

MEDIA INFORMATION 2019
www.arc-magazine.com

arc

LIGHTING IN ARCHITECTURE



arc issue 100 front cover
Pier Maua Cranes, winner of the
darc award at darc awards / architectural.

Welcome

arc is the leading international publication focused on lighting in architecture.

Following its 100th issue in October 2017, mondo*arc was rebranded and redesigned to celebrate this milestone. First launched in 1999, arc has grown to become the number one international lighting in architecture magazine in the world.

We know the lighting specifier community has high standards. That's why arc features the best photography, the best writers, high quality paper and a large format that shows off its projects in the best possible light. arc is highly respected for its independence and is a must read within the lighting design and architecture professions.

Lighting is increasingly seen as a major defining component in the built environment's design and is becoming an important aspect of many architectural, retail and commercial projects.

In a market currently valued globally at approximately \$100 billion, arc is at the cutting edge of the industry, consistently featuring the best architectural projects, the most innovative designers and the latest technology advances.

If your target audience is the lighting designer, the architect or the specifier then arc is the ideal vehicle to reach this market. arc is not a catalogue, it is a great design magazine that is read by the top specifiers in the world. By advertising, your message will be delivered to the real decision makers in the lighting industry.



darc awards
WINNER
STRUCTURES / Low Budget
and the darc award

Iron Giants

The Pier Mauá Cranes take on a new lighting installation in downtown Rio de Janeiro as part of a regeneration project on the Cais Mauá Waterfront.

PROJECT DETAILS
The Pier Mauá Cranes,
Rio de Janeiro, Brazil
Client: Pier Mauá Company
Lighting Design: L&LStudio, Brazil

The Pier Mauá cranes have become an international spectacle in the newly regenerated port area of Rio de Janeiro's downtown. As this year's darc awards architectural, we were overwhelmed with so many talented projects from around the world to come together and determine a fantastic opportunity for designers from all over the world to compete in the competition that is uniquely ours and determined by each other - a year to peer exclusive in the lighting design industry. One lighting design firm from Brazil, Mônica Luz Tubo, Creative Director at L&LStudio, came away with the winning design for the Pier Mauá Cranes lighting installation. As part of a 20-year scheme to regenerate the Mauá Pier, the revitalisation of the Cais Mauá Waterfront is now in its completion stage and open to the public. Taking inspiration from other regenerated ports such as the Porto Antico marina in Genoa, which has an important conference, events centre and musical fair, and the Port Vell in Barcelona, which has an iconic Aquarium, the largest apartment in Europe, along with a large complex of offices, the aim for the Mauá Pier was not to copy them, but to draw solutions and inspiration from these examples and integrate their multipurpose construction of the area, their scheme. During this experience of the Mauá Pier it was important to the local residents that the Mauá Pier be a landmark in an attempt to bring the Mauá Pier actually an area of sustainability with the community at the heart of it. In the addition of large spaces for cultural and leisure activities, a shopping centre and a hotel, which are generating more job opportunities and expanding investment options for the city centre. Throughout the regeneration process, there were numerous cranes along the pier, which were used to move cargo in and out. They were

Print

arc's publishing ethos is "On Paper, On Purpose". We are proud of our high quality printed magazine and this is our focus.

arc's focus is print media. The famous budgeting strategy "On Paper, On Purpose" is equally as applicable to publishing when it comes to high quality design magazines.

Much like the wrongly predicted demise of radio when first cinema and then TV came on to the scene, print is still going strong in the quality business-to-business magazine sector.

arc isn't a newspaper where snippets of news are easily Googled online without the need to look at the printed version. arc isn't a low quality B2B advertising-lead 'rag' that doesn't hold the interest of influential designers.

Published seven times a year (including ILDS, the International Lighting Design Survey), arc delivers insights into inspirational architectural

lighting projects and the designers behind them. In addition we report on the latest technology breakthroughs that drive the industry forward.

We deliver arc to every lighting design practice in the world (over 1,500 out of the 12,000 circulation as well as architects, specifiers and dealers). And, because they are designers, they appreciate looking through the well-designed pages, viewing the beautiful photography and reading the well-informed articles.

They want to read arc and they look forward to it being delivered. By associating your brand with arc you will be tapping in to the intellectual and prestigious space that is occupied by a high quality design publication and high quality designers.

Online

arc's online offering provides bespoke news and special features supported by regular e-newsletters direct to designers' inboxes.

www.arc-magazine.com

arc's website is not just an online replica of the magazine, instead it delivers bespoke news content of a more immediate nature. This is delivered in a visually appealing, easy-to-digest format with the addition of high quality picture and video content.

Digital Edition & App

arc is also available as a digital edition available online (via our website) and as an app (from the app store). Benefits of this include: the immediate delivery to all readers wherever they are in the world; the ability to search the magazine for relevant information; bookmarking of important articles; and an online archive of previous issues. All adverts placed in the print edition of the magazine will also appear in the digital editions.

e-newsletter

arc's website is supported by a monthly email newsletter distributed to a database of 16,000+ readers. Each newsletter carries announcements of the latest industry news and events.

Social Media

arc has a social media presence on Twitter, Facebook, Pinterest and Instagram. All news stories from www.arc-magazine.com are promoted to our followers with relevant images and links back to our website. Our editorial staff also regularly Tweet about events they attend.

There are many opportunities to market your company through our online platform. Please contact us to discuss.





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 York City, the Brandsto...
 Partnership Inc (BPI) now
 has offices in Shanghai,
 Beijing, Shenzhen, Chengdu,
 Singapore and Seoul.
 In addition to Howard
 Brandston, the firm has two other retired or
 retiring Partners: Chou Lien and Scott Matthews.
 Current active Partners are Robert Prouse, Wai
 Mun Chui, Chiming Lin (who is in charge of Asia
 Operations) and Jung Soo Kim, who has established
 the Seoul office. BPI is represented by projects on
 every continent except Antarctica: Europe, the
 Middle East, Asia, Scandinavia, Australia, England,
 Japan, Mexico, and South America to name a few.
 Senior Staff in New York includes Won Keun Han
 and Julie Wang.

- tallest bui...
- American Museum
- lighting, Rotunda and Halls
- Origins, Fossils and Biodiversity
- International Finance Centre II in Hong Kong
- Master plan for MGM City Center Circulation
- interior and exterior of convention center and Hotel Aria exterior, drop off, typical corridor and guestrooms, pool deck and deck amenities.
- Chhatrapati Shivaji International Airport in Mumbai
- China World Trade Center 3A (Shanghai) including hotel, retail podium and landscape
- Marina Bay Business Financial Centre in Singapore

As the list above indicates, BPI is used to working on large, complex projects all over the world that take several years to realise from Concept Design through to the ribbon-cutting. But they also work on small stores, restaurants, boutique hotels and commercial lobbies.
 The following is just a snapshot of their work over the last 50 years.

www.brandston.com

www.arc-magazine.com

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Editorial Calendar
 arc is published seven times a year and benefits from bonus distribution at major lighting events throughout the year.

International Lighting Design Survey
Editorial deadline: 7 December 2018
Advertising deadline: 14 December 2018
Bonus Show Distribution: All major trade shows in 2019

Issue 108 (FEB/MAR)
Editorial deadline: 31 January 2019
Advertising deadline: 7 February 2019
Bonus Show Distribution: EuroLuce, Italy
 Lighting Fair, Japan

Issue 109 (APR/MAY)
Editorial deadline: 27 March 2019
Advertising deadline: 3 April 2019
Bonus Show Distribution: Lightfair International, USA
 Guangzhou International, China

Issue 110 (JUN/JUL)
Editorial deadline: 22 May 2019
Advertising deadline: 29 May 2019
Bonus Show Distribution: InterLumi, Panama
 LED Expo, Thailand

Issue 111 (AUG/SEP)
Editorial deadline: 26 July 2019
Advertising deadline: 2 August 2019
Bonus Show Distribution: London Design Festival / **darc room**, UK
 Trends in Lighting, Austria • IALD Enlighten Americas, USA

Issue 112 (OCT/NOV)
Editorial deadline: 2 October 2019
Advertising deadline: 9 October 2019
Bonus Show Distribution: Light Middle East, UAE
 Hong Kong International Lighting Fair, China
 IALD Enlighten Europe • PLDC, Netherlands

Issue 113 (DEC/JAN)
Editorial deadline: 20 November 2019
Advertising deadline: 27 November 2019
Bonus Show Distribution: Lighting Days, France
 Expo Lighting America, Mexico

* Copy schedule dates and bonus show distribution subject to change

Print Advertising

Advertising Rates

Double Page Spread **£4500**

Full Page **£2600**

Half Page **£1800**

Special Advertising Options

In addition to regular advertising pages within **arc**, there are further options to increase your visibility within the magazine. All options listed can be discussed with our advertising staff who can explain the different options in more detail.

Inserts

Tipped On (Glued) Insert + Full Page Ad:

Add visual interest by glueing a removable postcard or insert to your advertising page.

Cost: £6000

Loose Insert: Inserts or postcards loosely inserted into the magazine without an advertising page.

Cost: £2000

Bellyband

Wrap Around: A bellyband is a furnished paper outsert that is wrapped around the magazine. Readers will see your message first as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece.

Cost: £8000

To a Found Page + Double Page Spread Ad:

In addition, a bellyband can be designed to open the magazine at your double page spread advertisement by glueing the ends of the bellyband onto your ad.

Cost: £12000

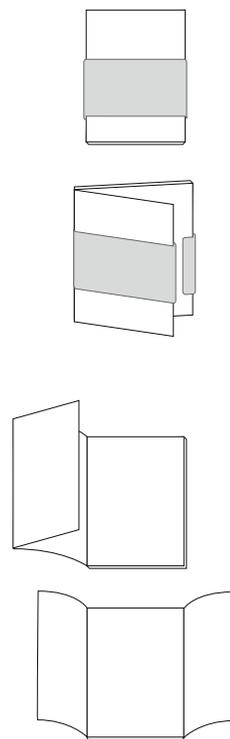
Special Cover

Three-page gatefold: A two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front cover, thus allowing three full pages of advertising.

Cost: £8000

Split front cover: A two-page spread advertisement that opens directly from the front cover. Also known as a barn door cover.

Cost: £12000



Print Technical Data

Mechanical Data

All Dimensions: Height before width

Gatefold

folded page (outer & inner)

Type: 310 mm x 198 mm

Bleed: 339 mm x 230 mm

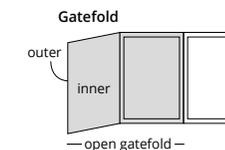
Trim: 333 mm x 224 mm

open gatefold

Type: 310 mm x 432 mm

Bleed: 339 mm x 464 mm

Trim: 333 mm x 458 mm



Full Page

Type: 310 mm x 210 mm

Bleed: 339 mm x 242 mm

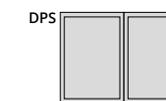
Trim: 333 mm x 236 mm

Double Page Spread

Type: 310 mm x 446 mm

Bleed: 339 mm x 478 mm

Trim: 333 mm x 472 mm



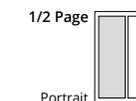
All following ad sizes are placed on the page with a white border

1/2 Page Portrait

Size: 310 mm x 106 mm

1/2 Page Landscape

Size: 150 mm x 210 mm



Production Data

If you are sending completed artwork:

- Send via email, FTP or online transfer services.
- Artwork needs to be set at a print resolution of 300dpi, (CMYK) saved as PDF, TIFF, JPEG or EPS.
- All elements included within any supplied PDF must adhere to the following specification:- CMYK – no spot colours or RGB; no embedded colour profiles or tailored colour settings.
- All fonts within the artwork must be supplied.
- A colour proof of your ad must be supplied with artwork.
- We do not accept artwork made in COREL Draw, Microsoft Publisher, Word or PowerPoint.

If we are producing your artwork:

- Any text to be put into an email or saved as a .txt file
- Digital images supplied need to be set at a print resolution of 300 dpi, (CMYK) saved as TIFF, JPEG or EPS. Pictures from the web can not be used for print.
- Colour references for logos to be sent as CMYK.
- An email of the artwork will be sent to you for approval.

Compatibility: We are Mac based and can accept the following formats: PDF, AI, EPS, TIFF, JPEG, INDD.

Software used: InDesign, Photoshop and Illustrator.

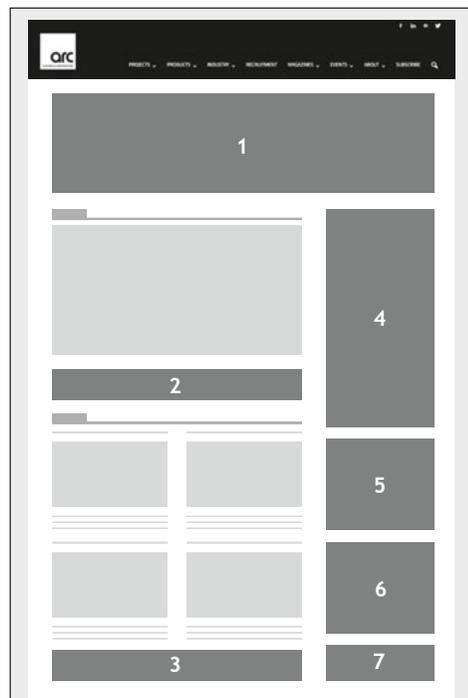
Online Advertising

www.arc-magazine.com

There are a number of advertising options available on arc-magazine.com. These can be supplied as jpeg, png, gif or swf and should be less than 150KB. There will be an associated charge if you require us to create this for you.

Banners and leaderboard spaces hold a maximum of three adverts on rotation. The adverts will receive equal exposure on the site. Prices are also given for sole use of the advertising space.

- | | |
|---|--|
| 1. Billboard (970 x 250 pixels)
Rotation of 3 from £2000
Sole use from £4000 | 5. Banner 1 (300 x 250 pixels)
Rotation of 3 from £1400
Sole Use from £2800 |
| 2. News Banner 1 (728 x 90 pixels)
Rotation of 3 from £1000
Sole use from £2000 | 6. Banner 2 (300 x 250 pixels)
Rotation of 3 from £800
Sole Use from £1600 |
| 3. News Banner 2 (728 x 90 pixels)
Rotation of 3 from £800
Sole use from £1600 | 7. Mini-Banner (300 x 100 pixels)
Rotation of 3 from £500 |
| 4. Supper Banner (300 x 600 pixels)
Rotation of 3 from £1500
Sole use from £3000 | Skin (please ask for details) |



* Online prices displayed are charged per month based on a booking of three months. Additional discounts are applied for bookings over three months.

Email Advertising

e-newsletter / digital editions

The **arc** e-newsletter is sent to our 16,000+ subscribers once a month with the digital edition being sent seven times a year upon publication of the printed versions.

The newsletter features the latest news items that appear on our website and drives traffic to arc-magazine.com.

The digital edition email delivers the latest digital issue directly to our online subscribers and includes a synopsis of the contents of the issue.

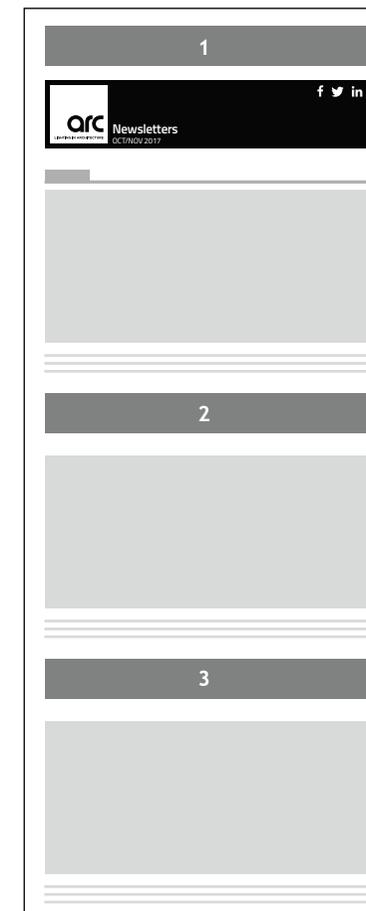
A maximum of three banners are allowed per newsletter / digital edition email.

- 1. Banner 1** (600 x 100 pixels) **£2000**
- 2. Banner 2** (600 x 100 pixels) **£1500**
- 3. Banner 3** (600 x 100 pixels) **£1000**

Direct mail eshots

arc provides a direct email service for clients. You provide the html and we will send it directly to the email inboxes of our 16,000+ addresses including all lighting design practices in the world (this includes individuals who do not receive the printed edition of **arc**).

The cost for this service is **£3000**.



International Lighting Design Survey



The International Lighting Design Survey (ILDS) is the ultimate worldwide listings edition for the architectural lighting industry. As well as being distributed to our subscription base, the ILDS is published every January and is available at every major lighting trade show where **arc** is participating in 2018.

The ILDS features a comprehensive directory of architectural lighting designers, manufacturers and distributors as well as information about international

trade shows, lighting associations and lighting education courses. Available as a printed publication and in digital format, this is the directory that the industry adores and is a valuable tool for those involved in lighting specification.

In addition to the directory we publish data in our survey of lighting designers to measure the state of the lighting design profession. We shall be repeating the survey every year, continually adding data to give a better picture of the industry. This will ensure that the ILDS will become a valuable barometer as to the health of the lighting design profession and the architectural lighting industry.

We will be continually collecting data so if you are interested in being involved please contact any of the **arc** team. All data is treated confidentially and quotes are only included in the report with permission from the respondents.

Stand out from the crowd! Manufacturers and lighting designers can increase their visibility in the ILDS by booking an 'Enhanced Entry'. This includes a logo, a 50-word company description and contact details in bold.

An 'Enhanced Entry' in the ILDS costs £300 or is free for advertisers in the issue.

Testimonials



"Whenever I visit the architects that we are working with, I invariably see **arc** on their desks and in their receptions. That's a true sign that **arc** is well respected by the architectural community and is being delivered to the top architects in the world."

Keith Bradshaw, Director
Speirs + Major, UK



"I can meet many valuable friends and masters through **arc**. For me it is the forum for professional lighting experts worldwide. Its articles about lighting design will enable our profession to be much bigger and stronger."

Kaoru Mende, Principal
Lighting Planners Associates, Japan



"We like the quality of the featured projects. **arc** is bright and truly international, issue by issue."

Gerd Pfarré, Principal
pfarré lighting design, Germany



"Around the office **arc** is a must read by not only Lighting Designers, but other disciplines as well. We love the wide angle view of great projects and technology, with the right mix of material about the personalities in and around the industry."

Brian Stacy, Lighting Principal
Americas Region - Arup, USA

[d]arc room

[d]arc room, London Design Festival's creative lighting specification exhibition organised by **arc**, **darc** and Light Collective, attracted over 2,000 attendees for its second event in the heart of London in 2018.

This year, **[d]arc room** will have its own space at London Design Fair in The Old Truman Brewery on 19-22 September and will benefit from its extensive marketing campaign and its 30,000 visitors as well as our own targeted marketing to the lighting design community.

Your product is exhibited in pods in a pared down way that allows visitors to understand how each specific tool for lighting design works. This focused approach helps to broaden the appeal of architectural lighting to a wider audience and ensure the content of the exhibition is accessible to all. Each manufacturer has an opportunity to customise their pod while adhering to cohesive display guidelines which will ensure that the entire event visually achieves a high-end gallery feel.

Exhibitors in 2018 included acdc, Aion LED, Alto, Applelec, Art et Floritude, AxaLight, Casambi, Citizen, Coelux, Delta Light, Eaton, EcoSense, ELR, Elumeros, Erco, ES-System, Exenia, Feelux, Forge, formalighting, Hadler, Insta UK, ledbcn, LED Linear, LED Ltd, LensVector, Ligeo, Lightly Tech, Ligman, Linea Light Group, LightGraphix, Lite, Lumid, Madrix, Nicolaudie, ProLED, Pulsar, Radiant, SAAS, SGM, Targetti, tossB, Traxon, Tryka, Whitegoods and Zico Lighting.



[d]arc awards

arc's very own awards is the Oscars of the lighting design profession. The latest **[d]arc awards** took place in 2018 and was an unprecedented success culminating in **[d]arc night**, the awards ceremony attracting 600 guests in London.

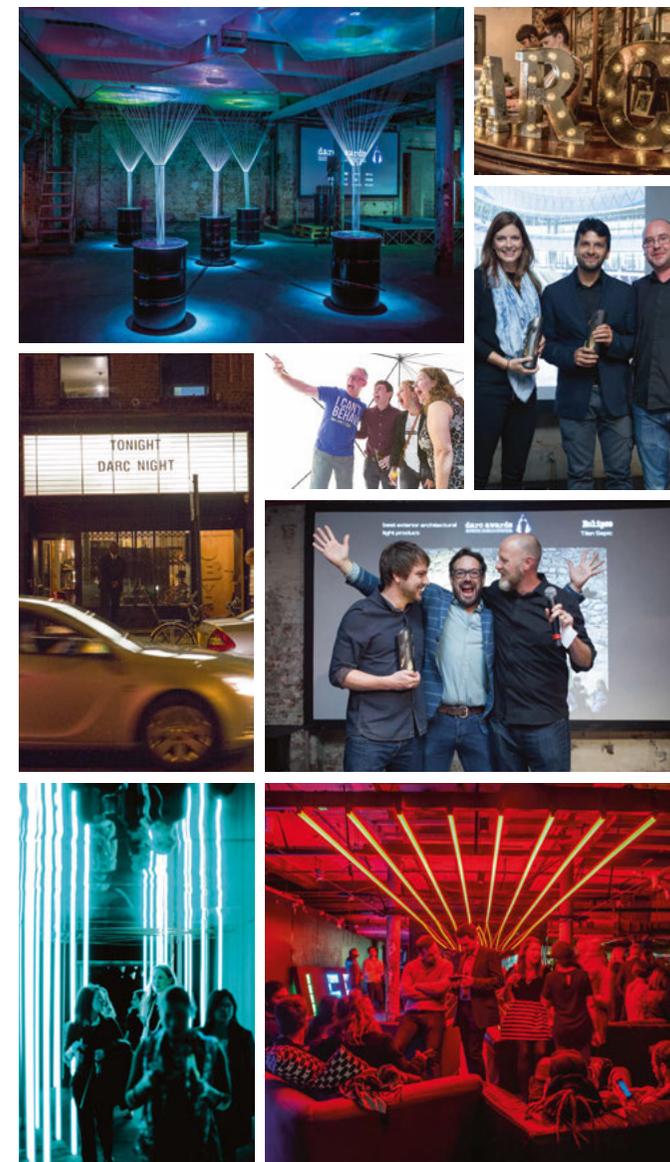
The **[d]arc awards** is a unique concept utilising **arc** and **darc** magazines' reputation as being the most widely read and respected lighting design publications in the world..

With our database of over 1,500 international lighting design practices (as well as interior designers and architects) and in collaboration with creative consultants Light Collective, we have created a unique opportunity to get every practice involved in the awards process.

Each of the 1,500+ lighting design practices and their designers are invited to vote on their favourite projects and products via our specially developed **[d]arc awards** website.

All the projects and the companies who have submitted them will be present on the website so that, over time, **www.darcawards.com** becomes a comprehensive lighting design resource that can be used by designers and clients alike for inspiration.

Please contact *Paul James* (p.james@mondiale.co.uk) for sponsorship and exhibitor opportunities.



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