

LED
professional

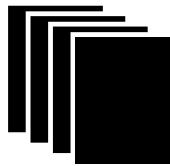
www.led-professional.com

MediaKit

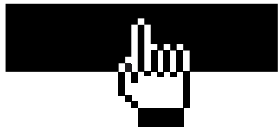
The technology of tomorrow for general lighting applications.



Review



Online



Newsletter



2010

LED professional

„Showcase your products to the LED lighting industry worldwide!“

Increase your growth in the competitive LED market

Luger Research – Institute for Innovation & Technology in Austria was founded in 2001. It focuses on three business areas: Technology and innovation consultancy, lighting research, and the publications of the LED professional series.

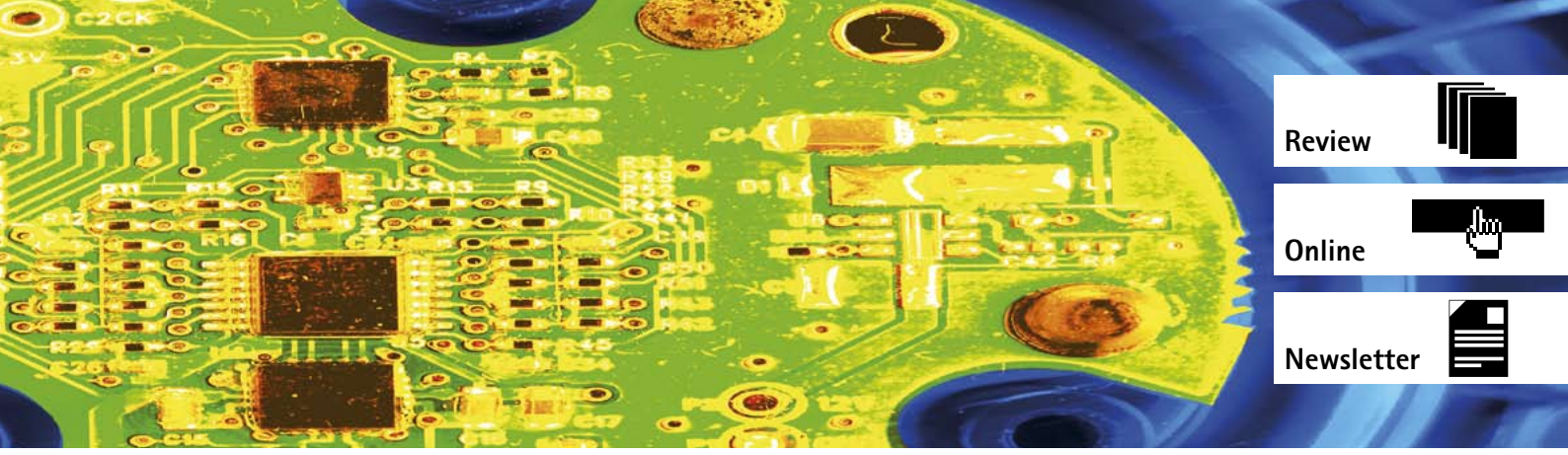
LED professional is an integrated media service for the global LED industry, based on *LED professional Review (LpR)*, *LED professional Online (LpO)* and *LED professional Newsletter (LpN)* – three elements perfectly matched to each other and dedicated to publicizing your products and services, timely and effectively, to LED professionals on a global scale.

The three media are high-quality, comprehensive publications for the design and applications of LED lighting systems emphasizing LEDs, OLEDs, LED optics, LED drivers, LED driver ICs, LED cooling systems, LED lighting modules, LED lighting controllers, LED lamps, LED measurement and production equipment, and LED system simulation. It contains articles on technology, state-of-the-art product and project highlights, application-oriented articles, interviews, patent reports, and innovation methodology articles.

LED professional Review (LpR) is available as a digital and a printed magazine, which is circulated bi-monthly to more than 15000 LED professionals worldwide with a solidly growing audience. The widely confirmed authority in LED-technology is your basic marketing tool to serve the decision makers in the LED lighting industry with your product information and services, and help generate valuable sales leads.

LED professional Online (LpO) is the leading and worldwide trusted online portal for all aspects of design, engineering and application of Solid State Lighting and general LED technology. All content is prepared for swift and time-saving information, perfectly matched to the more extensive technical articles in *LED professional Review (LpR)*. The traffic on www.led-professional.com has recently grown to 150000 page-views/month, and draws new viewers continuously. *LpO* is the tool to showcase your products worldwide and generate traffic to your homepage 24/7.

LED professional Newsletter (LpN) is the monthly newsletter providing cutting edge technologies, breaking news and the latest product and application reviews. The ever growing circulation has recently reached 10000 copies. Advertising in *LpN* will help to bring your message across effectively and generate new contacts and leads.



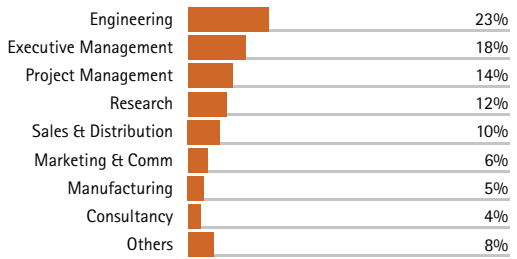
Review 

Online 

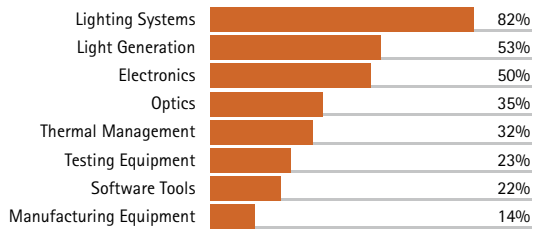
Newsletter 

Audience

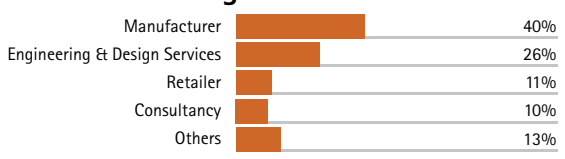
Job title



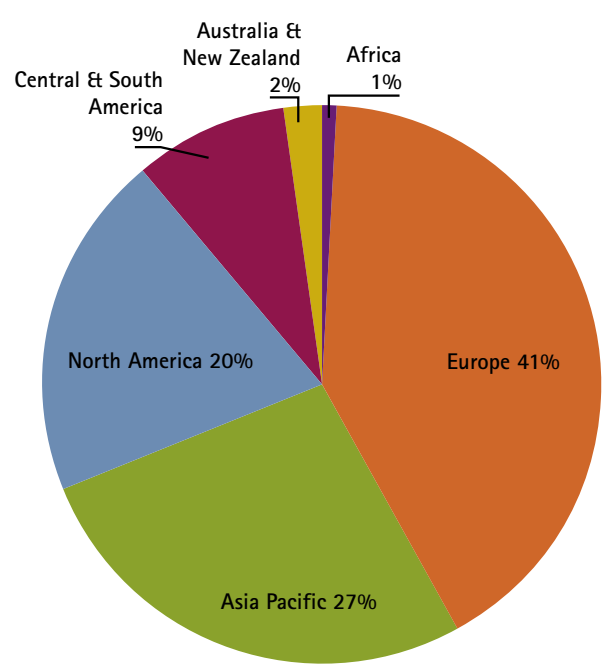
Product fields



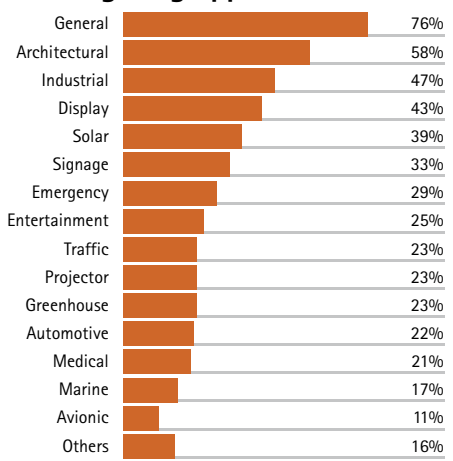
Organization



Geographical distribution



Lighting application fields



Publisher data from survey 2009

Review 

LED professional Review

15000+ readers

Online 

LED professional Online

150000+ page-views/month

Newsletter 

LED professional Newsletter

10000+ subscribers



LED professional Review

Editorial Calendar & Advertising Rates

Issue	No.	Featured Topic*	Ad Close	Material Due	Publication Date
Jan / Feb	17	LED Thermal Management	Dec 21, 2009	Dec 31, 2009	Jan 29, 2010
Mar / Apr	18	LED Applications & Lighting Systems	Feb 19, 2010	Feb 26, 2010	Mar 31, 2010
May / Jun	19	LED Light Generation	Apr 23, 2010	Apr 30, 2010	May 31, 2010
Jul / Aug	20	LED Testing, Simulation & Manufacturing Equipment	Jun 23, 2010	Jun 30, 2010	Jul 30, 2010
Sep / Oct	21	LED Primary & Secondary Optics	Aug 24, 2010	Aug 31, 2010	Sep 30, 2010
Nov / Dec	22	LED Electronics	Oct 22, 2010	Oct 29, 2010	Nov 30, 2010

* The editorial topics mentioned above are special features among a wide range of topics impacting the LED industry. Topics may include: LEDs, OLEDs, lighting systems, lighting fixtures, lamps, drivers, supplies, controls, optics, thermal management components, testing equipment, and manufacturing equipment.

1/1 Page 3mm bleed on all sides trimmed: 210 x 297 mm untrimmed: 216 x 303 mm *	1/2 Page vertical (v) no bleed 95 x 271,5 mm	1/2 Page horizontal (h) no bleed 195 x 134 mm	1/3 Page no bleed 195 x 88 mm	1/4 Page no bleed 95 x 134 mm	1/6 Page no bleed 95 x 88 mm **
--	--	---	--	--	---

Rates (4c)		1x	3x	6x
1/1 Page	EUR	2145	2040	1935
	USD	3135	2980	2830
1/2 Page	EUR	1290	1225	1165
	USD	1885	1790	1700
1/3 Page	EUR	1055	995	950
	USD	1540	1455	1390
1/4 Page	EUR	860	820	775
	USD	1260	1200	1130

* Premium Position Ad

Cover II: +15%
 Cover III: +15%
 Cover IV: +20%

** Spotlight Promotion Ad

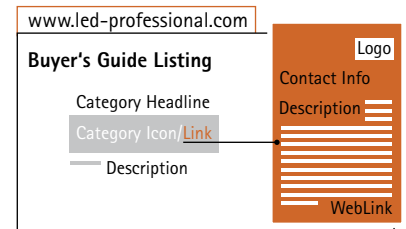
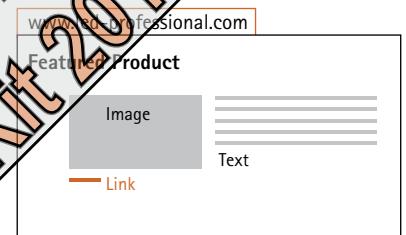
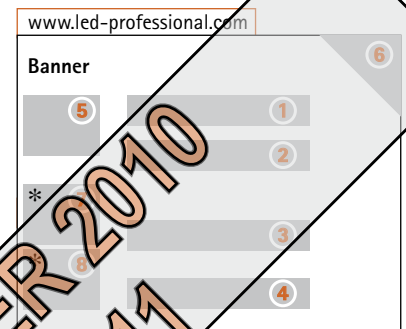
80 words, contact details, photo or logo
 1/6 page: EUR 490 / USD 720

Rates in EUR & USD, excl. VAT

LED professional Online

Banner / Online Ads

Online-Product	Description	Duration	EUR	USD
Banner-Type 1, 2, 3, 4	H: 468 x 60 pixel (w x h) Format: gif, jpg, swf Front page + high-traffic subpages	4 weeks	Type 1: 890 Type 2: 850 Type 3: 590 Type 4: 750	1300 1240 860 1100
Banner-Type 5	V: 150 x 200 pixel (w x h) Format: gif, jpg, swf Front page + high-traffic subpages	4 weeks	850	1240
Banner-Type 6	Corner ad banner Front page + high-traffic subpages	4 weeks	1455	2130
Featured Product	Picture: 152 x 77 pixel (w x h) Text: 10 words Full press release on subpages or external link Front page ¹ High-traffic subpage ²	12 months	490	720
Buyer's Guide Listing	Full listing in online Buyer's Guide Company logo (150 x 50 pixel – w x h) Company description (1000 words) Contact information (name, address, phone) Weblink	12 months	590	860



* For more information about banners 7 Et 8 please contact your local LED professional representative.

Rates in EUR & USD, excl. VAT

LED professional Newsletter

Newsletter Ad

Online-Product	Description	EUR	USD
Newsletter Advertisement	Advertisement insertion for one newsletter Picture: 122 x 100 pixel (w x h) Text: 50 words	490	720



Rates in EUR & USD, excl. VAT

Review



Online











Newsletter



Cross Media Promotion Packages

Annual Packages at Combined Bargain Rates

Silver Promotion Package <i>LpO, LpN</i>		EUR 2750	USD 4020
Online 	1x Company logo on every high-traffic page 1x Buyer's Guide Listing 2x Featured Product		
Newsletter 	12x Company logo in sponsor area		
Gold Promotion Package <i>LpR, LpO, LpN</i>		EUR 3850	USD 5630
Review 	4x Spotlight Promotion Ad (1/6 page)		
Online 	1x Company logo on every high-traffic page 1x Buyer's Guide Listing		
Newsletter 	12x Company logo in sponsor area 2x Newsletter Advertisement		
Platinum Promotion Package <i>LpR, LpO, LpN</i>		EUR 8400	USD 12300
Review 	3x Print ad (1/1 page)		
Online 	1x Company logo on every high-traffic page 1x Buyer's Guide Listing 5x Featured Product		
Newsletter 	12x Company logo in sponsor area 4x Newsletter Advertisement		

Product specifications: see pages 4 and 5

Rates in EUR & USD, excl. VAT



Testimonials

Jason Wu, CEO, Edison Opto Corporation (Taiwan)

"Because of the publication of the news in the *LED professional Review* and website, we made a breakthrough on efficiency and feedbacks in the competitive market of LED. We know that the effort of LED professional makes Edison on the LED market grow stronger."

Jolin Zhou, LED CHINA (China)

"Over the whole year of cooperation with LED professional we received the active newsletters and *LpRs* on time, which keep us informed about the fresh information in the LED industry. We see LED professional as an important media partner, and praise their good service."

Lazar Petrov, Accounts Manager, POWER VECTOR (Canada)

"Thank you for the effort you have made in expressing our value proposition to our customers. I especially appreciate your feedback, and creativity with regards to our advertising and press releases. I strongly promote your magazine and website to our customers. With Solid State Lighting evolving so quickly, it is so important to be educated and informed. I know we have made key contacts with your website and magazine so far, and look forward to releasing our new product developments with you."

Dr. Paul Hartmann, Head of Research & Technology, ZUMTOBEL LED DIVISION (Austria)

"I do not want to miss the LED professional series as it is a valuable source of information on all the essential aspects of the LED markets and technologies."

Nisa Khan, Ph.D., President, LED LIGHTING TECHNOLOGIES (USA)

"As an optoelectronic technologist and an investment professional, I find the LED professional publications to be excellent sources of the latest LED market and technology information. Although there are numerous other publications that cover LED news, LED professional not only provides - via the online journal - the latest news, product announcements, technology breakthroughs, litigation status and outcomes, but also offers a bi-monthly magazine that provides in-depth information and description on important LED news and products; it periodically publishes "peer-reviewed-journal" quality articles written by the most prominent industry professionals that focus on design and engineering issues with an essential business flavor. I recommend the press, the LED industry professionals, and interested investors worldwide to stay informed with *LED professional Review (LpR)*."



Contact Us

Publisher

Luger Research e.U.
Institute for Innovation and Technology
Rhombberg's Fabrik
Faerbergasse 15, Haus Rot
6850 Dornbirn
Austria, Europe
phone +43 5572 394489
fax +43 5572 394489 90
editors@led-professional.com

International Accounts Manager
Ms. Theresa König
+43 5572 394489 20
theresa.koenig@led-professional.com

CEO: Siegfried Luger
VAT Number: ATU 50928705
Commercial Register: FN316464p
Regional Court: Feldkirch, Austria

Bank Austria
Bank Code: 12000
Account No.: 1284 1998 300
BAN: AT50 11000 1284 1998 300
BIC: BKAU ATWW

Your Local Contacts

US East
Ms. Karen C. Smith-Kernc
+1 717 397 7100
KarenKCS@aol.com

US West & Canada
Mr. Alan A. Kernc
+1 717 397 7100
AlanKCS@aol.com

Germany
Mr. Armin Wezel
+49 9568 897 097
armin@eurokom-media.de

Switzerland
Ms. Monika B. Ailinger
+41 41 850 44 24
m.ailinger@marcomedia.ch

South Korea
Mr. Suh Jung-Won
+82 2 785 8222
sinsegi-2@sinsegimedia.info

Hong-Kong, China
Ms. Iris Yuen
+86 1380 270 1367
irisyuen@yahoo.cn

Taiwan
Ms. Jessica Wu
+886 4 230 154 76
image.media@url.com.tw

India
Mr. Gurinder-Singh Lali
+91 9212 658 454
nanopower13@gmail.com