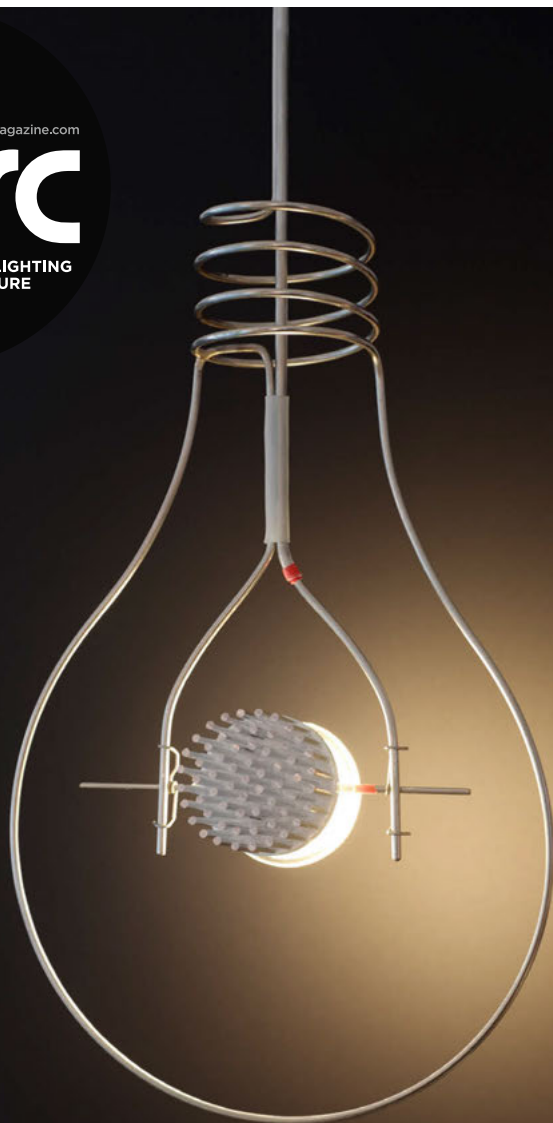


**darc**

[www.darcmagazine.com](http://www.darcmagazine.com)

DECORATIVE LIGHTING  
IN ARCHITECTURE



MEDIA INFORMATION

2017

#readinginthedarc



## WELCOME

**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 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.



Pic courtesy of James Newton

## 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.



Pic courtesy of Felipe Ribon

## ONLINE

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

*[www.darcmagazine.com](http://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 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.

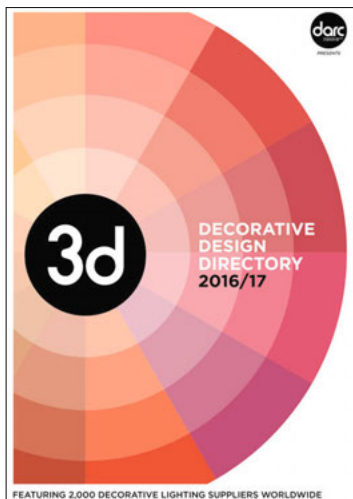
*social media*

darc has a social media presence on Instagram, Twitter and Facebook. All news stories from the website are promoted to our followers with relevant images and links. Our editorial staff also regularly post on social media about events they attend. **#readinginthedarc**

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



# 3D - DECORATIVE DESIGN DIRECTORY



## DECORATIVE DESIGN DIRECTORY

Based on the success of the International Lighting Design Survey from our sister publication mondo\*arc (architectural lighting), the **Decorative Design Directory (3D)** is the ultimate worldwide listings edition for the decorative lighting industry. Published every summer, as well as being distributed to our subscription base, 3D is available at every major design show where darc participates.

darc features a comprehensive directory of decorative lighting manufacturers, distributors and showrooms as well as information on international trade shows; interviews and insight from leading figures in the design industry; and the **darc Lighting Bible**, which features the Editor's top picks of product launches from the previous trade show season.

Available as a printed publication and in digital format, this is the decorative lighting design directory that the industry adores and is a valuable tool for those involved in lighting specification.

We will be continually collecting data so if you are interested in being involved, please contact Stephen Quilgotti on [s.quilgotti@mondiale.co.uk](mailto:s.quilgotti@mondiale.co.uk). All data is treated confidentially.

### Stand out from the crowd!

Manufacturers and distributors can increase their visibility in 3D by booking an **Enhanced Entry**. This includes a logo, a 50-word company description and contact details in bold.

An 'Enhanced Entry' (such as the SLAMP entry shown left) costs £300 or is free for advertisers in the issue.



# DESIGN SHOW DISTRIBUTION



MAISON ET OBJET • PARIS, FRANCE

LONDON DESIGN FESTIVAL • LONDON, UK

DECOREX • LONDON, UK

100% DESIGN • LONDON, UK

LUXURYMADE • LONDON, UK

DESIGNJUNCTION • LONDON, UK

TENT / SUPER BRANDS • LONDON, UK

RESTAURANT DESIGN SHOW • LONDON, UK

ICFF MIAMI • MIAMI, USA

INTERIEUR • KORTRIJK, BELGIUM

DOWNTOWN DESIGN • DUBAI, UAE

HONG KONG LIGHTING FAIR

• HONG KONG, CHINA

LIGHT MIDDLE EAST • DUBAI, UAE

BD|NY • NEW YORK, USA

SLEEP • LONDON, UK

DESIGN MIAMI • MIAMI, USA

IMM COLOGNE • COLOGNE, GERMANY

ARCHITECT@WORK • LONDON, UK

SURFACE DESIGN SHOW • LONDON, UK

STOCKHOLM FURNITURE FAIR

• STOCKHOLM, SWEDEN

MAISON ET OBJET • SINGAPORE

DESIGN SHANGHAI • SHANGHAI, CHINA

EUROLUCE / MILAN DESIGN WEEK

• MILAN, ITALY

NORTHMODERN

• COPENHAGEN, DENMARK

DESIGNJUNCTION • NEW YORK, USA

RETAIL DESIGN EXPO • LONDON, UK

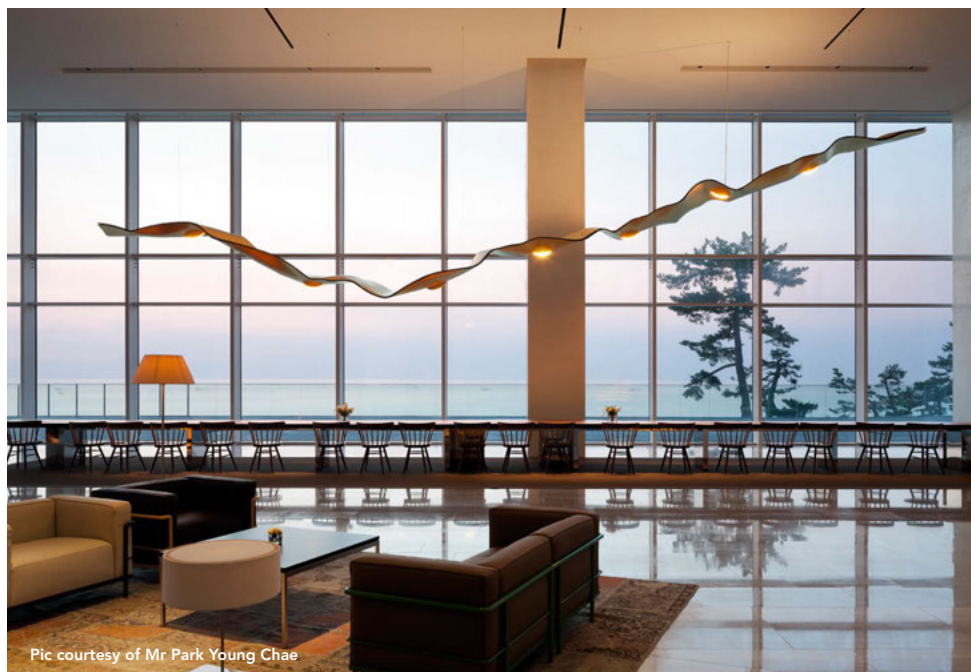
ICFF • NEW YORK, USA

INDEX • DUBAI, UAE

CLERKENWELL DESIGN WEEK

• LONDON, UK

DESIGN BASEL • BASEL, SWITZERLAND



## EDITORIAL CALENDAR

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

### *darc #19 (Jan/Feb)*

**Feature:** darc Designers  
**Editorial deadline:** 5th December 2016  
**Advertising:** 12th December 2016  
**Bonus Show Distribution:** Maison et Objet, Paris; IMM Cologne; Architect@Work, London; Surface Design Show, London; Stockholm Furniture Fair, Stockholm

### *darc #20 (Mar/Apr)*

**Feature:** Outdoor Lighting  
**Editorial deadline:** 13th February 2017  
**Advertising:** 20th February 2017  
**Bonus Show Distribution:** Euroluce, Milan; Retail Design Expo, London

### *darc #21 (May/Jun)*

**Feature:** High-End Hotel Lighting  
**Editorial deadline:** 18th April 2017  
**Advertising:** 24th April 2017  
**Bonus Show Distribution:** Clerkenwell Design Week, London; ICFF, New York; northmodern, Copenhagen; INDEX, Dubai; designjunction, New York

### *3d 2017/18 (Aug)*

**Decorative Design Directory - annual publication**  
**Editorial deadline:** 17th July 2017  
**Advertising:** 24th July 2017  
**Bonus Show Distribution:** Design shows across 2017/2018

### *darc #22 (Sep/Oct)*

**Feature:** Designer Lamps  
**Editorial deadline:** 14th August 2017  
**Advertising:** 21st August 2017  
**Bonus Show Distribution:** 100% Design / designjunction / Tent & Superbrands / Decorex, London; Downtown Design, Dubai; ICFF Miami; Hong Kong International Light Fair; Hong Kong; Light Middle East; Dubai

### *darc #23 (Nov/Dec)*

**Feature:** Hostel Design  
**Editorial deadline:** 16th October 2017  
**Advertising:** 23rd October 2017  
**Bonus Show Distribution:** Sleep Hotel Design Event, London; BD/NY, New York

*\* Copy schedule dates and bonus show distribution subject to change*



## 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 27%
- UK 26%
- North America 19%
- 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.

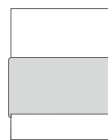
**Cost: £2000**

### 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.

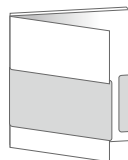
**Cost: £8000**



#### 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**

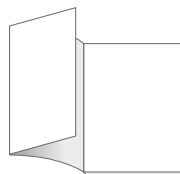


### SPECIAL COVER

#### 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.

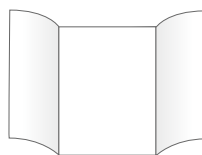
**Cost: £8000**



#### Split front cover

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

**Cost: £12000**



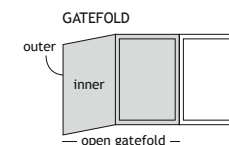
# PRINT - TECHNICAL DATA

## mechanical data

All Dimensions: Height before width

### Gatefold

folded page (outer & inner)	open gatefold
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
Bleed: 339 mm x 242 mm
Trim: 333 mm x 236 mm

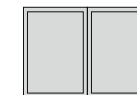
### DPS

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

### 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

### 1/2 Page Landscape

Size: 150 mm x 210 mm

### 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](http://www.darcmagazine.com)

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
4-6 months	900
7-9 months	800
10-12 months	700

### 3. NEWS BANNER 2 (728 x 90 pixels)

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

### 4. SUPER BANNER (300 x 600 pixels)

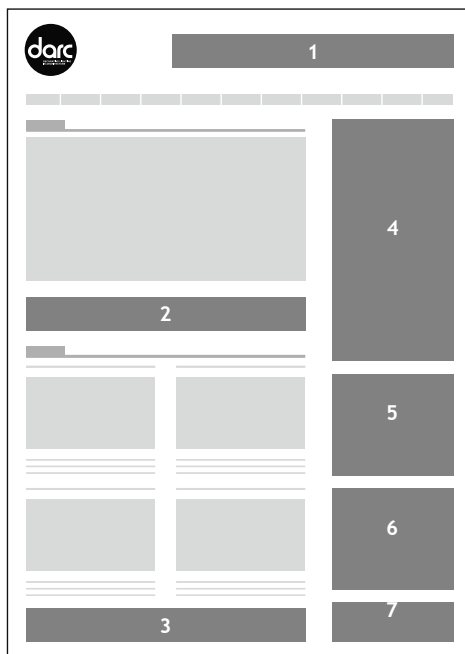
Rotation of 3	Sole Use
1-3 months	1500
4-6 months	1400
7-9 months	1300
10-12 months	1200

### 5. BANNER 1 (300 x 250 pixels)

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

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.

\* Online prices displayed are charged per month



### 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
4-6 months	450
7-9 months	400
12 months	350

SKIN (please ask for details)

## 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.

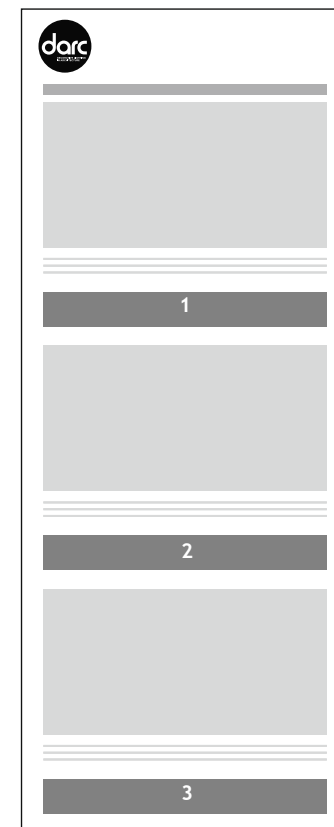
The digital edition email delivers the latest digital issue directly to our online subscribers and includes a synopsis of the contents of the issue.

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 send it directly to the email inboxes of our 16,000+ addresses including all lighting design practices, interior designers and architects in the world (this includes individuals who don't receive the printed edition of darc).

The cost for this service is £3000

\* Geographically target eshots not available.



## DARC AWARDS / DECORATIVE



**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.

Following the success of the **darc awards / architectural** inaugurated in 2015, the **darc awards / decorative** 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 12,000 international lighting design practices, interior designers, architects and suppliers, and in collaboration with creative consultants Light Collective, we have created a unique opportunity to get every practice involved in the awards process.

Lighting designers, interior designers and architects will be invited to vote on their favourite projects

and products via our specially developed **darc awards / decorative** website. One 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](http://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 Stephen Quiligotti: [s.quiligotti@mondiale.co.uk](mailto:s.quiligotti@mondiale.co.uk).

## TESTIMONIALS



Sir Kenneth Grange

"It could be considered an obsession of the older generation, but I am more respectful of the printed word / picture than I am on screen. So this magazine, which I can leave open and which is intelligent in its subjects, is vitally important to a working designer. In a profession which has grown vastly, the loss of respected regular reporting is equally vast. AND so, **darc** becomes a naturally grown history of our lighting..."



Michael Anastassiades

"**darc** magazine always provides editorial that truly captures the essence of a designer's creative process. Working with **darc** meant the intricacies and nuances of our products and philosophy was innately understood and beautifully articulated."



Erika Martino, Slamp

"Not only does **darc** magazine specialise in decorative lighting design, but the team behind it have shown continued support and cooperation, while remaining innovative in the sector. This is the reason **darc** is one of Slamp's magazines of choice."






Brett Anderson, Focus Lighting

"Not only does each issue of **darc** come jam-packed with visually engaging content, but also with an informative, progressive and global perspective of the lighting design industry that has become an indispensable resource for our designers. The editorial team's attention to detail and dedication to quality design is remarkable."



# MEET THE TEAM

#readinginthedarc   

## THE MAGAZINE

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Chairman : Damian Walsh  
[d.walsh@mondiale.co.uk](mailto:d.walsh@mondiale.co.uk)



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

**mondo**<sup>arc</sup>  
THE INTERNATIONAL MAGAZINE FOR DESIGNERS WITH LIGHT

 Designers  
With Light  
Forum

part of: mondo\*arc magazine Ltd, Waterloo Place, Watson Square, Stockport, SK1 3AZ, UK  
[www.darcmagazine.com](http://www.darcmagazine.com) / +44 (0)161 476 8350