

MEDIA INFORMATION 2021

www.arc-magazine.com



LIGHTING IN ARCHITECTURE



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.



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. **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 1,600 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.

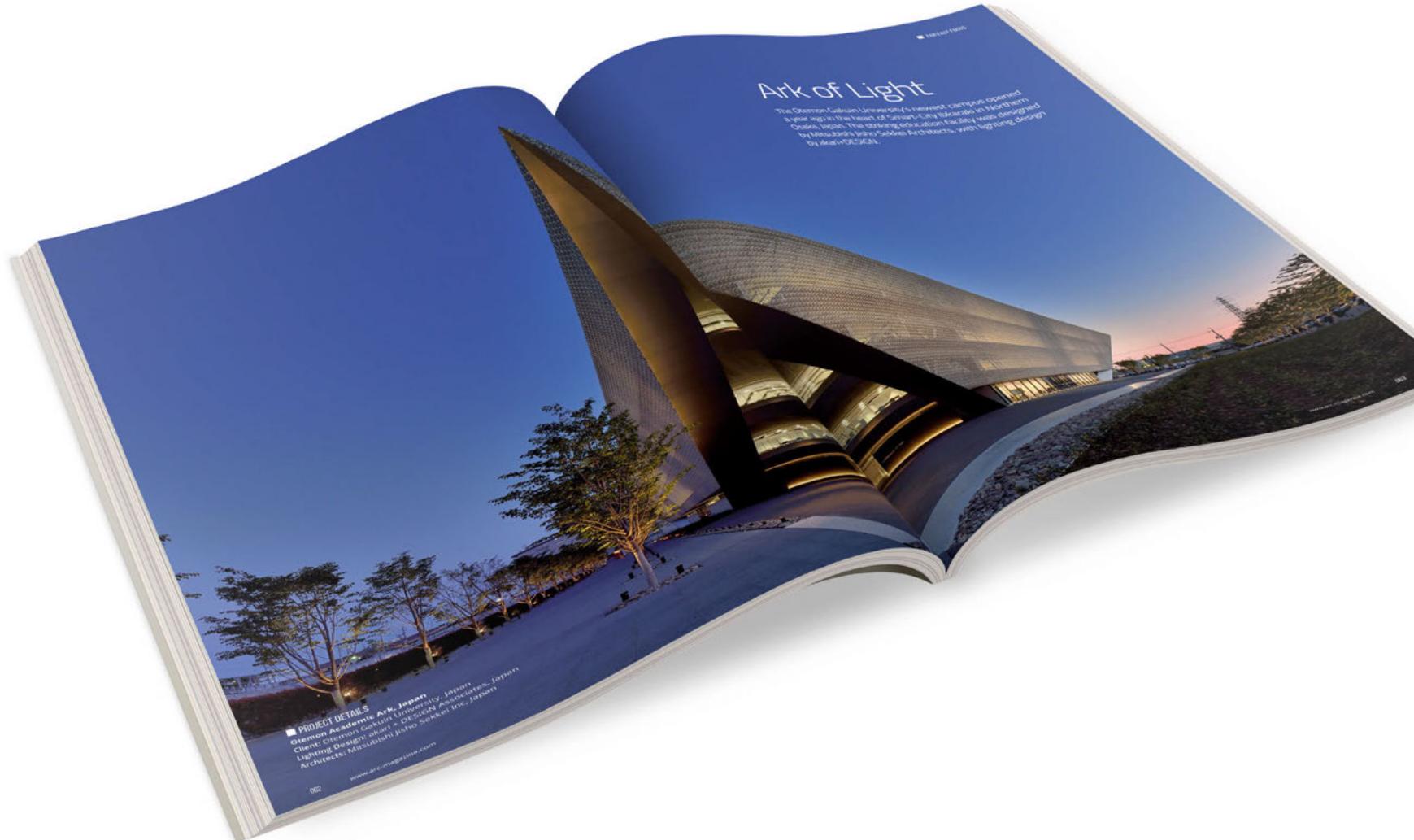
e-newsletter

arc's website is supported by a monthly email newsletter distributed to a database of 16,000 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.

International Lighting Design Survey

Editorial deadline: 11 December 2020
Advertising deadline: 15 January 2021
Bonus Show Distribution: All major trade shows in 2021

Issue 120 (FEB/MAR)

Editorial deadline: 29 January 2021
Advertising deadline: 5 February 2021
Special Focus: Urban Lighting / Nordic Regional Focus

Issue 121 (APR/MAY)

Editorial deadline: 1 April 2021
Advertising deadline: 8 April 2021
Special Focus: Hospitality Lighting / Far East Regional Focus
Bonus Show Distribution: ISE, Spain; GILE, China

Issue 122 (JUN/JUL)

Editorial deadline: 28 May 2021
Advertising deadline: 4 June 2021
Special Focus: Retail Lighting / Central Europe Regional Focus
Bonus Show Distribution: BIEL, Argentina; Interlight, Russia

Issue 123 (AUG/SEP)

Editorial deadline: 30 July 2021
Advertising deadline: 6 August 2021
Special Focus: Transport Lighting / Middle East Regional Focus
Bonus Show Distribution: Euroluce, Italy; [d]arc room, UK; Trends in Lighting, Austria; Light Middle East, UAE; LEDucation, USA

Issue 124 (OCT/NOV)

Editorial deadline: 1 October 2021
Advertising deadline: 8 October 2021
Special Focus: Workspace Lighting / North America Regional Focus
Bonus Show Distribution: Lightfair International, USA; Hong Kong International Light Fair, China; Interieur, Belgium

Issue 125 (DEC/JAN)

Editorial deadline: 3 December 2021
Advertising deadline: 10 December 2021
Special Focus: Education Lighting / Australasia Focus
Bonus Show Distribution: architect@work, UK; Surface Design Show, UK

* All information subject to change

Total Eclipse

In this issue, David Morgan shifts his attention to Eclipse, Ercō's newest LED spotlight range, inspired by the Mario Bellini modular range of the 1980s.



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 print 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
- Clients
- Distributors
- Interior Designers
- Lighting Designers
- Manufacturers
- Product Designers
- Specifiers

Breakdown by Job Function

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

International Print / Digital Circulation:

16,000

Breakdown by Global Region

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

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.

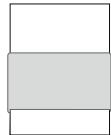
Cost: £6000

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

Cost: £2000

Bellyband

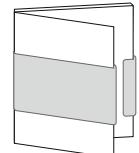
Wrap Around: A bellyband is a furnished paper outsert that is wrapped around the magazine. Readers will see your message first as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. **Cost: £8000**



To a Found Page + Double Page Spread Ad:

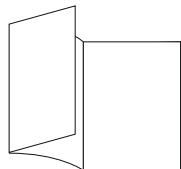
In addition, a bellyband can be designed to open the magazine at your double page spread advertisement by glueing the ends of the bellyband onto your ad.

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**



Print Technical Data

Mechanical Data

All Dimensions: Height before width

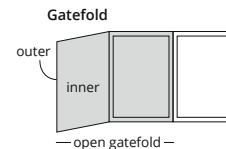
Gatefold

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

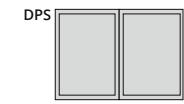
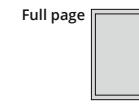


Full Page

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



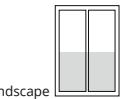
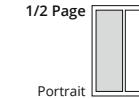
All following ad sizes are placed on the page with a white border

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)

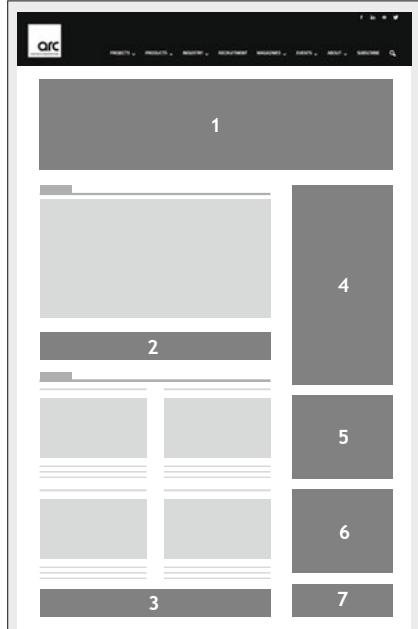
Rotation of 3 from £800

Sole use from £1600

7. Mini-Banner (300 x 100 pixels)

Rotation of 3 from £500

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.

arc TV...

is your opportunity to share product presentations, designer interviews, project focuses, webinars and more with arc's readers and the global design community. We will be promoting this new platform heavily in print, through our monthly newsletters and social media accounts, ensuring your brand's message reaches designers working with and specifying Architectural lighting. Videos should be supplied in either Youtube or Vimeo links.

The cost for this service is £500.

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

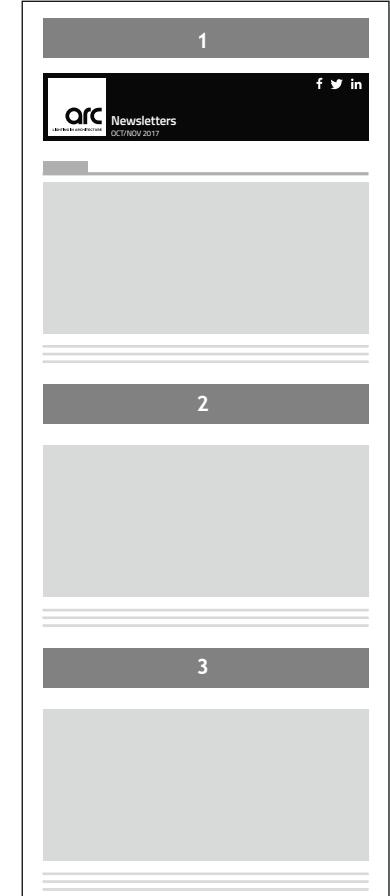
2. Banner 2 (600 x 100 pixels) £1500

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 16,000+ addresses including all lighting design practices in the world.

The cost for this service is £3000.



Events



Pics: Sarah Cullen & Gavriil Papadiotis

[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 art installations, events and 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 - especially as the event is also streamed to a global audience.

www.darcawards.com

[d]arc room

... the leading lighting event for London

[d]arc room is London's only creative lighting specification exhibition. 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.

The **[d]arc room livestream** conference is streamed to a global audience of specifiers with all exhibitors having an online presence as well as an in-person one.

As an exhibitor your product is showcased in a gallery setting allowing visitors to better experience your products. This focused approach helps to ensure the content of the exhibition is accessible to all.

www.darcroom.com

[d]arc sessions

... connecting suppliers with specifiers

[d]arc sessions is a series of events connecting the people involved in lighting specification projects around the world.

Hosted at an intimate, exclusive resort location, **[d]arc sessions** is a new way to specify products, source projects and share ideas. Hardwired for today's fast-changing world, **[d]arc sessions** creates space for our guests to meet safely on an intimate scale.

In an era when every business trip must be accounted for, the **[d]arc sessions** pledge is simple: Suppliers will only meet specifiers actively working on international projects.

www.darsessions.com

International Lighting Design Survey



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 2021.

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 Palacio, 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



"**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



"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

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