ARCHITECTURAL
SSL

Lighting Leadership: Architectural SSL magazine

One magazine stands above all others in its scope and service to the architectural lighting market. That magazine is *Architectural SSL*. The only magazine devoted to lighting's impact on architectural design, to SSL/LED technologies, and to the professional navigation of SSL/LED product for application, *Architectural SSL* magazine's current circulation of over 34,000 stands significantly larger than the next lighting title. Measured readership of 122,000 further distinguishes the scope of the circulation advantage held by *Architectural SSL*. Frankly, no other lighting title does much, if anything, to address an architectural community where lighting specification is now so often being strongly influenced.

As a magazine, and a B2B read of highest quality, *Architectural SSL* brings critical content to its audience in a format that is still the preferred format of the design community: **print**. Since the launch of this magazine 14 years ago we have measured preferences of our audience and see the following realities...

- Readers rank B2B magazines as their #1 source for initial product discovery
- Readers rank *Architectural SSL* as the magazine providing the "most useful" perspectives on LED/solid-state lighting and applications
- Readers find *Architectural SSL* to be a natural conduit between product discovery and our advertisers' websites
- 98% of SSL readers expect to include more LED/solid-state lighting in their projects over the coming 12 months
- Readers respect, favor, rely-on and love this magazine—they tell us so, repeatedly!

If you think architects and those who specify lighting are abandoning their favored trade magazines, then think again. In fact, in over 11 consecutive years of measuring the value of product information sources "trade magazines" have always ranked as the #1 source!

Strong magazines work collaboratively with websites in meaningful ways. Concepts and inspirational ideas shared in *Architectural SSL* magazine ultimately compel readers to navigate to manufacturers' websites—the place where busy professionals can reliably find the most up-to-the- moment and trustworthy information. Think of your print advertisement as an introductory touchpoint, where readers discover a reason to pursue your company and your products further; advertising in *Architectural SSL* advances your products, your brand and your opportunity.

Architectural SSL readers are architects, lighting designers, lighting consultants, sales agents, interior designers, building owners, property managers, association members, channel influencers and more. Our content emphasizes products, applications and process while sharing creative vision and best practices. Such a broad-reaching content and audience forms a big stage for advertisers where impactful branding impression can be made. Leadership is highly respected in the A/E/C community. Be recognized for your leadership by being seen in *Architectural SSL* magazine.

Let's talk soon about what we can do together to help you build brand and move product.

The Publishers: Tim Shea & Gary Redmond

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