Welcome

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

First launched in 1999, formerly under the name mondo*arc, 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 has become a major defining component in the built environment’s design and is 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 a high quality 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.
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. arc isn’t a low quality B2B publication 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 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 and Google Play). 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 14,000+ readers. Each newsletter carries announcements of the latest industry news, product launches and events.

Social Media
arc has a social media presence on Twitter, Instagram and Facebook. Our editorial staff regularly post news stories, events they attend and design inspiration from and for the industry. The content is of high-quality and reflects the standards held by the magazine. It is regularly maintained and an important add-on to the magazine.

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

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

arc’s circulation has been meticulously researched to ensure advertisers are reaching the real decision makers in the specification process.

arc is sent to the real decision makers in the architectural lighting specification market.

arc's 12,000 international circulation comprises a mixture of paid-for subscriptions and controlled circulation copies mailed to our constantly maintained database of named individuals who have requested the magazine, many of whom we have personally met at design events around the world.

arc’s digital edition is sent directly to the email inboxes of over 16,000 industry professionals who have requested the magazine.

Readership

• Architects
• Distributors
• Interior Designers
• Lighting Designers
• Manufacturers
• Product Designers
• Specifiers

Breakdown by Global Region

• Europe 28%
• UK 25%
• Americas 24%
• Asia / Australasia 14%
• Middle East 8%
• Rest of World 1%

Breakdown by Job Function

• Architects / Designers 39%
• Lighting Designers 32%
• Manufacturers / Distributors 20%
• Engineers 5%
• End Users 4%

International Circulation: 12,000
**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 gluing 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

**Print Technical Data**

**Mechanical Data**

All Dimensions: Height before width

**Gatefold**

- **folded page (outer & inner)**
  - Type: 310 mm x 196 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

**Double Page Spread**

- **Type:** 310 mm x 210 mm
  - Bleed: 339 mm x 242 mm
  - Trim: 333 mm x 236 mm

- **Type:** 310 mm x 446 mm
  - Bleed: 339 mm x 478 mm
  - Trim: 333 mm x 472 mm

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**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

2. News Banner 1 (728 x 90 pixels)
   Rotation of 3 from £1000
   Sole use from £2000

3. News Banner 2 (728 x 90 pixels)
   Rotation of 3 from £800
   Sole use from £1600

4. Super Banner (800 x 600 pixels)
   Rotation of 3 from £1500
   Sole use from £3000

5. Banner 1 (300 x 250 pixels)
   Rotation of 3 from £1400
   Sole Use from £2800

6. Banner 2 (300 x 250 pixels)
   Rotation of 3 from £800
   Sole Use from £1600

7. Mini-Banner (300 x 100 pixels)
   Rotation of 3 from £500

Skin (please ask for details)

Online Advertising

* 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 14,000+ 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 industry news, events and product launches.

The digital edition email delivers the latest digital issue directly to our online subscribers.

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 14,000+ addresses including all lighting design practices in the world.

The cost for this service is £3000.
Events

[d]arc awards - celebrating the best in lighting design

Since its inception in 2015, the [d]arc awards have grown from strength to strength.

The [d]arc awards are the only international awards that celebrate and focus on lighting design, covering all areas of hospitality, commercial projects and private residential projects, as well as the latest product designs. And to make sure the right people win, we use a peer-to-peer voting system so you can be sure that the arc team’s ‘favourites’ are not guaranteed winners!

With 90% of the awards party guest list made up of designers, the best way for a supplier to get involved in the awards is to become a sponsor.

For more information, head to: www.darcawards.com

[d]arc room - the leading lighting event for London

[d]arc room is London's Design Festival's only creative lighting specification exhibition organised by arc and darc magazines and Light Collective. Thanks to our respected position in the industry, we are able to organise events with guaranteed visitor results.

[d]arc room is a curated, creative exhibition for specifiers and designers that brings together exhibitors, workshops and talks, all centred around lighting design.

As an exhibitor your product is showcased in pared down pods allowing visitors to better experience your products.

This focused approach helps to ensure the content of the exhibition is accessible to all. Each manufacturer also has the opportunity to customise their pod, while adhering to cohesive display guidelines - ensuring the event achieves a high-end gallery feel.

For more information on the event head to: www.darcroom.com
The International Lighting Design Survey (ILDS) is our annual worldwide listings edition for the architectural lighting industry. As well as being distributed to our subscription base, the ILDS is available at every major lighting trade show where arc is participating in 2020.

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 are 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

“arc is a way to stay in open connection with the lighting design community, I feel a member of this family and appreciate the warm perspective put in every article. I love the printed edition!”
Victor Polanco, IALD Director
Ideas en Luz, Mexico

“To me it is a happy moment when I receive this BIG and BOLD magazine, filled with inspirations and high quality lighting information.”
Mônica Luz Lobo, IALD Creative Director
LD Studio, Brazil

“Every lighting designer should read arc. In fact, anyone associated with light should read it. It is visually stimulating with in-depth articles on design approach and technology. My team are always proud when they see their work published.”
Michael Grubb, IALD Creative Director
Michael Grubb Studio, UK

“arc has been a massive supporter and inspiration for me and my work since I happily discovered it years ago. Through the magazine, events and [d]arc awards, I have met so many wonderful, like-minded creatives and had many fruitful conversations about light and life.”
Liz West
Liz West Studio, UK
Contact

The Magazine

Managing Editor
Helen Ankers
h.ankers@mondiale.co.uk
+44 161 476 8372

Editor
Matt Waring
m.waring@mondiale.co.uk
+44 161 476 9113

Assistant Editor
Sarah Cullen
s.cullen@mondiale.co.uk
+44 161 476 9401

Head of Business Development
Jason Pennington
j.pennington@mondiale.co.uk
+44 161 476 8344

Media Sales Manager
Andrew Bousfield
a.bousfield@mondiale.co.uk
+44 7960336995

Media Sales Executive
Isaac Lorenzo
i.lorenzo@mondiale.co.uk
+44 161 476 9406

Production

Design Manager
David Bell
d.bell@mondiale.co.uk

Artwork Design
Mel Capper
m.capper@mondiale.co.uk

Events

Subscriptions / Marketing Manager
Moses Naeem
m.naeem@mondiale.co.uk
+44 161 476 8358

Finance

Finance Director
Amanda Giles
a.giles@mondiale.co.uk

Credit Control
Lynette Levi
l.levi@mondiale.co.uk

Corporate

Chairman
Damian Walsh
d.walsh@mondiale.co.uk

Managing Director, [d]arc media
Paul James
p.james@mondiale.co.uk
+44 161 476 8351

Social

Instagram
@arc_magazine

Twitter
@arc_mag

Facebook
@arclightingmagazine