

Project idea – quick information service to professional specialists about global and Russian lighting market

Content

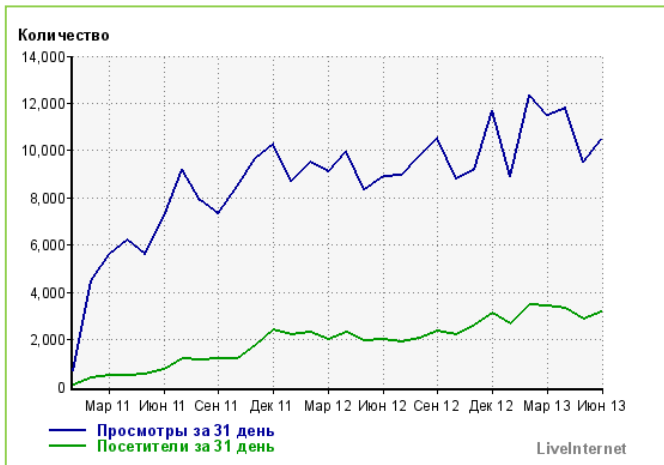
- ✓ News: [products](#), [projects](#) and [companies](#)
- ✓ [Overviews](#) and [interview](#)
- ✓ [Practical design and application experience](#)
- ✓ [Market events](#): Fairs, conferences and seminars
- ✓ [Modern Lighting Solutions Magazine Electronic archive](#)

Audience

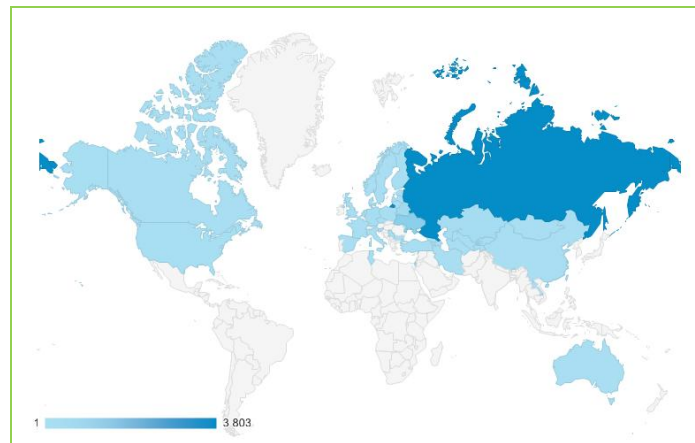
- ✓ Design companies, components, components parts and ready lighting equipment and solution manufacturers and distributors
- ✓ End users of lighting equipment and solution:
 - Lighting designers, designers and installation engineers
 - Energetic managers, utility sector specialists
 - Energy selling companies and energy auditors

Statistics

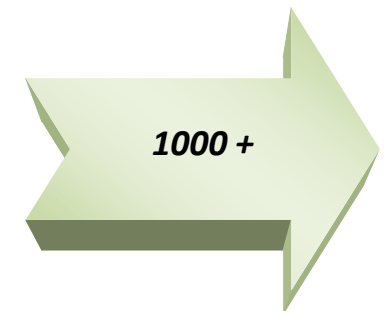
Liveinternet (views/visitors)



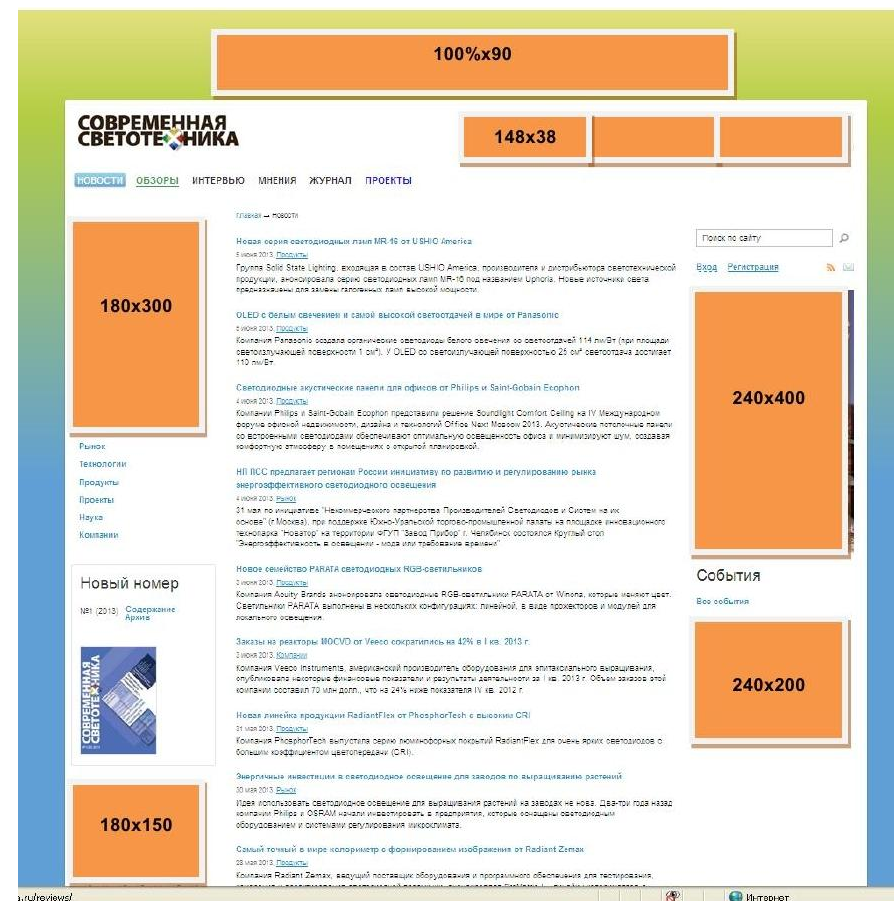
Google Analytics (geography)



Web site subscribers



Format		Price, euro/usd.
Banners**		
100%x90	Upper Leader Board, dynamics, all pages	175/230 per 1 week*
240x400	Upper right hand button ad, dynamics, all pages	175/230 per 1 week *
240x200	Upper right hand button ad, dynamics, all pages	125/170 per 1 week*
180x300	Upper left hand button ad in the menu, dynamics, all pages	125/170 per 1 week*
180x150	Bottom left hand button ad, dynamics, all pages	75/100 per 1 week*
148x38	Logo, upper right hand static, all pages	50/65 per 1 week*
148x38	Banner/logo in the News section	25/35 per 1 week*
Text		
News		40/50
Overview		75/100
Interview		75/100
Events		Free of charge
Video		
Video clip		250/330 per month on the main page
Mini website		
Customary design		From 750/1000.
Update		250/330 per month
E-mail blast		
Hyperlink in an e-newsletter		75/100
Banner before news in in an e-newsletter		75/100 per 1 week
html-format e-mail blast		125/165



**Rotation possible of 2 banners from different companies.
Exclusive (1 banner from 1 company) price: plus 100%.*

***Banner design services possible – price on demand*