

MEDIA KIT 2024



PRINT + ONLINE

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Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, 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: 35th issue 2024

7 Purchase price of annual subscription:

domestic	€ 78.00 (incl. shipping costs and VAT)
foreign	€ 94.00 (incl. shipping costs and VAT)
Single copy price	€ 12.50 (incl. VAT plus shipping costs)

8 Organ: –

9 Memberships: Deutsche Fachpresse, IVW

10 Publisher:

Hüthig GmbH
Managing Director:
Christian Zaiser
Chief Sales & Marketing Officer:
Bettina Landwehr
Chief Content Officer:
Andreas Stöcklhuber
Im Weiher 10, D-69121 Heidelberg
Braubgasse 2, D-59602 Rütten
Tel.: +49 2952 9759-200
Hultschiner Str. 8, D-81677 Munich
Tel.: +49 89 2183-8988
www.highlight-web.de

Company address:
Editorial department address:

Advertising department address:

Internet:

11 Publisher:

12 Advertisements:

13 Editor:

14 Volume analysis

Total volume:	2022 = 7 issues	516 pages =	100.00 %
Editorial section:		410 pages =	79.46 %
Advertising section:		106 pages =	20.54 %
of which publisher's advertisements:		26 pages =	24.53 %
Supplements:		2	

15 Content analysis editorial

By topics:	2022 =	410 pages	
Light planning		69 pages =	16.83 %
Lighting design		103 pages =	25.12 %
Interviews, profiles		36 pages =	8.78 %
Business, trade fairs		68 pages =	16.59 %
Science and technology		86 pages =	20.98 %
Brief information, news		48 pages =	11.70 %
		410 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	5,405.00
2/3 page (special position in front of interview)	4,195.00
Junior page	3,370.00
1/2 page	3,025.00
1/3 page	2,225.00
1/4 page	1,930.00
1/8 page	1,425.00

*Details indicate full prices including color surcharge

New: Linking your ad in our flip-page e-paper for a 10 % surcharge to the base price of your ad Q4/2022 and Q1/2023 averages (IVW-verified) = Monthly e-paper circulation: 675 copies

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	€ 6,485.00
Inside front cover	€ 6,070.00
Outside back cover	€ 6,070.00
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:

	Print	Online
Vacancies ads per mm (1-column, 90 mm wide)	€ 6.20	see page 11
Job search ads per mm (1-column, 41 mm wide)	€ 3.80	see page 11
Purchases/sales per mm (1-column, 41 mm wide)	€ 6.20	
Box number fee	€ 35.00	

5 Special forms of advertising: On request

Bound inserts: Delivered folded, untrimmed, without back stapling

2-page bound insert € 3,430.00

4-page bound insert € 6,735.00

Quantity supplied: 10,800 copies

Supplements:

(not eligible for discount and only for total circulation, quantity supplied: 9,500 copies)

minimum format 105 x 148 mm, max. 210 mm wide x 297 mm high

up to 25 g in weight € 3,295.00

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: 9,500 copies)

In combination with advertisement or bound insert € 1,355.00

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, Gewerbering West 27, D-39240 Calbe
(with note: for Highlight edition no. ..., customer...)

6 Contact: see p. 23/24

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

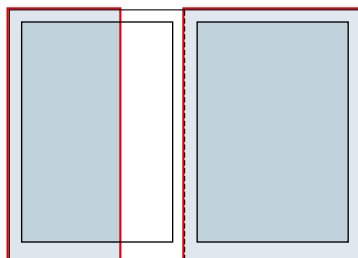
Bank code: 700 202 70

IBAN: DE66 7002 0270 0015 7644 60

BIC: HYVEDEMMXXX

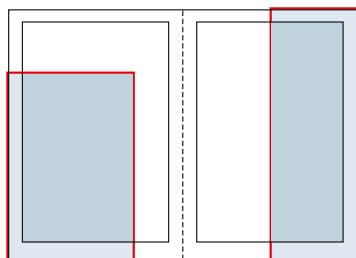


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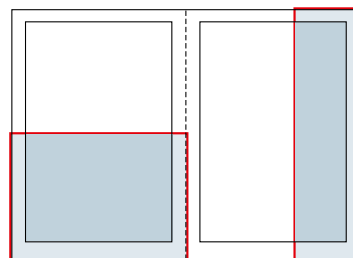
**Special positioning
before interview:**
**2/3 page vertical
bleed**
144 x 316 mm*
(only left-hand page)

1/1 page
185 x 250 mm
bleed
226 x 316 mm*



Junior page
131 x 185 mm
bleed
153 x 213 mm*

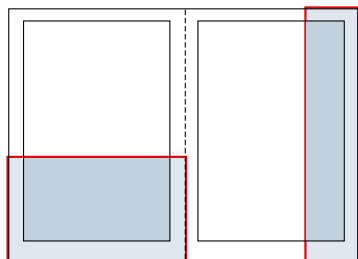
1/2 page vertical
90 x 250 mm
bleed
116 x 316 mm*



1/2 page horizontal
185 x 123 mm
bleed
226 x 159 mm*

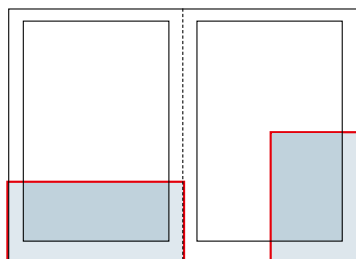
1/3 page vertical
58 x 250 mm
bleed
84 x 316 mm*

Type area formats
 Bleed formats
*** Bleed formats incl.
3 mm bleed allowance
on all sides**
Magazine format:
width 220 mm,
height 310 mm



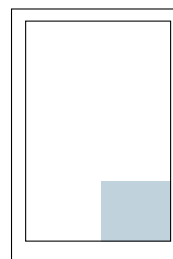
1/3 page horizontal
185 x 81 mm
bleed
226 x 112 mm*

1/4 page vertical
42 x 250 mm
bleed
68 x 316 mm*



1/4 page horizontal
185 x 60 mm
bleed
226 x 89 mm*

1/4 page block
90 x 123 mm
bleed
116 x 159 mm*



1/8 page block
90 x 60 mm

**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



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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: | highlight-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. |

- 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).
- 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.
- 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.
- 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.
- 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.
- 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.
- 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:

Jessica Kunz
Advertisement processing
Tel.: +49 6221 489-425
highlight-dispo@huethig.de

LUX SELECT – new concept for you and your communication

We help you reach the target audiences that make decisions regarding the lighting concepts and luminaires used in their projects: We provide direct access to lighting designers, architects, interior designers, building owners and investors. The new LUX SELECT offers the information and inspiration you need to make good lighting decisions.

Markets

This section is all about what is key in the day-to-day work of readers. In trend articles, we show what moves the overall market. With easy-to-use introductions of your new products, readers will learn how they can take advantage of these trends in their own projects.

Brands

Not all luminaires are the same: Your brand is special. We offer company profiles and explain how your history, production facilities or your product portfolio can assist designers and building owners.

Movers and shakers

The bright minds behind luminaires and lighting concepts. Share your vision with the market and show how you are tackling today's challenges. In interviews with our editorial team, you can tell readers what they can expect from you.

In order to emphasise the practical value of LUX SELECT, we are integrating our **Lightguide address list**: An easily accessible overview allows readers to quickly find their industry partners. You can highlight your company listing with your logo in LUX SELECT. At the same time, you will also be given a premium listing in our online company directory that offers users additional information and links.



Make your presence known in the new LUX SELECT!

Individual elements you can choose from

Company profile	Format 1/1 page or 2/1 page
Product presentation	Format 1/1 page or 1/2 page
Exclusive interview	Format 1/1 page or 2/1 page

Creativity and a layout tailored to your marketing strategy

Consisting of the aforementioned elements, put together an individual package that meets your needs.

BASIC Package:	2 pages	€ 4,165.–
COMPACT Package:	3 pages	€ 4,445.–
PLUS Package:	4 pages	€ 4,745.–
SUCCESS Package:	5 pages	€ 4,995.–



Deadline:
October 9, 2024
Publication date:
November 12, 2024

Round off your company's presence with a logo booster

- in the printed address list of the new LUX SELECT and
 - a premium placement in the digital company database at highlight-web.de
- Price: € 1,050.–**

	Premium
Your company profile will appear in the results for relevant searches	✓
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	✓



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Official trade fair guide light+building 2024

Data and facts

For Light + Building 2024, the official trade fair guide (formerly Lightguide) will be published again in cooperation between Messe Frankfurt and the Hüthig Media Group. The trade fair guide includes an alphabetical listing of exhibitors (complete with their booth number and hall level plans) The pocket-sized (10 x 21 cm) informative guide is a perfect trade fair companion that can be consulted often. The editorial part lists the important side events of the trade fair, which allows visitors to arrive in Frankfurt well informed.

Distribution

The trade fair guide is enclosed with the full printed editions and the e-paper editions of our trade magazines HIGHLIGHT and de – das elektrohandwerk shortly before the event. The trade fair guide is also available at our trade fair booths during Light + Building. Order confirmation and invoicing will be handled by Messe Frankfurt Medien und Service GmbH. The terms and conditions for add-ons regarding media packages for events of Messe Frankfurt Exhibition GmbH and guest events apply (as of 7/2023).

Advertising rates in the interior, 4c

1/1 page	€ 4,870,-
1/2 page	€ 3,250,-

Special placements, 4c:

Inside front cover, inside back cover	€ 5,390,-
Outside back cover	€ 5,450,-

Logo bookings:

Please book and upload directly via your exhibitor cover letter from Messe Frankfurt.

Advertising deadline:

January 8, 2024

Publication dates:

- As a supplement in HIGHLIGHT, issue 01-02/2024 February 20, 2024
- As a supplement in de – das elektrohandwerk, issue 05/2024 February 28, 2024
- At the trade fair on site at our booths March 3-8, 2024



Sample page from 2020

A1 - H2	I3 - J4	K5 - L6	M7 - N8	O9 - P0	Q1 - R2	S3 - T4	U5 - V6	W7 - X8	Y9 - Z0
ABB	ABB Power Line	ABB Robotics	ABB Service	ABB Training	ABB University	ABB Research	ABB Innovation	ABB Future	ABB Global
ABB Power Line	ABB Robotics	ABB Service	ABB Training	ABB University	ABB Research	ABB Innovation	ABB Future	ABB Global	
ABB Power Line	ABB Robotics	ABB Service	ABB Training	ABB University	ABB Research	ABB Innovation	ABB Future	ABB Global	

Print run:
46,600
Copies + 18,269*
distributed e-paper
print run

All prices in Euros exclusive of applicable VAT.

* IWW verified, as of Q2/2023, current figures are available at any time at iwv.de

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1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue*
(July 1, 2022 - June 30, 2023)

Print run:	9,083	of which abroad:	of which e-paper:
Numbers of copies actually distributed:	9,595	209	674
Copies sold:	1,355	76	667
– subscribed copies:	688		2
– member copies:	259		0
– paid content access privileges through subscription:*	1,355		
– other sales:	667		665
– single copy sales:	0		
Free copies:	8,240		7
Residual, archive and specimen copies:	162		

3 Geographical distribution analysis:

Economic area:	Proportion of copies actually distributed	
	%	Copies***
Germany	97.8	9,386
Abroad	2.2	209
Actually distributed copies	100.0	9,595

* contains all copies published in the reporting period

Distribution based on federal states:	Proportion of copies actually distributed		
	%	Copies***	Print run
Baden-Wuerttemberg	13.9	1,305	1,211
Bavaria	17.9	1,680	1,560
Berlin, Brandenburg, Mecklenburg-Western Pomerania	6.8	638	592
Bremen, Hamburg, Schleswig-Holstein	5.7	535	496
Hesse	10.0	939	871
Lower Saxony	8.5	798	741
North-Rhine Westphalia	26.7	2,506	2,326
Rhineland-Palatinate	4.2	394	366
Saarland	1.1	103	96
Saxony, Saxony-Anhalt	3.6	338	314
Thuringia	1.6	150	139
Actually distributed copies in Germany	100.0	9,386	8,712

Breakdown of circulation abroad**	Proportion of copies actually distributed	
	%	Copies
Austria	26.1	54
Switzerland	25.7	54
Other	48.2	101
Actually distributed copies	100.0	209

** publisher's claim *** print receivers with included e-paper

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Recipient groups*	Proportion of copies actually distributed	
	%	Copies
Architects, interior designers, electrical/lighting designers, shopfitters	79.3	7,609
Lamps, lighting industry	6.8	653
Lighting retail	7.9	758
Lighting wholesale	4.1	393
High-end furnisher dealers	1.9	182
Actually distributed copies	100.0	9,595

* Publisher's claim

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, 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.

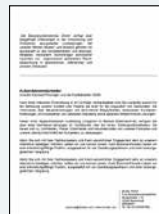
The combination of web and print advert in HIGHLIGHT can increase the effectiveness of job searches. We also offer an additional combi-discount of 10 % each.

All prices in Euros without applicable VAT

lighting JOBS

Die Jobbörse der Lichtbranche

Price per advert, duration 8 weeks each:



Basic: € 560.–

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: € 785.–


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



CI advert: € 1,185.–

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



Issue	01-02/2024	03-04/2024	05-06/2024	07-08/2024	09-10/2024	11-12/2024
Publication date:	February 20, 2024	April 16, 2024	June 24, 2024	August 13, 2024	October 8, 2024	December 10, 2024
Advertising deadline:	January 23, 2024	March 15, 2024	Mai 24, 2024	July 16, 2024	September 9, 2024	November 12, 2024
Editorial deadline:	January 4, 2024	February 27, 2024	May 3, 2024	June 27, 2024	August 21, 2024	October 22, 2024
Trade fairs	<p>Lichtwoche Sauerland February 25 - Mar. 1, 2024, light region Arnsberg</p> <p>Light+Building 2024 March 3-8, 2024, Frankfurt</p> 	<p>GILE – Guangzhou International Lighting Exhibition June 9-12, 2023, Guangzhou/China</p>		<p>IFA September 2023, Berlin</p>	<p>Orgatec 2024 October 22-25, 2024, Cologne</p> <p>Hong Kong Lighting Fair AE 2024 October 27-30, 2024, Hong Kong</p>	<p>imm Cologne 2025 January 2025, Cologne</p>
Topics	<p>Lighting as a business card Appealing design of foyers and public areas</p>	<p>Shop lighting Lighting in retail – from discount up to luxury brands</p>	<p>Hotels and gastronomy Convivial lighting in the hospitality industry</p>	<p>Lighting for museums and exhibits Exciting concepts for historical and modern.</p>	<p>Office lighting Planning workplaces and home offices in a standard-compliant and modern way</p>	<p>Light for living spaces Smart and beautiful solutions for private spaces</p>
	<p>Transportation constructions Current examples and concepts for planning in local and long-distance public transportation</p>	<p>Visualising light Trends and ways to show the light in the planning process</p>	<p>Further training What opportunities are there for further training in the profession?</p>	<p>Exterior lighting Good lights for streets and squares</p>	<p>New office lights Suitable lighting for VDU work and communication</p>	<p>AAL – Ambient Assisted Living Solutions for technology-supported assisted living</p>
	<p>Exterior lighting Lighting for the house and garden</p>	<p>Review New products and concepts from Light+Building and Lichtwoche Sauerland</p>	<p>Rent or purchase light? The latest on new concepts for lighting systems</p>	<p>UVC The latest on the topic of hygiene via lighting systems</p>	<p>Artificial intelligence Voting on the use of AI in the lighting industry</p>	<p>Lighting of the year Presentation of the 2023 award winners</p>
Special topics	<p>SPECIAL Lighting controls Concepts for controlling lighting in private households and small projects</p>	<p>SPECIAL Industrial lighting Sensibly saving energy through well-planned renovation</p>	<p>SPECIAL Dark Sky Lighting in tune with nature</p>	<p>SPECIAL DER DEUTSCHE LICHTDESIGN-PREIS 2024 (The German Prize for Lighting Design 2024) Documentation of the winners</p>	<p>SPECIAL Renovation Where is the market one year after the end of the fluorescent lamp?</p>	<p>SPECIAL HCL – Human Centric Lighting To what extent does HCL make sense and what is implemented in the market?</p>
HIGHLIGHT Technology	<p>Smart City The latest solutions and concepts for lighting in the urban environment</p>	<p>DALI Update on the DALI standard and the latest implementations</p>	<p>UVC Hygiene concepts for safe education</p>	<p>Smart Home/MATTER The latest on the control of private projects</p>	<p>Horticultural lighting Current trends and their implementation</p>	<p>Emergency and safety lighting Current information on the topic</p>

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

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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.

Daily news, product and company database, market overviews, background reports, job openings and topical newsletter more than 6,000 subscribers.
- 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
Tel.: +49 2952 97 59 200
E-mail: markus.helle@huethig.de
- 6 Online advertising contact partner:** Bettina Landwehr,
Head of Sales
Tel.: +49 89 2183-8988
E-mail: bettina.landwehr@huethig.de
- 7 Data delivery:** Jessica Kunz
Tel.: +49 6221 489-425
E-mail: highlight-dispo@huethig.de
- 8 External ad server used:** Google Ad Manager from Google

Facts

Traffic

- 15,978 visits/month¹
- 24,663 page views/month¹
- 6,031 newsletter subscribers²

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, average 7/2022 - 6/2023 ² as of: July 2023 (publisher's claim)

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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	€ 405.–	€ 575.–

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 + Wide Skyscraper (left and right): 160 x 600 pixels	total rotation	3,080.–
Billboard Ad	800 x 250 pixels	total rotation	3,265.–
Superbanner (=Big-size-Banner)	728 x 90 pixels	total rotation	1,015.–
Full-size-Banner	468 x 60 pixels	total rotation	515.–
Half-size-Banner	234 x 60 pixels	total rotation	345.–
Wide Skyscraper	160 x 600 pixels	total rotation	880.–
Skyscraper	120 x 600 pixels	total rotation	970.–
Sticky-Sitebar	200 x 600 pixels	total rotation	1,050.–
Content Ad	300 x 250 pixels	total rotation	1,090.–
Rectangle	300 x 250 pixels	total rotation	1,040.–
Halfpage Ad	300 x 600 pixels	total rotation	1,050.–
Wallpaper	728 x 90 and max. 120 x 900 pixels	total rotation	1,405.–
Partner site button	300 x 120 pixels	total rotation	605.–
Sponsoring button	870 x 30 pixels	total rotation	1,330.–

Type of Ad Website	Format	Bookable Channels	Price in Euros per month/issue
Whitepaper	as agreed	Whitepaper, Sidebar	3,475.–

Job Vacancy Ad	Format	Bookable Channels	Price in Euros per 8 weeks
Job Vacancy Ad	see page 11	Job Market	from € 560.–

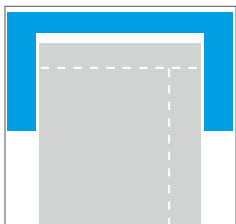
Type of Ad Business Directory	Format	Bookable Channels	Price in Euros per month/issue
Company entry/Standard	see page 15	Manufacturer Database	free of charge
Company entry/Plus mit Logo	see page 15	Manufacturer Database	405.– per year
Company entry/Premium with logo	see page 15	Manufacturer Database	575.– per year

Type of Ad Newsletter	Format	Bookable Channels	Price in Euros per issue
Power Banner	300 x 140 pixels	Newsletter	440.–
Rectangle	300 x 250 pixels	Newsletter	580.–
Content Banner	650 x 150 pixels	Newsletter	480.–
Text Ad	image: 190 x 100 pixels, text max. 330 characters	Newsletter	580.–
Standalone Newsletter		Exclusive booking	1,790.–

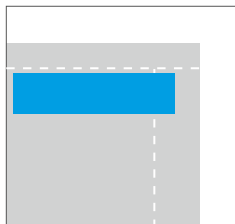
All prices in Euros without applicable VAT

1 Banner formats

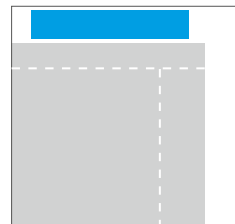
You can book a range of different banner formats on highlight-web.de. Whether it is an animated gif or an HTML5 banner – the choice is yours. The banner formats are displayed in full rotation with a maximum of two further advertising partners. Invoicing for your campaign is based on the monthly fixed price.



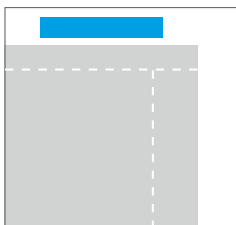
Fireplace Ad
Format: 980 x 90 pixels
(Leaderboard) and
160 x 600 pixels (Wide
Skyscraper, left and right)
Price/month: € 3,080.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



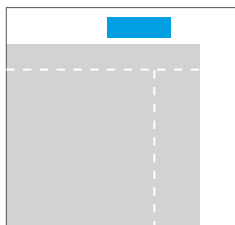
Billboard Ad
Format: 800 x 250 pixels
Price/month: € 3,265.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



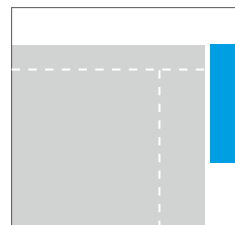
Superbanner
Format: 728 x 90 pixels
Price/month: € 1,015.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



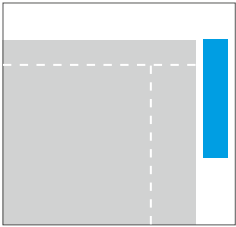
Full-size-Banner
Format: 468 x 60 pixels
Price/month: € 515.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



Half-size-Banner
Format: 234 x 60 pixels
Price/month: € 345.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB

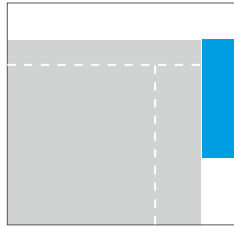


Wide Skyscraper
Format: 160 x 600 pixels
Price/month: € 970.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



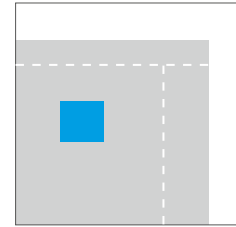
Skyscraper

Format: 120 x 600 pixels
Price/month: € 880.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



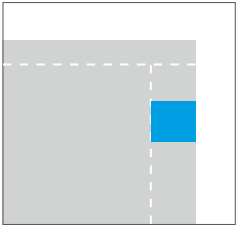
Sticky-Sitebar

Format: 200 x 600 pixels
Price/month: € 1,050.–
File type: HTML5/redirect-code
File size: max. 150 KB



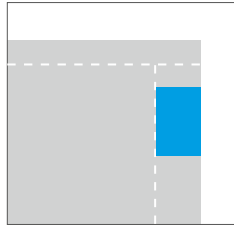
Content Ad

Format: 300 x 250 pixels
Price/month: € 1,090.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



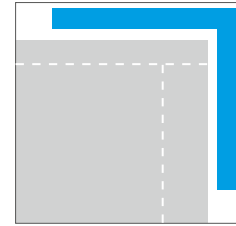
Rectangle

Format: 300 x 250 pixels
Price/month: € 1,040.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



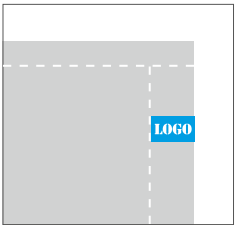
Halfpage Ad

Format: 300 x 600 pixels
Price/month: € 1,050.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



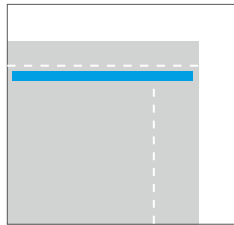
Wallpaper

Format: 728 x 90 pixels and
max. 120 x 900 pixels
Price/month: € 1,405.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



Partner site button

Format: 300 x 120 pixels
Price/month: € 605.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



Sponsoring button

Format: 870 x 30 pixels
Price/month: € 1,330.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB

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

- 1 **Name:** highlight-web.de newsletter
- 2 **Profile in brief:**
Our newsletter is sent to more than 6,000 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
Tel.: +49 2952 97 59 200
E-mail: markus.helle@huethig.de
- 6 **Online advertising contact partner:** Bettina Landwehr,
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E-mail: bettina.landwehr@huethig.de
- 7 **Data delivery:** Jessica Kunz
Tel.: +49 6221 489-425
E-mail: highlight-dispo@huethig.de



Power Banner

Format: 300 x 140 pixels
Price / issue: € 440,-
File type: gif, jpg, png

Rectangle

Format: 300 x 250 pixels
Price / issue: € 580,-
File type: gif*, jpg, png

Text Ad (image + text)

Format image: 190 x 100 pixels
Text: max. 330 characters
Price / issue: € 580,-
File type: separate image file, text as Word file

Content-Banner

Format: 650 x 150 pixels
Price / issue: € 480,-
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

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

Stand-alone Newsletter

You can send a stand-alone newsletter to all registered subscribers. The newsletter will be sent out bearing the name and design of your company (imprint required) and contain exclusively your content. The stand-alone newsletter can link to additional information on your company website or to a customer integration within highlight-web.de.

Frequency of publication:

The frequency of the stand-alone newsletter is strictly limited. You can receive detailed information upon request.

Format:

660 pixels

File type: HTML (inline CSS) or separately as text and image (jpg, png, gif)

Number of characters: +/- 3,000

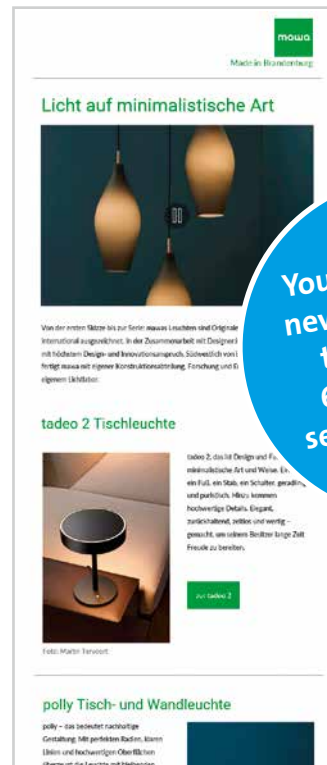
Number of graphics: max. 5

Number of links: max. 5

Imprint with managing director

Price: € 1,790.- / issue

All prices in Euros without applicable VAT



Your stand-alone newsletter is sent to more than 6,000 lighting sector recipients!

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

Sponsored posts

A sponsored post is a sponsored piece of advertising on **highlight-web.de** that takes the form of a marked news article. It flows through the entire **highlight-web.de** news stream on the homepage and on a channel chosen by the client, where it is archived for at least a year. Content can be freely designed in terms of its text and image elements.

Sponsored posts are also placed as the third article on the **highlight-web.de** homepage for a week, where they are highlighted in gray. The following channels are available to choose from: Design, Projects, Business, Technology, Scene.

The frequency of this form of advertising is very limited, as no more than one sponsored post is published every week.

Format: HTML content page, content supplied as a Word document.
Maximum five images as png or jpg files.

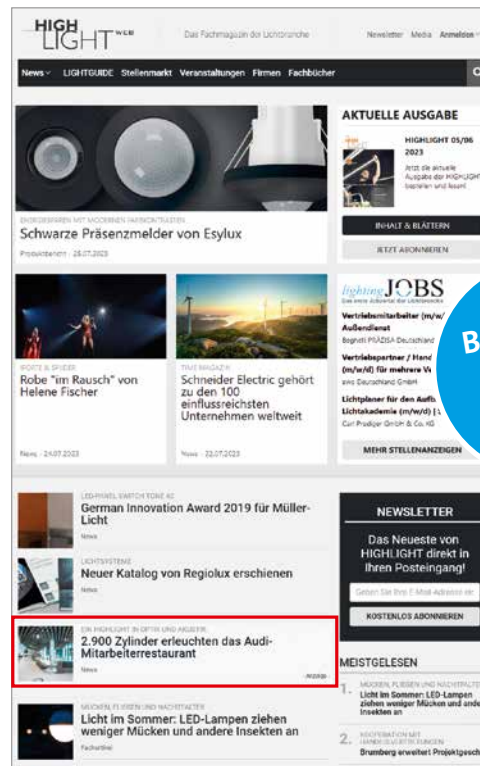
Price: € 835.–

You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel / sub-channel
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest)
- Text, including links (recommendation: no more than two DIN A4 pages)
- Optional: A maximum of 5 images (jpg, png, gif)
- It is also possible to integrate a video – price for a sponsored post including video: € 1,555.–

All prices are in euros and exclude statutory VAT (sales tax).

*Integrated on the homepage for a week; archived for at least a year



Boost your
Google
ranking!

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

Other digital forms of advertising

Are you looking for **more creative ideas and effective options**, than the digital forms of advertising presented in the media data so far, such as social media boosters, native post ads, white papers, various content marketing ideas, etc.?



For an initial overview, please request our “Media World highlight-web.de 2024” at svenja.anwand@huethig.de

Our entire sales team (see right or page 24) is also available to you at any time and will advise you in detail on packages and individual products.

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General Terms and Conditions

Our general terms and conditions are viewable here:
www.huethig.de/agb