



**Media Information 2023**

[www.arc-magazine.com](http://www.arc-magazine.com)



## 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:** 10 January 2023

**Advertising deadline:** 13 January 2023

**Bonus Show Distribution:** All major trade shows in 2023

### Issue 132 (FEB/MAR)

**Editorial deadline:** 1 February 2023

**Advertising deadline:** 3 February 2023

**Project Focus:** Retail Lighting

**Bonus Show Distribution:** Euroshop, Germany; LEDucation, USA

### Issue 133 (APR/MAY)

**Editorial deadline:** 29 March 2023

**Advertising deadline:** 31 March 2023

**Project Focus:** Hospitality Lighting

**Bonus Show Distribution:** Euroluce, Italy; Lightfair, USA; GILE, China

### Issue 134 (JUN/JUL)

**Editorial deadline:** 31 May 2023

**Advertising deadline:** 2 June 2023

**Project Focus:** Museum & Cultural Lighting

### Issue 135 (AUG/SEP)

**Editorial deadline:** 2 August 2023

**Advertising deadline:** 4 August 2023

**Project Focus:** Exterior Lighting

**Bonus Show Distribution:** ArchLight Summit, USA

### Issue 136 (OCT/NOV)

**Editorial deadline:** 4 October 2023

**Advertising deadline:** 6 October 2023

**Project Focus:** Workspace Lighting

**Bonus Show Distribution:** LiGHT23, UK; IALD Enlighten Americas, Canada

### Issue 137 (DEC/JAN)

**Editorial deadline:** 29 November 2023

**Advertising deadline:** 1 December 2023

**Project Focus:** Transport Lighting

\* All information subject to change





## 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** 16,000 international circulation comprises a mixture of paid-for and controlled print circulation copies and digital editions delivered 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.

### Readership

- Architects
- Clients
- 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 Print / Digital Circulation:**  
16,000

# Readership Advertising

## Advertising Rates

Double Page Spread **£5000**  
Full Page **£3000**  
Half Page **£2000**

## 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.

Front Cover Gatefold **£8000**  
Back Cover **£6000**  
Inside Front Cover **£4500**  
First Right Hand Page **£4000**  
Inside Back Cover **£3750**  
Placed Right Hand Page **£3500**  
Digital Magazine DPS **£2000**

If you would like prices for:

**Bellyband wrap around**  
**Bellyband to a Found Page + DPS Ad**  
**Insert Tipp on + Full Page Ad**

Please contact Business Development Manager Jason Pennington on: [j.pennington@mondiale.co.uk](mailto:j.pennington@mondiale.co.uk)



Full page



DPS

# Print Technical Data

## Mechanical Data

The overall dimension of **arc** is 333 x 236 (Trim).  
All Dimensions: Height before width

### Full Page

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

### Double Page Spread

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

The 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

## Gatefold

*folded page (outer & inner)*

Type: 310 mm x 198 mm  
Trim: 333 mm x 224 mm  
Bleed: 339 mm x 230 mm

*open gatefold*

Type: 310 mm x 432 mm  
Trim: 333 mm x 458 mm  
Bleed: 339 mm x 464 mm

## Production Data

**If you are sending completed artwork:**

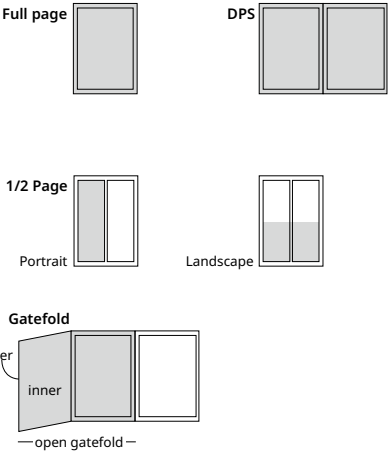
- Send via email, FTP or online transfer services.
- Artwork needs to be set at a print resolution of 300dpi, (CMYK) saved as PDF, TIFF, JPEG or EPS.
- All elements included within any supplied PDF must adhere to the following specification:- CMYK – no spot colours or RGB; no embedded colour profiles 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

There are a number of advertising options available on **arc-magazine.com**. These can be supplied as jpeg, png, gif or swf; 970 x 250 pixels and less than 150KB.

Banners hold a maximum of three adverts on rotation. The adverts will receive equal exposure on the site. Please refer to the website for a more detailed look at banner positioning.

### Banner 1 - Rotation of 3

1-3 months **£2500**  
4 - 6 months **£2300**  
7- 9 months **£2100**  
10 - 12 months **£1900**

### Banner 2 - Rotation of 3

1-3 months **£1800**  
4 - 6 months **£1700**  
7- 9 months **£1400**  
10 - 12 months **£1300**

### Banner 3 - Rotation of 3

1-3 months **£1500**  
4 - 6 months **£1400**  
7- 9 months **£1300**  
10 - 12 months **£1200**

### Banner 4 - Rotation of 3

1-3 months **£1300**  
4 - 6 months **£1200**  
7- 9 months **£1100**  
10 - 12 months **£1000**

\*Prices are charged per month; prices also available for sole use of the banner positions.

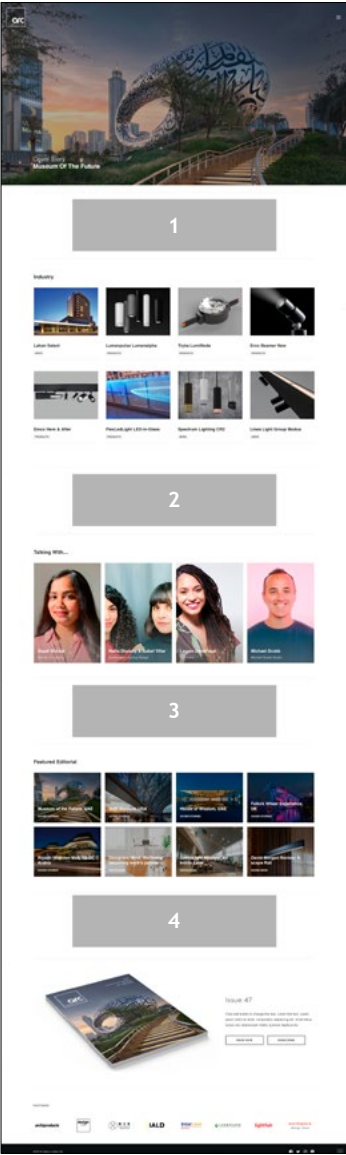
## Advertorial Opportunities

As part of arc-magazine.com's brand new look, we have introduced a number of enhanced online advertorial opportunities for clients to take advantage of.

Promote your latest **product launch, case study or webinar** and see it “pinned” to the homepage for a minimum of one month, as well as receiving further promotion on arc's monthly newsletter. To be featured, and for more information, speak with Jason Pennington on: **j.pennington@mondiale.co.uk**

### Choose From...

Case Study **£1000** | arc TV **£800** | Product Focus **£500**



# Email Advertising

## Newsletter / Digital Editions

The **arc** newsletter is sent to our subscribers once a month and is combined with our digital edition seven times a year upon publication of the printed versions.

The newsletter features the latest industry news, events and product launches.

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

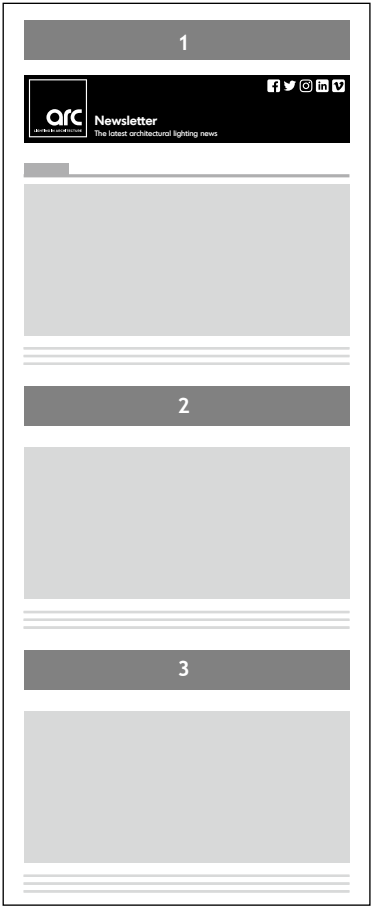
1. **Banner 1** (600 x 100 pixels) **£2250**

2. **Banner 2** (600 x 100 pixels) **£1750**

3. **Banner 3** (600 x 100 pixels) **£1250**

## 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 subscribers including all lighting design practices in the world. The cost for this service is **£3500**.







## 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 2023.

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.

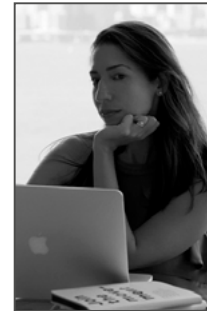
An 'Enhanced Entry' in the ILDS costs £300 or is free for advertisers in the issue.

## Testimonials



"To me, **arc** is the perfect symbiosis of inspiration and passion. Each issue is unrivalled in its uniqueness. The magazine is a bull's eye for the lighting design community. We are very proud to present our innovations and products on the back cover of **arc**."

**Jutta Lichter, Director of Marketing, LED Linear**



"The team at **arc** quite simply go above and beyond. Their international reach, participation in practically EVERY industry event, magazine features and supportive team makes them a force to be reckoned with. I love to see a copy of the latest issue in the offices of lighting designers."

**Sharon Maghnagi, Director, formalighting, Hong Kong**



"**arc** is something of a bible for the international lighting scene. It always contains a wonderful selection of beautiful lighting projects, paired with deep insights on the latest technological developments."

**Christopher Bauder, Creative Director, WHITEvoid Studio, Germany**



"**arc** is more than a magazine for professionals in lighting. It is a community of friends that share their passion in light, a community that inspires, supports and enlightens our field. I am a big fan of **arc**."

**Eleftheria Deko, Founder, Eleftheria Deko and Associates, Greece**



"**arc** is my main source of information on various aspects on lighting design: design projects, in-depth interviews with esteemed lighting designers, technological inventions, current events in lighting community, awards and many more."

**Asst. Prof. Dr. Karolina M. Zielinska-Dabkowska, Creative Director, Designs4People, Switzerland / Co-Director, GUT LightLab, Poland**



"**arc** magazine has become a benchmark publication in international lighting design. The project write-ups and interviews are always a good read and the [d]arc events have become pretty legendary now too."

**Paul Traynor, Head of Light Bureau, UK**

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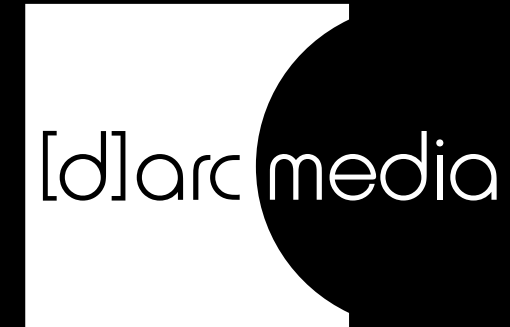
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**Twitter**  
*@arc\_mag*

**Facebook**  
*@arclightingmagazine*



# EVENTS



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Stockport, Manchester, SK1 3AZ, United Kingdom  
[www.darc-media.com](http://www.darc-media.com)

[d]arc awards

[d]arc sessions

LIGHT23



# [d]arc awards

## ... celebrating the best in lighting design

The **[d]arc awards** is a unique concept utilising **[d]arc media's** reputation as the leading media brand in lighting. In collaboration with creative consultants **Light Collective**, we have created an exciting opportunity for the lighting design community to show off their creativity while celebrating their peers' success.

The winners of the **[d]arc awards** are decided on by votes from independent lighting designers, interior designers and architects, all of which are then invited to attend the official awards party, **[d]arc night** for free (while suppliers have to pay £500 per ticket). This means the designers and specifiers are not bound by an invite from a manufacturer in order to attend. It also means there is room for all designers at the party – not just the senior designers or directors. Junior and intermediate staff, the future senior designers and principals, enjoy the night and involvement. In previous years, **[d]arc night** has attracted 600 attendees, with over 90% of those designers.

## Sponsorship

**[d]arc awards** truly is an international celebration of lighting design excellence, providing an unrivalled platform to promote your company to a rich audience of existing clients. There are opportunities for both architectural and decorative companies to get involved in the event through bar sponsorships or collaborating with high profile lighting design practices to creatively display their products at **[d]arc night**, through a series of light installations. This isn't just a logo on-screen; this is interactive, face-to-face marketing that engages with an audience.



For more information on  
sponsoring the awards contact:  
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# [d]arc sessions

## ... connecting suppliers with specifiers

A series of events connecting people involved in lighting specification projects around the world, **[d]arc sessions** is an intimate, exclusive event held twice a year in Spring and Autumn at stunning resort locations.

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. Designed with Covid and a 'new normal' in mind, the event comprises four key elements:

**Speed+Sync** meetings - suppliers will have a minimum of 15 x 20 minute meetings - pre arranged - with an exclusive, curated list of top international lighting designers, interior designers and architects.

**Symposia** speaker sessions - thought-provoking content through a series of presentations curated by **[d]arc media**, which can be joined in person at a social distance.

**Sustenance** breakouts - hardwired for today's fast-changing world and its challenges, the event creates space for guests to meet safely on an intimate scale in beautiful neutral surroundings. **[d]arc sessions** represents a safe and cost effective space to meet with an exclusive list of top specifiers from around the world.

**Social** celebrations - Meals can be enjoyed communally, in smaller groups or individually, while evening social sessions are relaxed and non-pressured for guests' wellbeing.

"Many thanks to the team behind **[d]arc sessions**. It has been an incredible experience, the perfect format to share our insights to designers and architects. In return we got updated on needs, trends, and the future on sustainability just to mention a few key points for our industry. The setting at Mykonos also helped and we are looking very much forward to the next!"

**Leif Orkelbog-Andresen**  
Manager of Business Development EMEA  
at Martin Professional

"It has been an incredible experience, the perfect format and location to share design ideas and new trends for the future. I think the format works really well and the informal context helped the networking a lot, everyone was feeling more relaxed compared to when we are in our offices."

**Laura Suico of Foster + Partners**







# LiGHT23

## ... the UK's only dedicated lighting exhibition

The UK has the second largest design industry in the world and is the largest in Europe.

London has seen design-led businesses more than double since 2010. Lighting is a vital aspect of the design industry and the design process.

Of the 217 lighting design practices in the UK, over half (116) are in the Greater London area (source ILDS 2021). This is by far the biggest concentration of lighting designers in one city in the world. And that's not to mention the thousands of interior designers and architects that are based in the UK's capital and beyond. Most of these designers not only specify in the UK but have a significant portfolio overseas, making London the capital of international specification.

Held 21-23 November 2023, **LiGHT 23** is a curated, boutique lighting exhibition for specifiers and designers. Held at the Business Design Centre in Islington, London, **LiGHT 23** will revive the lighting design and specification exhibition that has been lacking for too long.



For more information on  
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*@darc\_sessions*

Twitter

*@darcawards*



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