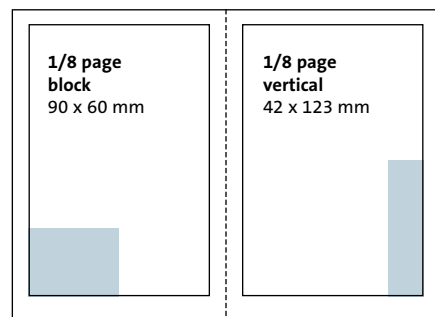
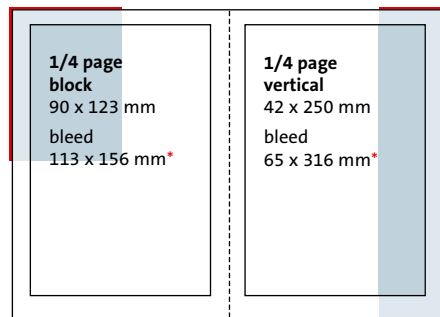
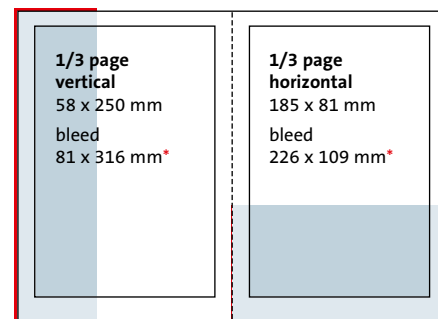
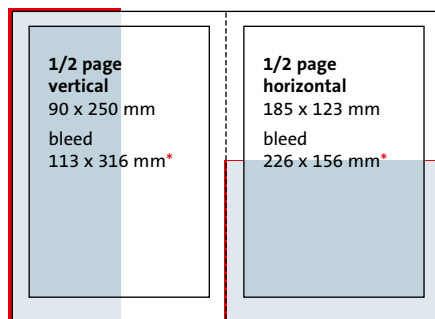
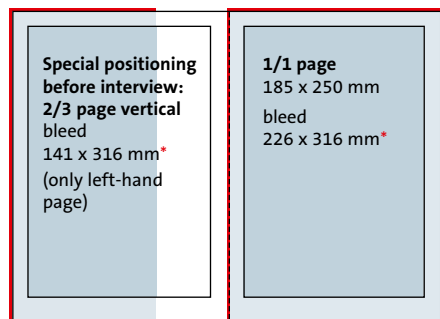
BIC: HYVEDEMMXXX



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— *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



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- 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

- 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

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 Council or other public bodies, 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 errors which occur. 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 orders, 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 in the form 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 liability shall be incurred 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 and 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 copies or 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 for damages to the personal liability of its employees, representatives, vicarious agents, 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. Hüthig 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 Hüthig GmbH at <https://www.huehig.de/datenschutz>

§ 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 the 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 2019

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: 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 2020 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 27, 2020
Deadline: April 17, 2020

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

Markus Helle (editor-in-chief)

Tel.: +49 2952 9759-200

E-mail: markus.helle@huethig.de



LUX SELECT
Das Lichtkompendium
für Architekten und Planer

**Also visit our
website at
lux-select.de**

- >>> Licht im Gespräch
Arbeiten im Team
- >>> Deutscher Lichtdesign-Preis
Auszeichnung für das Lichtdesign
- >>> Hersteller im Portrait
Die Informationsplattform

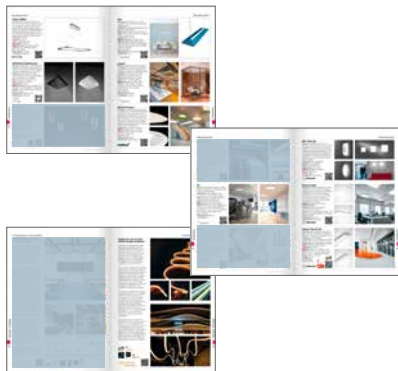


Sonderausgabe der Fachzeitschrift HIGHLIGHT

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 2020

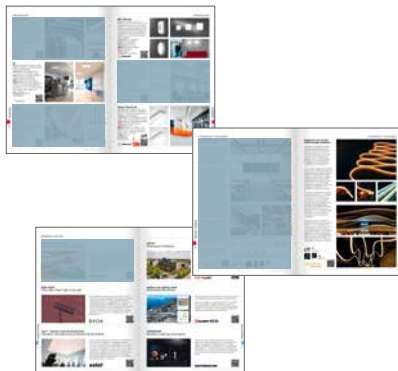
€ 3,735.–



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 2020

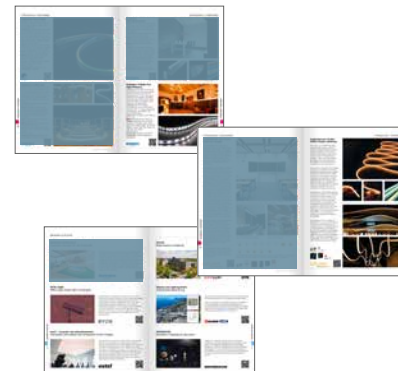
€ 3,995.–



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 2020

€ 4,250.–



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

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1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue*
(July 1, 2018 - June 30, 2019)

| | | | |
|--|--------|-------------------------------------|-----|
| Print run: | 10,000 | | |
| Numbers of copies actually distributed: | 9,717 | of which abroad: | 236 |
| Copies sold: | 936 | of which abroad: | 99 |
| – subscribed copies: | 930 | of which association member copies: | 357 |
| – other sales: | 2 | | |
| – single copy sales: | 4 | | |
| – paid content access privileges through subscription**: | 932 | | |
| Free copies: | 8,781 | | |
| Residual, archive and specimen copies: | 283 | | |

3 Geographical distribution analysis:

| Economic area: | Proportion of copies actually distributed | |
|------------------------------------|---|--------------|
| | % | Copies |
| Germany | 97.6 | 9,481 |
| Abroad | 2.4 | 236 |
| Actually distributed copies | 100.0 | 9,717 |

* contains all copies published in the reporting period

| Distribution based on federal states: | Proportion of copies actually distributed | |
|--|---|--------------|
| | % | Copies |
| Baden-Wuerttemberg | 13.6 | 1,290 |
| Bavaria | 17.6 | 1,669 |
| Berlin, Brandenburg, Mecklenburg-Western Pomerania | 6.6 | 626 |
| Bremen, Hamburg, Schleswig-Holstein | 5.7 | 540 |
| Hesse | 10.3 | 977 |
| Lower Saxony | 8.6 | 815 |
| North-Rhine Westphalia | 27.3 | 2,588 |
| Rhineland-Palatinate | 4.0 | 379 |
| Saarland | 1.1 | 104 |
| Saxony, Saxony-Anhalt | 3.5 | 332 |
| Thuringia | 1.7 | 161 |
| Actually distributed copies | 100.0 | 9,481 |

| Breakdown of circulation abroad** | Proportion of copies actually distributed | |
|------------------------------------|---|------------|
| | % | Copies |
| Austria | 25.0 | 59 |
| Switzerland | 28.4 | 67 |
| Other | 46.6 | 110 |
| Actually distributed copies | 100.0 | 236 |


** 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 | 78.9 | 7,667 |
| Lamps, lighting industry | 7.6 | 738 |
| Lighting retail | 7.9 | 768 |
| Lighting wholesale | 3.9 | 379 |
| High-end furnisher dealers | 1.7 | 165 |
| Actually distributed copies | 100.0 | 9,717 |

* Publisher's claim



| Issue | 01-02/2020 | 03-04/2020 | LIGHT + BUILDING TRADE FAIR GUIDE | SPECIAL ISSUE | 05-06/2020 | 07-08/2020 | 09-10/2020 | 11-12/2020 |
|-----------------------|---|--|---|---|---|---|---|---|
| Publication date: | Feb. 4, 2020 | Feb. 25, 2020 | Feb. 25, 2020 | May 20, 2020 | June 9, 2020 | Aug. 11, 2020 | Oct. 13, 2020 | Dec. 15, 2020 |
| Advertising deadline: | Jan. 10, 2020 | Jan. 29, 2020 | Jan. 29, 2020 | Apr. 10, 2020 | May 13, 2020 | July 17, 2020 | Sept. 18, 2020 | Nov. 20, 2020 |
| Editorial deadline: | Dec. 11, 2019 | Jan. 10, 2020 | Jan. 10, 2020 | Apr. 17, 2020 | Apr. 23, 2020 | June 30, 2020 | Sept. 1, 2020 | Nov. 3, 2020 |
| Trade fairs | Euroshop Feb. 16–20, 2020, Duesseldorf  | Light + Building Mar. 8–13, 2020, Frankfurt | Light+Building trade fair guide – with the lighting and building technology halls. Additional information on the programme and on special shows on the Frankfurt trade fair grounds. | GILE – Guangzhou International Lighting Exhibition June 9–12, 2020, Guangzhou/China | LED professional Symposium Sept. 24–26, 2020, Bregenz IFA Berlin | Orgatec Oct. 27–31, 2020, Cologne Hong Kong Lighting Fair Autumn (HKLF) Oct. 27–30, 2020, Hong Kong/China Mutec Nov. 5–7, 2020, Leipzig Get Nord Nov. 19–21, 2020, Hamburg | BAU 2021 Jan. 11–16, 2021, Munich Eltec 2021 Jan. 13–15, 2021, Nuremberg imm cologne 2021 Jan. 18–24, 2021, Cologne | |
| Topics | Shop lighting Shop design and presentation light: Staging, efficiency | Education Lighting for schools and other institutions of learning | | Special edition with comprehensive Euroshop and Light+Building post-event reports | Hotels and gastronomy Hospitality lighting projects and trends | Lighting in museums The latest exhibition lighting projects and products | Office lighting Good lighting supports a life-work-balance – current projects and solutions | Light for living spaces Light for private spaces – with design and intelligence |
| | Technology How can the use of HCL in shops be evaluated? | Human Centric Lighting How are the latest trends in lighting for humans implemented? | | Shop lighting trends Industry trends | Technology Measuring and evaluating light – laboratories vs. mobile solutions | Technology Smart home – Linking light and household technology | Lighting of the year The candidates for the lighting of the year 2020 introduce themselves | Review HKLF International trends from Hong Kong |
| | Technology: Sensor systems Basics for controlling light via sensors | Review Light at the imm Cologne and the Passagen | | Design Customisation or mass production? | Exterior lighting Lighting for house and garden | Review IFA Smart Home and more – News from the industry get-together in Berlin | Lighting of the year Documentation of the 2020 award winners | |
| Special topics | SPECIAL Digitisation in shops What can light contribute to digital shopping? | SPECIAL HCL – Human Centric Lighting Current results from research and application | | SPECIAL Future Statements on the development of the lighting industry | SPECIAL The German Prize for Lighting Design Documentation of the winners | SPECIAL LED update Technical status and trends for LED | SPECIAL Lighting as a service Will alternative utilisation concepts prevail? | SPECIAL Digitisation What is going to be the next mega trend? |
| HIGHLIGHT Technology | Emergency and safety lighting Properly planning for emergencies | Exterior lighting LED lights for streets and squares | | Light and bus technology Building technology lighting trends | Horticultural lighting Lighting for plants and animals – trends and opportunities | Smart City Projects and technology for the city of the future | Industrial lighting Intelligent solutions for production and logistics | |

*** Always featured in the publication: Interviews with the leading figures in the industry, profiles and the latest on lighting design *** Now in each issue: HIGHLIGHT Technology with LED technology reports and trends ***

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

highlight-web.de

- 1 **Web address (URL):** 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
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 E-mail: online-dispo@huethig.de

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Traffic¹

- 12,258 visits/month
- 23,128 page views/month
- 7,100 newsletter subscribers

Content

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

Topic areas

- News
- Design
- Projects
- Economy
- Technology
- Scene
- Jobs
- Events

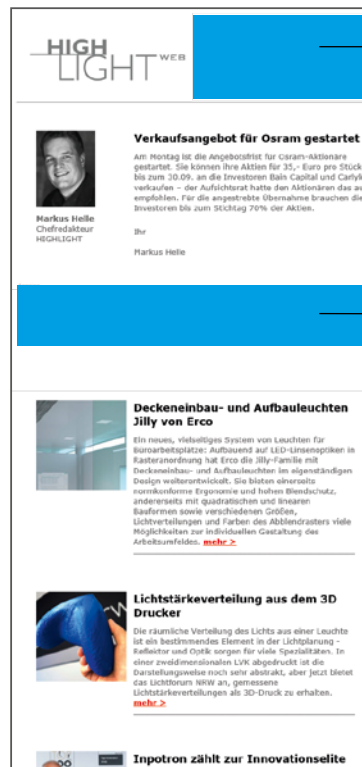
highlight-web.de
is IVW-certified

¹ Source: IVW 7/2019



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- 1 **Name:** highlight-web.de newsletter
- 2 **Profile in brief:**
Our newsletter is sent to around 7,100 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
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Power-Banner

Format: 300 x 140 pixels
Price: € 360.-/issue
File type: gif*, jpg, png

Banner

Format: 600 x 90 pixels
Price: € 385.-/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

1 Rates and Advertising Formats

| Type of Ad Website | Format | Bookable Channels | Price in Euros per month/issue |
|--------------------------------|---|---------------------|--------------------------------|
| Fireplace Ad | Leaderboard: 980 x 90 pixels + Skyscraper (left and right): 160 x 900 pixels | total rotation | 2,930.– |
| Billboard Ad | 800 x 250 pixels | total rotation | 2,660.– |
| Superbanner (=Big-size-Banner) | 728 x 90 pixels | total rotation | 825.– |
| Full-size-Banner | 468 x 60 pixels | total rotation | 420.– |
| Half-size-Banner | 234 x 60 pixels | total rotation | 285.– |
| Skyscraper | 160 x 600 pixels | total rotation | 715.– |
| Sticky-Sitebar | 200 x 600 pixels | total rotation | 850.– |
| Content Ad | 300 x 250 pixels | total rotation | 890.– |
| Rectangle | 300 x 250 pixels | total rotation | 845.– |
| Halfpage Ad | 300 x 600 pixels | total rotation | 865.– |
| Wallpaper | 728 x 90 and max. 160 x 900 pixels | total rotation | 1,185.– |
| Partner site button | 300 x 120 pixels | total rotation | 495.– |
| Sponsoring button | 870 x 30 pixels | total rotation | 1,090.– |
| Whitepaper | as agreed | Whitepaper, Sidebar | 2,950.– |

| Job Vacancy Ad | Format | Bookable Channels | Price in Euros per 8 weeks |
|----------------|-------------|-------------------|----------------------------|
| Job Vacancy Ad | see page 20 | Job Market | from € 455.– |

| Type of Ad Business Directory | Format | Bookable Channels | Price in Euros per month/issue |
|---------------------------------|-------------|-----------------------|--------------------------------|
| Company entry/Standard | see page 19 | Manufacturer Database | free of charge |
| Company entry/Plus mit Logo | see page 19 | Manufacturer Database | 320.– per year |
| Company entry/Premium with logo | see page 19 | Manufacturer Database | 465.– per year |

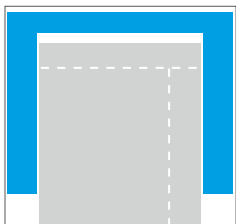
| Type of Ad Newsletter | Format | Bookable Channels | Price in Euros per issue |
|-----------------------|------------------|-------------------|--------------------------|
| Power Banner | 300 x 140 pixels | Newsletter | 360.– |
| Content Banner | 600 x 90 pixels | Newsletter | 385.– |
| Standalone Newsletter | | Exclusive booking | 1,450.– |

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

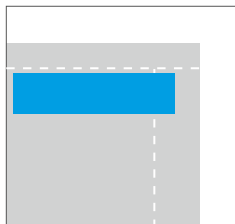
1 Banner formats

You can book a range of different banner formats on 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.



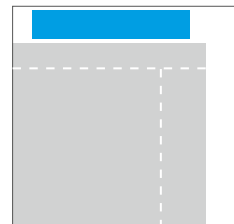
Fireplace Ad

Format: 980 x 90 pixels
(Leaderboard) and
160 x 600 pixels (Skyscraper,
left and right)
Price/Month: € 2,930.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



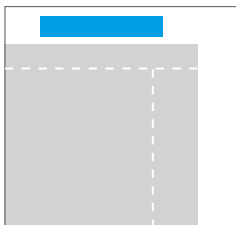
Billboard Ad

Format: 800 x 250 pixels
Price/Month: € 2,660.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



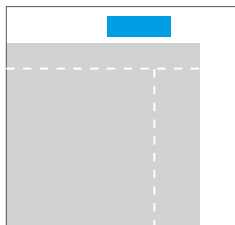
Superbanner

Format: 728 x 90 pixels
Price/Month: € 825.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



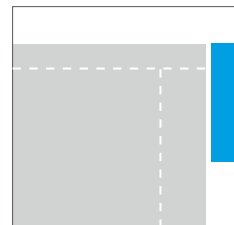
Full-size-Banner

Format: 468 x 60 pixels
Price/Month: € 420.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



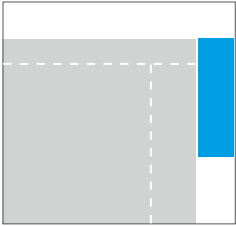
Half-size-Banner

Format: 234 x 60 pixels
Price/Month: € 285.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



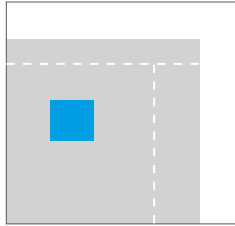
Skyscraper

Format: 160 x 600 pixels
Price/Month: € 715.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



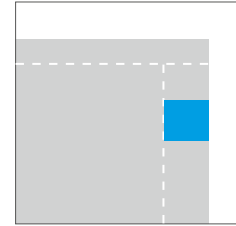
Sticky-Sitebar

Format: 200 x 600 pixels
Price/Month: € 850.–
File type: HTML5/redirect-code
File size: max. 50 KB



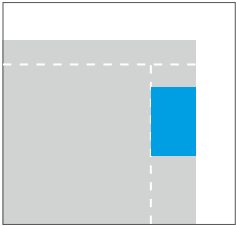
Content Ad

Format: 300 x 250 pixels
Price/Month: € 890.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



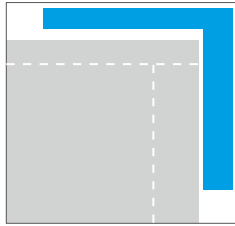
Rectangle

Format: 300 x 250 pixels
Price/Month: € 845.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



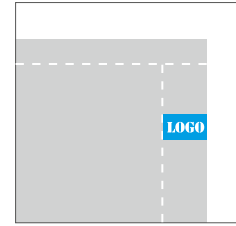
Halfpage Ad

Format: 300 x 600 pixels
Price/Month: € 865.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



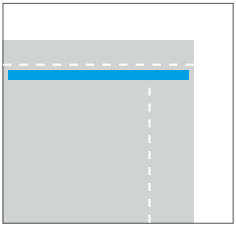
Wallpaper

Format: 728 x 90 pixels and max. 160 x 900 pixels
Price/Month: € 1,185.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



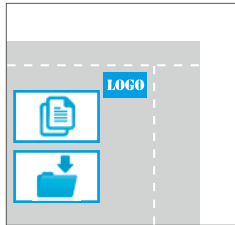
Partner site button

Format: 300 x 120 pixels
Price/Month: € 495.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



Sponsoring button

Format: 870 x 30 pixels
Price/Month: € 1,090.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



Whitepaper

Format: HTML-Seite
Inhalt: Text, Logo, Download
Price/Month: € 2,950.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

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!

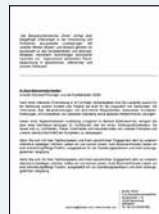
Your advert will be displayed and circulated on lighting-jobs.de, highlight-web.de and elektro.net. The job adverts will also be circulated in the HIGHLIGHT newsletter.

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: € 455.–

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: € 645.–

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



CI advert: € 970.–

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

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

Business Directory

Also take advantages of online placements: Showcase your business with a company entry seen by your industry. An entry in our business directory ensures a constant presence when your customers are conducting research. All company entries can be updated and amended by you at any time.

| | Standard | Plus | Premium |
|---|----------|-------|---------|
| Your company profile is displayed as a relevant search result | ✓ | ✓ | ✓ |
| E-mail contact | ✓ | ✓ | ✓ |
| Address information | ✓ | ✓ | ✓ |
| Manage your product portfolio, product groups and social media channels | | ✓ | ✓ |
| Phone and fax numbers | | ✓ | ✓ |
| Link to your website | | ✓ | ✓ |
| Company logo | | ✓ | ✓ |
| Profile picture | | ✓ | ✓ |
| Online statistics | | ✓ | ✓ |
| Highlighted among search results | | ✓ | ✓ |
| Company logo in appropriate market overviews | | ✓ | ✓ |
| Image gallery | | | ✓ |
| Company portrait | | | ✓ |
| Link to sales offices or branches | | | ✓ |
| Additional information as file | | | ✓ |
| Integrate company videos | | | ✓ |
| Price / Year | free | € 320 | € 465 |

All prices in Euros without applicable VAT

The screenshot shows the HIGH LIGHT website interface. At the top, there is a navigation menu with options like 'News', 'LIGHTGUIDE', 'Stellenmarkt', 'Veranstaltungen', 'Firmen', and 'Fachbücher'. Below the menu, there is a search bar and a list of topics. The main content area features a large image of the Günther Spelsberg GmbH + Co. KG building. Below the image, the company name is displayed, along with contact information including phone numbers and an email link. A gallery of smaller images is shown below the contact information. The page also includes a 'Firmenbeschreibung' section with text about the company's history and services.

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Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within the German electrical/electronics industry and address more than 50,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database



Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- ***Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

| Address list rental | Single use (price per use) | Used twice (price per use) | Used three times (price per use) | Annual rental (flat rate) |
|-----------------------------|---|-------------------------------|-------------------------------------|------------------------------|
| Database flat rate | € 180.00 | | | |
| Company address + 1 contact | From € 0.24 | From € 0.22 | From € 0.19 | From € 0.95 |
| Minimum order value | € 590.00 (including database/selection flat rate) | | | |
| Minimum quantity | 70% of delivered addresses (address matching) | | | |

All rental prices are per use; annual rental is flat rate and volume-dependent
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.



Alexander Zöller

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contact details
see page 23*