

MEDIA KIT 2025



Anniversary:
**100 Years
of
Hüthig**

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, the business directory as well as the directory of manufacturers, to which www.lighting-jobs.de – the job market for lighting – is connected.

4 Frequency of publication: every two months

5 Magazine format: 220 x 310 mm

6 issues/year: 36th issue 2025

7 Purchase price of annual subscription:

domestic	€ 80.00 (incl. shipping costs and VAT)
foreign	€ 97.00 (incl. shipping costs and VAT)
Single copy price	€ 13.00 (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:

Bettina Landwehr (Head of Sales)

12 Advertisements:

Markus Helle (Editor-in-chief)

13 Editor:

14 Volume analysis

2023 = 6 issues

Total volume: 440 pages = 100.00 %

Editorial section: 368 pages = 83.64 %

Advertising section: 72 pages = 16.36 %

of which publisher's advertisements: 18 pages = 25.00 %

Supplements: 1

15 Content analysis editorial

2023 = 368 pages

By topics:

Light planning 81 pages = 22.01 %

Lighting design 54 pages = 14.67 %

Interviews, profiles 26 pages = 7.07 %

Business, trade fairs 90 pages = 24.45 %

Science and technology 49 pages = 13.32 %

Brief information, news 68 pages = 18.48 %

368 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	5,565.00
2/3 page (special position in front of interview)	4,320.00
Junior page	3,470.00
1/2 page	3,115.00
1/3 page	2,290.00
1/4 page	1,985.00
1/8 page	1,465.00

*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 Q1/2024 and Q2/2024 averages (IVW-verified) = Monthly e-paper circulation: 965 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	€ 6,680.00
Inside front cover	€ 6,250.00
Outside back cover	€ 6,250.00
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)	€ 6.40	see page 11
Job search ads per mm (1-column, 41 mm wide)	€ 3.90	see page 11
Purchases/sales per mm (1-column, 41 mm wide)	€ 6.40	
Box number fee	€ 35.00	

5 Special forms of advertising: On request

Bound inserts: Delivered folded, untrimmed, without back stapling	
2-page bound insert	€ 3,530.00
4-page bound insert	€ 6,935.00
Quantity supplied: 8,500 copies	

Supplements:

(not eligible for discount and only for total circulation, quantity supplied: 8,500 copies)
minimum format 105 x 148 mm, max. 210 mm wide x 297 mm high
up to 25 g in weight € 3,390.00
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: 8,500 copies)
In combination with advertisement or bound insert € 1,395.00
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:

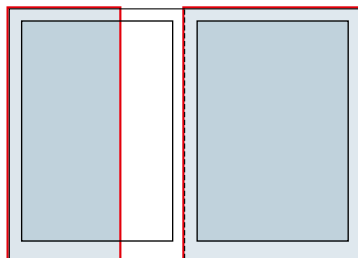
Net within 30 days of invoice date, 2 % discount for direct debit
Bank details:
HypoVereinsbank
Account: 157 644 60
Bank code: 700 202 70
IBAN: DE66 7002 0270 0015 7644 60
BIC: HYVEDEMMXXX

8 Specimen copies:

For sustainability reasons, copies of advertisements are provided in PDF format.
A hard copy specimen will only be sent on request when the order is received.

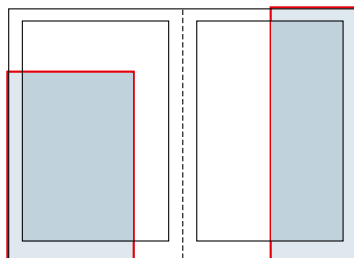


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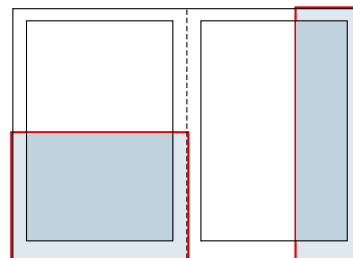
**Special positioning
before interview:**
**2/3 page vertical
bleed**
144 x 316 mm*
(only left-hand page)

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



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

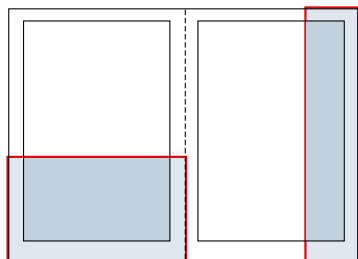
1/2 page vertical
90 x 250 mm
bleed
116 x 316 mm*



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

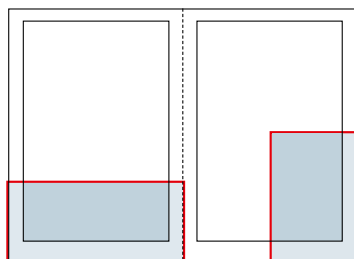
1/3 page vertical
58 x 250 mm
bleed
84 x 316 mm*

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



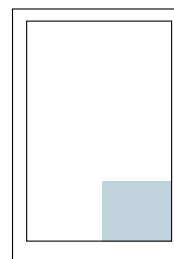
1/3 page horizontal
185 x 81 mm
bleed
226 x 112 mm*

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

The project database for the lighting sector

Experience the relaunch of LUX select, your ultimate source for superlative lighting projects! At the end of 2024, we will present a comprehensive and clearly structured project database that showcases outstanding accomplishments in the lighting industry. With projects that have been nominated and awarded the GERMAN LIGHTING DESIGN AWARD we guarantee you the highest quality through a judicious selection process.

Discover all the things that lighting can do

Our database is intended for architects, lighting designers, property developers and investors. You can search for regional or thematic projects and enjoy being inspired by the sheer diversity of lighting design. Thanks to a comprehensive range of search functions and detailed categories, you will quickly find the right project and get in touch directly with the parties involved and their suppliers.

Networked with the very best in the sector

Our strong network with our media HIGHLIGHT, highlight-web.de, elektro.net and de – das elektrohandwerk, enables us to provide a broad-based platform for LUX select. Communication around all aspects of the GERMAN LIGHTING DESIGN AWARD is further amplified by LUX select .

Become a part of LUX select

Present your projects in our database and showcase what is possible with your products. Simply send us photos, a description of the project and details of the parties involved. Our team will be pleased to support and inform you about prices for one or more project placements.

Your project in the Yearbook

Every year, we publish a stylishly designed Yearbook that documents the latest developments in lighting design. Make use of this additional platform to present your projects to greater effect. Book an advert or an advertorial in interview form and increase your visibility. Be part of it and make your lighting project shine – with LUX select, your project database for the lighting industry.

Prices

Project per category consisting of a description plus 3-5 photos (display time: 12 months in the project database + publication in the Yearbook):
€ 2,650.–

Additional insertion options

1/2 page 4c advert in the Yearbook + Skyscraper in the project database (display time: 1 month of choice):
€ 2,900.–

1/1 page 4c advert in the Yearbook + Billboard in the project database (display time: 1 month of choice):
€ 4,900.–

Interview or Trend Report in the Yearbook (in direct consultation with the editor-in-chief Markus Helle):
€ 3,500.–

All prices in Euros without applicable VAT



A sure way to make a big visual impact!



2025 is a multiple anniversary year

In 2025, we are celebrating a double anniversary: Our Hüthig publishing house is celebrating its 100th anniversary, and our sister journal 'de – das elektrohandwerk' is also in its centenary year.

To mark this occasion, we are publishing the special edition '100 years of de'. In this anniversary edition, our sister magazine for the electrical trade target group takes a look at the past, present and future of this sector. Which (technical) developments have characterised the electrical sector over the course of the last few decades? What best describes the current situation? Which challenges does the future hold and what do the solutions look like?

A lot less of an all-rounder, but still just as pioneering: HIGHLIGHT has also been on the go for 35 years! We are taking these anniversaries as an opportunity to look at the close connection between lighting design and the electrical trade in a special supplement in the 05-06/2025 issue.

An invitation to all advertisers in this issue – make your personal statement!

We look forward to your opinion: In your view, what might the future of the electrical trade and the electrical sector look like ten years from now? How do you rate the level of collaboration between planners and the electrical trade?

Please send us your considered view and we shall be delighted to publish it (text of no more than 1000 characters and a photo of yourself).

Submission deadline for ads and statements in the special supplement:
May 16, 2025

Publication date: **June 17, 2025**

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1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue*
(July 1, 2023 - June 30, 2024)

Print run:	9,000	of which abroad:	of which e-paper:
Numbers of copies actually distributed:	9,818	210	860
Copies sold:	1,742	84	839
– subscribed copies:	894		3
– member copies:	495		0
– paid content access privileges through subscription:*	1,742		
– other sales:	840		836
– single copy sales:	8		
Free copies:	8,076		21
Residual, archive and specimen copies:	42		

3 Geographical distribution analysis:

Economic area:	Proportion of copies actually distributed	
	%	Copies***
Germany	97.9	9,608
Abroad	2.1	210
Actually distributed copies	100.0	9,818

* contains all copies published in the reporting period

Distribution based on federal states:	Proportion of copies actually distributed		
	%	Copies***	Print run
Baden-Wuerttemberg	14.3	1,374	1,251
Bavaria	18.4	1,768	1,610
Berlin, Brandenburg, Mecklenburg-Western Pomerania	7.4	711	647
Bremen, Hamburg, Schleswig-Holstein	6.0	577	525
Hesse	10.0	960	875
Lower Saxony	8.3	798	726
North-Rhine Westphalia	25.6	2,460	2,239
Rhineland-Palatinate	4.0	384	350
Saarland	0.9	86	79
Saxony, Saxony-Anhalt	3.5	336	306
Thuringia	1.6	154	140
Actually distributed copies in Germany	100.0	9,608	8,748

Breakdown of circulation abroad**	Proportion of copies actually distributed	
	%	Copies
Austria	28.9	61
Switzerland	26.9	56
Other	44.2	93
Actually distributed copies	100.0	210

** 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	81.2	7,972
Lamps, lighting industry	6.7	658
Lighting retail	8.1	795
Lighting wholesale	3.0	295
High-end furnisher dealers	1.0	98
Actually distributed copies	100.0	9,818

* Publisher's claim

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**lighting-jobs.de –
search for and find staff!**

lighting **JOBS**

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 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

Price per advert, duration 8 weeks each:



Basic: € 585.–

The easy and quick way to produce your advert in the fixed standard layout without a logo.



Business: € 825.–

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



CI advert: € 1,245.–

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



Issue	01-02/2025	03-04/2025	05-06/2025	07-08/2025	09-10/2025	11-12/2025
Publication date:	February 18, 2025	April 15, 2025	June 17, 2025	August 12, 2025	October 7, 2025	December 16, 2025
Advertising deadline:	January 21, 2025	March 18, 2025	May 16, 2025	July 15, 2025	September 8, 2025	November 18, 2025
Editorial deadline:	December 19, 2024	February 27, 2025	April 28, 2025	June 26, 2025	August 20, 2025	October 29, 2025
Trade fairs	<p>Lichtwoche Sauerland February 16-21, 2025, light region Arnberg</p> <p>eltefa March 25-27, 2025, Stuttgart</p> <p>Licht March 31 - April 2, 2025, Oldenburg</p> <p>Euroluce April 8-13, 2025, Milan</p>	<p>eltec May 20-22, 2025, Nuremberg</p> <p>GILE – Guangzhou International Lighting Exhibition June 9-12, 2025, Guangzhou/China</p>	<p>Special section Lighting & the electrical trade</p> <ul style="list-style-type: none"> ▶ 100 years of Hüthig ▶ 100 years of de ▶ 35 years of HIGHLIGHT <p>Details see page 8</p>	<p>IFA September 5-9, 2025, Berlin</p> <p>efa:ON September 23-25, 2025, Leipzig</p>	<p>Hongkong Lighting Fair AE October 27-30, 2025, Hongkong</p>	<p>imm cologne 2026 January 14-18, 2026, Cologne</p> <p>EuroShop 2026 February 22-26, 2026, Duesseldorf</p>
Topics	<p>Shop lighting Lighting for retail – energy- efficient and intelligently designed</p>	<p>Traffic lighting Lighting for transport infrastructure, from footpaths to local public transport</p>	<p>Hotels and gastronomy Luxury accommodation and travel with appropriate atmospheric lighting</p>	<p>Lighting for museums and exhibitions Light for art and culture</p>	<p>Office lighting Workplaces and home offices with topical examples</p>	<p>Light for living spaces Smart and beautiful solutions for private spaces</p>
	<p>Sustainability How can the topic of sustainability get implemented in the lighting sector?</p>	<p>Light and art Concepts for artistic arrangements in the public space</p>	<p>Light for education Projects and concepts for lighting in schools and educational establishments</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 Life made easier for the elderly with smart lighting</p>
	<p>Exterior lighting Light for private areas in the house and garden</p>	<p>Review New products and concepts from Euroluce and Lichtwoche Sauerland</p>	<p>Hearing light Communication about lighting by podcast: What exists, and what's on the way?</p>	<p>Packaging Packaging luminaires safely and in an environmentally compatible way</p>	<p>Renovation Luminaires for use in existing installations</p>	<p>Lighting of the year Presentation of the 2025 award winners</p>
Special topics	<p>SPECIAL Renovation Is the transition to LED lighting really getting under way now? We can show you the solutions for this.</p>	<p>SPECIAL Light and colour More than just a reflection surface: Interactions of light and colour in space</p>	<p>SPECIAL Industrial lighting Optimum lighting for production and logistics</p>	<p>SPECIAL DER DEUTSCHE LICHTDESIGN-PREIS 2025 (THE GERMAN LIGHTING DESIGN AWARD 2025) Documentation of the winners</p>	<p>SPECIAL New Work What influence do new working concepts have on the planning of lighting?</p>	<p>SPECIAL Lighting and acoustics Deals with the linking of acoustic elements and good lighting</p>
HIGHLIGHT Technology	<p>HCL Implementing light for people through intelligent control</p>	<p>DALI Update on the DALI standard and the latest implementations</p>	<p>PIM Product Information Management as a task in the planning process</p>	<p>Smart Home/MATTER Concepts for light control and more in a private project</p>	<p>Sustainability Concepts for the design and construction of luminaires</p>	<p>Emergency and safety lighting Current trends on this 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 with around 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 9759-200
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

- 14,080 visits/month¹
- 22,102 page views/month¹
- 6,013 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 7/2023 - 6/2024 ² as of: June 2024 (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	€ 430.–	€ 595.–

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	3,460.–
Superbanner (=Big-size-Banner)	728 x 90 pixels	total rotation	1,075.–
Full-size-Banner	468 x 60 pixels	total rotation	545.–
Half-size-Banner	234 x 60 pixels	total rotation	365.–
Wide Skyscraper	160 x 600 pixels	total rotation	930.–
Skyscraper	120 x 600 pixels	total rotation	1,030.–
Sticky-Sidebar	200 x 600 pixels	total rotation	1,115.–
Content Ad	300 x 250 pixels	total rotation	1,155.–
Rectangle	300 x 250 pixels	total rotation	1,100.–
Halfpage Ad	300 x 600 pixels	total rotation	1,115.–
Wallpaper	728 x 90 and max. 120 x 900 pixels	total rotation	1,490.–
Partner site button	300 x 120 pixels	total rotation	640.–
Sponsoring button	870 x 30 pixels	total rotation	1,410.–

Type of Ad Website	Format	Bookable Channels	Price in Euros per month/issue
Whitepaper	as agreed	Whitepaper, Sidebar	3,680.–

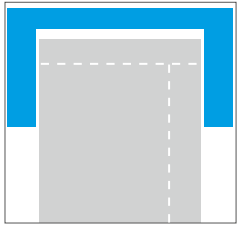
Job Vacancy Ad	Format	Bookable Channels	Price in Euros per 8 weeks
Job Vacancy Ad	see page 11	Job Market	from € 585.–

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	430.– per year
Company entry /Premium with logo	see page 15	Manufacturer Database	595.– per year

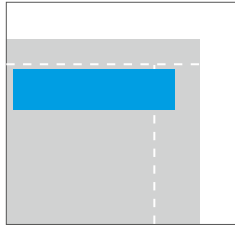
Type of Ad Newsletter	Format	Bookable Channels	Price in Euros per issue
Power Banner	300 x 140 pixels	Newsletter	450.–
Rectangle	300 x 250 pixels	Newsletter	595.–
Content Banner	650 x 150 pixels	Newsletter	495.–
Text Ad	image: 190 x 100 pixels, text max. 330 characters	Newsletter	595.–
Stand-alone Newsletter		Exclusive booking	1,845.–

1 Banner formats

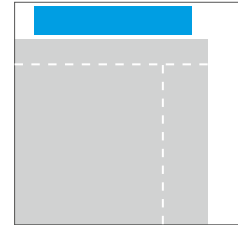
You can book a range of different banner formats on highlight-web.de. Whether it is an animated gif or an HTML5 banner – the choice is yours. The banner formats are displayed in full rotation with a maximum of two further advertising partners. Invoicing for your campaign is based on the monthly fixed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



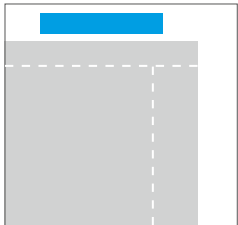
Fireplace Ad
Format: 980 x 90 pixels
(Leaderboard) and
160 x 600 pixels (Wide
Skyscraper, left and right)
Price/month: € 3,080.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



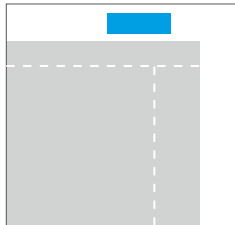
Billboard Ad
Format: 800 x 250 pixels
Price/month: € 3,460.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



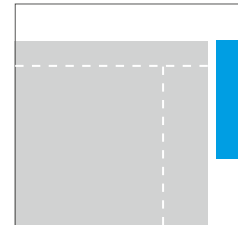
Superbanner
Format: 728 x 90 pixels
Price/month: € 1,075.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



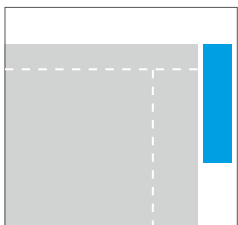
Full-size-Banner
Format: 468 x 60 pixels
Price/month: € 545.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



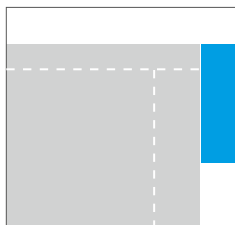
Half-size-Banner
Format: 234 x 60 pixels
Price/month: € 365.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



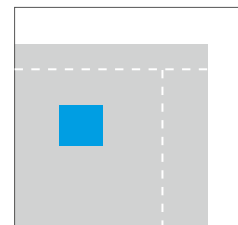
Skyscraper
Format: 120 x 600 pixels
Price/month: € 930.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



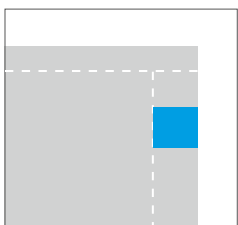
Wide Skyscraper
Format: 160 x 600 pixels
Price/month: € 1,030.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



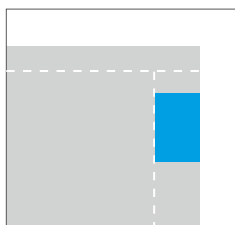
Sticky-Sidebar
Format: 200 x 600 pixels
Price/month: € 1,115.–
File type: HTML5/redirect-
code
File size: max. 150 KB



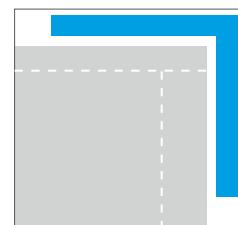
Content Ad
Format: 300 x 250 pixels
Price/month: € 1,155.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



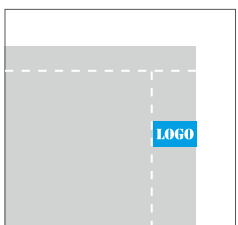
Rectangle
Format: 300 x 250 pixels
Price/month: € 1,100.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



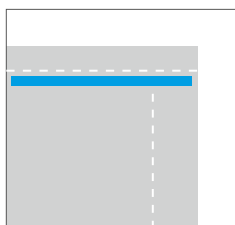
Halfpage Ad
Format: 300 x 600 pixels
Price/month: € 1,115.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



Wallpaper
Format: 728 x 90 pixels and
max. 120 x 900 pixels
Price/month: € 1,490.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



Partner site button
Format: 300 x 120 pixels
Price/month: € 640.–
File type: jpg, gif, png, HTML5
File size: max. 150 KB



Sponsoring button
Format: 870 x 30 pixels
Price/month: € 1,410.–
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 around 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:** weekly
- 5 Editorial contact partner:** Markus Helle, Editor-in-chief
 Tel.: +49 2952 9759-200
 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: € 450,-
 File type: gif*, jpg, png
 File size: max. 50 KB
- Rectangle**
 Format: 300 x 250 pixels
 Price/ issue: € 595,-
 File type: gif*, jpg, png
 File size: max. 50 KB
- Text Ad (image + text)**
 Format image: 190 x 100 pixels
 Text: max. 330 characters
 Price/ issue: € 595,-
 File type: separate image file,
 text as Word file
 File size: max. 50 KB
- Content-Banner**
 Format: 650 x 150 pixels
 Price/ issue: € 495,-
 File type: gif*, jpg, png
 File size: max. 50 KB

* 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

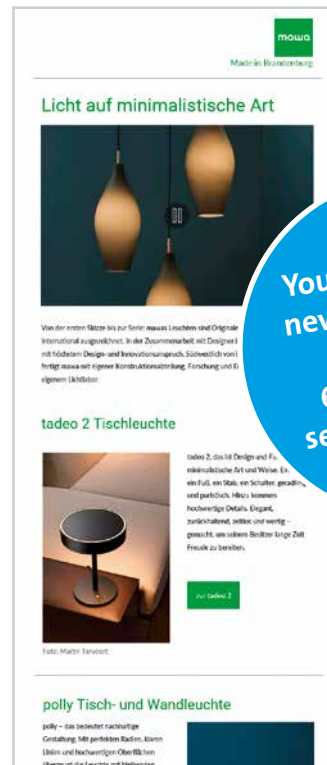
Number of graphics: max. 5

Number of links: max. 5

Imprint with managing director

Price: € 1,845.- / issue

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

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.

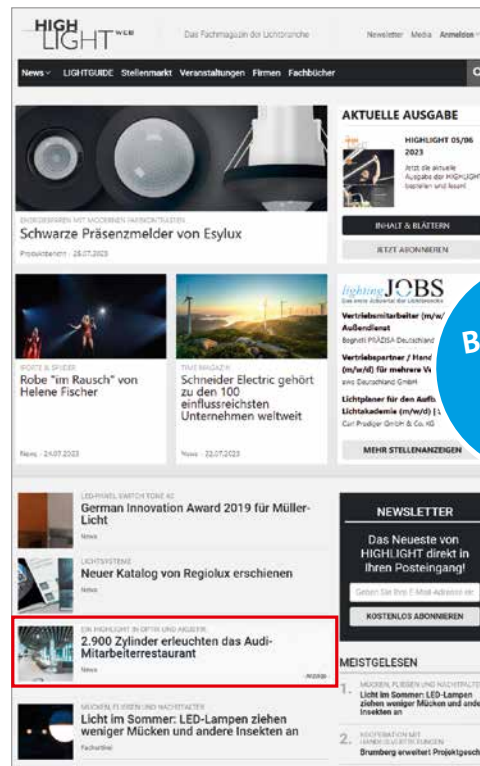
Price: € 885.–*

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: € 1,650.–

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.?



To gain an initial impression, download Mediawelt Online 2025 in PDF format from our website: www.highlight-web.de/mediabereich



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 terms and conditions apply, which can be viewed at: www.huethig.de/agb