

ArtLight > Your Marketing

- ≡ Become part of our strong network that will increase your public awareness
- ≡ Reach directly > curators, architects, lighting designers, collectors = exactly your audience + customers
- ≡ Without losses due to precise targeting, you reach a public passionate about light, art + lighting

+ + Publish my work + promote my project + share my vision + +

— Your interactive marketing from the ArtLight publishing house



Our office cat will help you a little. Meow!



| ArtLight links art and light_ing

Welcome!

≡ ArtLight presents light and art, architecture and lighting design > Portraits of artists, architects and lighting designers > exhibitions, technology, science, scene, trends, business, lighting festivals, art market, museums and galleries, trade fairs and products > Light in society, religion and philosophy ≡
≡ cutting-edge ≡ profound ≡ multidisciplinary ≡ demanding ≡ sophisticated ≡ inspiring ≡ classy ≡ stylish ≡

We focus the limelight on you! —

Fascinated by light, ArtLight 2016 was founded to celebrate the art and ingenuity of lighting designers and artists.

THE POWER OF LIGHT

All we see is light.
It reveals and shapes our world.
Light is the greatest medium to connect living creatures and environments.



Powerful concepts for your medial performance > print + online + social media

Ensure your media presence - worldwide

- ≡ with an advertisement > in the print magazine
- ≡ with an editorial contribution > in the print magazine
- ≡ with a post on the homepage of the ArtLight website > as preview
- ≡ with an article in the ArtLight newsletter > topical or accompanying (can be planned at short notice)
- ≡ with posts in social media > linking etc.

Contact:
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| Content Marketing, target group-oriented

Within a few years, ArtLight has become a high-profile magazine in the field of art and lighting design and has built up a large readership. It is the result of carefully researched articles and great beauty of design. In ArtLight, artists and lighting professionals, museums and companies present their exhibitions, projects and products. Our team and media publishing products provide best expert strategic support.

— advertising for more visibility and reach

ArtLight is an exquisite art magazine: curators, architects and collectors look to us for inspiration.

individual offers > by arrangement

— There is hardly a more effective way to make a lasting impression on potential customers than with an article in a renowned magazine.

Our readers:

- Lighting designers, architects, interior designers, landscape architects — worldwide
- Lighting professionals — libraries, universities
- Collectors, curators, artists — gallerists, museum professionals
- Electrical engineers, building investors, urban planners, municipalities, lighting retailers
- Business owners, entrepreneurs and employees and freelancers
- Opinion leaders in the cultural and creative industries, journalists and authors
- People from the lighting industry — Trade fairs, airports
- Producers with a strong affinity for the fascination of technology and beauty
- Female 45 % — male 55 %
- The target group lives in German-speaking countries, Europe and the USA, in Arab and Asian countries





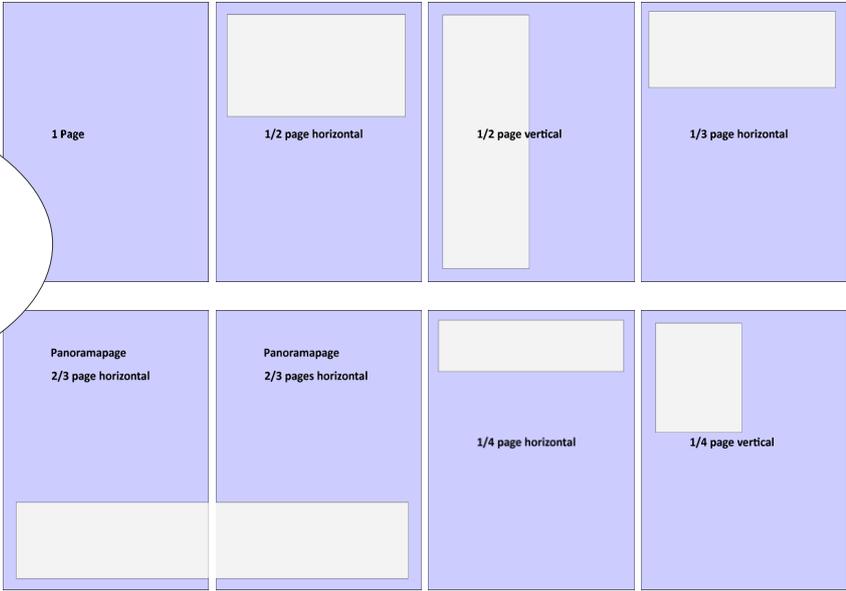
| ArtLight offers customised publicity
 | We understand art and science as a driving force in our world and want to give you the right publicity.

Advertising Formats and Prices*

Page	Format Din A 4 = 210 x 297 mm cut + 3 mm	Price
1/1 Page	210 x 297 mm	1.500 Euro
1/2 Page horizontal	170 x 126 mm	900 Euro
1/2 Page vertical	80 x 257 mm	900 Euro
1/3 Page horizontal	170 x 85 mm	800 Euro
2/3 Page horizontal	380 x 85 mm	1.000 Euro
1/4 Page horizontal	170 x 63 mm	700 Euro
1/4 Page vertical	80 x 126 mm	700 Euro

Formats in the print space

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- Advertisements made by us graphically are charged according to expenditure.
 - The advertiser is responsible for the content of the advertisements.

PLACEMENT

2., 3. and 4. back sheet > 20% Surcharge | Other placing wishes >10% Surcharge

MARKETING > ONLINE

NEWSLETTER_2 + Post in the Slider + Calendar + Social Media

NEWSLETTER_2 > With a post in the newsletter you reach your audience directly and in a perfect way. We create your editorial advertising based on your desired content and keywords. Release after 1 mistake correction.

Text post with 1 photo, German and English, 9,000 -11,000 readers — worldwide > **2 mailings, time-shifted.**

POST in the SLIDER > With an article in the slider/banner on the start page, you immediately put your exhibition/project in the limelight. — Here you will reach between 10,000-20,000 visitors per month. Your contribution includes text and an image gallery.

Placement: On the home page of the ArtLight website — in German + English

Duration: Ends at the latest with the end of the deadline.

CALENDAR > Your event in the CALENDAR — here you will be found and seen.

SOCIAL MEDIA > max. 3 postings on Facebook + max. 3 postings on Instagram

EXCLUSIVE NEWSLETTER + Post in the Slider + Calendar + Social Media

Exclusive Newsletter > A newsletter only for your project. Longer exclusive text with picture gallery, German + English, 9,000 -11,000 readers - worldwide > We create your editorial advertising based on your desired content and keywords (written editorial article). Release after 1 mistake correction.

— On request integration of: Video, Audio, Link, Email, PDF, Phone, Social Media, Logo

— Date as desired, 1 mailing (please one/two weeks in advance)

POST in the SLIDER > With an article in the slider/banner on the start page, you immediately put your exhibition/project in the limelight. — Here you will reach between 10,000-20,000 visitors per month. Your contribution includes text and an image gallery.

Placement: On the home page of the ArtLight website — online contribution (German + English)

Duration: Ends at the latest with the end of the deadline.

CALENDAR > Your event in the CALENDAR — here you will be found and seen.

SOCIAL MEDIA > max. 3 postings on Facebook + max. 3 postings on Instagram

Price for each option:

360 Euro in connection with advert | 540 Euro without advert > 5% discount for subscribers |

No taxes outside Germany

ARTLIGHT

| Content Marketing > Set your Mission < Set your Goals!

Booking PAGES >

For an editorial piece — for an interview etc.

You also can book pages without an advert for an article. We suggest making a (written) interview with you, about a selected lighting project or exhibition. This is no advertorial. This will be an individual editorial piece, with exclusive text and pictures (no logo or other similar). We coordinate all details with you, until your release before printing.

— Price per page on request —

EDITION

Edition 1.500 issues

international magazine (print- and e-paper)

Page number 36 - 40 pages

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PRINTING and BINDING

Offset printing on the Euro scale, illustration printing paper, stapling

Submitting printing material

Please send the advertisement print documents digitally as PDF-X files and images in CMYK colour mode, with 300 DPI print resolution. Embed all fonts used or convert into character paths, add 3 mm bleed on all sides for bleed advertisements. Profile: FOGRA 39.

Other file formats. Processing fees will be charged for open file formats as well as for files still to be revised. If you are unable to create such a data format from your program, please provide us with your file and all images and fonts used. The following programs can be further processed: QuarkXPress, InDesign, Illustrator, Photoshop. Some programs cannot be further processed due to major problems with data transfer and difficulties with print preparation.

Please send one file with text, photos and credits completely in one single file via WeTransfer.





| With targeted advertising to your success

DISTRIBUTION

- ≡ Subscriptions
- ≡ Sold at kiosks, shops, galleries, museum shops, cafés, hotels, associations, auction houses, trade fairs
- ≡ The magazine has an ISSN for periodicals
- ≡ Promotional copies

SCHEDULE 2021 _ 2022

- ≡ Frequency of publication: 4 times a year, quarterly.

Edition	Publication date	Delivery date print data
Summer 2022	04/05/2022	24/03/2022
Autumn 2022	04/08/2022	08/07/2022
Winter 2022	04/11/2022	05/10/2022
Spring 2023	04/02/2023	06/01/2023

PLEASE SUBMIT

- ≡ **Basis information:** in German or English.
- ≡ **Photo:** JPG format in high resolution, preferably landscape format.
- ≡ **Caption/Credits:** Please send a txt file with the following details: Name of the artist, title of the work (if available), year, dimensions (W x H), material and photographer (only if he/she is to be named) and the right of publication (Copyright/Courtesy) | and other rights to be indicated
 - **Please** send only one file with text, photos and credits completely in one single file via WeTransfer.



INVOICE

You will receive an invoice after placing the order as a PDF in an e-mail after the delivery date - before the publication date - and is payable within 10 days from the invoice date.

BANKING DETAILS

Helena Horn

Bank account: 0421552121 | Bank sorting code: 10010010

IBAN: DE46100100100421552121

BIC / SWIFT: PBNKDEFF | Deutsche Postbank AG

Friedrich-Ebert-Allee 114 – 126 | 53113 Bonn | Germany

Tax number: 3117 / 233 / 02155

VAT ID number: DE 307 464 768

*No tax outside of Germany | All prices in Germany plus VAT

*GTC : Download via website : www.artlight-magazine.com/en/disclaimer

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Our cat has now collected all information and is now taking a break > Bye-bye: Miaoww!