

LUCE

a web magazine for a continuous, high visibility information

features, special reports, and newsletters on topics of interest and latest trends

a printed and digital magazine in Italian and English

an integrated information and communication system on the culture of light



**MEDIA KIT
2024**

LUCE is Italy's first and most important magazine on light and its universe, and one of the most significant on an international level. **Founded by AIDI in 1962, it is a quarterly and bilingual (Italian-English) publication** that tells about the culture and expressiveness of light in its fullest sense. Quality is at the heart of the editorial project: from the selection of topics to translations, from photographs to its graphic design.

LUCE represents trends, scenarios, and innovations in light in connection with architecture, cities, design, art, and history.

LUCE – printed and digital, web and news – is an integrated media platform that tells how light can influence and change the places we inhabit and the setting of our cities, as well as boost the economy and improve the environment. Every week, every month, and quarterly, it provides an opportunity to learn about one of the sectors of the Italian and international excellence, taking readers through unexpected and surprising paths in which light is the protagonist. Whether for a specialised readership or for an audience of enthusiasts.

FEATURES

They cover the most important topics in the world of lighting, in a cross-cutting way

- Interviews
- Designing light
- Lighting designers
- Education
- CIE Italy
- Research and innovation
- Special reports
- Designers
- LUCE's notebooks
- Books
- Light art
- Magic lantern
- Making of

2024 SPECIAL REPORTS

The contents of each issue are enriched with **Special reports** on the most topical and interesting themes.

All topics are addressed with a transversal and multidisciplinary approach, involving the many players of the lighting system: from professionals to companies, from universities to bodies and institutions. The following special reports are planned:

Light and Nature	March
Light and Future Cities	June
Light and Cultural Heritage	September
Light and Health	December

LUCE'S PUBLISHING PLATFORM

Printed edition

- **Size** 23,9 x 31,8 cm
- **Cover** 5 + 4 colours, 250 g/sm matt coated paper, uv glossy silkscreen varnishing
- **Inner pages** 5 + 5 colours, 115 g/sm matt coated paper, sewn paperback binding

Digital edition

All issues of the magazine are also available in a digital version. Digital LUCE can be viewed on any type of device without any compatibility problems.

LUCE'S READERS

50% Professionals




20% Authorities and institutions



20% Public and private companies



10% Universities, schools, museums



DISTRIBUTION

60% Italy

35% Europe (digital edition)

5% World (digital edition)

ISSUE NO./PUBLICATION DATE

347 end of March

348 end of June

349 end of September

350 end of December

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