



Media Pack 2022



## Welcome

**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, darc TV and social media. Alongside this, the team organises the annual [d]arc awards - celebrating the best in lighting and LIGHT 22 - a dedicated lighting specification event.



The Arts Club | Joyce Wang and Firefly Point of View | Issue 39

## Print

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.

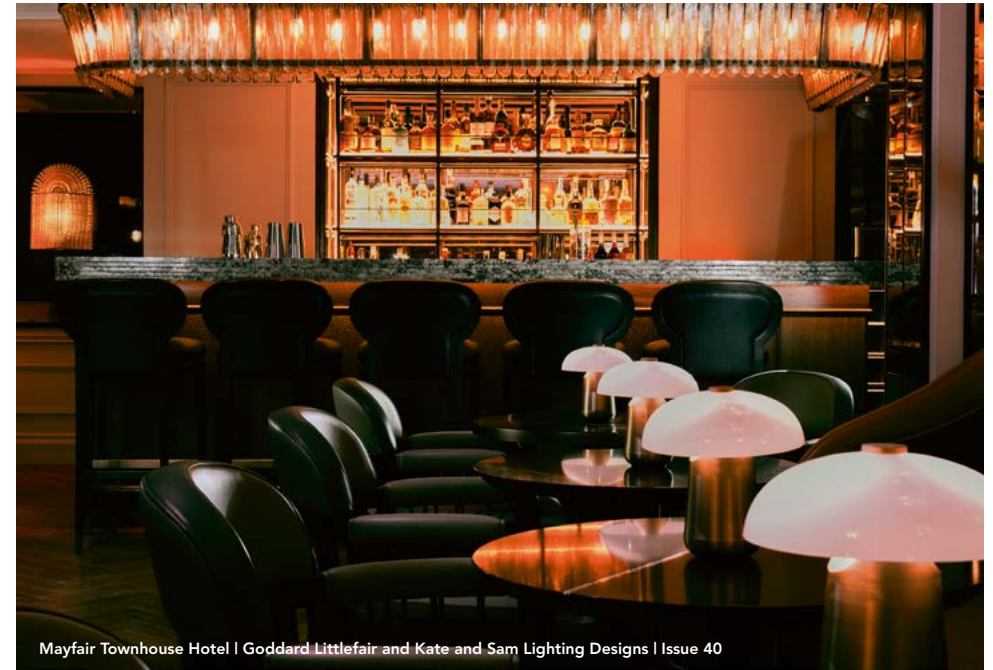
Published six times a year (including 3d, the decorative design directory), darc delivers insight into inspirational interior projects where the physical form of the fixtures actively add to the aesthetic of a space.

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.



Mayfair Townhouse Hotel | Goddard Littlefair and Kate and Sam Lighting Designs | Issue 40

## Online

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.





Kembleford collection materials feature | Kevin De Koning, Designer for Tekna | Issue 38



Curli and Smile collection materials feature | Beem | Issue 40

## Editorial Calendar 2022

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

darc #44 (Mar/Apr)

**Features:** Lighting the Home & Garden | Retail | Office & Commercial

**Show Distribution:** Archiproducts Milan; Light + Building; Milan Design Week showroom events

**Deadlines | Edit:** 16 Feb 2022 | **Adverts:** 22 Feb 2022

darc #45 (May/Jun)

**Feature:** Acoustic Lighting | Sculptural Lighting

**Design Report:** Spain | Africa

**Show Distribution:** ICFF; Wanted Design; Clerkenwell Design Week; Cruise Ship Interiors America; Lightovation

**Deadlines | Edit:** 11 April 2022 | **Adverts:** 14 April 2022

3d 2022/23 (Jul/Aug)

**Decorative Design Directory - annual publication**

**Feature:** darc designers

**Feature:** the design review

**Show Distribution:** All relevant design shows and exhibitions across 2022/23

**Deadlines | Edit:** 15 June 2022 | **Adverts:** 20 June 2022

darc #46 (Sep/Oct)

**Features:** Smart Lighting | Stairwell Lighting

**Design Report:** UK

**Show Distribution:** Decorex; Light Middle East; INDEX Shows

**Deadlines | Edit:** 25 Aug 2022 | **Adverts:** 30 Aug 2022

darc #47 (Nov/Dec)

**Features:** Bespoke Lighting | F&B Lighting

**Design Report:** The Americas

**Show Distribution:** LIGHT 22; Downtown Design; Sleep + Eat; Hix; BDNY; Cruise Ship Interiors Europe; Lightovation 2022

**Deadlines | Edit:** 21 Oct 2022 | **Adverts:** 26 Oct 2022

## 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 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

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

### Breakdown by global region

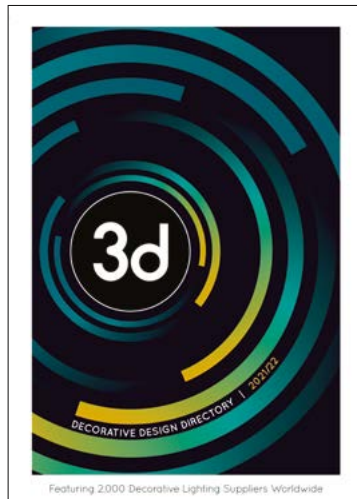
- Europe 27%
- UK 26%
- North America 19%
- Asia / Australasia 15%
- Middle East 10%
- Rest of World 3%

### Breakdown by job function

- Architects / Interior Designers 46%
- Lighting Designers 31%
- Manufacturers / Distributors 19%
- End Users 4%

International Print / Digital Circulation: 16,000

# 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 tradeshows; 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.

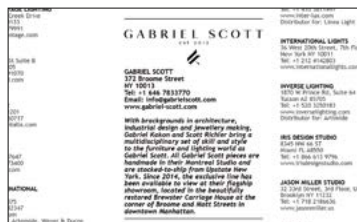
We are continually collecting data so if you are interested in being involved, or need to update your listing please contact Stephen Quiligotti on: [s.quiligotti@mondiale.co.uk](mailto:s.quiligotti@mondiale.co.uk)

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



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

- |                            |                                    |
|----------------------------|------------------------------------|
| ARCHIPRODUCTS MILAN        | ICFF                               |
| ARCHITECT@WORK LONDON      | INDEX DUBAI   QATAR   SAUDI ARABIA |
| BDNY                       | LIGHT 22                           |
| BIENNALE INTERIEUR         | LIGHT + BUILDING                   |
| CLERKENWELL DESIGN WEEK    | LIGHT MIDDLE EAST                  |
| CRUISE SHIP INTERIORS SHOW | LIGHTOVATION                       |
| DECOREX                    | LONDON DESIGN FAIR                 |
| DESIGN LONDON              | MAISON & OBJET                     |
| DESIGN SHANGHAI            | SLEEP + EAT                        |
| DOWNTOWN DESIGN            | STOCKHOLM FURNITURE FAIR           |
| EUROLUCE                   | SURFACE DESIGN SHOW                |
| HIX                        | TORONTO INTERIOR DESIGN SHOW       |
| HD EXPO                    | WANTED DESIGN                      |
| HONG KONG LIGHT FAIR       |                                    |

# Magazine Advertising

## Advertising Rates

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

\*discounts are available for series bookings

## Special Advertising Options

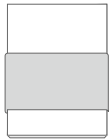
In addition to regular advertising pages, there are further options to increase your visibility within the magazine. All options listed can be discussed with our advertising staff who can explain the different options in more detail.

### BELLYBAND

#### Wrap Around

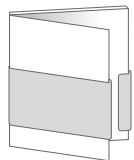
A bellyband is a furnished paper outsert that is wrapped around the magazine. Readers will see your message first as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece.

**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**

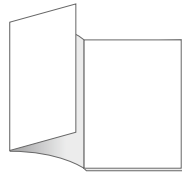


### SPECIAL COVER

#### 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

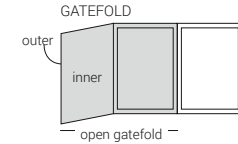
### Gatefold

#### 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.

# 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 from **£2000**  
Sole use from **£4000**

### 2. Video

Rotation of 3 from **£1000**  
Sole use from **£2000**

### 3. News Banner 2

(728 x 90 pixels)  
Rotation of 3 from **£800**  
Sole use from **£1600**

### 4. News Banner 3

(728 x 90 pixels)  
Rotation of 3 from **£800**  
Sole use from **£1600**

### 5. Super Banner

(300 x 600 pixels)  
Rotation of 3 from **£1500**  
Sole use from **£3000**

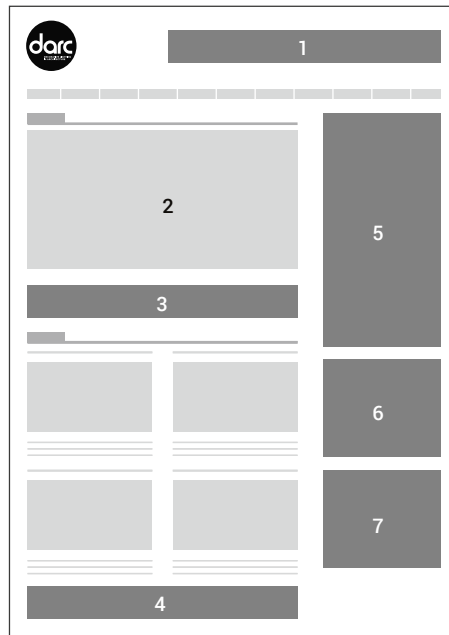
### 6. Banner 1

(300 x 250 pixels)  
Rotation of 3 from **£1400**  
Sole Use from **£2800**

### 7. Banner 2

(300 x 250 pixels)  
Rotation of 3 from **£800**  
Sole Use from **£1600**

**Skin** (please ask for details)



\* Online prices displayed are charged per month based on a booking of three months. Additional discounts are applied for bookings over three months.

## darc TV...

is your opportunity to share product presentations, designer interviews, project focuses, webinars and more with arc's readers and the global design community. We will be promoting this new platform heavily in print, through our monthly newsletters and social media accounts, ensuring your brand's message reaches designers working with and specifying Decorative lighting. Videos should be supplied in either Youtube or Vimeo links. The cost for this service is **£500**.

# Email Advertising

## E-NEWSLETTER / DIGITAL EDITIONS

The **darc** e-newsletter is sent to our 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 industry news, events and product launches.

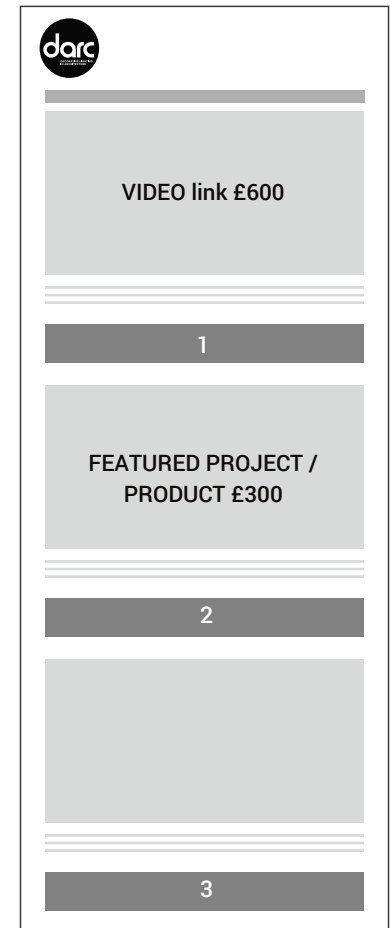
The digital edition email delivers the latest digital issue directly to our online subscribers.

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 subscribers including all lighting design practices in the world. The cost for this service is **£3000**.



**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."



**Lucie Koldova, Lucie Koldova Studio**

"For me, darc magazine is a regular inspiration and showcase of quality across the lighting design scene. The wide range of project lighting featured in the magazine is invaluable, as are the set-ups and lighting applications from around the world. The existence of darc magazine shouldn't be taken for granted and it should be cherished with each new issue."



**John Williams, Director, spaceinvader**

"Lighting design is one of the greatest tools any designer has to create mood and aid functionality. No title informs our choices more in this domain than DARC, with its international designer profiles, alerts to new innovations and showcases of the best and most innovative projects around today. darc is a voice of authority we all respect."



**Jan Volšík, Global Sales & Marketing Director | Vice-Chairman of the Board, Preciosa**

"Decorative lighting is so important to the overall design and atmosphere of a space. It's wonderful having a magazine like darc who understands and celebrates this. We've enjoyed working with the team and appreciate their dedication to lighting craft."



**Duncan Meering**

"I first met some of the darc magazine team at EuroLuce 2017. Since then their whole team have been great to work with. As a lighting designer/maker practise down in Tasmania, Australia, things can be a bit isolated sometimes and have a connection through such a quality magazine as DARC is invaluable to us. DARC has done a range of coverage on my work and done great stuff in keeping our work visible from Tasmania."



**Rose Murray, Director, These White Walls**

"darc magazine is always an illuminating read. The editorial team skillfully combines intriguing interviews with industry insights that offer fresh perspectives on the vital role of lighting within the design sphere. I very much enjoyed being interviewed for the feature on our studio, which tackled important topical subjects as well as relevant case studies. I am ever-eager for the next issue."





## The Team

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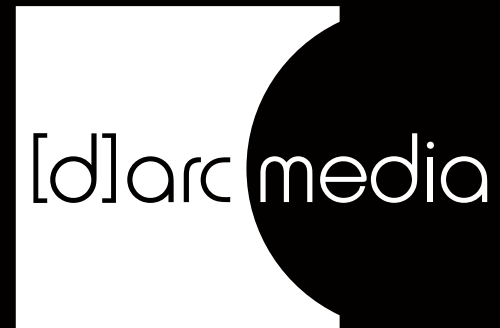
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# EVENTS

[d]arc awards

[d]arc sessions

LiGHT22



## [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:

**Stephen Quiligotti**

[s.quiligotti@mondiale.co.uk](mailto:s.quiligotti@mondiale.co.uk)



# [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.

"[d]arc sessions exceeded our expectations! It was very well organised, set in a beautiful location and with great attendance of high-profile lighting and interior designers. It was a relaxed event where we were able to get the full designers' attention. We will definitely come back for the second edition!"

**Gorazd Malačič**  
*Managing Director, Tokio*

"Well done to [d]arc media and Hix for putting together [d]arc sessions – a seriously well organised event connecting industry leaders in lighting design. Some great new partnerships established over a series of informal meetings, lunches and dinners. The beautiful location and sunshine was a bonus."

**Darren Orrow, Director at into**







# LiGHT22

... 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 22-23 November 2022, **LiGHT 22** is a curated, boutique lighting exhibition for specifiers and designers. Held at the Business Design Centre in Islington, London, **LiGHT 22** will revive the lighting design and specification exhibition that has been lacking for too long.



For more information on exhibiting contact:  
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*@darcawards*



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