Following its 100th issue in October 2017, mondo*arc was rebranded and redesigned to arc to celebrate this milestone. First launched in 1999, 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 is increasingly seen as a major defining component in the built environment’s design and is becoming 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 not a catalogue, it is a great 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.

Welcome

arc is the leading international publication focused on lighting in architecture.
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 without the need to look at the printed version. arc isn’t a low quality B2B advertising-lead ‘rag’ 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 1,500 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 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

arc is also available as a digital edition available online (via our website) and as an app (from the app store). 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 and events.

Social Media

arc has a social media presence on Twitter, Facebook, Pinterest and Instagram. All news stories from www.arc-magazine.com are promoted to our followers with relevant images and links back to our website. Our editorial staff also regularly Tweet about events they attend.

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.
It’s Cool Outside
David Morgan examines the arc awards / architectural winning TUL Exterior, Coolidge’s new offering to illuminate facades, canopies, entrances and large-scale graphics.

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 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.

arc’s digital edition is sent directly to the email inboxes of over 16,000 industry professionals who have requested the magazine.

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

Breakdown by Job Function
- Architects / Designers 39%
- Lighting Designers 32%
- Manufacturers / Distributors 20%
- Engineers 5%
- End Users 4%

Breakdown by Global Region
- Europe 28%
- UK 25%
- Americas 24%
- Asia / Australasia 14%
- Middle East 8%
- Rest of World 1%

International Circulation:
12,000
Print
Advertisements

Advertising Rates

- Double Page Spread: £4500
- Full Page: £2600
- Half Page: £1800

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.

- **Inserts**
  - Tipped On (Glued) Insert + Full Page Ad:
    Add visual interest by gluing a removable postcard or insert to your advertising page.
    Cost: £6000
  - Loose Insert: Inserts or postcards loosely inserted into the magazine without an advertising page.
    Cost: £6000

- **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

- **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

- **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 300dpi, (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.

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

  - **Double Page Spread**
    - Type: 310 mm x 446 mm
    - Bleed: 339 mm x 478 mm
    - Trim: 333 mm x 472 mm

- **All following ad sizes are placed on the page with a white border**

  - **1/2 Page Portrait**
    - Size: 310 mm x 106 mm
    - Size: 150 mm x 210 mm

  - **1/2 Page Landscape**
    - Size: 310 mm x 210 mm

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 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. Billboard (970 x 250 pixels)  
   Rotation of 3 from £2000  
   Sole use from £4000

2. News Banner 1 (728 x 90 pixels)  
   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. Supper Banner (300 x 600 pixels)  
   Rotation of 3 from £1500  
   Sole use from £3000

5. Banner 1 (300 x 250 pixels)  
   Rotation of 3 from £1400  
   Sole Use from £2800

6. Banner 2 (300 x 250 pixels)  
   Rotation of 3 from £800  
   Sole Use from £1600

7. Mini-Banner (300 x 100 pixels)  
   Rotation of 3 from £500

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

Email Advertising

e-newsletter / digital editions

The arc 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 arc-magazine.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

arc provides a direct email service for clients. You provide the html and we will send it directly to the email inboxes of our 16,000+ addresses including all lighting design practices in the world (this includes individuals who do not receive the printed edition of arc).

The cost for this service is £3000.
The International Lighting Design Survey (ILDS) is the ultimate worldwide listings edition for the architectural lighting industry. As well as being distributed to our subscription base, the ILDS is published every January and is available at every major lighting trade show where arc is participating in 2018.

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 will be 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

“Whenever I visit the architects that we are working with, I invariably see arc on their desks and in their receptions. That’s a true sign that arc is well respected by the architectural community and is being delivered to the top architects in the world.”
Keith Bradshaw, Director Speirs + Major, UK

“I can meet many valuable friends and masters through arc. For me it is the forum for professional lighting experts worldwide. Its articles about lighting design will enable our profession to be much bigger and stronger.”
Kaoru Mende, Principal Lighting Planners Associates, Japan

“We like the quality of the featured projects. arc is bright and truly international, issue by issue.”
Gerd Pfarré, Principal pfarré lighting design, Germany

“Around the office arc is a must read by not only Lighting Designers, but other disciplines as well. We love the wide angle view of great projects and technology, with the right mix of material about the personalities in and around the industry.”
Brian Stacy, Lighting Principal Americas Region - Arup, USA
darc room

**darc room**, London Design Festival’s creative lighting specification exhibition organised by arc, darc and Light Collective, attracted over 1,000 attendees for its inaugural event in the heart of London.

Due to our respected position in the industry we are able to organise events with guaranteed visitor results.

**darc room** was our first lighting specification exhibition as part of London Design Festival in September 2017. It involved lighting exhibitors, light installations and lectures.

The extensive speaker program, **darc thoughts**, included artist and innovator Daan Roosgaarde who discussed ‘Landscapes of the Future’; Felix Hallwachs, CEO of Olafur Eliasson’s Little Sun solar light project; Kerem Asfuroglu of Speirs + Major; Daniel Stromborg of Gensler; Dean Skira; Eoin Billings; Flynn Talbot; Rebecca Weir; Tapio Rosenius and Paul Nulty.


arc’s very own awards is the Oscars of the lighting design profession. The recent **darc awards** took place in 2017 and was an unprecedented success culminating in **darc night**, the awards ceremony attracting 600 guests in London.

The **darc awards** is a unique concept utilising arc and darc magazines’ reputation as being the most widely read and respected lighting design publications in the world with two separate awards and events (architectural for arc and decorative for darc).

With our database of over 1,500 international lighting design practices (as well as interior designers and architects) and in collaboration with creative consultants Light Collective, we have created a unique opportunity to get every practice involved in the awards process.

Each of the 1,500+ lighting design practices and their designers are invited to vote on their favourite projects and products via our specially developed **darc awards** website.

All the projects and the companies who have submitted them will be present on the website so that, over time, www.darcawards.com becomes a comprehensive lighting design resource that can be used by designers and clients alike for inspiration.

Please contact Paul James (p.james@mondiale.co.uk) for sponsorship and exhibitor opportunities.
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