



Media Pack 2021

darc

DECORATIVE LIGHTING  
IN ARCHITECTURE

607 New York 2020

Red Herring | MD Apartment | Thurgauer Kanton  
Chelsom LED Eye | Spanish Design Report | The Future of Design | Workspace Lighting | Tekna

# 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 lead to a boom in the amount of product designers getting involved in decorative lighting, which has lead 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, darc TV and social media. Alongside this, the team organises the annual [d]arc awards - celebrating the best in lighting and [d]arc room - a dedicated lighting specification event, held during London Design Festival.

## The Team

### The Magazine

**Managing Editor | Helen Ankers**

h.ankers@mondiale.co.uk  
+44 161 476 8372

**Contributing Editor | Sarah Cullen**

s.cullen@mondiale.co.uk  
+44 161 476 9401

**Media Sales Manager | Stephen Quiligotti**

s.quiligotti@mondiale.co.uk  
+44 7742 019213

**Media Sales Executive | Adam Syme**

a.syme@mondiale.co.uk  
+44 161 476 9118

### Design

**Editorial | Mel Capper**

m.capper@mondiale.co.uk

**Artwork | Zoe Willcox**

z.willcox@mondiale.co.uk

### Events

**Events Manager | Moses Naeem**

m.naeem@mondiale.co.uk

### Finance

**Finance Director | Amanda Giles**

a.giles@mondiale.co.uk

**Credit Control | Lynette Levi**

l.levi@mondiale.co.uk

### Corporate

**Chairman, Mondiale Publishing | Damian Walsh**

d.walsh@mondiale.co.uk

**Managing Director, [d]arc media | Paul James**

p.james@mondiale.co.uk

**Events Manager & Circulation | Moses Naeem**

m.naeem@mondiale.co.uk



Kitchen Garden | Robert Angell Interior Design and Into Lighting | Issue 35 | Image: Gavriil Papadiotis

## 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.**

The famous budgeting strategy "on paper, on purpose" is equally as applicable to publishing when it comes to high quality design magazines.

darc isn't a newspaper where snippets of news are easily Googled online. darc also isn't a low quality B2B publication that doesn't hold the interest of influential designers.

Published six times a year (including 3d, the decorative design directory), darc delivers insight 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, specifiers and product designers all over the world.

Because they are designers, they appreciate looking through the well-designed pages, the beautiful editorial photography, as well as reading the well-informed articles.

They want to read darc and 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.

As well as producing in-depth articles on lighting design across international hospitality, commercial and high-end residential projects, other editorial opportunities available to clients in darc include designer profiles, product focuses and 'how-it's-made' materials features.





## Online

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

### 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 pictures 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 also appear in the digital editions.

### Newsletter

darc's website is supported by a monthly email newsletter distributed to a database of 14,000+ readers. Each 'design line' carries announcements of the latest industry news, product launches, interviews and design events.

### Social Media

darc's instagram following is consistently growing in numbers and engagement each month - attracting key designers with an interest in decorative lighting, interiors and design. Our instagram feed / stories reflects the high quality content of the magazine and provides a source of inspiration for designers, as well as direct links to products. The content is regularly maintained and is an important add-on to the magazine.



Keglen pendant series materials feature | Jakob Lange of Bjarke Ingels Group | Issue 36

## Editorial Calendar 2021

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*\* features, copy schedule dates and show distribution subject to change*

### darc #39 (Jan/Feb)

**Feature:** Dining with Light | Stairwell Lighting  
**Design Report:** Czech Republic  
**Show Distribution:** Maison & Objet Paris; Architect@Work London; Surface Design Show; Stockholm Furniture Fair  
**Deadlines | Edit:** 18 Dec 2020 | **Adverts:** 4 Jan 2021

### darc #40 (Mar/Apr)

**Features:** Milan Design Week Preview | Bespoke Lighting | Lounge & Bar Lighting  
**Design Report:** Italy  
**Show Distribution:** Archiproducts Milan; Euroluce; Milan Design Week showroom events  
**Deadlines | Edit:** 12 Mar 2021 | **Adverts:** 17 Mar 2021

### darc #41 (May/Jun)

**Features:** Outdoor Lighting | Cruise Ships | Milan Design Week Round-up  
**Design Report:** The Americas  
**Show Distribution:** ICFF; Wanted Design; Clerkenwell Design Week; Cruise Ship Interiors America; Lightovation  
**Deadlines | Edit:** 23 April 2021 | **Adverts:** 28 April 2021

### 3d 2021/22 (Jul/Aug)

**Decorative Design Directory** - annual publication  
**Feature:** darc designers  
**Feature:** the design review  
**Show Distribution:** All relevant design shows and exhibitions across 2021/22  
**Deadlines | Edit:** 2 July 2021 | **Adverts:** 7 July 2021

### darc #42 (Sep/Oct)

**Features:** Decorative Light Sources | Task Lighting | Oversized Decorative Fixtures  
**Design Report:** Asia & Australasia  
**Show Distribution:** [d]arc room + all London Design Festival trade shows; Decorex; Light Middle East; INDEX Shows  
**Deadlines | Edit:** 3 Sep 2021 | **Adverts:** 8 Sep 2021

### darc #43 (Nov/Dec)

**Features:** Lobby Lighting | Hotel Lighting  
**Design Report:** Middle East  
**Show Distribution:** Downtown Design; Sleep + Eat; Hix; BDNY; Cruise Ship Interiors Europe; Lightovation 2022  
**Deadlines | Edit:** 18 Oct 2021 | **Adverts:** 20 Oct 2021



Noctambule collection materials feature | Flos | Issue 34

## International 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 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 14,000 design 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**

# 3D - Decorative Design Directory



The **decorative design directory (3d)** is the ultimate worldwide listings edition for the decorative lighting industry. Published every summer, it is distributed to our subscription base and is also 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 tradeshow; interviews and insight from leading figures in the design industry; along with the darc design review, 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 are continually collecting data so if you are interested in being involved, or need to update your listing 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 and 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.





# International Event Partners

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darc magazine partners with leading trade shows, events and showrooms for interiors and lighting, benefitting from bonus distribution at:

ARCHIPRODUCTS MILAN

ARCHITECT@WORK LONDON

BDNY

BIENNALE INTERIEUR

CLERKENWELL DESIGN WEEK

CRUISE SHIP INTERIORS SHOW

[D]ARC ROOM

DECOREX

DESIGN LONDON

DESIGN SHANGHAI

DOWNTOWN DESIGN

EUROLUCE

HIX

HD EXPO

HONG KONG LIGHT FAIR

ICFF

INDEX DUBAI | QATAR | SAUDI ARABIA

LIGHT + BUILDING

LIGHT MIDDLE EAST

LIGHTOVATION

LONDON DESIGN FAIR

MAISON & OBJET

SLEEP + EAT

STOCKHOLM FURNITURE FAIR

SURFACE DESIGN SHOW

TORONTO INTERIOR DESIGN SHOW

WANTED DESIGN

# Magazine Advertising

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## Advertising Rates

Print Back Cover	£5000
Print Double Page	£4500
Print Inside Cover	£4500
Print Inside Back	£3500
Print Full Page	£2600
Print Half Page	£1800
Digital False Cover	£1500
Digital Only Full Page	£1000

\*discounts are available for series bookings

## Special Advertising Options

In addition to regular advertising pages, 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.

### BELLYBAND

#### Wrap Around

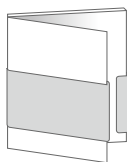
A bellyband is a furnished paper outsert that is wrapped around the magazine. Readers will see your message first as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece.

**Cost: £5000**



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

**Cost: £6500**

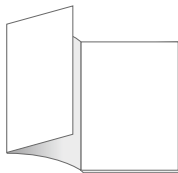


### SPECIAL COVER

#### 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**



# Print Technical Data

## Mechanical Data

All Dimensions: Height before width

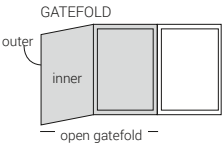
### Gatefold

#### *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

### 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.

# Digital Advertising + Social Media

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darcmagazine.com

The diagram illustrates the layout of the darcmagazine.com website with seven designated advertising spots. Spot 1 is a header banner at the top right. Spot 2 is a large video area on the left. Spot 3 is a banner below the video. Spot 4 is a banner at the bottom left. Spot 5 is a large sidebar ad on the right. Spots 6 and 7 are smaller sidebar ads below spot 5. The darc logo is in the top left corner.

Spot	Price	Dimensions
1.	£650	(728 x 90 pixels)
2.	£600 VIDEO	
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)



darc tv is our new online platform - showcasing the latest video content from designers and manufacturers involved in the world of decorative lighting. For a one-off fee, darc will promote suppliers' video content across our website, newsletters and social media accounts.

Contact the Editor, Helen Ankers for further info: [h.ankers@mondiale.co.uk](mailto:h.ankers@mondiale.co.uk)

*Cost for this service is a one-off fee of £500*

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

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## Direct 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 14,000+ addresses including all the major lighting design practices, interior designers and architects in the world.

The cost for this service is £3,000

\* Geographically targeted e-shots available

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## Paid Promotions - Instagram

darc's instagram following is consistently growing in numbers and engagement each month - attracting key designers with an interest in decorative lighting, interiors and design. Our instagram feed reflects the high quality content of the magazine and provides a source of inspiration for designers and direct links to products where appropriate.

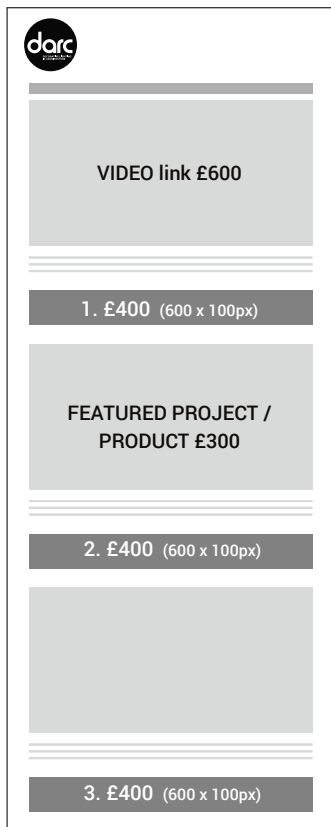
Market your products and projects to our followers and get in front of key designers through darc's instagram page using paid for promotions. Please contact the team directly for prices.



# Digital Advertising

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## Design Line Newsletter

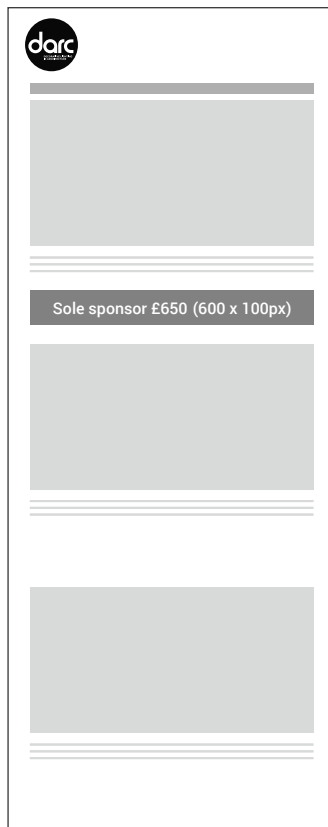


The design line e-newsletter is sent to our 14,000+ subscribers once a month. It features the latest design news, interviews and projects published on our website, as well as a highlighted project and video.

Want to highlight your recent work or product launch? Our featured video or project spot will boost your visibility to our readers.

Contact Stephen Quiligotti for all online and social media advertising enquiries:  
[s.quiligotti@mondiale.co.uk](mailto:s.quiligotti@mondiale.co.uk)

## Digital Magazine E-Shot



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

We offer digital magazine newsletter sponsorship for £650 + false cover options. Please contact us for further information.

# Events: [d]arc awards

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## [d]arc awards - celebrating the best in lighting design

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Since its inception in 2015, the **[d]arc 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 [d]arc awards 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 for a supplier to get involved in the awards is to become a sponsor.

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

# Events: [d]arc room

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## [d]arc room - the leading lighting event for London

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**[d]arc 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.

[d]arc 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 head to:  
[www.darcroom.com](http://www.darcroom.com)



## Testimonials

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### **Lindsey Adelman Studio**

"I have been really happy with the recent editorial covering myself and my work - it captured a lot of the reasons why I do what I do. darc magazine truly reaches a global audience, which is great for us because we are often just featured in US-based publications."



### **Nick Hoggett, Partner, dpa lighting consultants**

"darc is an outstanding publication, we love the format and print quality, which provides the space for interesting and extensive editorial content coupled with high quality images. Decorative lighting is an extremely important part of lighting design and particularly now, more emphasis and thought is being placed on the decorative lighting elements in every project, darc showcases a really broad cross section of projects and products providing an invaluable source of inspiration and information."



### **Peter Joehnk, Managing Partner, JOI-Design**

"Illumination is so important to interior design, but getting it right requires an experienced lighting professional since it's such a technical subject. So, we usually work with lighting designers to help create the atmosphere we want to express. I frequently reference darc magazine because it's full of imagery that show different lighting possibilities for guiding the directions that we give our project specialists."



### **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."



### **Matt Davis, Principal and Founding Partner, DesignAgency**

"darc magazine is my go-to source for staying on top of lighting trends and seeking out new and innovative lighting ideas."



### **Anna Burles, Creative Director, Run For The Hills**

"darc has been really supportive of our studio's work recently, with two fabulous features on our Boutique Cinema and Bar, Tivoli and another on our design of Cricket restaurant in Television Centre. We were really happy with the design, page layout and image choices for the articles and were delighted to get our work seen internationally. The team then invited me to talk at the 'darc thoughts' panel sessions during Clerkenwell Design Week, which was great fun. It's always lovely when a magazine strikes the right balance between being a really useful specialist resource and doing so with a great look and feel."