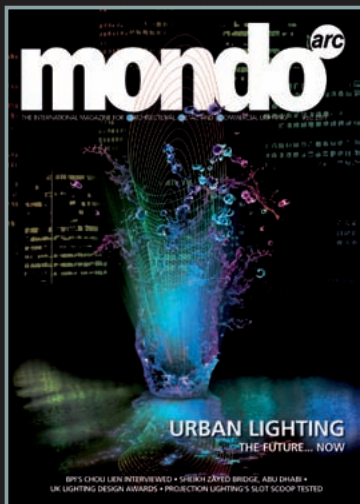
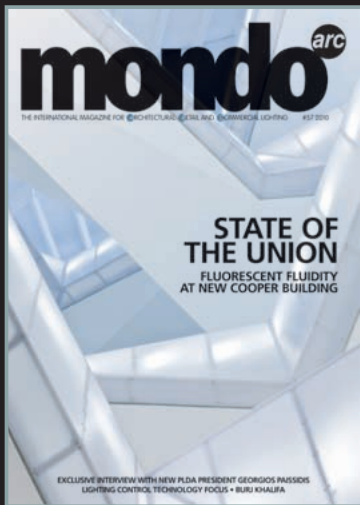


# mondo<sup>arc</sup>

THE INTERNATIONAL MAGAZINE FOR ARCHITECTURAL RETAIL AND COMMERCIAL LIGHTING



## MEDIA PACK 2012

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



[Editorial Coverage](#)

[Circulation](#)

[Copy Schedule](#)

[Advertising](#)

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In the twelve years since its inception, mondo\*arc has grown to become the leading international magazine in architectural lighting design. Targeted specifically at the lighting specification market, mondo\*arc offers insightful editorial on architectural, retail and commercial lighting.

We know the specifier community has high standards. That's why mondo\*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. Free of any association or corporate publisher interference, mondo\*arc is highly respected for its independence and well read within the lighting design profession.

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 job roles. In a market currently valued globally at approximately \$100 billion, mondo\*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 mondo\*arc is the ideal vehicle to reach this market. mondo\*arc is not a catalogue, it is a great lighting 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.

Paul James Editor



“mondo\*arc is a great lighting magazine. Informative, creative and covering a wide range of interesting news items and features, it is a very popular read in our studio!”

Mark Major, Principal  
Speirs + Major, UK



mondo\*arc makes use of stunning photography and in-depth reports on the ever expanding architectural, retail and commercial lighting markets. Articles feature some of the most exciting projects and installations from around the world including urban regeneration, branded retail outlets and malls, cultural centres, healthcare and educational facilities, office space and commercial buildings.

The magazine is conveniently split into four categories, each offering something different for the reader:

**Details:** we start the magazine with what's new in the industry, editorial comment, and projects on the drawing board as well as a spotlight on new projects. This section offers an exclusive interview with a leading international lighting designer in every issue.

**Projects:** the heart and soul of the magazine. This section features the latest lighting schemes throughout the world in the architectural, retail and commercial lighting markets brought to you by some of the most inspirational lighting designers and architects.

**Decorative & Design:** features the latest decorative products and projects in the specification market, as well as profiles of established and up-and-coming designers.

**Technology:** keeps the reader up to date with all the latest product and event news as well as product reviews, benchtests and the latest LED technology information.

We have a host of well-respected contributors as part of our team:



Dr Geoff Archenhold, an adviser to the UK Government on LED technology and CEO of InGan Research, is a regular contributor with his insight into solid state lighting technology.



Martin Valentine, Lighting Expert for Abu Dhabi City, writes a column in every issue about the lighting scene in the Middle East.



Light Collective (aka Sharon Stammers and Martin Lupton) take over the last page each issue to offer something a little leftfield for the lighting design community.



Highly regarded product designer David Morgan, with over 20 years experience, is responsible for the product reviews that appear in the technology pages.

Add to this the host of journalists from the Middle East, Asia, America and Europe and you get some idea how we keep pace with the fast moving world of lighting design.



### TECHNOLOGY / PRODUCT

## PERFECT 10\*

To celebrate mondo\*arc's 10th anniversary, UK lighting consultancy LAPD choose ten lighting products that have stood the test of time over the last ten years

When we agreed to write this article we actually thought we were going to be writing about the products that were most popular in the last ten years. But when we started to write the article, the editor pointing out the importance of the article was because the industry was going to be celebrating its 10th anniversary. So we decided to write about the products that have stood the test of time over the last ten years.

1. **Quadrant - Helios Light**  
The Quadrant Helios Light is a high quality, high performance lighting fixture that has been a popular choice for many years. It is a classic design that has stood the test of time.

2. **Modular - LED**  
The Modular LED lighting fixture is a high quality, high performance lighting fixture that has been a popular choice for many years. It is a classic design that has stood the test of time.

3. **Quadrant - Helios**  
The Quadrant Helios lighting fixture is a high quality, high performance lighting fixture that has been a popular choice for many years. It is a classic design that has stood the test of time.

4. **Quadrant - Helios**  
The Quadrant Helios lighting fixture is a high quality, high performance lighting fixture that has been a popular choice for many years. It is a classic design that has stood the test of time.

5. **Quadrant - Helios**  
The Quadrant Helios lighting fixture is a high quality, high performance lighting fixture that has been a popular choice for many years. It is a classic design that has stood the test of time.

6. **Quadrant - Helios**  
The Quadrant Helios lighting fixture is a high quality, high performance lighting fixture that has been a popular choice for many years. It is a classic design that has stood the test of time.

7. **Quadrant - Helios**  
The Quadrant Helios lighting fixture is a high quality, high performance lighting fixture that has been a popular choice for many years. It is a classic design that has stood the test of time.

8. **Quadrant - Helios**  
The Quadrant Helios lighting fixture is a high quality, high performance lighting fixture that has been a popular choice for many years. It is a classic design that has stood the test of time.

9. **Quadrant - Helios**  
The Quadrant Helios lighting fixture is a high quality, high performance lighting fixture that has been a popular choice for many years. It is a classic design that has stood the test of time.

10. **Quadrant - Helios**  
The Quadrant Helios lighting fixture is a high quality, high performance lighting fixture that has been a popular choice for many years. It is a classic design that has stood the test of time.

LAPD is an award-winning, independent lighting consultancy specialising in lighting design for a wide range of clients. We have a proven track record of delivering high quality lighting solutions for our clients. We are based in London, UK. Tel: +44 (0) 20 7462 0200. www.lapd.co.uk

### TSLE, SWITZERLAND

**Principal:** John Maudsley  
**Established:** 1985 (in New York)  
**Office:** Geneva  
**Employees:** 5-15 depending on project  
**Annual turnover:** €2-300,000

**Specialty projects:**  
• Retail  
• Hospitality  
• Corporate  
• Public Works

**Recent projects:**  
• Swiss Federal Government  
• Swiss Federal Police  
• Swiss Federal Army  
• Swiss Federal Air Force  
• Swiss Federal Customs  
• Swiss Federal Tax Administration

**Lighting design:**  
• Retail  
• Hospitality  
• Corporate  
• Public Works

**Lighting design:**  
• Retail  
• Hospitality  
• Corporate  
• Public Works

**Lighting design:**  
• Retail  
• Hospitality  
• Corporate  
• Public Works

**Lighting design:**  
• Retail  
• Hospitality  
• Corporate  
• Public Works

## AUSTRIA / EUROPE

**ASSOCIATION: LICHTTECHNISCHE GESELLSCHAFT ÖSTERREICHS LIGHTING EDUCATION: LICHTAKADEMIE BARTENBACH (LEOPOLD-FRANZENS-UNIVERSITÄT INNSBRUCK) - MASTER OF LIGHT AND LIGHTING (PLIDA)**

### LIGHTING DESIGNERS

**BARTENBACH LICHTLABOR**  
Bismarckstrasse 14  
6070 Innsbruck  
Austria  
Tel: +43 512 333 80  
www.bartenbach.com

**LOE WIEHAUS**  
Hoblinggasse 56/6  
1150 Vienna  
Austria  
Tel: +43 664 412 70 11  
www.loe-net.com

**LEX LICHTGESTALTUNGS**  
Hoblinggasse 56/5  
1150 Vienna  
Austria  
Tel: +43 1 982 7514  
www.lex.li

**POPOD DESIGN**  
Fertiggasse 10/4  
1180 Vienna  
Austria  
Tel: +43 1 4791212  
www.popoddesign.com

**VALDIA DESIGN**  
Lindkogelgasse 18/2  
1020 Vienna  
Austria  
Tel: +43 1 2164 844 46  
www.valdia.com

### MANUFACTURERS & DISTRIBUTORS

**ARROW CENTRAL EUROPE**  
Lindkogelgasse 97-101/118  
1030 Vienna  
Austria  
Tel: +43 1 36046 0  
www.arrow.de  
Distributor for: Sharp

**ELECTROPLAST**  
Lindkogelgasse 97-101/118  
1118 Vienna  
Austria  
Tel: +43 1 360 46 40  
www.electroplast.at  
Distributor for: Collingwood

**ERCO LIGHTING**  
Engerthgasse 151/Luft 6.6  
1020 Vienna  
Austria  
Tel: +43 1 798 84 94 0

**FAGERHULT**  
Droschner Strasse 87 A1  
1200 Vienna  
Austria  
Tel: +43 1 532 21 79 0

**HEI LICHT**  
Responsible Christian  
Waldstrasse 1  
A-1060 Wien  
Austria  
Tel: +43 1 4229 307 36  
www.hei.at  
Distributor for: DALI

**LICHT DESIGN**  
Hothymersgasse 21  
5020 Salzburg  
Austria  
Tel: +43 662220840  
www.lichtdesign.at  
Distributor for: Lightyears

**LIPRO**  
Bismarckstrasse 381  
Wald 5  
5070 Salzburg  
Austria  
Tel: +43 662 853090  
Distributor for: Abacus

**LYT LEUCHTEN & LAMPEN VERKEERS**  
Industriestrasse 8-4  
2345 Braun/Gebirge  
Austria  
Tel: +3 2236903  
www.lyt.at  
Distributor for: Thorlux

**LUMATE CONTROLS**  
Schwabenstrasse 26  
6800 Dornbirn  
Austria  
Tel: +43 5572 599 0  
www.lumate.com

**MOLTO LUCE**  
Europastrasse 45  
4600 Wels  
Austria  
Tel: +43 7242 698 0  
www.molto.com

**PROLICHT**  
Gemeindegasse 9  
6030 Neu-Edlitz  
Austria  
Tel: +43 3234 334 99  
www.prolicht.at

**REC FÜRSTER SOUND & LIGHT**  
Bismarckstrasse  
6922 Wolfurt  
Austria  
Tel: +43 59 74 82 82 9 33  
www.rec.at  
Distributor for: Griven

**SELUX LICHTSYSTEME**  
Hauptstrasse 1  
1230 Vienna  
Austria  
Tel: +43 1 8154 690  
www.selux.at

**SIBLU ELEKTRIK**  
Hauptstrasse 9  
1108 Vienna  
Austria  
Tel: +43 1 80 06 0  
www.siblu.com  
Distributor for: INSTA

**SILICA**  
Stiefenbachgasse 35-2  
1150 Vienna  
Austria  
Tel: +31 8484 0  
www.silica.com  
Distributor for: Sharp, Seoul  
Semiconductor, Buben

**STECO ÖSTERREICH**  
Strassgänger Strasse 315  
8054 Graz  
Austria  
Tel: +43 316 28 45 03  
www.steco.at

**SWAROVSKI**  
Rettnerstrasse 30  
6114 Melk  
Austria  
Tel: +43 5224 671 650  
www.architecture.swarovski.com

**TECHNIK DESIGN VERKEERS**  
Malerstrasse, 49  
4600 Wels  
Austria  
Tel: +43 7266633  
www.technikdesign.com  
Distributor for: OPTI Kovelec, Pulsar,  
Studio Due

**TRIDONIC**  
Färbergasse 15  
8570 Dornbirn  
Austria  
Tel: +43 5572 395 0  
www.tridonic.com

Through our active partnership, outstanding service competence and technical expertise Tridonic enables customers to implement lighting solutions of superior functionality and efficiency in the 2009/10 financial year, Tridonic's 1.900 staff members working at 28 branch offices produced a turnover of EUR 387 million. More than 250 design engineers provide sophisticated systems and products.

**TRILUX-LEUCHTEN**  
Carlsberggasse 68  
1230 Vienna  
Austria  
Tel: +43 1 869 3538  
www.trilux.com  
Distributor for: Grazioso

**XAL**  
Aster-Weissbach-Gasse 36  
8035 Graz  
Austria  
Tel: +43 31643 170  
www.xal.com

**ZWITRON**  
Schwaben Strasse 30  
8035 Graz  
Austria  
Tel: +43 5972 990 0  
www.zwitron.com

### LICHTENSTEIN

**LIGHTING DESIGNERS**

**LOE LICHTENSTEIN**  
Talstrasse 7  
9495 Eschen  
Liechtenstein  
Tel: +42 322 37 08  
www.loe-net.com

### LUXEMBOURG

**AEM**  
Alfred J.W. Leonard LU  
7328 Neuch  
Luxembourg  
Tel: +352 200271  
Distributor for: TALL

**MINSINGS**  
R. rue Heigendrang  
1022 Luxembourg  
Luxembourg  
Tel: +352 495058  
Distributor for: Straco

**SIPELS**  
49, rue Le Triangle Vert  
1011 Luxembourg  
Luxembourg  
Tel: +352 316601  
Distributor for: XAL

Based on the success of the World Trading Survey from our sister publication mondo\*dr (technology in entertainment) and the interest generated by our survey of 50 lighting designers in our 50th issue, the mondo\*arc 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 mondo\*arc is participating in 2012.

The ILDS features a comprehensive directory of architectural lighting designers, manufacturers and distributors as well as information about international trade shows, lighting associations, festivals of light and lighting education courses. Available as a printed publication and in digital format, this is the directory that the industry is waiting for and is a valuable tool for those involved in lighting specification.

In addition we will be publishing further data in our survey of 50 lighting designers to measure the state of the lighting design profession since the '50' feature in 2009. 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 John-Paul Etchells (jp.etchells@mondiale.co.uk) or talk to any of the mondo\*arc team.

“The International Lighting Design Survey will go some way to cementing the role of the lighting designer.”  
Paul James, Editor mondo\*arc, UK

mondo\*arc's 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 lighting events around the world.

Distributed to 107 countries throughout the world, the circulation is specifically targeted at senior decision makers within high quality lighting design practices (including all IALD members and known PLDA members), architects, specifiers, distributors and manufacturers, in addition to lighting related divisions of local authorities and municipalities (including LUCI members), retail companies and end user in-house departments. Our work on the International Lighting Design Survey (ILDS) has resulted in a significant increase in lighting design practices all over the world regularly receiving the magazine.

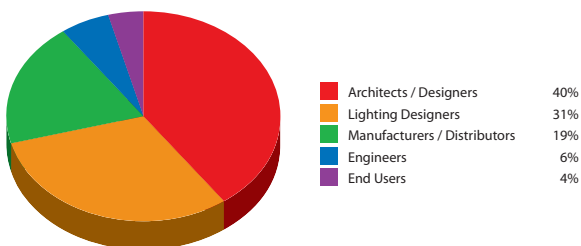
mondo\*arc is published seven times a year (including the bonus ILDS issue at the beginning of each year), with translations in six different languages (French, German, Italian, Spanish, Japanese and Chinese), and has bonus distribution at leading trading shows and conferences worldwide.

In addition our dynamic website and interactive digital issues are viewed by thousands of people from all over the world every month (latest updated viewing figures from Google Analytics available upon request).

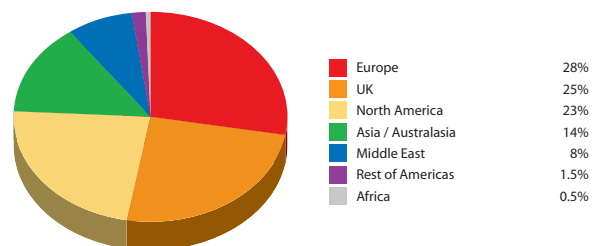
AVERAGE TOTAL MAILED CIRCULATION: 12,000

AVERAGE EXHIBITION / CONFERENCE COPIES: 2,000

**BREAKDOWN BY JOB FUNCTION**



**BREAKDOWN BY GLOBAL REGION**



“I can meet many valuable friends and masters through mondo\*arc. For me it is the forum for professional lighting experts worldwide. mondo\*arc's articles about lighting design will enable our profession be much bigger and stronger.”

Kaoru Mende, Principal  
Lighting Planners Associates, Japan

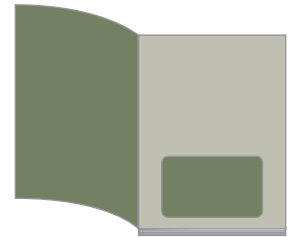




In addition to regular advertising pages within mondo\*arc, there are further options to increase your visibility within the magazine. All options listed and more can be discussed with our advertising staff who can explain the different options in more detail.

**TIPPED ON (GLUED) INSERT**

Add visual interest to your full page advertisement by glueing a removable postcard or insert to the page.



**LOOSE INSERT**

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

**BELLYBAND**

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.

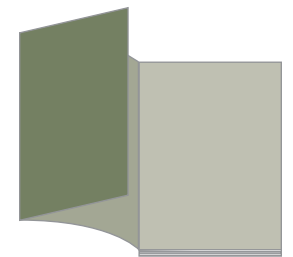


In addition, a bellyband can be designed to open the magazine at your double page spread advertisement by glueing the ends of the bellyband onto your ad.



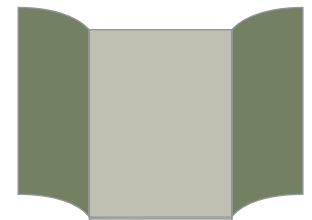
**SPECIAL COVERS**

Maximize the impact of your message with a three-page gatefold cover or a split front-cover spread (sometimes called a barn door cover).



The three-page gatefold is 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.

The split front cover (barn door) is a two-page spread advertisement that opens directly from the front cover.



**Prices\***

Tipped on insert and single page ad	£6000	Bellyband opening to DPS advert	£12000
Loose insert	£2000	Front page gatefold	£8000
Bellyband	£8000	Split front cover	£12000

\* prices are estimated and may increase depending on weight and special requests. Loose insert price is based on minimum weight.

### All Dimensions: Height before width

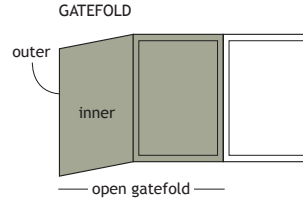
#### Gatefold

*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



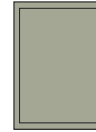
#### Full Page

Type	310 mm x 210 mm
Bleed	339 mm x 242 mm
Trim	333 mm x 236 mm

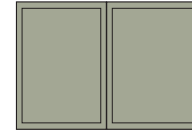
#### DPS

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

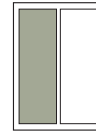
#### 1/2 Page Portrait

Size	310 mm x 106 mm
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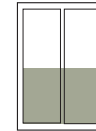
#### 1/2 Page Landscape

Size	150 mm x 210 mm
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1/2 PAGE



Portrait

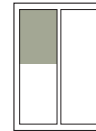


Landscape

#### 1/4 Page Portrait

Size	145 mm x 110 mm
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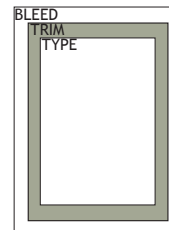
1/4 PAGE



Portrait

#### PLEASE NOTE

- TYPE: We advise that all type and important subject matter should be kept within the TYPE area.
- TRIM: refers to the actual page size.
- BLEED: For pages that require it there must be 3mm of bleed on all sides.
- You should allow 8mm between DPS adverts for binding.
- If unsure please call for more information.



“I find that reading mondo\*arc is a good way to keep up with the lighting industry at a global scale.”

Enrique Garcia Carrera,  
Associate Principal  
Fisher Marantz Stone Partnership, USA



mondo\*arc is now available every issue as a digital edition. Benefits of the digital edition of mondo\*arc are 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; an online archive of previous issues and the enhancement of the reader experience with interactive multimedia. All editorial within the digital edition that has an email or website address connected to it will have a live link to that address.

All adverts booked in the print edition of the magazine will also appear in the digital edition free of charge.

To enhance the interactivity of your advertising page, live links will also be added to all email and web address

and also further enhanced with Flash animation and video. Editorial within each edition can also be enhanced with animation and video. There is a small cost associated with these additions.

#### ADVERTISING COSTS

Animation £195.00

Video £295.00

In addition, e-shot advertising is available to accompany the digital editions and newsletters. Every fortnight these are sent to our email database of 17,000 recipients. This email database can also be rented to send a detailed marketing message.

#### ADVERTISING COSTS

Eshot skyscraper / banner £2000.00

accompanying digital edition / newsletter

Email shot to 17,000 database £3000.00



There are a number of types of advert available on [www.mondoarc.com](http://www.mondoarc.com). These can be jpeg, gif or swf format and should be less than 40KB file size. There will be an associated charge if you require mondo\*arc to create this for you.

### LEADERBOARD

728 pixels x 90 pixels.  
 £1500 per month (3 months)  
 £1400 per month (3-6 months)  
 £1300 per month (6-9 months)  
 £1200 per month (12 month)

### NEWS SPONSOR

500 pixels x 90 pixels.  
 £1000 per month (3 months)  
 £900 per month (3-6 months)  
 £800 per month (6-9 months)  
 £700 per month (12 month)

All skyscrapers, mini skyscrapers and footers hold a maximum of three adverts on rotation in each available advertising space. The adverts will receive equal exposure on the site.

Leaderboard, MPU and news sponsor adverts are exclusive and have no rotation.

### FOOTER

728 pixels x 90 pixels.  
 £500 per month (3 months)  
 £450 per month (3 - 6 months)  
 £400 per month (6 - 9 months)  
 £350 per month (12 months)

The screenshot shows the homepage of mondo\*arc, featuring a navigation menu, a search bar, and several news articles. The main content area is divided into sections like 'Latest Headlines', 'Technology', 'Product Guide', 'Interviews', and 'Comment'. A sidebar on the right contains 'About mondo\*arc', 'Subscribe', and 'Digital Issues'. The footer includes a navigation menu and a 'click here to subscribe' button.

### HOMEPAGE MPU

Mid Page Unit that allows you to present your advertisements as image, animation or video.  
 £2000 per month (3 months)  
 £1900 per month (3-6 months)  
 £1800 per month (6-9 months)  
 £1700 per month (12 month)

### SKYSCRAPER 1

120 pixels x 600 pixels.  
 £600 per month (3 months)  
 £550 per month (3 - 6 months)  
 £500 per month (6 - 9 months)  
 £450 per month (12 months)

### MINI SKYSCRAPER 1

120 pixels x 240 pixels.  
 £350 per month (3 months)  
 £300 per month (3-6 months)  
 £250 per month (6-9 months)  
 £200 per month (12 months)

### SKYSCRAPER 2

120 pixels x 600 pixels.  
 £500 per month (3 months)  
 £450 per month (3 - 6 months)  
 £400 per month (6 - 9 months)  
 £350 per month (12 months)

### MINI SKYSCRAPER 2

120 pixels x 240 pixels.  
 £250 per month (3 months)  
 £200 per month (3-6 months)  
 £150 per month (6-9 months)  
 £100 per month (12 months)

\* Minimum of 3-month run on all website advertising.



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f: +44 (0)161 429 7214

e: mondo@mondiale.co.uk

w: www.mondoarc.com

#### ADVERTISING IN MONDO\*ARC MAGAZINE GIVES YOU:

- Exposure to 12,000 worldwide subscribers.
- Exposure to 17,000 email subscribers directly to their inbox.
- Live links to your website in digital issue.
- Association with the world's leading architectural lighting publication, respected and avidly read by lighting designers, specifiers and architects all over the world.

#### ADVERTISING ON THE MONDO\*ARC WEBSITE GIVES YOU:

- Exposure to thousands of unique visitors every month.
- Live links to your website.
- Association with the news service of mondo\*arc magazine.

#### ADVERTISING ON MONDO\*ARC E-NEWSLETTERS GIVES YOU:

- Exposure to 17,000 email subscribers directly to their inbox.
- Live links to your website.
- Association with the news service of mondo\*arc magazine.

#### ADVERTISING ON MONDO\*ARC DIGITAL ISSUE EMAIL GIVES YOU:

- Exposure to 17,000 email subscribers directly to their inbox.
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Brian Stacy

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