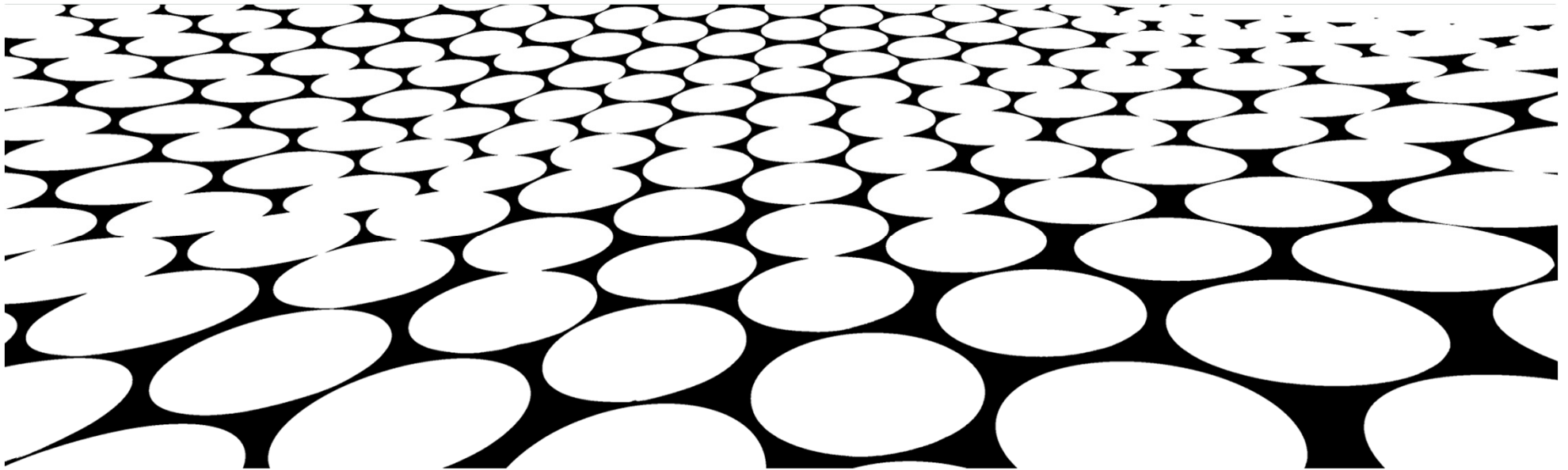

THE LIGHT REVIEW

THE LIGHT REVIEW PROSPECTUS: 2023



THE LIGHT REVIEW

WHO WE ARE AND WHAT WE DO.



THE LIGHT REVIEW – WHAT WE DO

We are an **online lighting magazine** dedicated to one simple thing, and that is **Good Lighting**. The real challenge, of course, is knowing what that means . . . and how we actually achieve it. That's quite a conversation.

We attract people to **The Light Review** by providing targeted, up to date, rolling commentary of **things that matter in lighting** today, through our **articles** and **podcasts**.

Our customers are those who **use, commission, design, and manufacture lighting**.

We do more than keep abreast of the latest **codes and standards**, we cover a wide range of lighting related topics, to give us the broadest possible reach, from architect to electrician.

Through our platform we **promote lighting designers** in the **Designers' Gallery** where their most prominent projects are featured, increasing footfall to The Light Review and providing a **seamless link** between **specifier** and **maker**.



Publisher and editor John Bullock is a renowned journalist and **lighting designer**, with experience in **manufacture**, as well as the **contract** business.

John is also a regular speaker at lighting conferences, events and podcast host.



Chris Fordham is **Design Editor** of The Light Review. Chris, mirroring his day job as an independent **lighting designer**, maintains a **roving brief** to cover all and everything to do with the **aesthetics and practice** of lighting design.

Chris hosts designer-led podcast content for The Light Review.

THE LIGHT REVIEW

WHAT DO YOU GET ?





THE LIGHT REVIEW – HOW WE PROMOTE YOUR BUSINESS

MANUFACTURERS' LIBRARY

DESIGNERS' GALLERY

THE LIGHT REVIEW – HOW WE PROMOTE YOUR BUSINESS

A SECTION IN THE MANUFACTURERS' LIBRARY

The Light Review provides you with a dedicated 'shelf-space' in **The Manufacturers' Library**.

But The Manufacturers' Library isn't for everyone . . .

If you've been invited into The Manufacturers' Library, that means that your company meets our values and required standards. Not everyone is welcome.

We design and produce content that best suits your needs, highlighting your company as one that operates at the **highest level of product quality**.

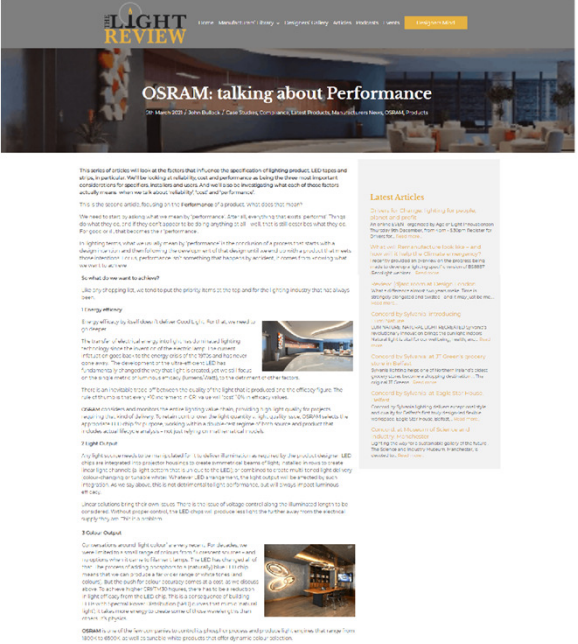
The screenshot shows the 'Manufacturers' Library' section of the The Light Review website. At the top, the 'THE LIGHT REVIEW' logo is on the left, and a navigation menu includes 'Home', 'Manufacturers' Library', 'Designers' Gallery', 'Articles', 'Forums', 'Events', and 'Contact Us'. Below the navigation, there are links for 'Latest Products', 'Good Lighting', and 'Health and Wellbeing'. The main header features a large image of a modern interior with the text 'Manufacturers' Library'. Below this, a grid of six manufacturer profiles is displayed, each with a photo, name, address, and phone number. A 'Sort by: Title' dropdown menu is located at the top right of the grid.

Manufacturer	Address	Phone Number
Concord	18 Avis Way, East Sussex, England BN9 0ED	0800 440 2478
Footfall Lighting Ltd	Roughmoor, Williton, England TA4 4AT	07500 336861
Gamma Illumination	Tenter Fields, West Yorkshire, England WF12 9QT	01924 482777
Opteima Lighting Ltd	14 Napier Court, The Science Park, Abingdon, Oxfordshire OX14 3YT	01235 55 37 69
Osram	450 Brook Drive, Reading, England RG2 6UU	07836 711302 (Martyn Roberts) // 07771 835842
Recolight	Purley Way, Greater London, England CR0 0XZ	020 8253 9750

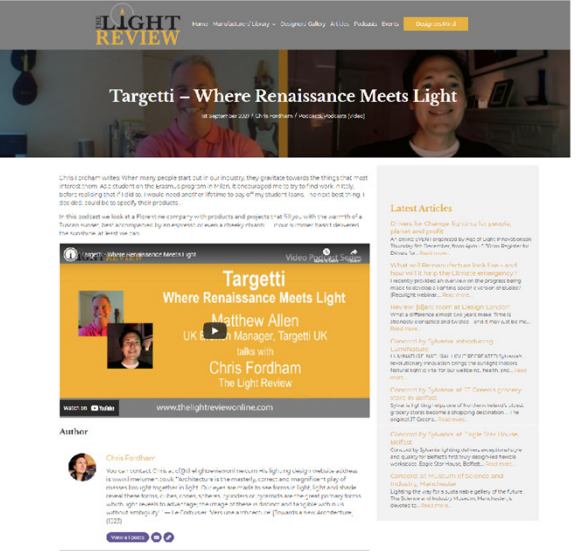
THE LIGHT REVIEW

THE MANUFACTURERS' LIBRARY CONTENT

HOME PAGE



PODCASTS



THE LIGHT REVIEW

THE MANUFACTURERS' LIBRARY SUBSCRIPTIONS

THE LIGHT REVIEW IS A MARKETING PLATFORM NOT AN ADVERTISING SPACE

We don't 'do' advertising. What we're looking for is engagement with good quality manufacturers who have something to say as well as something to sell.

It's an annual subscription model. An annual payment of **£3600.00** (+VAT) is all it takes, though we're happy to accept a monthly subscription payment of **£350.00** (+VAT) if you prefer.

And that's just the start of the story . . .

THE LIGHT REVIEW – HOW WE PROMOTE YOUR BUSINESS

THE ART OF ATTRACTION – ADDITIONAL SERVICES



VIDEO
PRODUCTION



COPYWRITING



PROMOTIONAL
TALKS



CONFERENCE
PLANNING

THE LIGHT REVIEW – HOW WE PROMOTE YOUR BUSINESS

THE ART OF ATTRACTION – ADDITIONAL SERVICES



VIDEO PRODUCTION

VIDEO PRODUCTION*

VIDEOS AND ON-LINE CONFERENCE CALLS THAT WERE ONCE OUTLIERS IN OUR DAY-TO-DAY ACTIVITY ARE NOW FRONT AND CENTRE, AND WE'VE LEARNED THAT THESE THINGS DON'T HAVE TO BE EXPENSIVE TO PRODUCE.

THE ZOOM PLATFORM HAS CREATED A SIMPLE ROUTE TO ONLINE PRESENTATIONS AND WE RARELY CHARGE FOR A STRAIGHTFORWARD CONVERSATION BETWEEN A FEW PEOPLE. THAT COMES WITH THE £300 PERMONTH SUBSCRIPTION.

MORE COMPLEX PRODUCTIONS MEAN MORE TIME SPENT ON PREPARATION, RECORDING AND EDITING AND THAT NECESSARILY IS CHARGED AS AN ADDITIONAL SERVICE. BUT TALK TO US ABOUT WHAT YOU'RE LOOKING FOR – WHO KNOWS; IT MIGHT BE CHEAPER THAN YOU THINK.

* Negotiated fee

THE LIGHT REVIEW – HOW WE PROMOTE YOUR BUSINESS

THE ART OF ATTRACTION – ADDITIONAL SERVICES



COPYWRITING

COPYWRITING**

THE LIGHT REVIEW IS ABLE TO OFFER TOP QUALITY COPYWRITING SERVICES FOR SUBSCRIBERS TO THE MANUFACTURERS' LIBRARY.

JOHN BULLOCK IS A PRACTISING LIGHTING DESIGNER AS WELL AS PUBLISHER/EDITOR OF THE LIGHT REVIEW. HE HAS A GLOBAL REPUTATION AS A THOUGHT LEADER WITHIN THE INDUSTRY AND IS KNOWN FOR HIS INSIGHTFUL COMMENTARIES. HIS AIM IS TO MAKE MANUFACTURER CONTENT *INTERESTING* AND *UNIQUE*.

CHRIS FORDHAM IS THE *DESIGN* VOICE OF THE LIGHT REVIEW, PRODUCING CONTENT ON ALL THINGS DESIGNERLY. HE IS A REGULAR CONTRIBUTOR TO THE PODCASTS ON THE LIGHT REVIEW AS WELL AS PRODUCING FEATURE ARTICLES ON LIGHT CREATORS AND LIGHTING DESIGN ISSUES.

** Copywriting is charged at £1.00 per published word, to a maximum fee of £500.00 (to a maximum 1500 words: typical article length is 600 – 1200 words)

THE LIGHT REVIEW – HOW WE PROMOTE YOUR BUSINESS

THE ART OF ATTRACTION – ADDITIONAL SERVICES



PROMOTIONAL TALKS***

THE LIGHT REVIEW PROVIDES AN INDEPENDENT VOICE WITHIN THE INDUSTRY.

WHEN MANUFACTURERS APPROACH AN AUDIENCE OF SPECIFIERS AND END-USERS AN **INDEPENDENT VOICE** CAN BE AN **IMPORTANT FACTOR** IN CONVINCING THOSE POTENTIAL CLIENTS AND CUSTOMERS THAT THERE ARE IMPORTANT THINGS THAT THEY NEED TO BE AWARE OF, WHETHER THAT BE NEW TECHNOLOGY OR CHANGING STANDARDS.

TALKS CAN BE ONLINE – RECOGNISING THE IMPACT THAT PANDEMIC TELE-CONFERENCING HAS HAD ON OUR WORKING LIFE - OR FROM A PHYSICAL CONFERENCE PLATFORM . . . AND WE WELCOME THE COMING OF THAT DAY!

*** Negotiated fee, based on attendance and location. With a base rate of £150.00 per hour, excluding expenses

THE LIGHT REVIEW – HOW WE PROMOTE YOUR BUSINESS

THE ART OF ATTRACTION – ADDITIONAL SERVICES



CONFERENCE PLANNING****

WHILE THE LIGHT REVIEW IS AN EXERCISE IN ONLINE PUBLISHING, IT IS ALSO A CONDUIT OF **INFORMATION, KNOWLEDGE AND EXPERIENCE.**

KNOWLEDGE IS THE LIFE-BLOOD OF THE LIGHTING INDUSTRY AND ITS CRUCIAL THAT WE RETAIN A CONNECTION WITH **INDUSTRY EXPERTS** AND TECHNOLOGY DEVELOPERS.

ONLINE CONFERENCE PLANNING CALLS FOR A DIFFERENT APPROACH TO THE TYPICAL DAY SPENT IN A LECTURE THEATRE (AS ATTRACTIVE AN OPTION AS THAT MAY BE). THE LIGHT REVIEW IS PLANNING ITS OWN ONLINE CONFERENCE PROGRAMME. IT'S A STRATEGY THAT CAN ALSO WORK FOR INDIVIDUAL MANUFACTURERS.

**** Negotiated fee



THE LIGHT REVIEW – HOW WE PROMOTE YOUR BUSINESS

MANUFACTURERS' LIBRARY

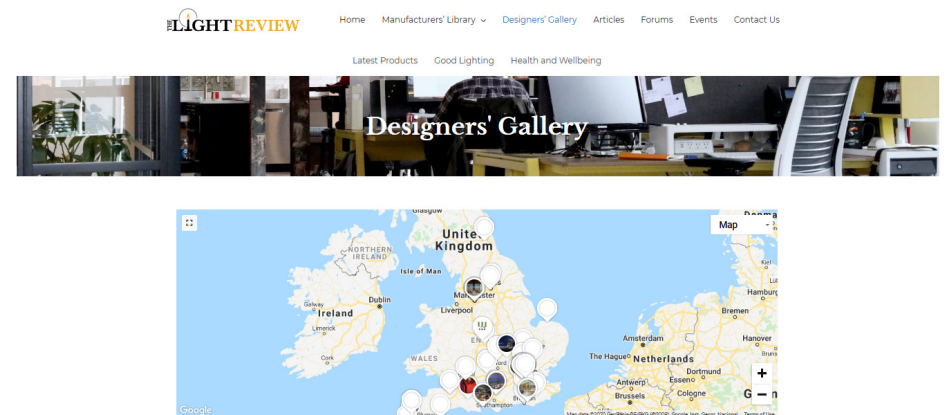
DESIGNERS' GALLERY

THE LIGHT REVIEW – HOW WE PROMOTE YOUR BUSINESS

THE DESIGNERS' GALLERY IS A DIRECTORY SERVICE

The Light Review provides **Lighting Design** companies with a geographical directory and a **gallery of projects** of their choosing. This is open to all fee-charging and non-supplying design practices within the UK and Eire, and it is offered at no cost.

With some of the **biggest consultancies** already involved, this is a great way to keep good lighting all under one roof, and to bring together the **best in design** with the **best in manufacture**.



THE LIGHT REVIEW

THE LIGHT REVIEW PROSPECTUS

CONTACT THE LIGHT REVIEW

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