



## «MODERN LIGHTING» MAGAZINE 2016

B2B edition devotes to case studies of the lighting industry and such issues as introduction, application of modern lighting technologies.

First edition — 2009

Periodicity — 6 issues in a year

Pages — 64+

Format — full-color, A4 (29,7 × 21,0 sm)

Circulation — 5000

Distribution — Russia and CIS

The magazine is issued in printing and online versions.

### REGULAR HEADINGS

#### Market

- News
- Analytics
- Events

#### Components and parts

- Lighting sources
- Secondary optics
- Power supplies, LED drivers
- Cooling

#### Design and modeling

Lighting Sources Design and construction

#### Ready solutions

- Lamps and luminaries ratings
- Editorial overviews: laboratory research + expert assessments
- "SHOWCASE": end products presentation

#### Lighting Control

#### Auxiliary elements

- Poles, suspensions, brackets,...

#### Projects

- Case studies

### EDITORIAL SCHEDULE

№№	Deadline	Mailing date	Extra Fairs distribution
№1	15.02.	27.02	<ul style="list-style-type: none"> <li>• ExpoElectronica, March 15-17, Moscow</li> <li>• New Electronics, April 13-15, Moscow</li> </ul>
№2	15.04.	25.04.	<ul style="list-style-type: none"> <li>• Electro, June 6-9, Moscow</li> </ul>
№3	15.06.	27.06.	
№4	15.08.	29.08.	<ul style="list-style-type: none"> <li>• Industrial Lighting, September 20-22, SPb</li> <li>• International Exhibition RADEL, October 19-21, SPb</li> <li>• Power Electronics, October 25-27, Moscow</li> </ul>
№5	15.10.	30.10.	<ul style="list-style-type: none"> <li>• HI-TECH Building, November 1-3, Moscow</li> <li>• Interlight Moscow, November 8-11, Moscow</li> </ul>
№6	10.12.	20.12.	

## ADVERTISEMENT POSITIONING

Format	Rates, Euro
<b>Covers</b>	
IFC (second cover)	2 150
IBC (third cover)	1 875
Back Cover	2 300
<b>Adverts inside editorials</b>	
2/1 page (inside spread)	2 175
1/1 page (1,2 or 3)	1 575
1/1 page	1 210
1/2 page	770
1/3 page	700
1/4 page	605
<b>Article</b>	
Advertising article	500
<b>Advertising of a nonstandard format</b>	
Flap cover	2 575
A3 folding cover with wrap (2nd cover)	2 800
A3 folding cover with wrap (3rd cover)	2 625
Loose inserts A4	1 side – 1 575 2 sides – 2 250
Loose inserts A4 with book mark	1 side – 2 075 2 sides – 2 675
Two-sided wrap	2 800
<b>Distribution of advertising materials with the magazine</b>	
Inclosure leaflet, CD	Calculation on demand

### Technical translation and editing

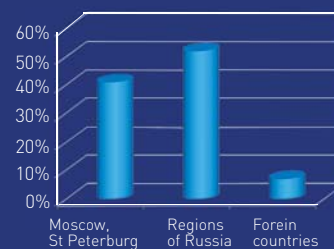
- 12,5 Euro per 1000 characters

### Flexible system of discounts and bonuses

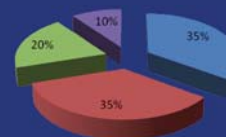
## Audience

1. Developers and manufacturers of lighting products
2. Consumers of lighting solutions and end products:
  - lighting designers, developers and installers,
  - Electrical supervisors and employees of housing and public utilities
  - Executives of power supply companies

## Geography of the Distribution



## Distribution



- Paid Subscription
- Address mailing
- Seminars and Conferences
- Specialized exhibition