

MEDIA DATA 2017 - 18



www.luxnlum.in



Lux-n-Lum is an online resource created specifically for growing community interested in lighting applications, design and light art. Here, we showcase the latest trends in lighting technology, revolutionary products and innovative design projects.

Lighting is increasingly being seen as a critical component in the built space's design and is becoming one of the most important aspects of numerous architectural, retail & residential & commercial projects. In a market currently valued globally at approximately \$120 Billion, **Lux-n-Lum** aims to be at the cutting edge of the industry - consistently featuring the best architectural projects, products, the most innovative designers and the latest design trends and technological advances.

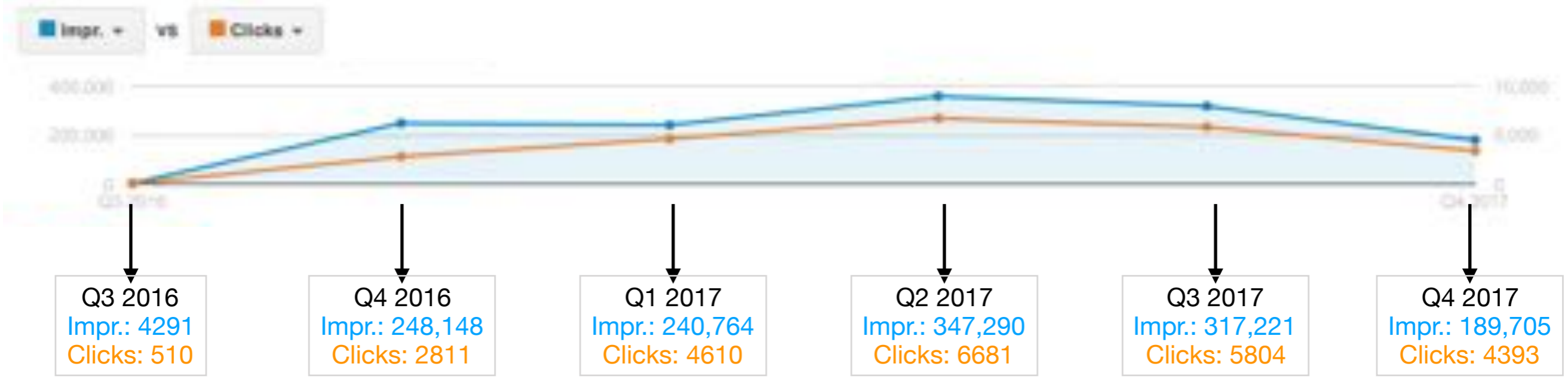
A section has been dedicated solely to established as well as upcoming lighting designers which highlights their works and details. Our aim is to become a complete lighting resource for our readers covering all the possible aspects of lighting industry.

Lux-n-Lum provides immense possibilities for advertising & marketing your brand, products & services to relevant target audience across all geographies mainly - lighting designers, architects, interior designers, electrical consultants, light artists as well as lighting professionals and consumers.

Lux-n-Lum is an online medium that links all the stakeholders in the lighting industry in an all-embracing gesture and offers a diverse, coherent resource for information sharing.

Official Press Accreditation : Light + Building 2018





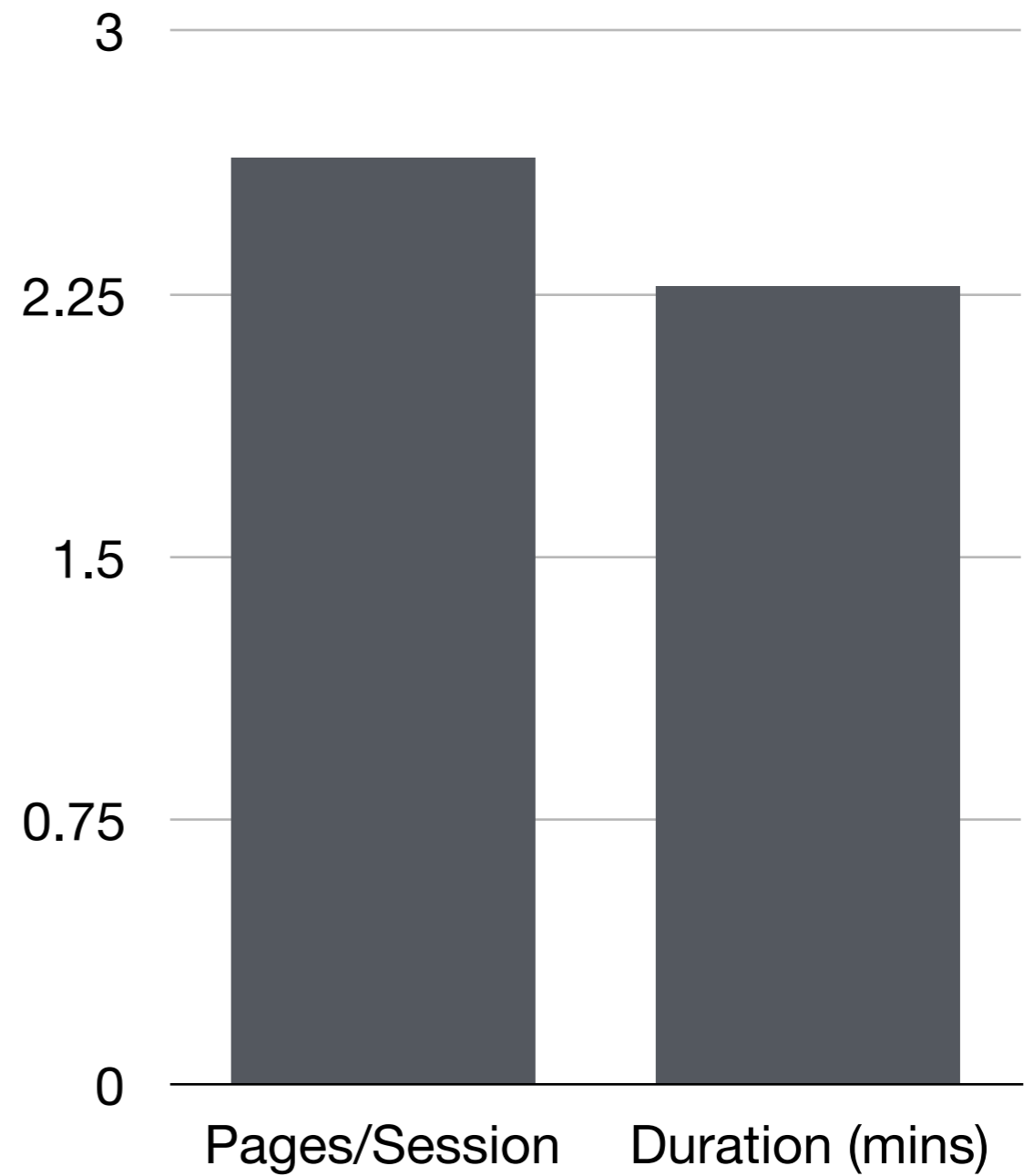
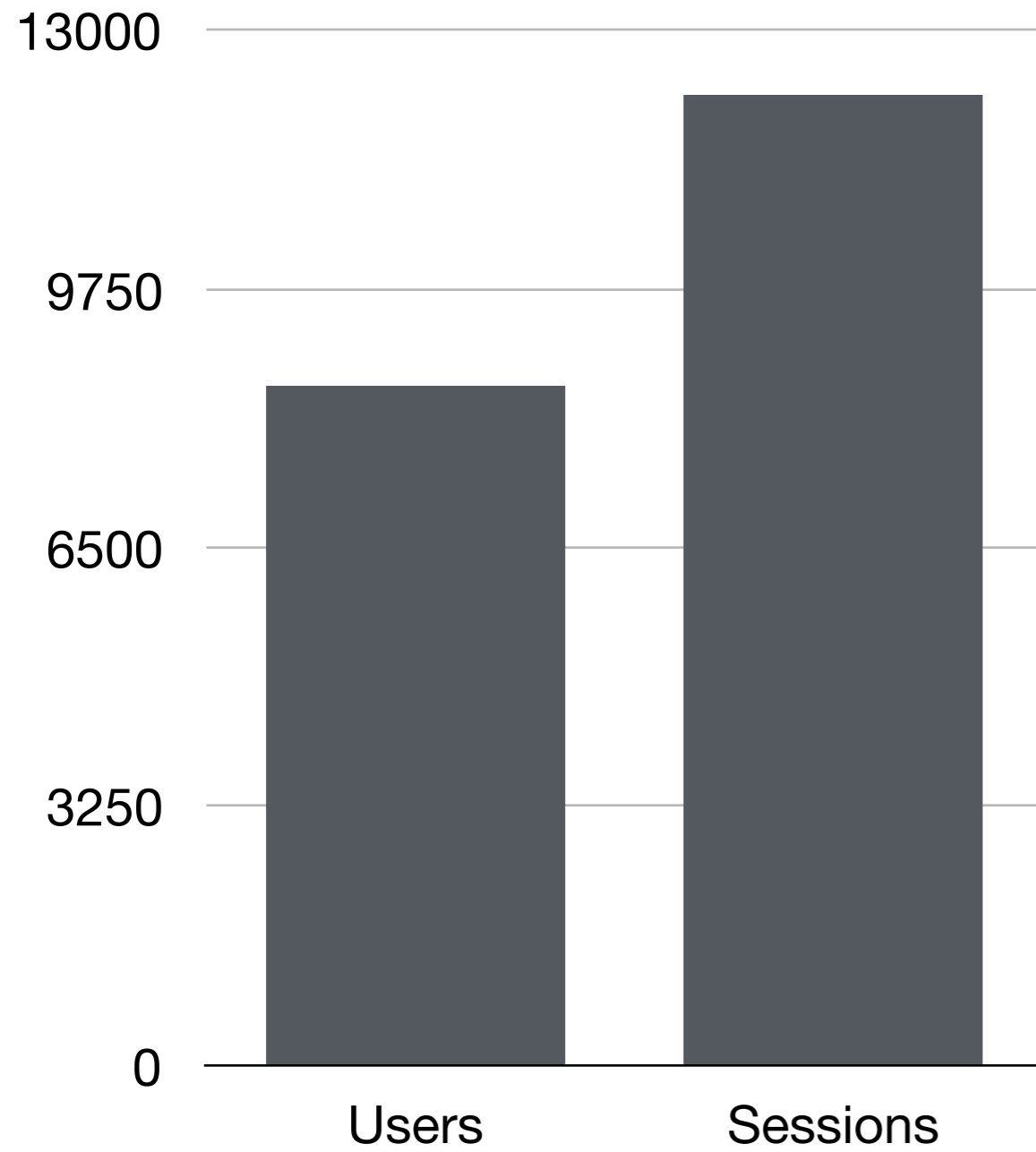
Website Data Q1 2016 - Q1 2018

Page Impressions VS Clicks

Imp.	Interactions	Interaction rate
159,700	5,841 clicks	3.66% CTR
1,194,937	17,720 clicks	1.48% CTR

Total	1,354,637	23,561	1.74%
Total - Search	159,700	5,841	3.66%
Total - Display	1,194,937	17,720	1.48%

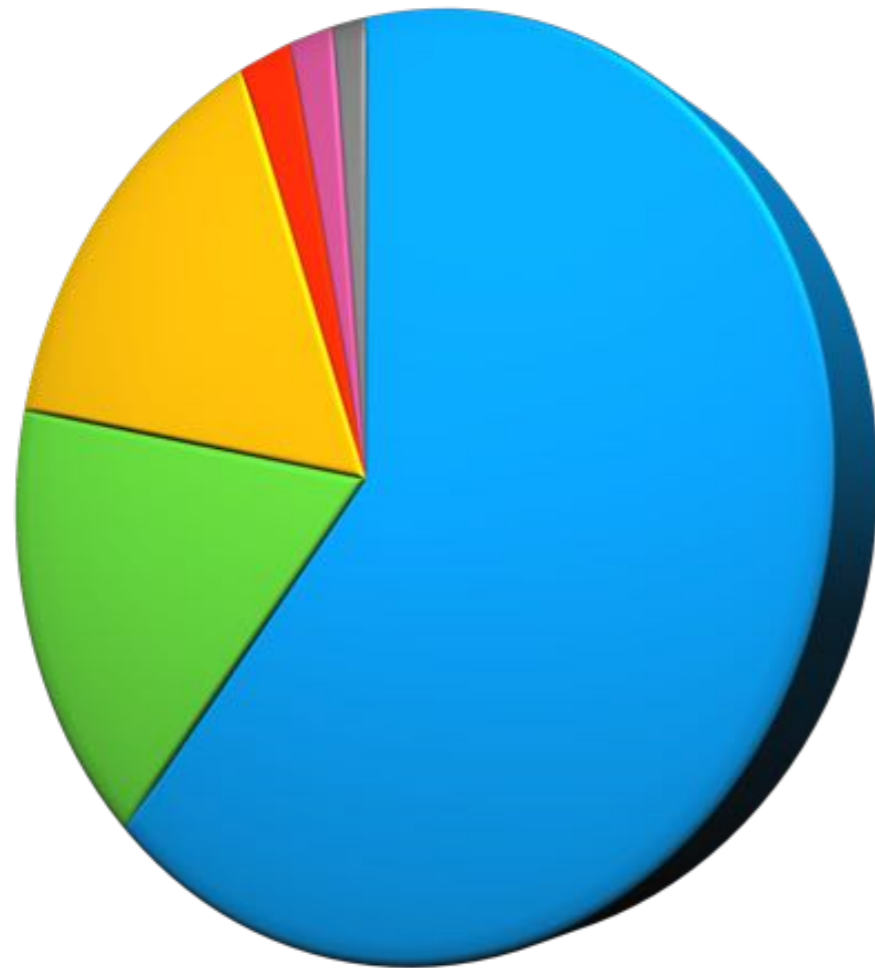
Source : Google



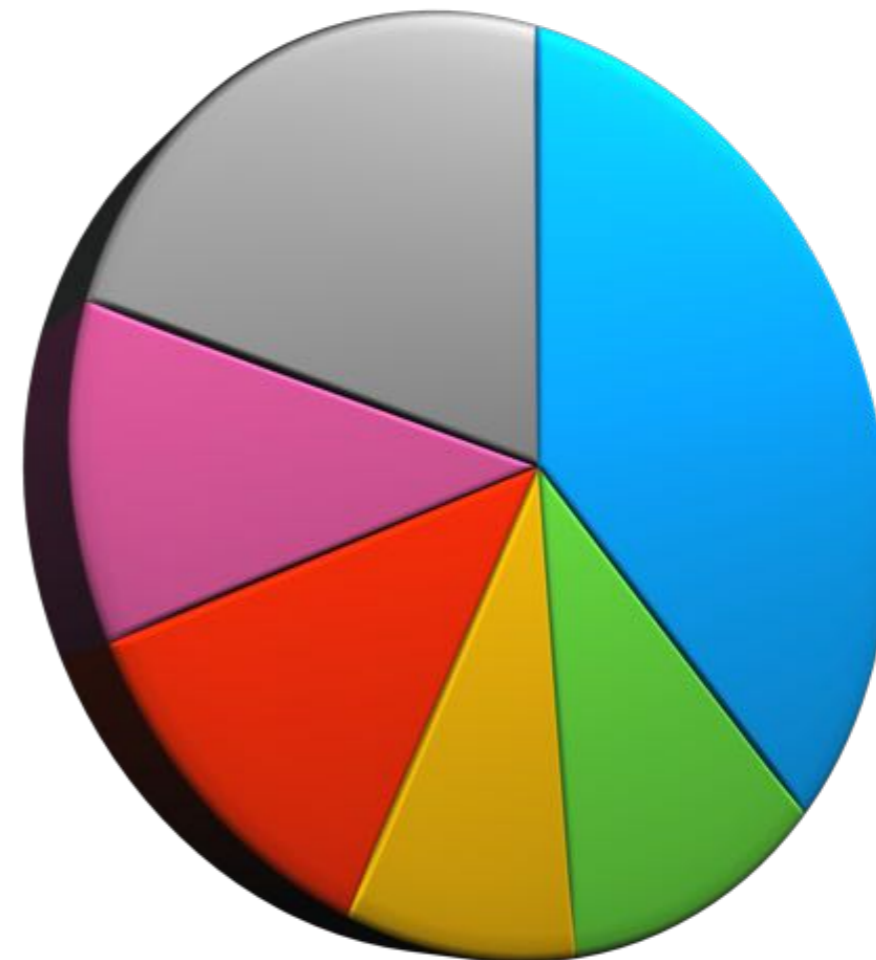
Source : Google Analytics

- India
- US
- UK
- Italy
- Germany
- Others

Users By Country

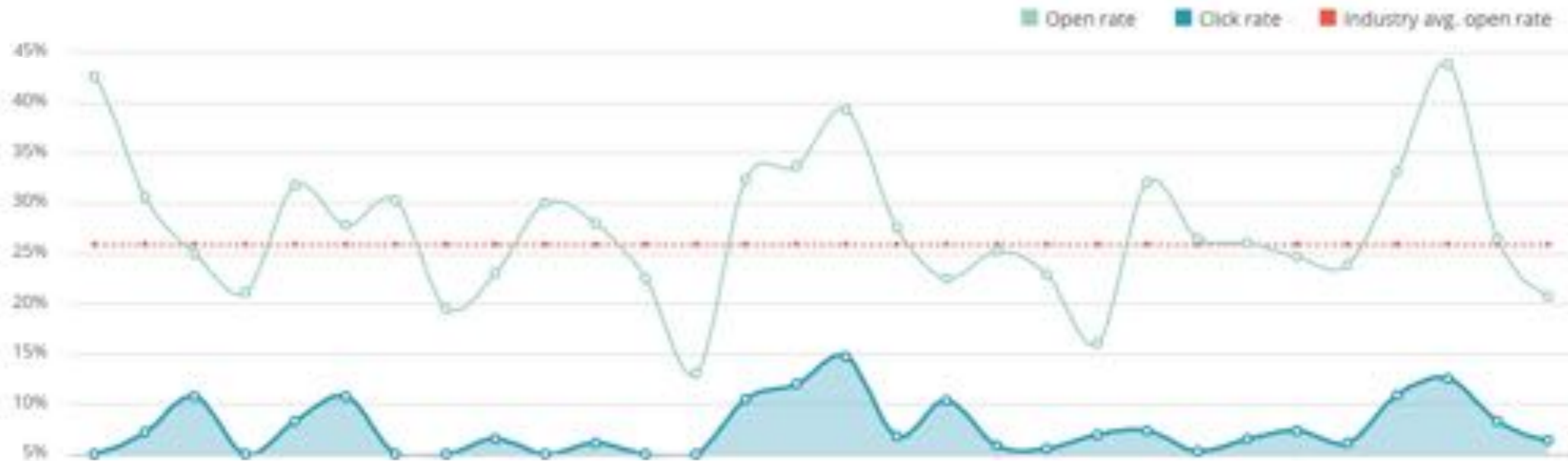


Users By City (India)



- Delhi (NCR)
- Mumbai
- Bengaluru
- Kolkata
- Ahmedabad
- Others

Source : Google Analytics



Source - MailChimp

e-mail Newsletter Campaign Insights

30 Newsletters : Q3 2017 - Q1 2018

MEDIA Categories

- **Articles**
 - Product Reviews
 - Technology
 - Projects
 - Lighting Applications
 - Events
- **Newsletter**
- **Web Banners**
- **Social Media**
 - LinkedIn / Facebook / Instagram / Twitter/ Pinterest
- **Paid Online Promotion**
 - Google Adwords / Facebook Ads etc.

Target Audience (Mailers)

- Lighting Designers
- Architects
- Interior Designers
- Electrical Consultants
- Developers / Builders
- Hospitality Industry
- Retail Corporates
- Lighting Vendors

Target Audience Sources:

- Lux-n-Lum's own Database of 6,500 verified audience
- Sponsor's Database

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Online Advertising

There are a number of advertising options available in various locations on luxnlum.in. These can be supplied as jpeg or gif and should be less than 150KB, of varying dimensions, which will be linked to your landing pages. There will be an associated charge if you require us to create this for you.

The screenshot displays the luxnlum.in website with several advertising opportunities highlighted by red boxes:

- Top Banner:** A large horizontal banner at the top of the page, measuring 1024 X 150 px.
- Side Banner:** A vertical banner located on the right side of the page, measuring 400X400 px.
- Banner within Post:** A horizontal banner placed inside a content article, measuring 500X300 px.

The website content includes a navigation menu (HOME, PRODUCTS, PROJECTS, DESIGNERS, ADVERTISE), a search bar, and a main article titled "LIGHTING CONTROLS : ENERGY SAVINGS BEYOND LEDS" dated FEBRUARY 9, 2016 BY LUX-N-LUM. The article discusses the energy efficiency of LED luminaries and the importance of lighting controls. A sidebar on the right features "TRENDING POSTS", "CATEGORIES", and "ARCHIVES".

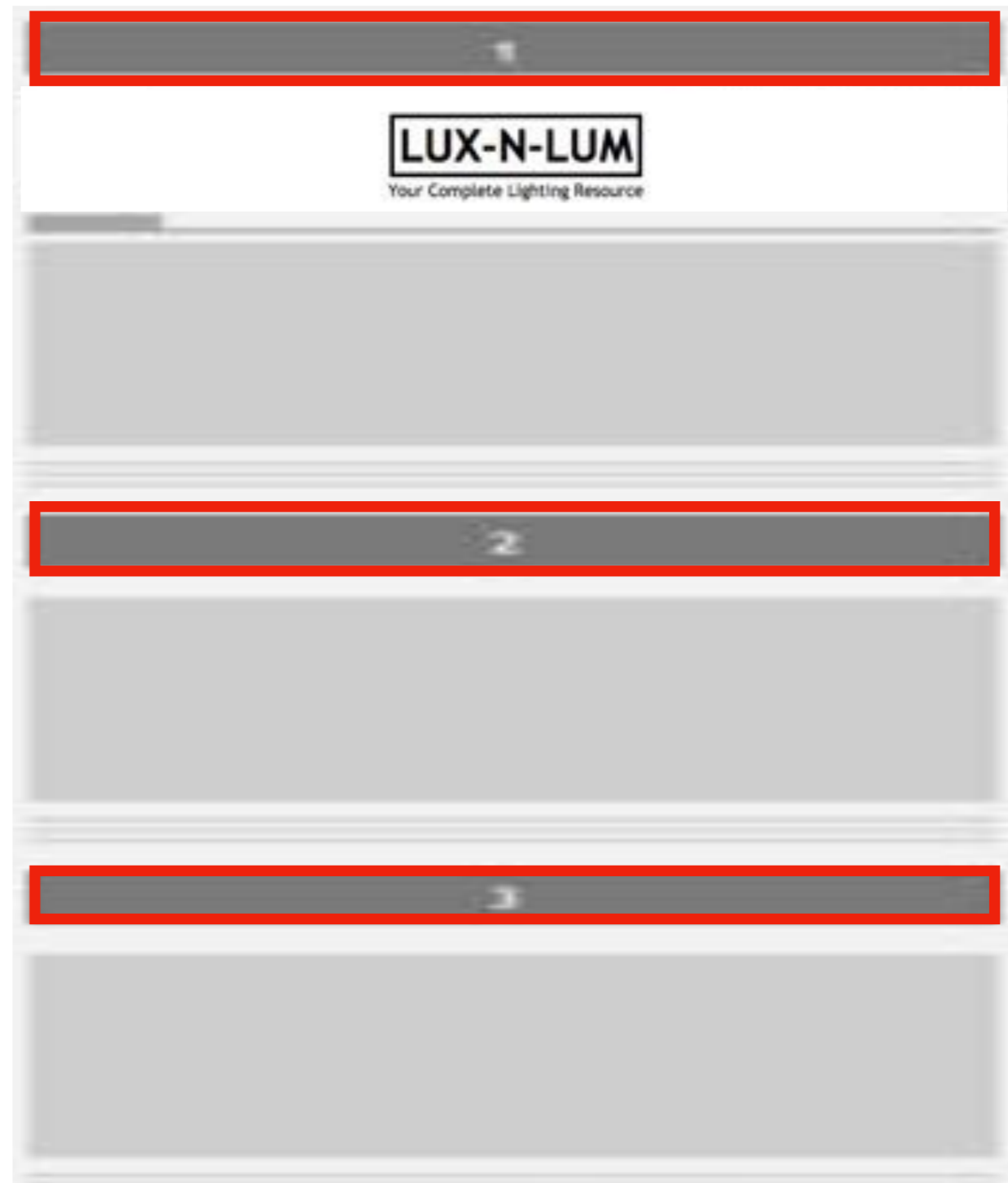


Email Advertising e-newsletter

The lux-n-lum e-newsletter is sent to our subscribers at least twice a month and maximum to 4 times a month depending on the content and interest. It features the latest news, articles etc. that appear on our website and drives traffic to luxnlum.in. The emailer delivers the latest content with adverts and includes a synopsis of the contents published on the website.

Direct mail

Lux-n-Lum provides a direct email service for clients. You provide the content and we will send it directly to the email inboxes of our own database and the targeted database of our clients.





Get in Touch

with us at

info@luxnlum.in

for more details,
packages & pricing