





Cover image: VISO installation at Four Seasons Hotel, Kuwait | Image: Yousef Menem

## Welcome

#readinginthedarc   

darc is the only international magazine focused on decorative lighting in architecture and interior design.

The specification of decorative and design lighting in hospitality, leisure, 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 have led to a boom in the amount of product designers getting involved in decorative lighting, which has led to a surge in the amount of products on the market and projects being completed.

darc emerged in October 2012 and has continued to grow at a fast pace ever since. 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 has a strong online presence through a dedicated website, regular newsletters and social media. Alongside this, the team organises the annual **darc awards** - celebrating the best in lighting and **darc room** - a dedicated lighting specification event, held during London Design Festival.

## The Team

### THE MAGAZINE

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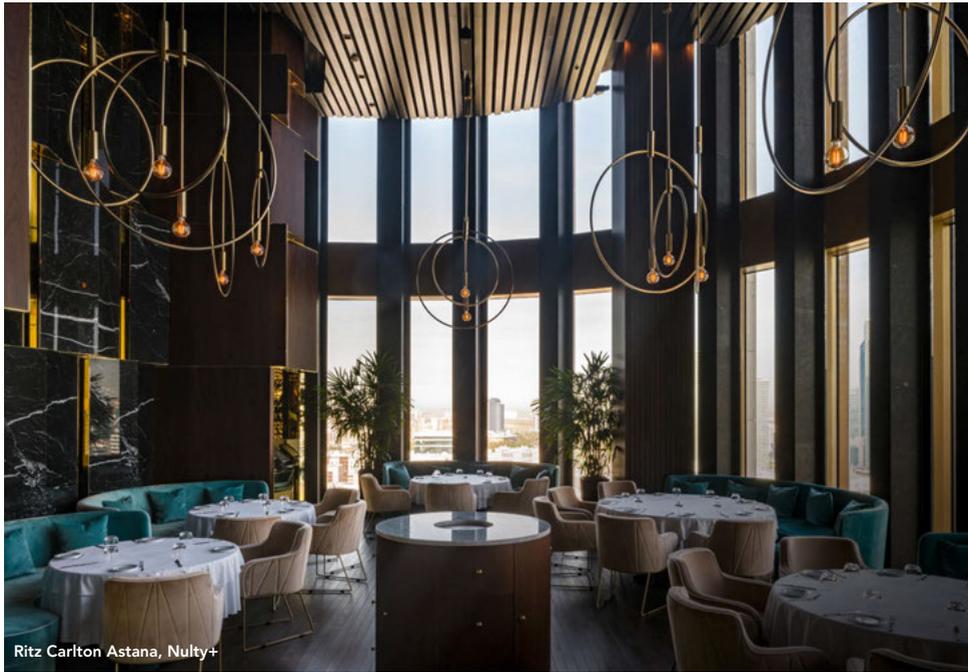
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Ritz Carlton Astana, Nulyt+

## *print*

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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, lighting designers and product 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 into the intellectual and prestigious space that is occupied by a high quality design magazine and high quality designers.



Mondrian Hotel, Doha, Marcel Wanders

## *online*

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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 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 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.

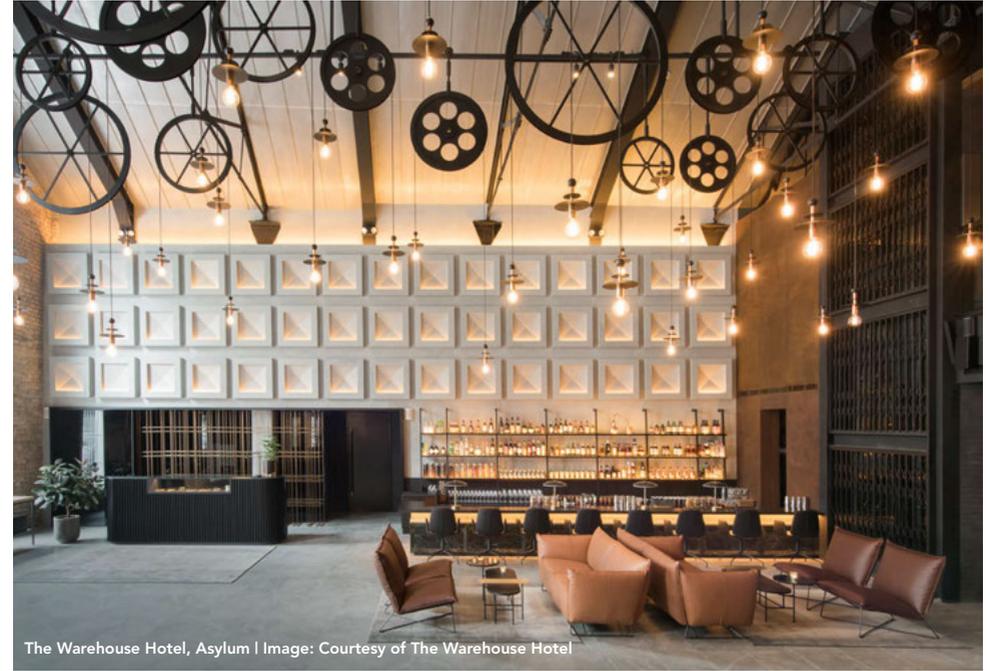
### *social media*

Making use of #readinginthedarc we have a strong social media presence on instagram, twitter and facebook. All news stories from the website are promoted to our followers with relevant images and links and our editorial staff regularly post about events they attend.

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



Edinburgh Principal Charlotte Square, Goddard Littlefair | Image: Gareth Gardner



The Warehouse Hotel, Asylum | Image: Courtesy of The Warehouse Hotel

## editorial calendar

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

### darc #29 (Jan/Feb)

**Feature:** Dining with Light  
**Editorial deadline:** 12th December 2018  
**Advertising:** 14th December 2018  
**Bonus Show Distribution:** Maison et Objet Paris | IMM Cologne | Architect@Work London | IFFS Singapore  
 Surface Design Show London | Stockholm Furniture Fair | Design Shanghai

### darc #30 (Mar/Apr)

**Feature:** Bespoke Lighting  
**Feature:** Hotel Lighting  
**Editorial deadline:** 25th February 2019  
**Advertising:** 1st March 2019  
**Bonus Show Distribution:** EuroLuce Milan | INDEX Dubai  
 Retail Design Expo London

### darc #31 (May/June)

**Feature:** Outdoor Lighting  
**Editorial deadline:** 25th April 2019  
**Advertising:** 29th April 2019  
**Bonus Show Distribution:** ICFF New York  
 Clerkenwell Design Week London | Wanted Design

### darc 2019/20 (Jul/Aug)

**Decorative Design Directory** - annual publication  
**Feature:** darc designers  
**Editorial deadline:** 30th June 2019  
**Advertising:** 3rd July 2019  
**Bonus Show Distribution:** Design shows across 2019/2020

### darc #32 (Sep/Oct)

**Feature:** Decorative Lamps  
**Editorial deadline:** 29th August 2019  
**Advertising:** 2nd September 2019  
**Bonus Show Distribution:** darc room | 100% Design  
 designjunction | London Design Fair | Decorex  
 Retail Design Expo London | Light Middle East Dubai  
 Hong Kong International Light Fair

### darc #33 (Nov/Dec)

**Feature:** Task Lighting  
**Editorial deadline:** 21st October 2019  
**Advertising:** 25th October 2019  
**Bonus Show Distribution:** Downtown Design Dubai  
 Sleep + Eat Event London | BDNY New York | ICFF Florida

\* features, 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 / Interior Designers 46%
- Lighting Designers 31%
- Manufacturers / Distributors 19%
- End Users 4%

Controlled International Circulation: 12,000



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.

3d features a comprehensive directory of decorative lighting manufacturers, distributors and showrooms as well as information on international tradeshows; 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 tradeshow season.

Available as a printed publication and in digital format, 3d is a valuable tool for those involved in lighting specification.

We will be continually collecting data so if you are interested in being involved, or need to update your listing please contact Stephen Quiligotti on: [s.quiligotti@mondiale.co.uk](mailto:s.quiligotti@mondiale.co.uk)

All data is treated confidentially.

**Stand out from the crowd!  
Enhance Your Listing!**

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 Gabriel Scott entry shown left) costs £300 or is free for advertisers in the issue.



# magazine advertising

## advertising rates

Print Double Page	£4500
Print Full Page	£2600
Print Half Page	£1800
Digital False Cover	£1500
Digital Full Page	£1000

\*discounts are available for series bookings

## 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: £3000

#### Loose Insert

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

Cost: £2000

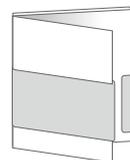
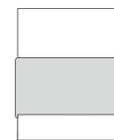
### BELLYBAND

#### 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.

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: £5000

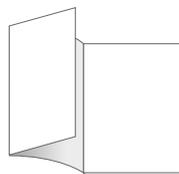


### SPECIAL COVER

#### 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.

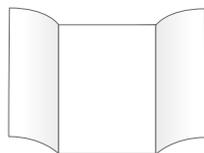
Cost: £6000



#### Split front cover

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

Cost: £8000



# print technical data

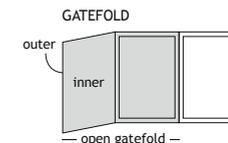
## mechanical data

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



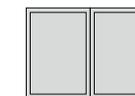
### Full Page

Type: 310 mm x 210 mm	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

### 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.

darc magazine.com

1. £650 (728 x 90 pixels)

2. £850 VIDEO  
(content should change every 3 months)

3. £300 (728 x 90px)

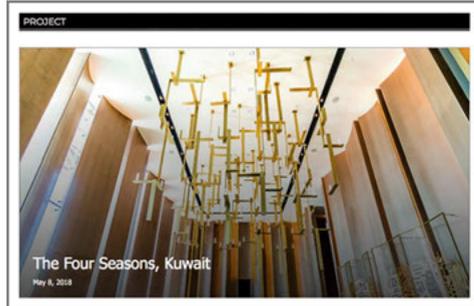
4. £300 (728 x 90px)

5. £600 (300 x 600px)

6. £400 (300 x 250px)

7. £400 (300 x 250px)

online featured project



Have you been specified in a project you're proud of? Want to shout about your latest work? Get your projects published on the homepage of darc magazine.com. Contact the Editor, Helen Ankers for further info: [h.ankers@mondiale.co.uk](mailto:h.ankers@mondiale.co.uk)

Cost for this service is £300 per month. Content limited to a maximum 2 month period.

Online adverts priced per month and artwork can be supplied as jpeg, png, gif or swf and should be less than 150KB.

design line newsletter

VIDEO link £600

1. £400 (600 x 100px)

FEATURED PROJECT / PRODUCT £300

2. £400 (600 x 100px)

3. £400 (600 x 100px)

The design line e-newsletter is sent to our 16,000+ subscribers once a month. It features the latest news items that appear on our website, a featured project and video.

Want to highlight your recent work or product launch? Book our featured video or project spot and boost visibility from just £300 per month.

digital magazine e-shot

Sole sponsor £750 (600 x 100px)

The digital edition of the magazine is sent six times a year upon publication of the printed versions. Delivering the latest issue of the magazine directly to our online subscribers, it also includes a summary of what's coming up in the next issue.

We offer digital mag newsletter sponsorship for £750 and false cover options. Please ask for further info.



darc e-shots

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 £1,000

\* Geographically targeted e-shots not available

## events: darc awards / decorative



### darc awards / decorative - celebrating lighting design

Since its inception in 2015, the darc awards have grown from strength to strength. The 2018 decorative awards received 200 entries, which in turn received 6,000 votes from independent architects, interior designers, lighting designers and product designers.

The 2018 awards ceremony, hosted by product designer Job Smeets and held at the iconic London nightclub Fabric, saw over 500 people from the design community RSVP to attend and celebrate.

The darc awards / decorative are the only international awards that celebrate and focus on decorative lighting within interior 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 darc team's 'favourites' are not guaranteed winners!

With 90% of the awards party guest list made up of designers, the best way to get involved in the awards is to become a sponsor. [www.darcawards.com/decorative](http://www.darcawards.com/decorative)

For more info contact: Stephen Quiligotti  
[s.quiligotti@mondiale.co.uk](mailto:s.quiligotti@mondiale.co.uk)

## events: darc room



### darc room - the leading lighting event for London

darc room, is London Design Festival's only creative lighting specification exhibition. Organised by darc (alongside sister title arc and Light Collective), thanks to our respected position in the industry we are able to organise events with guaranteed visitor results and the first darc room, held in 2017, attracted over 1,000 attendees.

darc 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 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 and to get involved in darc room 2019, contact Stephen Quiligotti on [s.quiligotti@mondiale.co.uk](mailto:s.quiligotti@mondiale.co.uk) or visit the dedicated website: [www.darcroom.com](http://www.darcroom.com)



## testimonials

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Ellie Coombes, Managing Director, Nulty+

“darc combines beauty and inspiration with knowledge and insight. The dedicated team at darc understand light as a medium as well as a fixture. An integral part of the lighting industry they keep us all in touch and up-to-date through considered and visually stimulating content. Needless to say, you are never far from a copy of darc in the Nulty studio.”



Robert Sonneman, Founder & Creative Visionary  
Sonneman - A Way of Light

“As an individual that takes incredible pride in the challenge and refinement of craft, my team and I are consistently impressed with the quality of work that darc puts forth in each issue. As a champion of the dynamic field of contemporary lighting, darc delivers engaging content, prestigious awards programming, and vibrant events time after time - all of which we are honoured to have been apart of over the last few years.”



Tzetzey Naydenova, Managing Partner, VISO

“I love the fact that darc focuses only on light. Every issue offers interesting and relevant content, both in copy and visuals. The exceptional team makes sure that every issue has global appeal, and that is why darc is the go-to publication for VISO.”



David Trubridge

“darc has been wonderful for us because the magazine has accepted us into the global lighting community, despite our remoteness in New Zealand from the main centres of the world. One gets the sense that some magazines are a very closed shop, but not so darc, and this should assure readers that they really are seeing the best and most interesting lighting in the world. Some people would argue that magazines are a thing of the past, but darc has managed to create its own successful model that bucks this trend and we are very happy to be a part of it.”



Jo Littlefair, Director & Co-founder, Goddard Littlefair

“darc continues to go from strength to strength and is increasingly visible in the design community, thanks to its great layout and content, as well as a lively programme of awards and events that ensures it really engages with its core readership.”