

## «MODERN LIGHTING» MAGAZINE 2014

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 - 72+

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**
- **Rating**
  - №1. Office lamp rating
  - №2. Community Building lamp for common usage rating
  - №3. Industrial lamps and warehouse lamps rating
  - №4-№5. LED retrofit lamps with different caps rating
  - №6. Outdoor street lamps rating and natural experiment conduct (to be confirmed)
- **Components and modules for lighting manufacturing**
  - Lighting sources
  - Optics
  - Power suppliers, drivers and control systems
  - Heat sink
- **Additional elements**
  - Supports, suspension, brackets,...
- **Lighting manufacturing**
  - Live photo reports from production
- **Ready solution**
  - Lamps, Lighting sources and other luminaries: news, technologies, design, ...
- **Showcase**
  - New ready solution presentation for B2B usage
- **Projects**
  - Case studies: Different object lighting information
- **Architectural lighting: errors correction**
- **Discussion**

### EDITORIAL SCHEDULE

№№	Distribution date	Distribution at exhibitions
№1	February	«ExpoElectronica», Moscow LEDTECHEXPO, Moscow
№2	April	
№3	June	«ELECTRO», Moscow
№4	August	«Industrial Lighting», St. Petersburg
№5	October	«Electronics and Instrument - making (RADEL)», St. Petersburg «Interlight Moscow powered by Light+Building», Moscow HI-TECH BUILDING, Moscow
№6	December	«POWERELECTRONICS», Moscow

## 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
1/6 page	325
1/8 page	225
<b>Article</b>	
Technical article	300
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
Company's Business Card	275
<b>Distribution of advertising materials with the magazine</b>	
Inclosure leaflet, CD	Calculation on demand

### Technical translation and editing

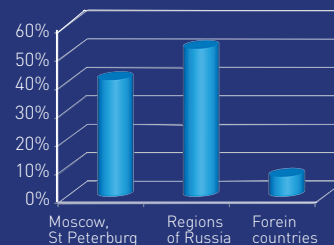
- 12,5 Euro per 1000 characters

*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

