

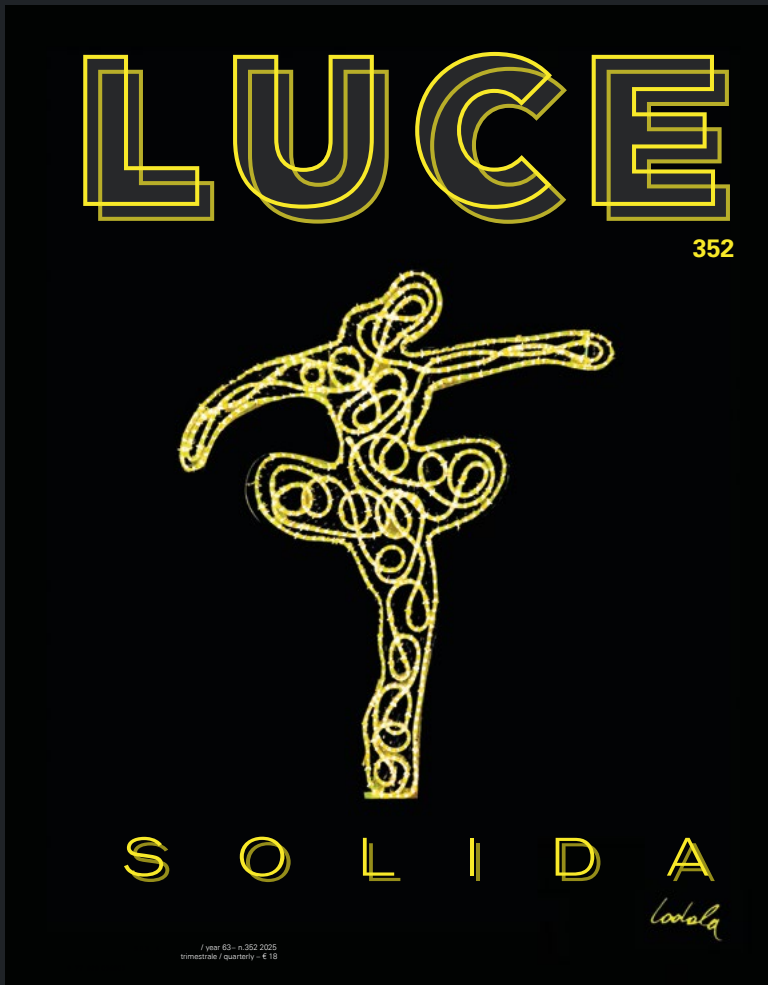
LUCE

a web magazine for a continuous, high visibility information

features, special reports, newsletters and podcasts 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



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 podcasts

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.

Author's Cover

The cover of each issue is designed especially for **LUCE** by a leading figure from the world of architecture, design and lighting who interprets the element of light in an original way.

FEATURES

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

- **Interviews**
- **Designing light**
- **Lighting designers**
- **Architecture and design**
- **Light on the young people**
- **Research and innovation**
- **Sustainability**
- **Special reports**
- **Art tales**
- **Reviews**
- **Light art**
- **Associations**
- **Showtime**
- **Making of**

2025 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 Landscape	March
Euroluce	June
Light and Sport	September
Light and Food	December

LUCE'S PUBLISHING PLATFORM

Printed edition

- **Size** 23,9 x 31,8 cm
- **Cover** 4 + 4 colours + matt lamination + glossy screen printing on Symbol Freelifa satin gr. 250 (Fedrigoni), FSC-certified
- **Inner pages** 4 + 4 colours, 115 g/sm matt coated paper, sewn paperback binding made with a sustainable process and certified with the FSC label

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.

PODCAST PRODUCTION

During the course of the year, four (institutional) podcasts will be produced on topical issues that are linked to the Specials of each issue of the **LUCE** magazine and will also be accessible within the magazine via QR Codes. These podcasts become new, highly innovative and appealing communication tools for companies and design studios when conveying their brand as they can be branded.

In addition, it will be possible to purchase and create podcasts telling about specific characters, stories and products concerning a particular company or design studio.

All podcasts will be produced by **LUCE's** editorial team with the support of external suppliers for production, post-production and distribution on dedicated platforms.

LUCE'S READERS

50% Professionals and Lighting Designers



30% Public and private companies



20% University and Institutions



DISTRIBUTION

60% Italy
35% Europe (digital edition)
5% World (digital edition)

ISSUE NO./PUBLICATION DATE

355 end of March
356 end of June
357 end of September
358 end of December

CONTACT

Advertising and Promotion
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PRICE LIST FOR PAPER AND DIGITAL EDITION

inner pages

first page + digital	3,600	€
summary facing page + digital	2,500	€
1 page + digital	2,200	€

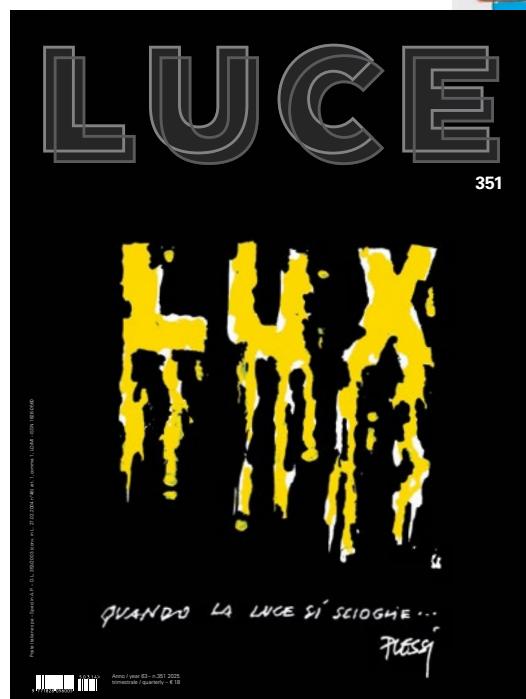
covers

II cover + first page + digital	6,600	€
IV cover + digital	5,000	€
II cover + digital	3,700	€
III cover + digital	3,300	€

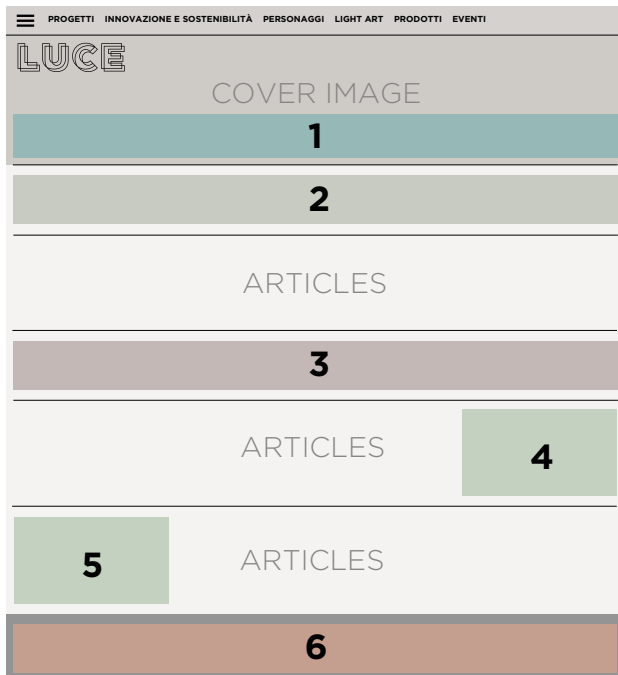
advertorial

(text - 3,500 strokes, including spaces - and images provided by the client)

2 pages + digital	4,000	€
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NEW WEBSITE - DISPLAY OPTIONS



1
Banner Header /1140x110 px or 970x250 px
 rotation of 3 > 600 € / month
 sole use > 1.200 € / month

2
Leaderboard A /1140x110 px or 970x250 px
 rotation of 3 > 500 € / month
 sole use > 1.000 € / month

3
Leaderboard B /1140x110 px or 970x250 px
 rotation of 3 3 > 400 € / month
 sole use > 800 € / month

4
Banner box up/300x600 px or 300x250px
 rotation of 3 > 350 € / month
 sole use > 700 € / month

5
Banner box down/300x250 px
 rotation of 3 > 300 € / month
 sole use > 600 € / month

6
Footer/ 1140x110 px o 970x250 px
 rotation of 3 > 200 € / month
 sole use > 400 € / month

N.B. In case of format
 1140x110 px is recommended
 not to use small fonts

PRICE LIST FOR LUCEWEB'S ADVERTORIALS

text (3000 keystrokes, including spaces)	700 €
photos and logo provided by the client	
(for texts prepared by the editorial team + 100 euros)	

PRICE LIST FOR LUCEWEB'S NEWSLETTERS

banners in periodic newsletters 300x250 px	300 € / newsletter
sending of promotional newsletter (DEM)	600 € / newsletter
text (approximately 3,000 characters including spaces, in Italian and English) and images provided by the client (alternatively, HTML files)	

- PRICE LISTS NOTES**
- The aforementioned prices do not include VAT
 - Depending on the amount of advertising purchased, discounts from 10 to 40% are applied

INSTITUTIONAL PODCAST COST

- **no. 1 institutional PODCAST** = 2,500 Euros + VAT (to be split in case of multiple sponsors): 1,500 Euros with two sponsors - 1,000 Euros with three
- **no. 2 institutional PODCASTS** = 3,750 Euros instead of 5,000 Euros (25% discount): 3,400 Euros with two sponsors - 1,500 Euros with three
- **no. 4 institutional PODCASTS** = 6,000 Euros instead of 10,000 Euros (40% discount): 3,600 Euros with two sponsors - 2,400 Euros with three sponsors

INSTITUTIONAL PODCAST PACKAGE - PRINT ON PAPER - BASIC OPTION

- **1 institutional PODCAST** = 3,500 Euros (to be split in case of multiple sponsors)
- **Insert with QR Code print on inside page** (+ digital) = 2,200 Euros
TOTAL = 4,700 Euros - 30% = 3,290 Euros + VAT

INSTITUTIONAL PODCAST PACKAGE - PRINT ON PAPER - TOP OPTION

- **1 institutional PODCAST** 3,500 euros (to be split in case of multiple sponsors)
- **Insert with QR Code on the inside front page** (+ digital) (*different top position**) = 3,600 euros
TOTAL = 6,100 euros - 35% = 3,965 euros + VAT

BASIC CROSS-MEDIA PACKAGE

- **1 institutional PODCAST** = 2,500 Euros (to be split in case of multiple sponsors)
- **Insert with QR Code on inside page** (+ digital) = 2,200 Euros
- **2 DEMs with QR Code** = 500 Euros x 2 = 1,000 Euros (teasing ad)
TOTAL = 6,700 Euros - 30% = 3,990 Euros + VAT
1 free box up banner for 1 month in rotation

TOP* CROSS-MEDIA PACKAGE

- **1 PODCAST > editorial plan** = € 2,500 Euros (to be split in case of multiple sponsors)
- **Insert with QR Code on the inside front page** (+ digital) (*different top position**) = 3,600 Euros
- **2 DEMs with QR Code** = 500 Euros x 2 = 1,000 Euros (teasing ad)
TOTAL = 7,100 Euros - 35% = 4,615 Euros + VAT
1 free stationary box up banner for 1 month

PRODUCTION OF PODCASTS AT THE COMPANY'S CHOICE

- **1 PODCAST** = 4,000 Euros + VAT

PRINT ON PAPER PACKAGE - BASIC

- **1 PODCAST** = 4,000 Euros
 - **Insert with QR Code on inside page** (+ digital) = 2,200 Euros
- TOTAL PRINT ON PAPER PACKAGE = 6,200 Euros - 30% = 4,340 Euros + VAT

PRINT ON PAPER PACKAGE - TOP*

- **1 PODCAST** = 4,000 Euros
 - **Insert with QR Code on the inside front page** (+ digital) (*different top position**) = 3,600 Euros
- TOTAL = 7,600 Euros - 35% = 4,940 Euros + VAT
- 1 free DEM with QR code (teasing ad)

BASIC CROSSMEDIA PACKAGE

- **1 PODCAST** = 4,000 Euros
 - **Insert with QR Code on inside page** (+ digital) = 2,200 Euros
 - **1 rotating box up banner for 1 month** = 350 Euros
- TOTAL = 6,550 Euros - 30% = 4,585 Euros + VAT
- 1 free DEM with QR code (teasing ad)

CROSS-MEDIA PACKAGE - TOP*

- **1 PODCAST** = 4,000 Euros
 - **Insert with QR Code on the inside front page** (+ digital) (*different top position**) = 3,600 Euros
 - **2 rotating box up banners for 2 months** = 350 euro x 2 = 700 Euros
- TOTAL = 8,300 Euros - 35% = 5,395 Euros + VAT
- 2 free DEMs with QR code (teasing ad)

**The 1st Roman page is quoted as a package (availability to be verified).
If you are interested or have specific requirements, it is possible to quote a different TOP position.*

N.B. All podcasts are produced by the magazine. The cost includes production, post-production and distribution on platform. For this reason, no discounting is applicable.

ADVERTORIALS (2 PAGES)

- **EN text (+ title)** edited by you, no more than **3,600 characters** including spaces
- Translation by the editorial team, if not provided by the client
- Requests **for 3-5 photos***

* Photographs should be accompanied by captions where possible (whether they are product images, renderings, exterior images, still lifes, etc.). Captions should be brief but comprehensive and can be provided in a separate text file or included directly in the image name. If there are any different or specific photo credits, please indicate them.

Image resolution

For B/W, greyscale and colour images	228/304	DPI
(high quality JPG compression).	1200/2400	DPI
For line art images		

Company brand or logo

jpg, tiff, eps, ai, pdf, png format in print resolution	300	DPI
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- COMMUNICATE
- Name and contact person for email correspondence (layout submission, any changes, approval; submission of PDF advertorial to printed issue)
 - Any other notes useful for the composition of the Advertorial
 - The company address, if to be included in the advertorial
 - Name and postal address for shipping 2 copies / archive of the issue

TIMELINE

Submission of material

Material for Advertorials must be submitted by the dates indicated below for each issue. Otherwise, we cannot guarantee its publication.

Issue no./Release date

355 end of March
356 end of June
357 end of September
358 end of December

Submission of material

9 February
8 May
15 July
6 November

SUBMIT TO redazione@rivistaluce.it

SINGLE PAGE ADVERTISING (ALL PAGES – II, III, IV COVERS)

Format 23,9 x 31,8 cm, open PDF format with registration marks and not password-protected

The document must have the exact dimensions aforementioned, increased by a 5 mm abundance space.

Please, do keep in mind that texts and logos should be always placed at least 7 mm from the crop line, to avoid any risk of cutting them out in the binding phase.

Image resolution

For B/W, greyscale, and colour images 228/304 DPI
(high quality JPG compression)

Drawings and sketches 1200/2400 DPI

Colour model

CMYK

Delivery of the aforementioned materials

For each issue, the ADV page must be submitted by the dates indicated below. If not, we will not be able to guarantee publication.

Issue no./Publication date

355 end of March

356 end of June

357 end of September

358 end of December

Deadline

February 27th

May 22rd

August 31th

November 26th

SUBMIT TO redazione@rivistaluce.it

TIMING The material **must be delivered** 8 days before publication.

SUBMIT TO redazione@rivistaluce.it