

LonMark[®] Magazine



Media Kit 2018

The LonMark Magazine is recognized worldwide as the definitive resource for developers, system integrators and users of products and systems based on ISO/IEC 14908-1 and related standards. Each edition includes news about new LonMark certified products, new tools, technical developments, innovative applications, as well as news about LonMark International, affiliates, members and more.

Why Advertise?

As the only international publication dedicated to the promotion and advancement of efficient and effective integration of open, multi-vendor control systems utilizing ISO/IEC 14908-1 and related standards, it has a number of unique attributes:

- It is distributed at major international tradeshows and events;
- It includes feature articles on technical and market trends, as well as case studies from member companies;
- It has a broad readership base, including consulting engineers and planners, system integrators, end-users, as well as software, hardware and system OEMs;
- It reaches a broad cross-section of industry professionals involved in indoor - and outdoor lighting, building automation, smart energy, commercial kitchen equipment, and home automation.
- Currently the LonMark Marketing Database includes over 7500 verified contacts plus the exposure at two of the largest control networking automation trade fairs: Light+Building and AHR Expo (ASHRAE Show) where over 1000 copies are distributed. Printed copies are also distributed at other regional, national, and international events throughout the year.



- Advertisers may request printed copies for distribution as well.

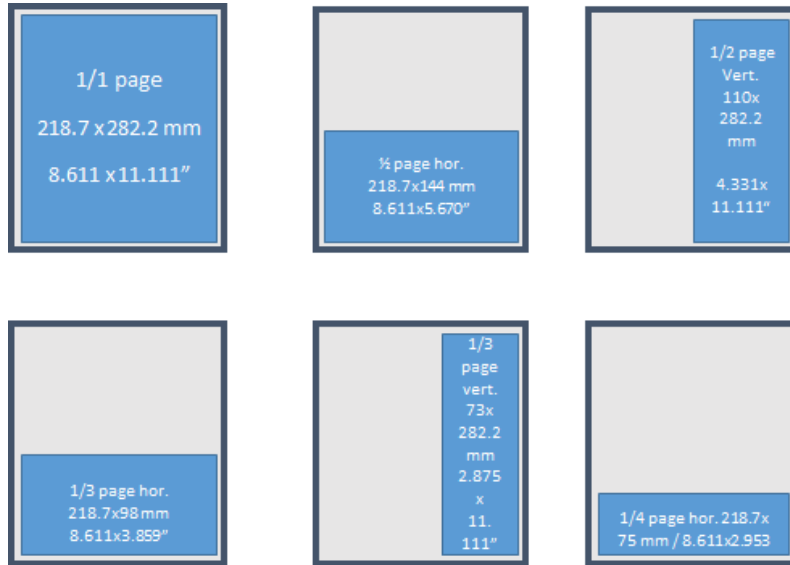
Publication Schedule:

- Abstract deadline: November 15, 2018
- Editorial deadline: December 15, 2018
- Advertising deadline: December 20, 2017
- Publication date: January 18, 2018
- Distribution:
 - Electronic – January, 2018 ~7500 contacts
 - AHR Expo: January 22-24, 2018 ~800 printed copies
 - Light+Building: 13-18 March, 2018 ~800 printed copies
 - LonMark Members, January 2018 - ~600 printed copies
 - Magazine Advertisers, January 2018 - ~400 printed copies
 - GWAC Transactive Energy Conference: April 2018 - ~200 copies
 - GEBT China: June 2018 - TBD
 - Japan Open System Conference: November 2018 - ~100 copies
 - TOTAL = <10,000 distribution

Ad Specifications

Size Options:

FORMAT	WITH BLEED
1/1 page	218.7 x 282.2 mm / 8.611 x 11.111
1/2 page horizontal	218.7 x 144 mm / 8.611 x 5.670
1/2 page vertical	110 x 282.2 mm / 4.331 x 11.111
1/3 page horizontal	218.7 x 98 mm / 8.611 x 3.859
1/3 page vertical	73 x 282.2 mm / 2.875 x 11.111
1/4 page horizontal	218.7 x 75 mm / 8.611 x 2.953
Back cover page	218.7 x 282.2 mm / 8.611 x 11.111
Inside front/back cover	218.7 x 282.2 mm / 8.611 x 11.111
Middle page spread	431.4 x 282.2 mm / 16.985 x 11.111



ADVERTORIALS

New to the LonMark Magazine offering is an “Advertorial”, a combined Article/Ad promotion. This includes an either 1 or 2 page article plus either a 1/2 or full page ad per the chart below. All advertorials must be approved by LMI prior to final publication. Content shall follow the LonMark Magazine guidelines. This is a great opportunity to leverage membership with LonMark to promote your product or service while providing market education and information.

Order form

Please select advertisement size

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STANDARD ADVERTISEMENTS		
<input type="checkbox"/> 1/1 page	\$ 1,000	833 €
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<input type="checkbox"/> 1/3 page vertical	\$ 700	583 €
<input type="checkbox"/> 1/4 page horizontal	\$ 500	417€
<input type="checkbox"/> Backcover page	\$1,800	1,500 €
<input type="checkbox"/> Inside front/back cover	\$ 1,800	1,500 €
<input type="checkbox"/> Middle page spread	\$ 2,000	1,666 €
ADVERTORIAL OPTIONS		
<input type="checkbox"/> 1 page editorial article + 1/2 page ad	\$ 2,000	1,666 €
<input type="checkbox"/> 2 page editorial article + 1 page ad	\$ 3,000	2,528 €

TERMS

- Advertisers are bound by all conditions outlined on the LonMark website.
- Billing follows immediately. Payment in full are due 14 days from invoice date.
- The publisher reserves the right to withhold any advertising for any account with an outstanding invoice beyond 60 days.
- This order constitutes contractual agreement.



- Verbal orders do not constitute a contractual agreement.
- This contract constitutes acknowledgement of your order.
- Non-LonMark International members pay 100% surcharge on published rate card.

Important legal information:

The Client is fully responsible for the content or legality of any third-party materials supplied and the final published form and usage of these materials; in print, electronic, online etc. The Client is responsible for ensuring that the rights of third parties by publishing in print, electronic, online etc., or any other form of media are not affected. It protects LonMark International, if necessary, against any and all claims, which are made by third party claimants. The Client indemnifies the LonMark International and its contractors are free of any claims of copyright infringement. LonMark International or its contractors are not obligated to check any orders and whether the rights of any third parties are affected by it. All graphics, images, and related artwork shall be properly licensed and ensure LonMark International is allowed to publish both in print and in digital format all content with a lifetime usage right.



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