

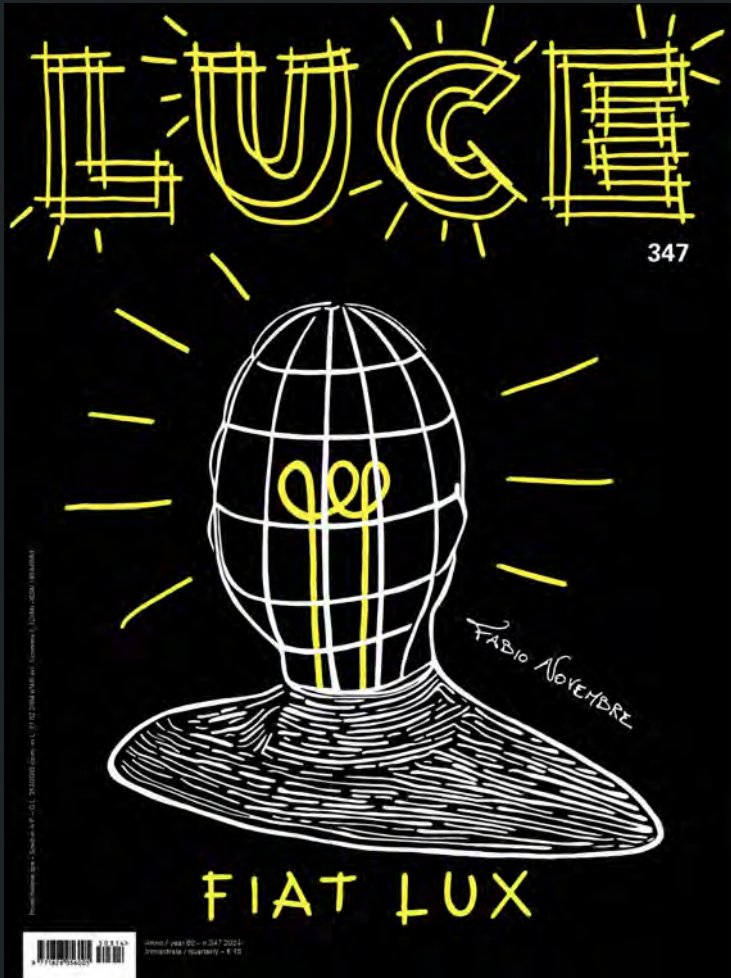
# LUCE

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



**MEDIA KIT  
2025**

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
- Special reports
- Specials
- 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:

<b>Light and Landscape</b>	<b>March</b>
<b>Euroluce</b>	<b>June</b>
<b>Light and Sport</b>	<b>September</b>
<b>Light and Food</b>	<b>December</b>

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## 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 made with a sustainable process and certified with the FSC label
- **Inner pages** 5 + 5 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.

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## 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.

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## LUCE'S READERS

**50% Professionals and Lighting Designers**



**30% Public and private companies**



**20% University and Institutions**




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## DISTRIBUTION

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

## ISSUE NO./PUBLICATION DATE

**351 end of March**  
**352 end of June**  
**353 end of September**  
**354 end of December**

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## 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	€

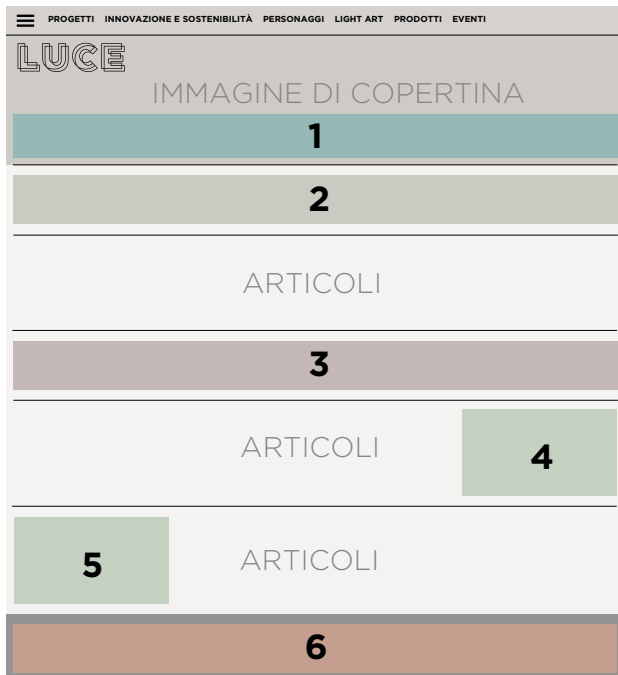
### advertorial

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

2 pages + digital	4,000	€
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## PRICE LIST FOR LUCEWEB



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

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

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

**4**  
**Banner box up/300x600 px o 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 LUCE'S ADVERTORIALS

text (3000 keystrokes, including spaces) and photos provided by the client	600 €
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## PRICE LIST FOR LUCE'S NEWSLETTERS

footer banner/300 250 px	300 € /newsletter
customised DEM	500 € /newsletter

**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

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- **Cost of 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
- **Cost of 2 institutional PODCASTS** = 3,750 Euros instead of 5,000 Euros (25% discount): 3,400 Euros with two sponsors - 1,500 Euros with three
- **Cost of 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 PODCAST PACKAGE - BASIC PRINT ON PAPER = 5,700 Euros - 30% = 3,990 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 PODCAST PACKAGE - TOP PRINT ON PAPER = 7,100 euros - 35% = 4,615 euros + VAT

### BASIC CROSS-MEDIA PACKAGE

- **1 institutional PODCAST** = 3,500 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 CROSS-MEDIA PACKAGE = 6,700 Euros - 30% = 4,690 Euros + VAT
- 1 free box up banner for 1 month in rotation

### TOP\* CROSS-MEDIA PACKAGE

- **1 PODCAST** > editorial plan = € 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
  - **2 DEMs with QR Code** = 500 Euros x 2 = 1,000 Euros (teasing ad)
- TOTAL TOP CROSS\_MEDIA PACKAGE = 8,100 Euros - 35% = 5,265 Euros + VAT
- 1 free stationary box up banner for 1 month

## PRODUCTION OF PODCASTS AT THE COMPANY'S CHOICE

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- **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 TOP PRINT ON PAPER PACKAGE = 7,600 Euros - 35% = 4,940 Euros + VAT  
1 free DEM with QR code (teasing ad)

### BASIC MULTIMEDIA 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 MULTI-MEDIA PACKAGE = 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 TOP CROSS-MEDIA PACKAGE = 8,300 Euros - 35% = 5,395 Euros + VAT  
2 free DEMs with QR code (teasing ad)

*\*Quoted in package the inside front page (to be checked for availability).  
In case of interest or flat-plan requirements, a different TOP position can be quoted.*

**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.**

## 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

351 end of March

352 end of June

353 end of September

354 end of December

### Deadline

**February 26<sup>th</sup>**

**May 23<sup>rd</sup>**

**August 30<sup>th</sup>**

**November 29<sup>th</sup>**

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SUBMIT TO [redazione@rivistaluce.it](mailto:redazione@rivistaluce.it)

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

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