

www.darcmagazine.com
darc
DECORATIVE LIGHTING
IN ARCHITECTURE



MEDIA INFORMATION

2016





WELCOME TO DARC

darc is the only international magazine focused on decorative and design lighting in architecture for the specification and contract markets.

Do you ever walk into a bar, a restaurant, a hotel or office lobby and get blown away by the decorative lighting stealing the show as the focal point of the space? We do. All the time.

The specification of decorative and design lighting in hospitality, commercial and residential environments by interior designers, architects and, increasingly, lighting designers is a growing phenomenon worth millions of pounds on an international scale. Advances in technology and design processes has lead to a boom in the amount of product designers getting involved in decorative lighting and this has lead to a surge in the amount of products on the market and projects being completed.

An evolution of the long-running 'Decorative & Design' section in sister title, *mondo*arc*, **darc** emerged as a fully-fledged magazine in its own right in October 2012. It focuses on the best quality projects and products and hears from those at the forefront of creative design.

Apart from the beautifully presented magazine, **darc** also has an affiliated website and regular email newsletters as well as the industry-leading **darc awards**, an event that has created a stir in the lighting industry since it's inauguration in 2015.



Image courtesy of Lolli e Memmoli

PRINT

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

darc'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.

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

Published six times a year (including 3d, the decorative design directory), darc delivers insights

into inspirational interior projects where the physical form of the fixtures actively add to the aesthetic of a space.

We deliver darc to the desks of thousands of interior designers, architects and lighting designers all over the world. 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 darc and they look forward to it being delivered. By associating your brand with darc you will be tapping in to the intellectual and prestigious space that is occupied by a high quality design magazine and high quality designers.



Angewandte Chemie by Anna Wigandt

ONLINE

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

www.darcmagazine.com

darc'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

darc 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.

designline

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

social media

darc has a social media presence on Twitter, Facebook, Pinterest and Instagram. All news stories from www.darcmagazine.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.



Image courtesy of Marcus Ebener

EDITORIAL CALENDAR

darc is published six times a year and benefits from bonus distribution at major design events throughout the year.

darc #14 (Jan/Feb)

Editorial deadline: 4th December 2015
 Advertising: 11th December 2015
 Bonus Show Distribution: Maison et Objet, Paris;
 Northmodern, Copenhagen; Architect@Work, London;
 Surface Design Show, London

darc #15 (Mar/Apr)

Editorial deadline: 12th February 2016
 Advertising: 19th February 2016
 Bonus Show Distribution: Light + Building, Frankfurt;
 Retail Design Expo, London

darc #16 (May/Jun)

Editorial deadline: 15th April 2016
 Advertising: 22nd April 2016
 Bonus Show Distribution: Clerkenwell Design Week,
 London; ICFF, New York; ARDE, London; Maison et Objet,
 Miami

3d 2016 (Aug)

decorative design directory annual publication
 Editorial deadline: 15th July 2016
 Advertising: 22nd July 2016
 Bonus Show Distribution: Every show of 2015/2016

darc #17 (Sep/Oct)

Editorial deadline: 12th August 2016
 Advertising: 19th August 2016
 Bonus Show Distribution: 100% Design / designjunction
 / Tent & Superbrands / Decorex, London; Downtown
 Design, Dubai; Interieur, Kortrijk

darc #18 (Nov/Dec)

Editorial deadline: 14th October 2016
 Advertising: 21st October 2016
 Bonus Show Distribution: Sleep Hotel Design Event,
 London; BD/NY, New York

* Copy schedule dates and bonus show distribution subject to change



Image courtesy of Herve Fabre Photography

READERSHIP

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

darc is sent to the real decision makers in the decorative lighting specification and contract market.

darc'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.

darc's digital edition is sent directly to the email addresses of over 16,000 industry professionals who have requested the magazine.

readership

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

breakdown by global region

- Europe 25%
- UK 29%
- North America 18%
- Asia / Australasia 15%
- Middle East 10%
- Rest of World 3%

breakdown by job function

- Architects / Designers 46%
- Lighting Designers 31%
- Manufacturers / Distributors 19%
- 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 **darc**, 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 to your full page advertisement by glueing a removable postcard or insert to the page.

Cost: £6000

Loose Insert

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

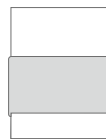
Cost: £2000

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.

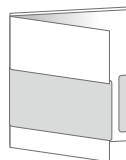
Cost: £8000



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

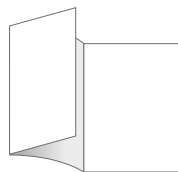


SPECIAL COVER

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.

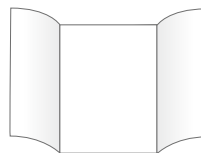
Cost: £8000



Split front cover

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

Cost: £12000



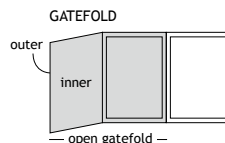
PRINT - TECHNICAL DATA

mechanical data

All Dimensions: Height before width

Gatefold

<i>folded page (outer & inner)</i>	<i>open gatefold</i>
Type: 310 mm x 198 mm	Type: 310 mm x 432 mm
Bleed: 339 mm x 230 mm	Bleed: 339 mm x 464 mm
Trim: 333 mm x 224 mm	Trim: 333 mm x 458 mm



Full Page

Type: 310 mm x 210 mm	Type: 310 mm x 446 mm
Bleed: 339 mm x 242 mm	Bleed: 339 mm x 478 mm
Trim: 333 mm x 236 mm	Trim: 333 mm x 472 mm

DPS

FULL PAGE



DPS



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

1/2 Page Portrait

Size: 310 mm x 106 mm	Size: 150 mm x 210 mm
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1/2 Page Landscape

1/2 PAGE



Portrait



Landscape

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.darcmagazine.com

There are a number of advertising options available on darcmagazine.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. LEADERBOARD (728 x 90 pixels)

Rotation of 3	Cost (£)	Sole Use	Cost (£)
1-3 months	1500	1-3 months	3000
4-6 months	1400	4-6 months	2800
7-9 months	1300	7-9 months	2600
10-12 months	1200	10-12 months	2400

2. NEWS BANNER 1 (728 x 90 pixels)

Rotation of 3		Sole Use	
1-3 months	1000	1-3 months	2000
4-6 months	900	4-6 months	1800
7-9 months	800	7-9 months	1600
10-12 months	700	10-12 months	1400

3. NEWS BANNER 2 (728 x 90 pixels)

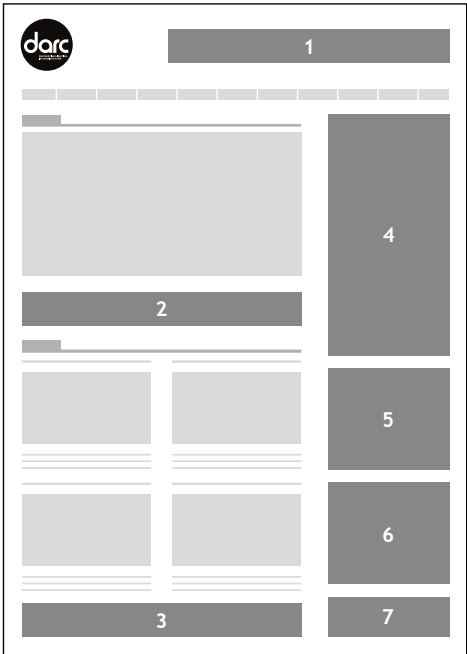
Rotation of 3		Sole Use	
1-3 months	800	1-3 months	1600
4-6 months	750	4-6 months	1500
7-9 months	700	7-9 months	1400
10-12 months	650	10-12 months	1300

4. SUPER BANNER (300 x 600 pixels)

Rotation of 3		Sole Use	
1-3 months	1500	1-3 months	3000
4-6 months	1400	4-6 months	2800
7-9 months	1300	7-9 months	2600
10-12 months	1200	10-12 months	2400

5. BANNER 1 (300 x 250 pixels)

Rotation of 3		Sole Use	
1-3 months	1400	1-3 months	2800
4-6 months	1300	4-6 months	2600
7-9 months	1200	7-9 months	2400
10-12 months	1100	10-12 months	2200



6. BANNER 2 (300 x 250 pixels)

Rotation of 3	Cost (£)	Sole Use	Cost (£)
1-3 months	800	1-3 months	1600
4-6 months	750	4-6 months	1500
7-9 months	700	7-9 months	1400
10-12 months	650	10-12 months	1300

7. MINI-BANNER (300 x 100 pixels)

Rotation of 3		Sole Use	
1-3 months	500	N/A	
4-6 months	450	N/A	
7-9 months	400	N/A	
12 months	350	N/A	

SKIN (please ask for details)

ESHOTS to our database are also available (please ask for details)

* Online prices displayed are charged per month

EMAIL - ADVERTISING

e-newsletter / digital editions

The darc 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 darcmagazine.com.

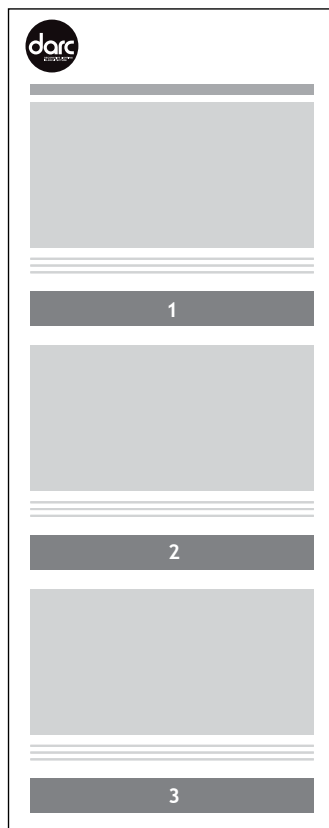
The digital edition email delivers the latest digital issue directly to our online subscribers and includes a synopsis of the contents of the issue.

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

darc 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 darc).

The cost for this service is £3000.

Sorry, we cannot geographically target eshots.



DARC AWARDS



darc's very own awards is the Oscars of the lighting design profession. The inaugural **darc awards** took place in 2015 and was an unprecedented success culminating in **darc night**, the awards ceremony in London.

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

With our database of over 1,300 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 1,300+ lighting design practices and their designers are invited to vote on their

favourite projects and products via our specially developed **darc awards** website. One lighting designer, one vote makes this the only truly peer-to-peer lighting design awards in the world. 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 online lighting design resource that can be used by designers and clients alike for inspiration.

Sponsorship opportunities are available for this exciting event. Please contact Paul James: p.james@mondiale.co.uk.

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darc awards
CELEBRATING THE BEST IN INTERNATIONAL
ARCHITECTURAL & DECORATIVE LIGHTING DESIGN

mondo^{arc}
THE INTERNATIONAL MAGAZINE FOR DESIGNERS WITH LIGHT

 Designers
With Light
Forum

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