

*Terminal F
Philadelphia Airport
Philadelphia, PA*

*Photo Credit: Andrew Lyngarkos
Photo: courtesy of Amerlux*



designing
lighting



Columbus Plaza
Coral Gables, FL.
Courtesy of Landscape Forms



Courtesy of Filix Lighting



Rowan College
Courtesy of Landscape Forms

dl designing lighting

PROFILE

designing lighting (dl) is an all-digital platform magazine focusing editorially on the business of specification-grade professional lighting design.

Published bi-monthly, every issue celebrates projects and achievements of lighting design practitioners and lighting manufacturers. Based in the US, editorial contributors are accomplished industry players from the US and overseas.

WEBSITE

- News
- Lighting Awards Database
- Industry-Wide CEU's
- Lighting Specifier Job Board
- What's New (products)
- Lighting People on the Move

OUR PARTNERS

- EdisonReport.com
- EdisonReport.tv
- EdisonReport.eu

IN EVERY ISSUE

- Featured design projects/content
- The Business of Lighting
- Award-Winning Projects
- *Benya's Art and Science* by Jim Benya
- *Just In*: new products available for specification
- Residential Lighting: How is lighting changing the home?
- Hospitality Lighting: How are hotels and restaurants adapting to a new era?
- European Lighting: What are new trends overseas? Will they continue to influence US design?
- *Up Close*: an every issue candid interview with an accomplished industry professional

SOCIAL MEDIA



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METRICS: MAGAZINE

- Subscribers: 8,716
- Impressions: 33,700+
- Reads: 16,300+

METRICS: WEBSITE

- Users: 11,400+
- Sessions: 18,200+
- Page Views: 30,100+



PAST ISSUES



Inaugural Issue
August 2020



October 2020



December 2020

SUBSCRIBERS

- Lighting Designers
- Architects
- Illuminating Engineers
- Marketing Directors
- Sales Managers
- Lighting Distributors

All photos on this page:
Ford Foundation, New York, NY
Lighting Design by Fisher Marantz Stone
Photography by Garrett Rowland

EDITORIAL CALENDAR

FEBRUARY

Ad close: January 26
Materials due: January 26

- How are lighting organizations reorganizing in face of the pandemic
- The STATUS QUO of lighting design software: a sit down with lighting software players as we compare their capabilities, platforms and technology.
- *Up Close*: dl editor Randy Reid sits down with Randy Burkett, FIALD, FIES, LC
- The Bottleworks Hotel showcases innovative lighting design in the re-purposed landmark Coca-Cola building in downtown Indianapolis.
- Benya's Art & Science by Jim Benya: The inaugural winning luminaires from the National Lighting Bureau's (NLB) *Art & Science Awards*.
- *The Business of Lighting Design*: A look at how Schuler Shook has adapted to *designing from home*.
- A tale of two IES presidencies: Contrasting the 9/11 and Pandemic IES responses.

APRIL

Ad close: March 22
Materials due: March 26

- An update on Germicidal UV
- Reducing sky glow and helping the environment win with quality lighting design
- WELL Building Standard
- Human Centric Lighting

JUNE

Ad close: June 10
Materials due: June 14

- Real Time Location Services (RTLS)
- The IoT Connection
- IESNYC Lumen Awards
- New perspective on Office Lighting

AUGUST

Ad close: July 28
Materials due: August 2

- LEDucation: a remarkable journey of success
- Healthcare Lighting

OCTOBER

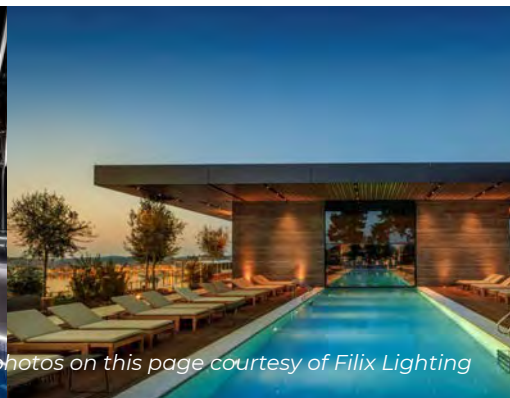
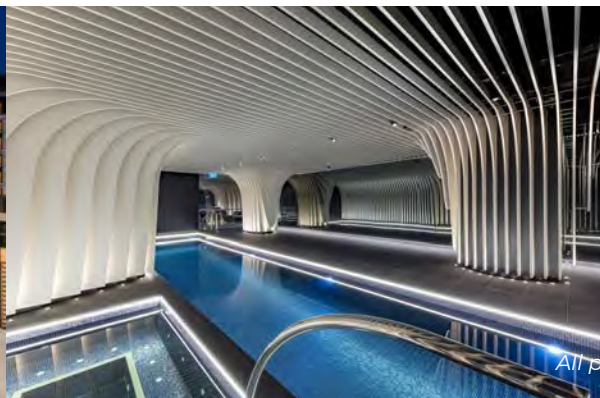
Ad close: September 24
Materials due: September 29

- LFI Preview
- All Things Outdoor

DECEMBER

Ad close: November 15
Materials due: November 19

- 2021: The Year in Review
- Retail Lighting



All photos on this page courtesy of Filix Lighting

RATES AND SPECS

AD UNIT/POSITION	SIZE 300 dpi	1x ISSUE	3x ISSUES	6x ISSUES
Full Page	8.5" x 11"	\$2460	\$2270	\$2090
Half Page	<i>horizontal</i> <i>vertical</i> 8.5" x 5.5" 4.25" x 11"	\$1650	\$1520	\$1400
One-third Page	<i>horizontal</i> <i>vertical</i> 8.5" x 3.67" 2.175" x 11"	\$ 920	\$800	\$670
Inside Front Cover	8.5" x 11"	\$3180	\$2930	\$2700
Page 1	8.5" x 11"	\$3180	\$2930	\$2700
Opposite TOC	8.5" x 11"	\$2830	\$2610	\$2400
Opposite Editor's Note	8.5" x 11"	\$2830	\$2610	\$2400
Back Cover	8.5" x 11"	\$2460	\$2270	\$2090
Inside Back Cover	8.5" x 11"	\$2580	\$2380	\$2190
Double Page Spread	17" x 11"	\$4230	\$3910	\$3590
Video embedded (full page ads only, includes dedicated e-blast)		Additional \$850		

WEBSITE

460x60 Full Banner (1 month)	\$600
Job Board: Designer Search or Designer Searching Opportunity	No Charge

THE SPEC

Launched in March 2021, *The Spec* is the newest addition to the *designing lighting (dl)* network.

Transmitted 6x per year, *The Spec* is distributed to over 8000 subscribers and is a monthly newsletter digest with updated, new, fresh content from the world of architectural lighting.

Advertising options

Three ad units are available per edition:

460x60 (one ad space) and 336 x280 (2 ad spaces)

Rates (frequency discounts applied on final contract insertion)

1x-2x: \$1500 net

3x-5x: \$1350 net

6x: \$1150 net

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McDonald's Headquarters
Chicago, IL
Courtesy of Meteor Lighting

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