

# Ljuskultur

LJUSKULTUR MAGAZINE | MEDIA KIT 2020

## Ljuskultur – the only magazine in Sweden devoted to lighting

Ljuskultur Magazine subscribers and readers are designers as prescriptive consultants, architects, light designers, interior designers, electrical consultants, electrical installers, employees at suppliers.

We are the only trade journal and magazine in Sweden devoted to lighting and lighting design. Ljuskulturs well visited web site is the meeting place for all professionals within the lighting business in Sweden.



*“91 percent of readers read all or almost all the numbers of Ljuskultur Magazine.”*

*“Over 70 percent of readers save the magazine more than 7 months.”*

*“Nearly 53 percent of readers save a full vintage of the magazine!”*

# Ljuskultur

FORMAT & PRICES 2020

In this year's releases, Ljuskultur will, in every issue, have one or more focus topics in addition to our regular vignettes and feature articles. An e-newsletter will be sent out before each issue specifying the current focus topic.

## No# 1 – 2020

Material Day 10/1 Release Jan 31

## No# 2 – 2020

Material Day 28/2 Release March 19  
Nominated projects for Swedish Light Award  
Elfack Trade Fair Gothenburg – Extra circulation

## No# 3 – 2020

Material Day 6/5 Release May 28

## No# 4 – 2020

Material Day 18/9 Release Oct 8

## No# 5 – 2020

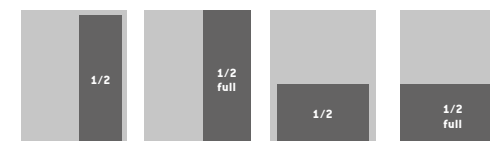
Material Day 6/11 Release Nov 26  
Winning projects of Swedish Light Prize  
Elmässan Trade Fair Stockholm – Extra circulation

For inquiries concerning advertising please contact Eva Ström, phone +46 765 47 48 49 or by e-mail: [eva.strom@ljuskultur.se](mailto:eva.strom@ljuskultur.se)

Format	Price	Size
<b>Full page</b> 1/1	SEK 20 800:-	230x297 + 3 mm bleed
<b>Two page spread</b> 2/1	SEK 30 900:-	460x297 + 3 mm bleed



<b>Half page</b> vertical 1/2	SEK 12 900:-	92x275
<b>Half page</b> vertical, full	SEK 12 900:-	105x297 + 3 mm bleed
<b>Half page</b> horizontal	SEK 12 900:-	195x133
<b>Half page</b> horizontal, full	SEK 12 900:-	230x143,5 + 3 mm bleed



<b>Two page spread</b> 2/3	SEK 21 500:-	438,5x114
<b>Two page spread</b> 2/3, bleed	SEK 19 620:-	460x125 + 3 mm bleed
<b>Quarter page</b> 1/4	SEK 8 900:-	92x133
<b>One third of page</b> 1/3	SEK 10 900:-	195x80



# Ljuskultur

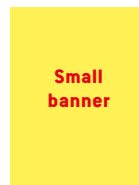
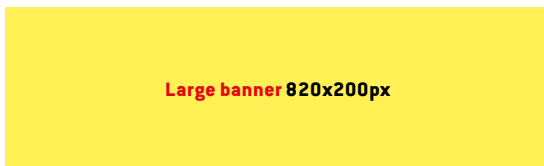
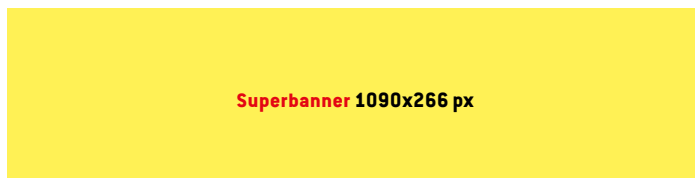
ONLINE SPECIFICATIONS

## LJUSKULTUR ONLINE

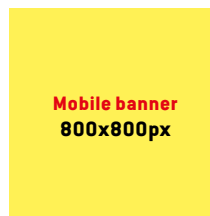
Ljuskulturs website is very popular and has over 1200 visitors a week and in average they stay for more than 1.5 minutes on the page.

Ljuskulturs webpage is an excellent channel for reaching directly to all professionals within lighting: light designers, architects, interior designers, electrical consultants, electrical installers, related to suppliers, designers, etc.

Booking is per month (4 weeks)/month which is one (1) advertising period. In total there are 12 advertising periods during the year.



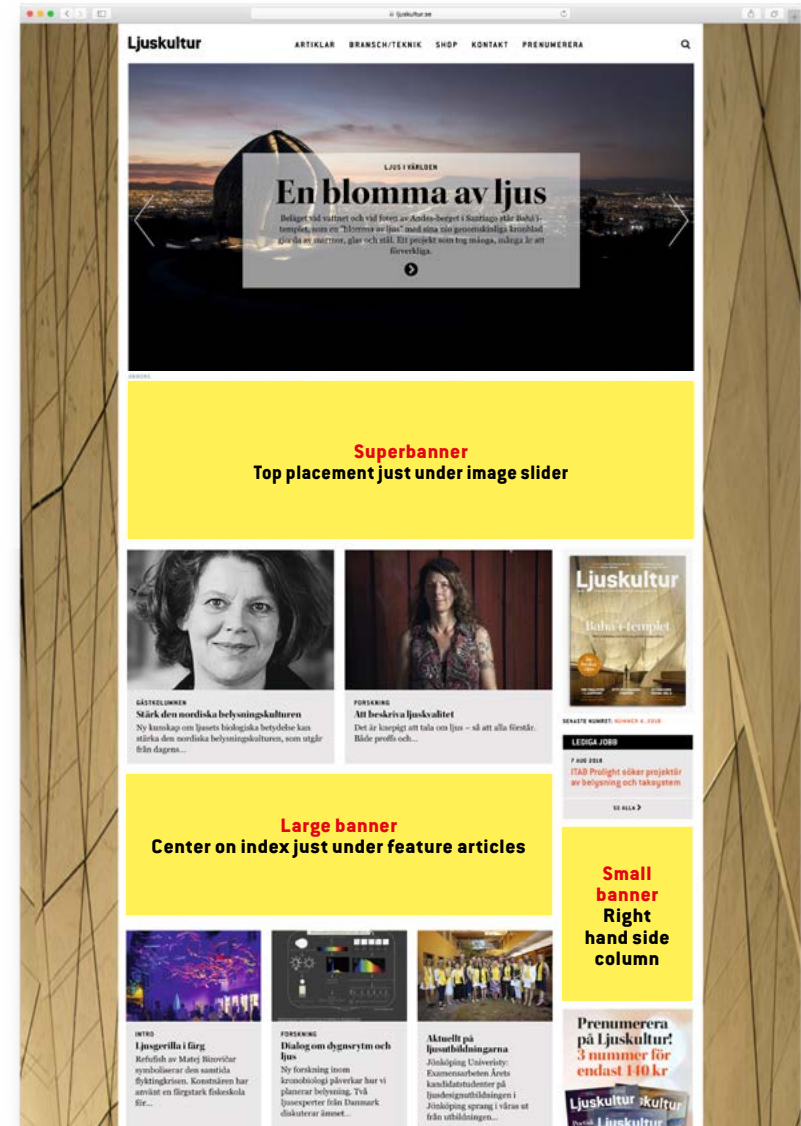
**Superbanner** SEK 10 500:- per 4 weeks  
**Large banner:** SEK 8 500:- per 4 weeks  
**Small banner:** SEK 9 000:- per 4 weeks



### \* MOBILE Mode

#### Mobile banner, square:

In mobile devices a square banner format will be visible instead of the rectangular banner format. Send us banners format in Jpg or Gif files.



## JOB ADS

Job Ads on Ljuskultur's website [www.ljuskultur.se](http://www.ljuskultur.se)

Price: SEK 9 000:- per job/ad

The ad is published up to 8 weeks or until the last application date.

We market your job ad on our social media.

Job ads is posted immediately when text, logo and link is sent to us.

## TECHNICAL SPECIFICATION

Technical spec: Send us a text summary, a short description, maximum 100 words, of the job + logotype with transparent background (\*.PNG file) and a link to a landing page where the entire ad is posted (on your web page).

Ljuskulturs website is very popular and has over 1 200 visitors a week and they last for almost 1.5 minutes on the page. Ljuskultur's popular Facebook page with 1 865 followers.

## Jobbaktuell

### Lediga jobb

#### Flux söker en kund- och säljsupport baserad i Stockholm

FLUX

Det är på Flux det händer. Vi växer med både egen produktion och med de andra varumärken vi har i portföljen och nu måste vi bli fler i gänget Vi är inte det minsta förvånade. För är det något vi har lärt oss under våra 25 år i branschen så är det att hårt jobb nästan alltid betalar sig i längden.

Nu söker vi förstärkning på avdelningen för kund- och säljsupport. Supporten är vårt nav och du kommer att vara en viktig del av kontaktytan mot våra kunder. Det är en bred tjänst som innefattar flera olika ansvarsområden: teknisk kundsupport och stöd till fältsäljarna i projekten, enklare belysningsförslag och renodlat offertarbete samt kundkommunikation via mail och telefon.

Om du har tidigare erfarenhet av liknande arbetsuppgifter och vill gå vidare i branschen så vill vi gärna träffa dig! Välkommen att vara med på vår resa!

[För mer information och ansökan >>](#)

# Ljuskultur

TECHNICAL SPECIFICATION

## SEND AD FILE

Advertising material is sent by email or [www.wetransfer.com](http://www.wetransfer.com) to [annons@spektradesign.se](mailto:annons@spektradesign.se)

## QUALITY

The ad should be a high resolution PDF or EPS. If you work in illustrators (EPS), everyone must font is vectorized. Images should have 300 dpi resolution in CMYK and saved as tif or eps. Logos should be in CMYK. Never use Pantone colors.

## COLOR SETTINGS AND JOB OPTION FOR INDESIGN

ICC profiles and Indesign Joboption can be downloaded here:

<https://www1.trydells.se/#ICC>

Use: ISOcoated\_v2\_300\_eci.icc

## LEAVE SPACE FOR GLUE BINDING

Ljuskultur Magazine is glued to the back, which means that information put in the middle of one full spread ad disappear into the bundle. Count about 4 mm in each direction from the center. At whole page advertising, it's good to keep in mind not to put important information too far in towards the middle (depending on whether the ad is on the right or left).

## IMPORTANT

In order for the ads to get right and right in print, it is very important that the ads are made according to specified instructions and format.

## BOOKING & INFORMATION

Booking and information regarding advertising please contact Eva Ström, phone +46 765 47 48 49

E-mail: [eva.strom@ljuskultur.se](mailto:eva.strom@ljuskultur.se)

