

LUMÉ

ARQUITETURA

MEDIA KIT

LUME

ARQUITETURA

THE MAGAZINE

Who we are

Launched in April 2003, the **Lume Arquitetura** magazine is a bimonthly publication from **De Maio Comunicação e Editora**, specialized in architecture and urban space illumination. It also promotes lighting design projects; the development, creation and manufacture of lighting products and researches in the area.

The magazine is pioneer for exclusively cover all subjects related to the lighting industry in Brazil and it is the main magazine in the area in the country, thanks to its impartial, diversified, deep, extensive, complete and quality content. It is a reference and a source for opinion formation and professionals technical qualification from the lighting, architecture, engineer and design industry.

For more than 15 years, the magazine Lume Arquitetura was a printed publication, distributed throughout Brazil. However, since June/2018 it has become totally digital and free to all readers through

website www.lumearquitetura.com.br. In this new format, the magazine is more dynamic and interactive – with video, audio and animation content – increasing exponentially its reach, due to the facilities that internet provides.

Shuji Nakamura

Vencedor do Nobel de Física de 2014 pela invenção do LED azul, que viabilizou a utilização da tecnologia para iluminação



Shuji Nakamura recebeu o prêmio Nobel de Física em 2014 por sua descoberta do LED azul, que viabilizou a utilização da tecnologia para iluminação. O prêmio foi dividido com Isamu Akasaki e Hiroshi Amano. Nakamura nasceu em 1947 no Japão e trabalhou na empresa de semicondutores Nichia. Ele liderou a equipe que desenvolveu o primeiro LED azul eficiente em 1993, o que permitiu a criação de LEDs brancos e de alta eficiência energética. Seu trabalho revolucionou a iluminação de interiores e exteriores, tornando-a mais sustentável e econômica.

Forte em Salvador

Iluminação 100% LED com tecnologia valoriza arquitetura colonial do Forte Santa Maria



O Forte Santa Maria, um dos maiores e mais importantes fortificações coloniais do Brasil, foi restaurado e iluminado com tecnologia LED. A iluminação valoriza a arquitetura histórica, criando um ambiente acolhedor e seguro para os visitantes. O projeto foi desenvolvido por uma equipe especializada em iluminação arquitetônica, que utilizou LEDs de alta qualidade para garantir a durabilidade e a eficiência energética da instalação.

Escritório em São Paulo

Nova sede do Yahoo! recebe iluminação uniforme e exclusiva em diferentes tons de luz



A nova sede do Yahoo! em São Paulo é um exemplo de arquitetura moderna e sustentável. O espaço é iluminado com tecnologia LED, que oferece uma iluminação uniforme e exclusiva em diferentes tons de luz. O projeto foi desenvolvido por uma equipe especializada em iluminação de interiores, que utilizou LEDs de alta qualidade para garantir a durabilidade e a eficiência energética da instalação.

Empreendimento misto

Iluminação valoriza arquitetura dos edifícios e gera conforto aos usuários do Georgia Business Park



O Georgia Business Park é um empreendimento misto que combina arquitetura moderna e sustentável. A iluminação valoriza a arquitetura dos edifícios e gera conforto aos usuários. O projeto foi desenvolvido por uma equipe especializada em iluminação arquitetônica, que utilizou LEDs de alta qualidade para garantir a durabilidade e a eficiência energética da instalação.

Ruínas de São Miguel Arcanjo

Iluminação LED é destaque do espetáculo Som & Luz em Patrimônio Histórico e Cultural da Humanidade



O 5º Ino Anual, ocorrido em São Miguel Arcanjo, foi um evento de destaque na programação cultural da cidade. A iluminação LED foi o destaque do espetáculo Som & Luz em Patrimônio Histórico e Cultural da Humanidade. O projeto foi desenvolvido por uma equipe especializada em iluminação arquitetônica, que utilizou LEDs de alta qualidade para garantir a durabilidade e a eficiência energética da instalação.

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Mission

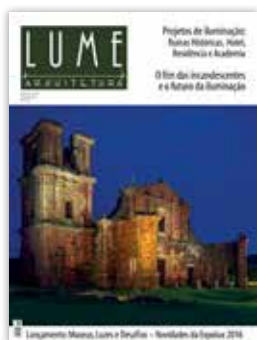
Promoting the growth and development of the lighting market through quality and credible information, besides serving forums of ideas to all of those who are involved in the evolution of the industry.

Values

Lume Arquitetura is committed to its readers and work hard to bring quality contents to them. Our guidelines are publishing independence, credibility, seriousness, impartiality and professionalism.

Vision

Lume Arquitetura stands out for being independent, with no connections to any manufacturer, retailer, distributors of lighting products or any industry association. Its success is due to the constant work of qualified professionals and an ethical editorial that respect readers.

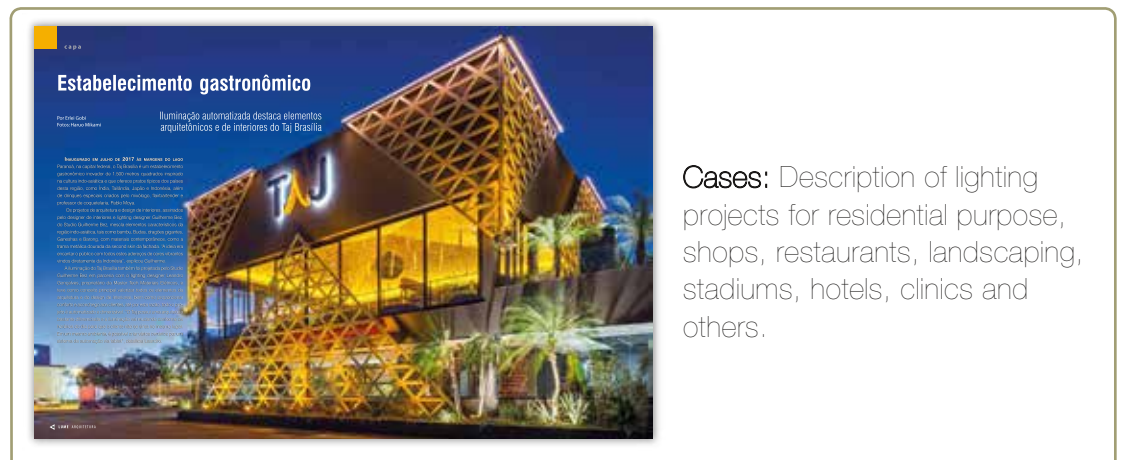


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The content

Lume Arquitetura points out new trends and concepts that are being adopted and indicated by professionals who are considered as references in the market. It also provides information about advances in technologies on the lighting industry, addresses controversial issues of the segment and publishes excellent articles and projects from renowned professionals and new talents contributing to the growth of the lighting market and spreading around the "lighting culture" in Brazil. Check the main sections of the magazine:



Cases: Description of lighting projects for residential purpose, shops, restaurants, landscaping, stadiums, hotels, clinics and others.

Cover: There is always a special project or article to surprise the readers.



Interview: Opinion leaders, professionals that have become references in the lighting industry, representative of national and international associations and lighting designers that have stood up in the Brazilian market.



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Site

At **Lume Arquitetura** website, fans of the magazine can read the latest editions for free, as well as download them in PDF. With a modern look, it can be accessed on all platforms - computer, tablet and smartphone - thanks to the advanced technology Responsive Web Design. Check some of the main contents:

- Free and unrestricted access to the complete content of Lume Architecture magazine;
- Hundreds of published content in the magazine that can be downloaded in PDF format and a summary of all editions.
- The main free courses, pos-graduation and congresses of the lighting Industry
- Exclusive areas for the main lighting designers' offices adds, lighting softwares and the magazine's partners and advertisers.
- Search engine to access the magazine contents in an easy way.

Views on Lume Arquitetura's website

Lume Arquitetura's website is a great platform to announce your brand as it has a big amount of people checking it:

- Average of 2,500 organic accesses per edition (bi-monthly);
- 75.7% of visitors access the site through the desktop and 23.8% by cell phone.

Social Media

Lume Arquitetura's Fan Page on Facebook and our Instagram page are great means of spreading our content and brand with expressive numbers of followers:

16.493 followers 

16.047 followers 

Success Case on Fan Page

In 2016, the video of a malleable lamp made by the editor of the magazine had 4,131,694 people reached and 1,700,000 views (organic).

Click here and check:

www.facebook.com/REVISTALUMEARQUITETURA/videos/978599228882596/

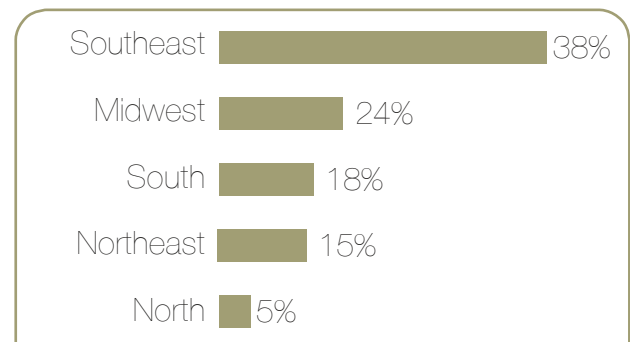
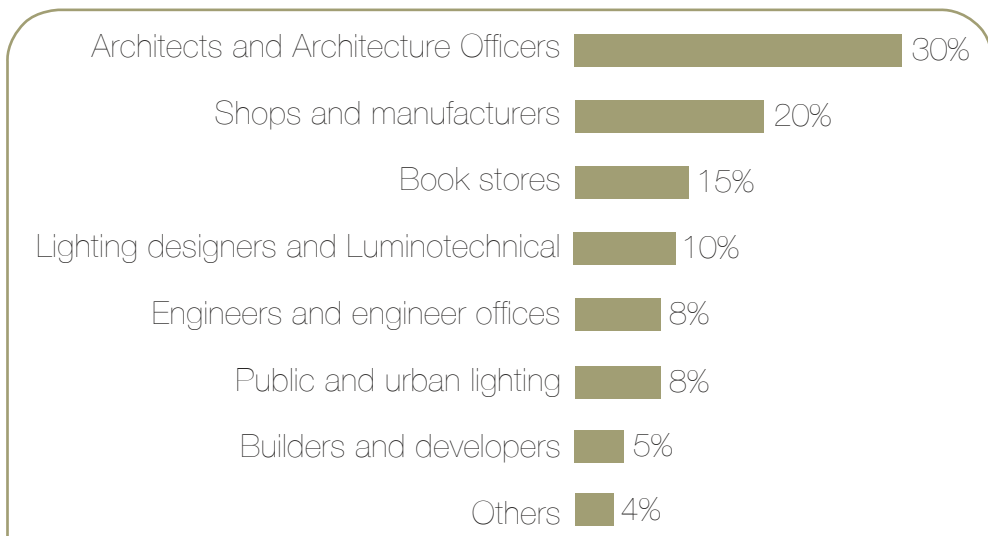


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Readers

Lume Arquitetura has as its target market lighting designers, architectures, engineers, interior designers, retailers, manufacturers, independent professionals, students and all people that are interested about lighting.



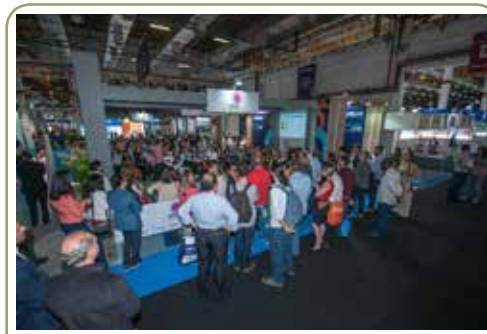
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EXPOLUX

One of the main forms that **Lume Arquitetura** stands out in the lighting market since it was launched is through Expolux, a trade fair of the industry. Lume Arquitetura set up a booth that is a meeting point of professionals of the industry.

2018



2016



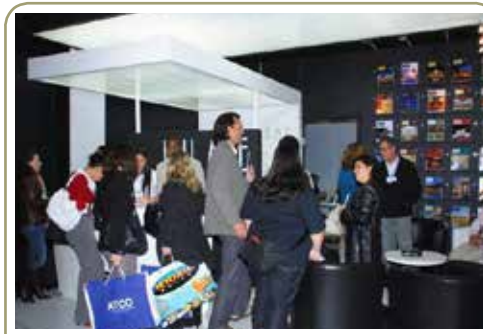
2014



2012



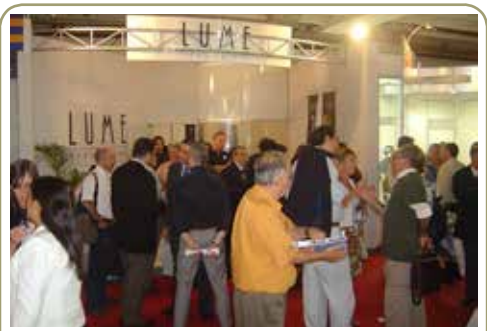
2010



2008



2006



2004



2003



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PRIZES

Awards

Lume Arquitetura was elected one of the main specialized magazines in Brazil in 2014 at the X Anatec Awards, which values the best practices of segment media.

In August 28th 2014, in a ceremony hosted at Theater Raul Cortez, in Fecomercio-SP, the magazine was awarded in the B2B category and received the bronze trophy. In the category, there were 91 cases subscribed but only 35 of them received awards.



*DADOS ATUALIZADOS EM: MAI/2018.



WHY ADVERTISE?

- **Lume Arquitetura** is a **pioneer magazine in Brazil** for covering exclusively everything that is related to architecture lighting and public space.
- It is the main publication on the subject in the country with over **23 years in the market**.
- It is the **most widely read** lighting magazine among lighting designers, architectures, engineers, designers, retailers and manufactures.
- It was voted one of the **best** segmented magazines in Brazil in 2014 at the **X Anatec Award**.
- It reaches an **specific segment** of readers: manufactures, retailers and lighting professionals.

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SPECIFICATIONS

IN THE MAGAZINE

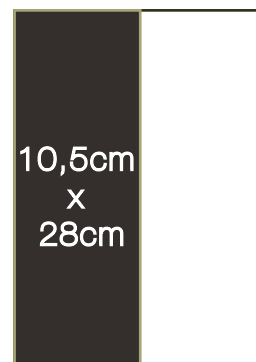
1 page



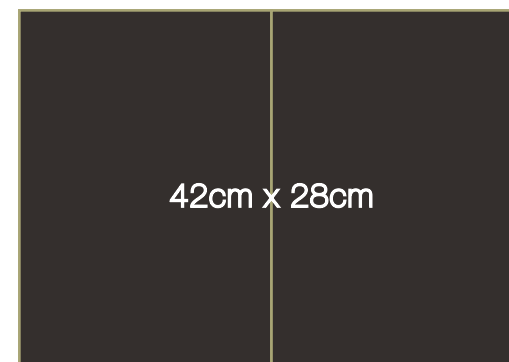
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½ vertical page



double page



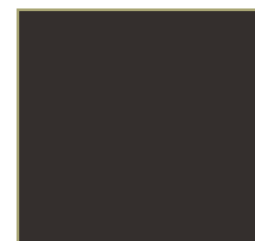
Close files, curve fonts
and in 4 CMYK colors

Formats:
PDF, AI, EPS, TIFF ou JPEG

Each ad can have interactivity with external link to site,
e-mail, vídeo (AVI, MOV, MPEG) or áudio (mp3, wav).

IN THE WEBSITE

digital banner



File format:
RGB
GIF, JPEG or PNG



BE OUR PARTNER!

Check our prices for advertising in our price table and be part of the best brazilian magazine in the lighting market!

Lume Arquitetura Magazine

Publication, Administration, Subscriptions and Advertisement / De Maio Comunicações e Editora Ltda.

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