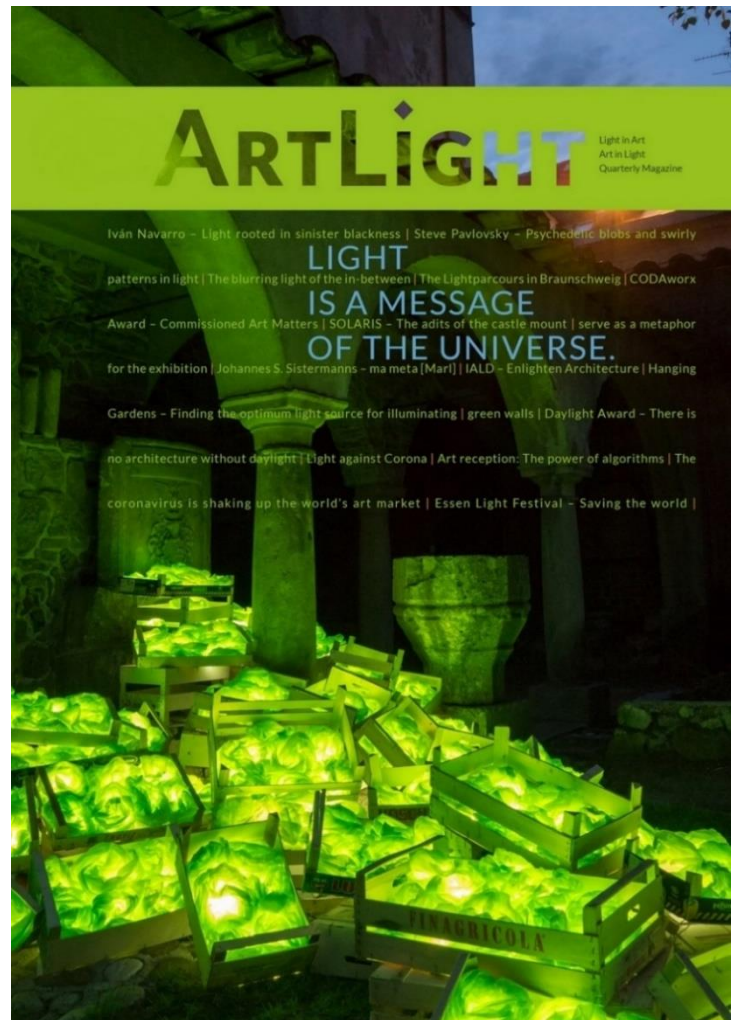


Media Data 2024

≡ Online formats



ArtLight ≡ Your Marketing

- ≡ Take advantage of our 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

Light in Art
Art in Light
Quarterly Magazine

| 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 place you in the spotlight —

Fascinated by light, 2016 ArtLight 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 >

Ensure your presence and publicity – worldwide

Formats on the ArtLight website > banner > advertisement > editorial contribution > etc.

Formats in the ArtLight newsletter > exclusive newsletter for your exhibition / project alone.

Formats with ArtLight in social media > banner > post

Formats editorial contribution, linked online via ArtLight

Formats Podcast or vodcast with ArtLight

Formats PR texts and advertorials > we write texts for you.

Contact: Helena Horn

info@artlight-magazine.com

Phone: +49 3946 8191065



| 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.

Customised advertising
Individual offers > contact us!

— Advertising for more visibility and reach

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

— 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





| Marketing communication to promote your ideas |

Contact: Helena Horn
 info@artlight-magazine.com
 Call +49 3946 8191065

MARKETING FORMATE ≡ ONLINE

Formats ≡ on the ArtLight website

Website of ArtLight	Size	Information	Prize
Post in the slider ≡ on 1st page of the website	ca. 100 - 200 words 3 - 8 photos	≡ Duration until the end of the runtime ≡ runs in the slider ≡ Can be linked with editorial contribution, please see below p.6	480 Euro

Formats ≡ Advert in the Newsletter

Advert in the Newsletter	Size	Information	Prize
Advert ≡ plus Post	950 x 250 px variabel	≡ advert ≡ includes Post in Newsletter ≡ Content Ad ≡ time-shifted with ad	480 Euro
Advert ≡ plus Newsletter	950 x 250 px variabel	≡ includes Exclusive Newsletter ≡ newsletter for your project alone ≡ time-shifted with advertisement	620 Euro





| Be outstanding — Boost your marketing strategy |

13,000 readers worldwide with focus on art and light_ing

Formats ≡ in the ArtLight Newsletter

Newsletter von ArtLight	Size	Information	Prize
Exclusive newsletter ≡ Editorial newsletter for your project	max. 500 words 3 - 5 photos / jpg	≡ Exclusive text contribution by the ArtLight editorial team with images ≡ We create the text based on your desired content and keywords ≡ This is not an advertorial ≡ 1 mailing ≡ Integration of: Link, email, social media, no logo ≡ Sending date by arrangement ≡ please order one/two weeks in advance	520 Euro
Contribution in the newsletter ≡ Content Ad	ca. 150 words 1 photo	≡ Exclusive text contribution by the ArtLight editorial team with images ≡ We create the text based on your desired content and keywords ≡ This is not an advertorial ≡ 1 mailing and linked to your website ≡ Sending date by arrangement ≡ please order one/two weeks in advance ≡ Can be linked with editorial contribution, please see below p. 6	380 Euro





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

Formats ≡ ArtLight social media

Social Media von ArtLight	Size	Information	Prize
Sponsored Post ≡ on Instagram/Facebook ≡ paid advertising partnership	≡ Formats: jpg only and mp4 only (animated up to 10 sec.) ≡ Square: 1:1 1080 x 1080 px ≡ Portrait: 4:5 180 x 1350 px ≡ Landscape: 1.91:1 1080 x 608 px	≡ Fully designed advert is provided ≡ Send 7 days before payout ≡ Selection of hashtags	350 Euro
ArtLight Select Story ≡ on Instagram/Facebook	ca. 150 words 1 photo	≡ In editorial layout ≡ We create the text based on your desired content and keywords ≡ 1 mailing and linked to your website ≡ Sending date by arrangement ≡ please order one/two weeks in advance ≡ Selection of hashtags	350 Euro

≡ SPECIAL ≡

Editorial contribution:

The editorial contribution can be an article or a (written) interview that is published online as a PDF ≡ filed on the ArtLight website or in the newsletter. This is not an advertorial, but an editorial article with an individual and exclusive text and photos (no logo).

We will agree the details with you every step of the way until your approval.

Flat rate 4 - 6 - 8 pages plus photos.

Including translation into German or English, the number of pages doubles to 8 - 12 or 16 pages.

The article is designed by the ArtLight graphic design office.

Price on request ≡ depends on the number of pages.

| Discounts for combined bookings ≡ please request a quote.

| All prices plus statutory VAT valid in Germany ≡ for foreign countries
no taxes are usually charged.

ArtLight

Light in Art
Art in Light
Quarterly Magazine

| We understand art and research as a driving force in our world and want to give you the right presence |

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SHOWROOM > for artists only*

ArtLight Showroom ≡ Redaktioneller Beitrag	2 Din A 4 pages with photos	≡ Exclusive text from ArtLight ≡ Available online as a PDF on the ArtLight website or in the newsletter ≡ No advertorial ≡ Approval by the client ≡ German and English ≡ Layout by the ArtLight graphic designers	590 Euro*
ArtLight SHOWROOM ≡ Post in the ArtLight Newsletter	50 – 70 words 1 photo	≡ 1 mailing ≡ Mailing date by arrangement ≡ German and English ≡ linked with the PDF	including
ArtLight SHOWROOM ≡ Post on the ArtLight website in the category SHOWROOM	300 - 500 words 3 - 8 photos	≡ Exclusive text by ArtLight ≡ Duration one year ≡ Runs in slider ≡ Linked to your homepage ≡ German and English	including
ArtLight SHOWROOM ≡ Post on Instagram	50 - 70 words 1 photo	≡ Selection of hashtags ≡ 1 mailing ≡ Mailing date by arrangement ≡ German and English ≡ linked to SHOWROOM	including *Tax only in Germany

*not valid for exhibitions

IMAGE captions with 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.
- ≡ Links in English or German
- ≡ Please send only one file with text, photos and credits completely in one single file via WeTransfer.

INVOICE

First you will receive a quote for approval.

The invoice is sent as a PDF and is payable within 10 days of the invoice date.

All prices plus statutory VAT valid in Germany ≡ for foreign countries no taxes are usually charged.



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



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