

18th year, 2025

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# ALLICHT

Licht, architectuur, design en techniek

## Mediakit 2025



Adress

**COVORDIA publishing**  
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## Verschijningsdata

### 8 Editions

| Edition | deadline press | deadline ad's | Publication |
|---------|----------------|---------------|-------------|
| 2025-1  | 01-jan.        | 31-jan.       | 18-feb.     |
| 2       | 01-mrt.        | 07-mrt.       | 25-mrt.     |
| 3       | 01-apr.        | 11-apr.       | 29-apr.     |
| 4       | 01-mei.        | 30-mei.       | 17-jun.     |
| 5       | 01-aug.        | 15-aug.       | 02-sep.     |
| 6       | 01-sep.        | 12-sep.       | 01-okt.     |
| 7       | 01-okt.        | 17-okt.       | 04-nov.     |
| 8       | 01-nov.        | 14-nov.       | 02-dec.     |
| jan-26  | 01-jan.        | 30-jan.       | 17-feb.     |

## Distribution

We serve all relevant target groups as much as possible:

- Architects and engineers, landscape architects, lighting designers, advisors,
- Interior & Projects (advisors, builders + project design, development, engineering),
- Engineering (management, purchase, maintenance), wholesale (lighting), public lighting, smart cities,
- Facility (governments, care, hospitality, industrial, utility, museums, leisure, real estate),
- Other; agencies, import, producers, resellers.

In short, anyone who is professional active in or around lighting.

## Rates

Maximum 33% in advertising. No advertorials.

| Size        | Lay-out      | Rate à 2x | à 4x    | à 8x    |
|-------------|--------------|-----------|---------|---------|
| 1/1-full    | height       | € 2.500   | € 2.250 | € 2.000 |
| 1/2-half    | height/width | € 1750    | € 1.500 | € 1.250 |
| 1/3-colomm  | height       | € 1.250   | € 1.100 | € 950   |
| 1/4-quarter | height/width | € 1.000   | € 900   | € 700   |
| 1/8-block   | width        | € 600     | € 500   | € 400   |

### Our exclusive 'specials':

|                            |              |                               |
|----------------------------|--------------|-------------------------------|
| Printer (cover)            | 1x à € 3.000 | v.a. 2x à € 2.000 incl. print |
| Fastener (= 4 pages/heart) | 1x à € 5.500 | v.a. 2x à € 4.000 incl. print |
| Feeder                     | 1x à € 3.500 | v.a. 2x à € 2.500             |

Terms of payment Payment within 14 days after invoice.

All rates are excluding taxes.



## Technical information

|                                                              |            |                           |
|--------------------------------------------------------------|------------|---------------------------|
| Material Certified PDF                                       | 1/1 bleed  | 195 x 275 mm + 3 mm bleed |
| conform specifications. Image                                | 1/1-page   | 176 x 249 mm              |
| High resolution (screen 60)                                  | 1/2-height | 85 x 249 mm               |
| - minimum 300 dpi                                            | 1/2-width  | 176 x 121 mm              |
| Sizes: 195 x 275 mm, 93%                                     | 1/3-colomm | 60 x 249 mm               |
| DIN-A4                                                       | 1/3-width  | 176 x 90 mm               |
| <b>Delivery:</b> info@installicht.nl & installicht@gmail.com | 1/4-height | 85 x 121 mm               |
|                                                              | 1/4-width  | 176 x 58 mm               |
|                                                              | 1/8-width  | 85 x 58 mm                |