

Architectural SSL Magazine

The Leading Publication of the Lighting Industry

MARKET MAKING

Advancing the Market for Solid-State and LED Lighting Products and Systems



Architectural SSL is a publication of
Construction Business Media



LED Lighting: The New Normal

THE MAGAZINE DEVOTED TO SOLID-STATE LIGHTING

The maturation of solid-state lighting and LED lighting—boldly predicted by *Architectural SSL* in 2007—confirms the original vision: that energy efficiency can coexist with quality of light to provide endless opportunities for lighting designers, architects and building owners. Once bemoaned as a “disruptive technology,” with little chance of overcoming ingrained, market-wide obstacles, SSL and LED advancement has been championed by *Architectural SSL*...widely regarded as the best read, most referred to and valuable magazine in the lighting market.

A NEEDFUL & ALERT AUDIENCE

Architectural SSL readers turn to this magazine with an intent to learn more about the architectural application of solid-state lighting. Unlike other publications attempting to balance their position between conventional and emerging technologies, *Architectural SSL* is focused...on the present and future...of illumination, found in the advancement of solid-state technology and its application. Here, there is no confusion of messages, muddying of opinion, or politically correct balance to protect latent opinion. *Architectural SSL* challenges the reader, without compromise, to push the boundaries of lighting design and application.



READER IMPRESSIONS

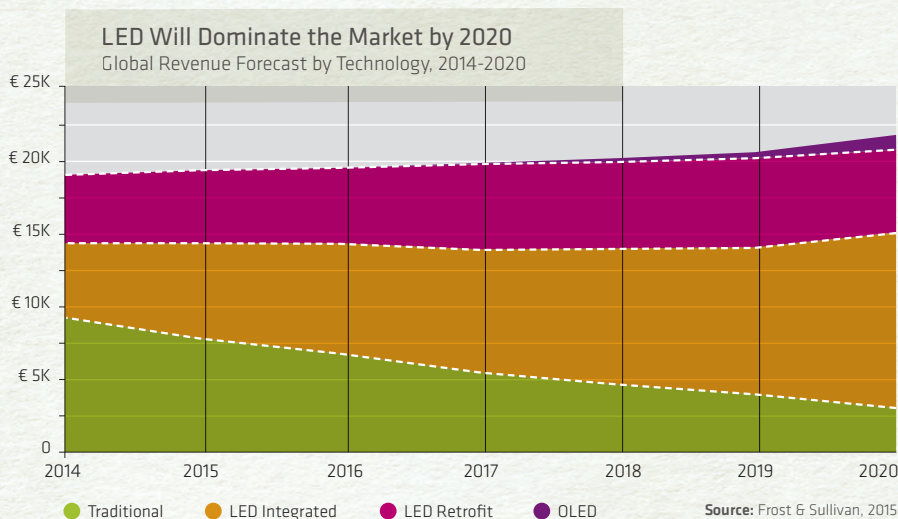
“I THINK I JUST FOUND THE PERFECT PLACE TO DO MY LIGHTING RESEARCH. I FOUND THE SOLUTION TO A NAGGING CONTROL ISSUE IN THE LATEST ISSUE OF *ARCHITECTURAL SSL*. THANK YOU!”

“IT’S MY FAVORITE MAGAZINE, THE ONLY ONE THAT I MAKE A POINT TO ACTUALLY READ THE ARTICLES AND NOT JUST FLIP THROUGH TO LOOK AT THE PICTURES.”

“IT IS AN EXCEPTIONAL MAGAZINE, DEDICATED TO A MOST-IMPORTANT (AND OFTEN NEGLECTED) AREA OF CONSTRUCTION. KUDOS.”

THE TIME IS NOW

The trend analysis is overwhelming: once dominant products and brands are evolving to solid-state and LED technology or they are disappearing. As traditional, legacy lighting products and systems devolve, solid-state LED lighting will continue to advance. The trends are real and undeniable.



Market Analysis: Forces of Change

As sustainability has evolved from an emerging trend to a mainstream global movement, architects are uniquely positioned to play a leadership role in influencing and advancing the future through their work as creative design problem-solvers for the built environment.

Today's dynamic business conditions and shifting regulatory environment combined with changes in climate, growing resource limitations, and rapid urbanization reinforce the architects and lighting specifiers' role as a key specification influence.

FORCES OF INFLUENCE:

- **COST:** LED is expensive compared to conventional "dumb" lighting. End-users must be educated on true life-cycle and operational/system impact beyond a simple payback spreadsheet.
- **COMPLEXITY:** LED light sources, in many cases, are "computers we're putting in the ceiling." Beyond understanding issues ranging from light distribution, CRI, dimming compatibility and heat dissipation, users and designers need to understand controls and how to use them simply enough to make a positive impact on their operation.
- **NET ZERO/SUSTAINABILITY INITIATIVES:** Lowering the energy consumption in a building is critical to this process, and the energy savings delivered by LED; in concert with the opportunity for greater savings with controls and dimming, make LED a must investigate option.
- **GOOD LIGHTING DESIGN**—extensive use of daylighting and a desire to reduce overall energy consumption means spaces must be designed differently and more intelligently to balance energy reduction efforts with good visual acuity.

ARCHITECTS PLAY A CENTRAL ROLE

With its 2013-16 repositioning initiative, the AIA seeks to strengthen its role in driving leadership opportunities for architects. The AIA "Opportunity Scan" identifies priority issues to achieve this outcome. It provides a multi-year roadmap that is both aspirational and actionable in delivering the greatest value to all AIA members and the profession.

ARCHITECT PRIORITY	LED LIGHTING AFFECT
ENERGY — Drive energy efficiency. Meet 2030 goals.	Lower energy consumption = smaller carbon footprint.
DESIGN & HEALTH — Improve human health & wellness through design of the built environment.	Color control, dimming, improving efficacy, overall lighting control.

READER IMPRESSIONS

"ARCHITECTURAL SSL PROVIDES USEFUL DESIGN INFORMATION THAT WE CAN REVIEW WITH CLIENTS, ELECTRICAL ENGINEERS AND LIGHTING DESIGNERS. AS ARCHITECTS WE NEED TO BE AWARE OF DESIGN AND FIXTURE POSSIBILITIES TO MEET SPATIAL AND ENVIRONMENTAL OPPORTUNITIES THAT ALIGN WITH PROJECT AND REGULATORY NEEDS."

"GREAT PUBLICATION. KEEPS ME UP TO DATE WITH LED TECHNOLOGY WHEN I'M READY TO SPECIFY IT. COST IS AN IMPEDIMENT."

"I ENJOY SEEING BUILT PROJECTS AND LEARNING MORE ABOUT LED APPLICATIONS IN ALL AREAS."

"IT'S CUTTING-EDGE—IF I FIND SOMETHING APPLICABLE TO A CURRENT PROJECT, OR APPLICABLE TO A PROJECT TYPE WITH WHICH I DEAL REGULARLY I PASS THE INFORMATION TO THE DESIGNERS."

"THE MAGAZINE IS ON MY PREFERRED READING LIST. I LIKE THE TECHNICAL ARTICLES WHEN THEY ARE FLYING AT THE ARCHITECT'S LEVEL."



Peer-level Editorial Expertise

SSL and LED manufacturers know what is needed in the market: education of buyers, specifiers and adopters of lighting solutions is the highest priority.

THE FIRST / THE AUTHORITY

Now entering its ninth year, *Architectural SSL* has continued to provide an educational connection between manufacturers and those who specify, buy or influence the purchase of LED/SSL products. Each issue of *Architectural SSL* provides insight—if not solutions—pertinent to LED and solid-state lighting that helps advertisers connect with this market.



ARCHITECTURAL SSL EDITORIAL EDGE: industry-leading expertise writing “need-to-know” editorial content. *Architectural SSL* continues to educate where general architectural lighting publications stop. With coverage of groundbreaking projects, expert commentaries, product profiles, industry codes, standard shifts and material breakthroughs—all devoted to advancing the market for solid-state lighting and LED products.

THE EDITORIAL TEAM OF ARCHITECTURAL SSL



IT'S DIFFERENT

Solid-state lighting is simply a new method for converting electrical energy to light. However, there are few parallels to old familiar light sources—demanding new learning and understanding. The entire specification chain requires new product and system understanding and knowledge, delivered in context to applied need.



READER IMPRESSIONS

“YOUR PERIODICAL IS QUITE INFORMATIVE AND OFTEN BRINGS PRODUCTS AND IDEAS FORWARD I HAVE NOT SEEN BEFORE. IN A WORD, I WOULD DESCRIBE IT AS ‘BROADENING.’”

“EXCELLENT INFORMATIONAL SOURCE. ALSO USED TO HELP EDUCATE ELECTRICAL ENGINEERS AND ARCHITECTS WHO DON'T SEE THIS SSL LITERATURE ENOUGH.”

“THE MAGAZINE IS SO HELPFUL IN A FIELD THAT IS CHANGING SO RAPIDLY. IT IS OUR JOB TO KNOW WHAT'S GOING ON, AND THIS MAGAZINE AT THE VERY LEAST PROMPTS ME TO LOOK FURTHER INTO PRODUCTS AND ISSUES.”

MARKET MAKING

There is a large, virtually untapped market emerging. It is in these early stages where product and brand leadership is established. *Architectural SSL* is at the center of this dialog.



Focused on the Reader

AN AWARD WINNING EDITORIAL APPROACH

Perhaps our loyal readers tell it best, there is no magazine like Architectural SSL magazine. Award winning design coupled with need-to-know LED content form an unmatched foundation.

SSL and LED product development and along with market technologies and advancements consistently shape the editorial look of this magazine. A large part of the duty of Architectural SSL magazine is reporting on such technologies and developments, and an equally important part is to demonstrate in imagery the often beautiful and functional applied results. This magazine captures and compliments the aesthetics of LED as no other publication is able.

EDITORIAL THAT IS LEADING ARCHITECTS AND LIGHTING DESIGNERS TO A NEW AWARENESS OF SOLID-STATE PRODUCTS AND APPLICATION POSSIBILITIES.



PROJECT FEATURE

Each issue we profile a notable project that either is an exemplary example of employing solid-state technology as a whole, or a great case study for demonstrating techniques that were executed well thanks to LED products.



MARKET SETTING FEATURE

Written by SSL's editor Kevin Willmorth, the Market Setting Feature is a critical examination of issues that remain as obstacles to the greater adoption of solid-state lighting and suggested action that might help address such hindrances.



TOPICS AT THE FRONT

Addressing trends in the different market sectors, design trends as a whole, and new developments affecting solid state lighting, Topics at the Front provides a more global snapshot of what's happening in the world of LED.

READER IMPRESSIONS

"ARCHITECTURAL SSL IS ALWAYS STUNNING AND FULL OF INFORMATION. I LOOK FORWARD TO READING IT."

"GREAT MAGAZINE THAT I REFERENCE FOR PRODUCT AND APPLICATION IDEAS. ALWAYS THE FIRST ONE I GRAB FOR LED LIGHTING."

"I SAVE CERTAIN ARTICLES AND ADS FROM ARCHITECTURAL SSL. I FIND THIS MAGAZINE A MUST READ OUT OF ALL THE INDUSTRY PUBLICATIONS I RECEIVE."

"WITH REGARD TO LEDS, LED TECHNOLOGY AND FINDING DATA ON THE DOE CALIPER PROGRAM, THERE IS NO EQUAL"



Market Analysis: Lighting Influencers

TECHNOLOGY PROVIDES SOLUTIONS

The lighting industry is changing entirely, and so have the information needs of the lighting industry. Manufacturers and marketers of lighting products understand the implications of emerging new technologies and all agree that the market need could not be more apparent.

Solid-state lighting—LED lighting—is now more widely accepted by the design community. The reasons for this are based in three areas:

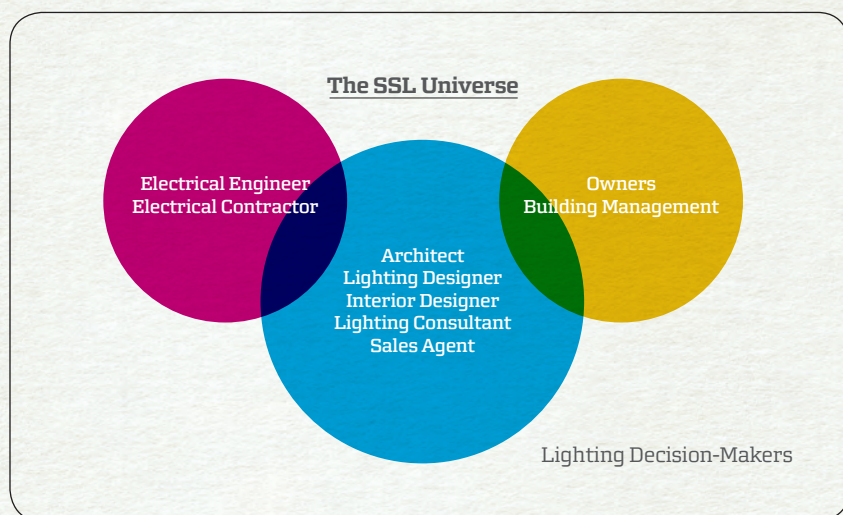
- The desire for energy efficiency (and a lower carbon footprint)
- Technology advancements that have improved the quality of light
- Cost of LED and SSL systems are decreasing

QUALITY OF LIGHT MATTERS MORE THAN EVER

There has never been a greater focus on quality of light and occupant health, safety and welfare benefits in design; these factors are on the top of the priority list for architects and designers. Those concerns are being echoed by savvy building owners and property managers seeking long-term tenant/user satisfaction and, in many cases, high property resale value.

ONE SIZE DOES NOT FIT ALL

The lighting industry has changed dramatically over the last 5 years. Legacy supply chains and marketing efforts MUST touch many more specification influencers. Communication and sales efforts demand a more holistic approach in order to realize success.



ENERGY-EFFICIENT LIGHTING SOURCES AND APPLICATIONS ARE NOW AN IMPERATIVE, AND ARCHITECTURAL SSL MAGAZINE IS THE AUTHORITATIVE VOICE AND EDUCATIONAL LEADER.

READER IMPRESSIONS

"ARTICLES FROM SSL SHOULD BE REQUIRED READING FOR EVERYONE, NOT ONLY THOSE STUDYING LIGHTING, BUT ALSO ARCHITECTURE, INTERIOR DESIGN, ELECTRICAL ENGINEERING, CONTRACTING AND ENERGY CONSERVATION!"

GERSIL N. KAY, IESNA, AIA/HRC
Conservation Ltg. Int'l Ltd.

"ARCHITECTURAL SSL PROVIDES GREAT PRODUCT KNOWLEDGE AND PROJECT EXAMPLES. I FIND IT A GREAT SOURCE OF UP-TO-DATE INFORMATION REGARDING THE LIGHTING INDUSTRY."

"AS FAR AS LIGHTING GOES, I'VE ALWAYS RANKED ARCHITECTURAL SSL AT THE TOP OF THE LIST. I USED TO SPECIFY LIGHTING OFTEN AND IT WAS A GREAT RESOURCE FOR NEW/INDUSTRY TRENDS AND DEVELOPMENTS."

"THE MARKET IS ON A CLEAR TRANSITION PATH FROM TRADITIONAL LIGHTING TECHNOLOGIES TO LED."

MCKINSEY "LIGHTING THE WAY" REPORT



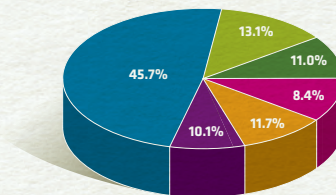
29,000 Who Need to Know

Architectural SSL Circulation Profile

CIRCULATION BASE: 29,000

Architect / Interior Designer:	13,510
Lighting Designer / Lighting Consultant	3,870
Electrical Engineer / Electrical Contractor	3,260
Lighting Marketing / Lighting Product Designer	2,475
Building Owner / Developer / Operator	3,460
Lighting Distributors / Lighting Sales	2,980
	29,555

- Architect / Interior Designer
- Lighting Designer / Lighting Consultant
- Electrical Engineer / Electrical Contractor
- Lighting Marketing / Lighting Product Designer
- Building Owner / Developer / Operator
- Lighting Distributors / Lighting Sales



BUILDING OWNER / OPERATOR, GOVERNMENT OFFICIALS want to understand how LED affects human health, performance and productivity. ROI for LED retrofits, financial impact on new facilities and savings from ongoing maintenance are also of prime importance. New energy codes and standards are forcing sustainable product decisions.

ARCHITECT / LIGHTING DESIGNER / CONSULTANTS combine their expertise and talent to insure lighting product integration into the overall project design. Working together, in varying degrees of collaboration, architects and lighting professionals research, select and specify products, controls and systems to achieve building performance, occupant/user satisfaction and client ROI. Representing 62% of *Architectural SSL's* circulation, these early adopters are the first line of the sales process and the key to successful integration of SSL/LED solutions.

ELECTRICAL CONTRACTOR / ELECTRICAL ENGINEERS purchase and install SSL/LED products. Issues concerning installation, programming, operation and integration with traditional light sources present a wide range of education and training issues for these important product influencers. SSL/LED product training and installation issues are a vital part of *Architectural SSL's* editorial mission.

MANUFACTURER / SUPPLIER / SALES AGENTS recognize the vital importance of *Architectural SSL's* educational editorial and have used the magazine to stay current on sales/marketing issues crucial to success. There is no better environment to learn and impart SSL/LED product benefits to lighting product influencers than *Architectural SSL*.

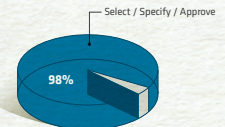
UTILITIES / ENERGY COMPANIES faced with conservation mandates and reductions in coal-based electricity generation, support SSL/LED technology in street lighting and land-development codes. *Architectural SSL* provides unique, instructive product development editorial used by utilities to monitor the market for emerging, market-ready products.

INDUSTRY PERSPECTIVE

"*ARCHITECTURAL SSL* MAGAZINE HAS BECOME AN INSIGHTFUL RESOURCE FOR ME TO KEEP UP-TO-DATE WITH INDUSTRY TRENDS AND MARKETS. I ALWAYS LOOK FORWARD TO THE NEXT ISSUE AND HAVE LEARNED A LOT FROM THE EDITORIALS. MY SALES AND TECHNICAL TEAM ALSO READ THIS MAGAZINE."

98% SELECT / SPECIFY / APPROVE PRODUCT

(source: Readex, July 2015)



70% SAVE COPIES OF ARCHITECTURAL SSL FOR REFERENCE

(source: Readex, July 2015)



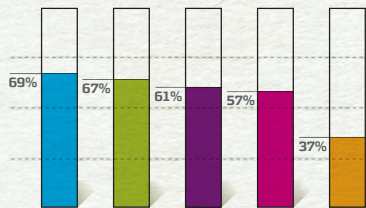
Readership Leads to Action

THE VALUE OF A WILLING AND ENGAGED AUDIENCE

Specifiers open *Architectural SSL* with one purpose in mind: to learn more about LEDs and solid-state lighting. This can't be said for publications serving the general lighting market. Now in our ninth year, readers have come to know the magazine as the primary source of product/project information on SSL and LED lighting.

READER ACTIONS TAKEN:

- Discussed Product(s) with Colleagues
- Visited a Manufacturer's Website
- Requested Information from a Manufacturer
- Retained Information for Further Consideration
- Contacted Manufacturer or Sales Agent Directly



source: publisher's research, 2015

FOR THE SOLID-STATE LIGHTING COMMUNITY, PERCEPTION IS REALITY

You've chosen to establish and build a brand presence in an emerging market while developing solid-state lighting and LED product solutions and distribution. Doing so within the architectural design and lighting specification community requires a highly specialized advertising vehicle; an educational magazine that is both technically proficient and aesthetically pleasing; a magazine that meets its readers on equal footing with superior coverage of projects and products, thought-provoking commentary and cutting-edge page layout.

Your customers and prospects in the design community are highly educated, highly motivated and are looking for new solutions. *Architectural SSL* has quickly become the "go-to" source of information on products and applications of solid-state lighting in the built environment. Advertising in *Architectural SSL* brings instant credibility to your company, your brand and your products.

DO YOU HAVE MARKET-READY PRODUCTS RIGHT NOW?

Codes and standards are being developed. Building owners are seeing the benefits. SSL adopters are moving forward. The train is leaving the station. Where do you stand?

- Do architects and lighting specifiers know your brand?
- Are your products known within the design community?
- Can you prove the merits of your products?
- Do you have a solid portfolio of successful project integration?
- Do you have an active editorial relationship with *Architectural SSL* magazine?

Architectural SSL is the only magazine entirely focused on solid-state lighting and LEDs for the built environment. Let us help you communicate the merits of your product offering and stake your claim within the architectural and lighting design community.

READER IMPRESSIONS

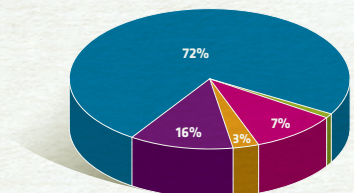
"GREAT MAGAZINE! NICE MIX OF TECHNICAL ARTICLES, APPLICATION EXAMPLES AND USEFUL PRODUCT ANNOUNCEMENTS. I APPRECIATE THE CONTINUING UPDATES ON DOE TESTING. HONEST COMMENTARY ON THE SUCCESSES AND PITFALLS OF LED TECHNOLOGY HELPS GUIDE ME AS A LIGHTING SPECIFIER."

THE MOST RELEVANT SOURCE:

Which magazine provides the most relevant information on the subject of SSL/LED light for architectural spaces?

- 72% Architectural SSL magazine
- 16% Architectural Lighting
- 7% LD+A
- 4% LEDs Magazine
- 1% Other Titles

(source: July 2015 Readex Research)



PUBLISHING 5 ISSUES IN 2017

	Ad Closing:	Materials:	Mail Date:
1 FEBRUARY	January 05, 2017	January 12, 2017	February 10, 2017
2 APRIL	March 06, 2017	March 13, 2017	April 10, 2017
3 JUNE	May 05, 2017	May 12, 2017	June 12, 2017
4 AUGUST	July 05, 2017	July 12, 2017	August 10, 2017
5 OCTOBER	September 05, 2017	September 12, 2017	October 10, 2017

1 FEBRUARY: Rethinking Workspaces Inside and Out

Market Setting Feature. Human Health A look at the WELL being Standard and lighting's role in human health and productivity, including color tuning.

Topics at the Front. Lighting Large Spaces: Strategies for illuminating not only large-volume interiors, but large facades as well as common areas in most core + shell projects.

***Advertorial Opportunity.** Executive View: Top lighting CEOs from large to small shops voice their concerns about the state of SSL.

2 APRIL: The Advances Issue, Lightfair Companion Annual

This issue breaks down the major application areas where you'll find specific lighting products and presents a series of outstanding case studies, related products, and expert observations.

Product Category Coverage Includes: Indoor (functional); Indoor (decorative); Exterior (functional); Exterior (decorative/RGB); Controls; Specialty Lighting.

• **Bonus Distribution:** Lightfair, AIA Expo

3 JUNE: Mid-Year Report

Market Setting Feature. Post-Lightfair Market Outlook: In the wake of the show, what trends are developing; what tech is the most promising; and what's yet to be fulfilled.

Topics at the Front. Interiors: What's hot in Retail and Hospitality.

***Advertorial Opportunity.** Triple Play: Three different manufacturers present solutions for educational spaces.

• **Bonus Distribution:** Neocon
• **Bonus Ad Readership Study**

4 AUGUST: Annual Product Innovation Awards (PIA'17)

Winners of the 7th annual SSL Product Innovation Awards



Market Setting Feature. Ra Revisited: Are architects actively integrating intelligent illumination into their naturally lit spaces? A look at what's working and what's not.

• **Bonus Distribution:** Greenbuild

5 OCTOBER: Great Outdoors

Market Setting Feature. The Artistry of SSL: A look at the application of color and other lighting strategies to bring buildings--and their inhabitants--to life.

Topics at the Front. Exteriors: An examination of LED's application outdoors, be it for functional use, such as street lighting, to dynamic facades.

***Advertorial Opportunity.** Three different manufacturers present solutions for public spaces.

2017 RATES & SPECIFICATIONS

AD RATES		1X	3X	5X
Page	gross	\$5,718	\$5,412	\$5,153
	net	\$4,860	\$4,600	\$4,380
2/3	gross	\$5,153	\$4,753	\$4,529
	net	\$4,380	\$4,040	\$3,850
1/2	gross	\$4,176	\$3,941	\$3,764
	net	\$3,550	\$3,350	\$3,200
1/3	gross	\$3,694	\$3,482	\$3,270
	net	\$3,140	\$2,960	\$2,780
1/4	gross	\$3,224	\$3,059	\$2,906
	net	\$2,740	\$2,600	\$2,470
1/6 Lit	gross	\$2,353	\$2,235	\$2,118
	net	\$2,000	\$1,900	\$1,800

AD SPECIFICATIONS	WIDTH	DEPTH
MAGAZINE TRIM SIZE	9.00"	10.875"
Full Page [Non-Bleed/Safety]	8.00"	9.875"
Full Page [Bleed*]	9.25"	11.125"
Spread [Non-bleed]	17.00"	9.875"
Spread [Bleed*]	18.25"	11.125"
1/2-Page Spread [Non-bleed]	17.00"	4.875"
1/2-Page Spread [Bleed*]	18.25"	5.50"
2/3 Vertical [Non-bleed]	5.125"	9.875"
2/3 Vertical [Bleed*]	5.875"	11.125"
1/2 Vertical [Non-bleed]	3.75"	9.875"
1/2 Vertical [Bleed*]	4.50"	11.125"
1/2 Horizontal [Non-bleed]	8.50"	4.875"
1/2 Horizontal [Bleed*]	9.25"	5.50"
1/2 Island [Non-Bleed]	5.125"	7.00"
1/3 Vertical [Non-Bleed]	2.50"	9.875"
1/4 Square [Non-Bleed]	3.75"	4.75"
1/6 Lit [Non-Bleed]	2.50"	4.75"

* All bleed dimensions include 1/8" beyond the document/trim size on all four sides.



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