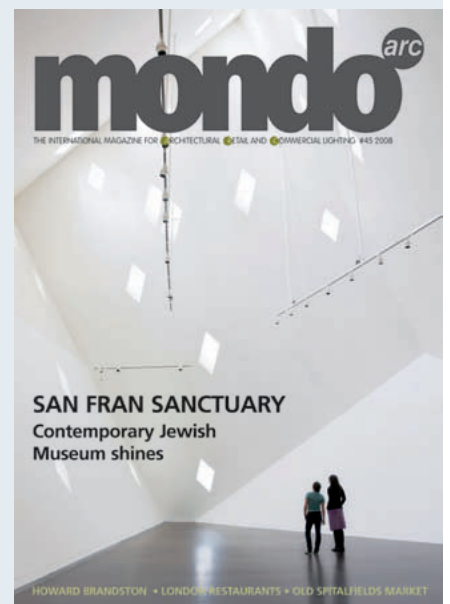
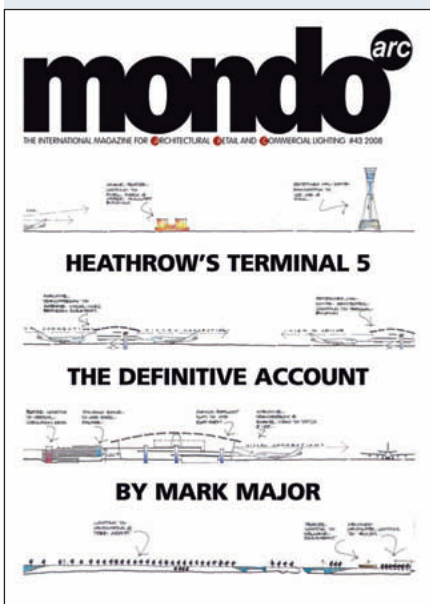
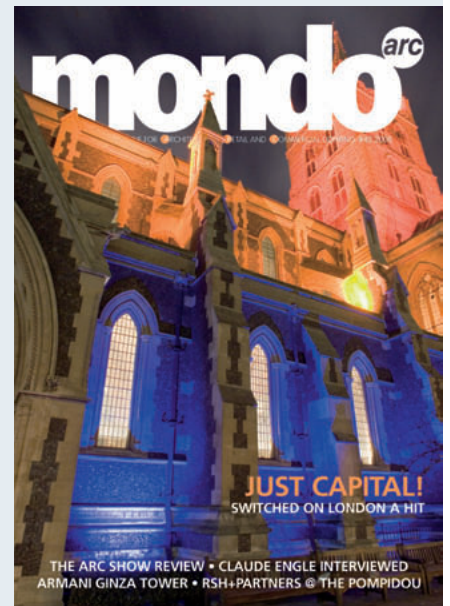


# mondo<sup>arc</sup>

THE INTERNATIONAL MAGAZINE FOR ARCHITECTURAL RETAIL AND COMMERCIAL LIGHTING

## 2009 MEDIA PACK



## \*ARC CIRCULATION

**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 corporate buildings. Interviews with leading international lighting designers are included in each issue.

There are also informative articles by leading lighting designers about all aspects of lighting as well as regular columns from some of the leading experts in the lighting industry, including:

- Solid State Lighting by LED guru Dr Geoff Archenhold, the UK Government's 'LED Tsar'
- In-depth product reviews by product designer David Morgan
- Sustainable lighting advice by sustainability expert Henrietta Lynch
- The 'Built With Light' column by Sharon Stammers

In addition, there is a sizeable decorative lighting section in each issue that includes product and project information as well as profiles of established and up and coming designers.

**mondo\*arc** is published six times a year, with translations in six different languages (French, German, Italian, Spanish, Japanese and Chinese), and has bonus distribution at major lighting exhibitions around the world. Aimed at architects, lighting consultancies, interior designers, specifiers, electrical engineers, distributors and end users, **mondo\*arc** reaches the real decision makers in the lighting industry.

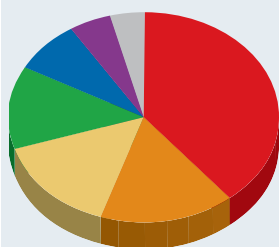
### GLOBAL REACH WITHIN THE ARCHITECTURAL, RETAIL AND COMMERCIAL LIGHTING INDUSTRY

Distributed to 107 countries throughout the world, the circulation is specifically targeted at senior decision makers within high quality lighting designers and consultancies (including all IALD 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.

### CIRCULATION

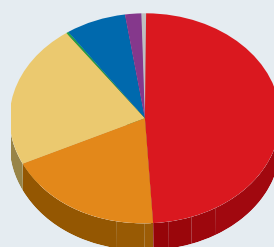
**mondo\*arc** delivers an average circulation of 10652 copies\* sent to lighting and architecture professionals every issue. This circulation is independently verified by the Audit Bureau of Circulation.

#### BREAKDOWN BY JOB FUNCTION



Architects	39%
Lighting Designers	16%
Interior/Retail Designers	15%
Distributors/Subsidiaries	13%
M&E Engineers	8%
Manufacturers	5%
End Users	4%

#### BREAKDOWN BY GLOBAL REGION



United Kingdom	49%
Europe	19%
N America	22%
Rest of Americas	0.5%
Asia (inc Australasia)	7%
Middle East	2%
Africa	0.5%

\*ABC July 07-Jun 08

## \*ARC COPY SCHEDULE

**mondo\*arc** will continually cover subjects and projects when topical to reflect the latest current thinking and schemes completed. These will include all aspects of architectural, retail and commercial lighting as well as decorative, design-led lighting that is specified in architectural schemes. In addition we will publish dedicated product guides as outlined below.

### **MONDO\*ARC #47 (FEB/MAR)**

Editorial deadline 16th January 2009

Advertising 23rd January 2009

**Product Guide:** Amenity and Exterior Lighting

**Bonus Show Distribution:** The ARC Show 2009, London; IALD Enlighten Europe

### **MONDO\*ARC #48 (APR/MAY)**

Editorial deadline 13th March 2009

Advertising 20th March 2009

**Product Guide:** The ARC Show Review

**Bonus Show Distribution:** Euroluce, Milan; Lightfair, New York; Light Middle East, Dubai; PALME, Dubai

### **MONDO\*ARC #49 (JUN/JUL)**

Editorial deadline 15th May 2009

Advertising 22nd May 2009

**Product Guide:** Euroluce/Lightfair Review

**Bonus Show Distribution:** Guangzhou International Lighting Exhibition, China

### **MONDO\*ARC #50 (AUG/SEP)**

Editorial deadline 17th July 2009

Advertising 24th July 2009

**Product Guide:** Lamps and Gear

**Bonus Show Distribution:** PLASA, London; 100% Design, London; IALD Enlighten Americas

### **MONDO\*ARC #51 (OCT/NOV)**

Editorial deadline 18th September 2009

Advertising 25th September 2009

**Product Guide:** Lighting Control

**Bonus Show Distribution:** Sleep Hotel Design, London; LDI, Las Vegas; Cityscape, Dubai

### **MONDO\*ARC #52 (DEC/JAN)**

Editorial deadline 13th Nov 2009

Advertising 20th Nov 2009

**Product Guide:** Solid State Lighting

**Bonus Show Distribution:** The ARC Show 2010, London

### **MONDO\*ARC INTERNATIONAL INDUSTRY SURVEY (TBC)**

Editorial deadline TBC

Advertising TBC

The ultimate worldwide listings edition for lighting professionals

## \*ARC ADVERTISING RATES & PRODUCTION DATA

### ADVERTISING RATES

gatefold	£6000.00	
double page spread	£4000.00	
full page	£2200.00	
half page	£1600.00	
third	£1300.00	
quarter page	£900.00	*all quoted rates assume british pounds sterling

### PRODUCTION DATA

#### **If you are sending completed artwork:**

- To be sent either on CD or files sent via FTP. We can also accept email files under 25MB.
- Images need to be set at a print resolution of 300dpi, (CMYK) saved as TIFF, JPEG or EPS.
- Logos produced in Freehand/Illustrator need to be converted to paths or curves.
- ALL fonts involved within the artwork must be supplied.
- Please call for advice on whether to end artwork in PDF format.
- 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 in Word.
- 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).
- Printed material can be sent for scanning. Ideally to be sent as photographs, transparencies and letterheads. Magazine material can be scanned however does not reproduce as well.
- Colour references for logos to be sent as pantone process or CMYK.
- An email or fax of the artwork will be sent to you for approval.

### COMPATIBILITY

We are Mac based and can accept the following :

Software used : Quark (v6.5 or earlier), InDesign (CS2 or earlier), Photoshop, Illustrator (CS2 or earlier), Freehand (fh9 or earlier).  
File Type : AI, EPS, TIFF, JPEG, QXD, INDD, PDF (Please call for advice on sending artwork in PDF format)

We do not accept artwork made in COREL Draw, Microsoft Publisher, Word or PowerPoint.

# \*ARC MECHANICAL DATA

## MECHANICAL DATA

All Dimensions: Height before width

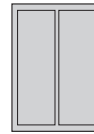
### Full Page

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

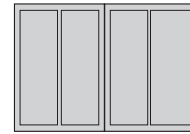
### DPS

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

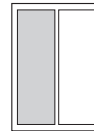
### 1/2 Page Portrait

Type 310 mm x 106 mm

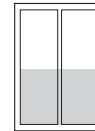
### 1/2 Page Landscape

Type 150 mm x 210 mm

1/2 PAGE



Portrait



Landscape

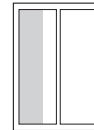
### 1/3 Page Portrait

Type 277 mm x 60 mm

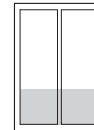
### 1/3 Page Landscape

Type 102 mm x 210 mm

1/3 PAGE



Portrait

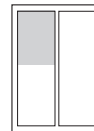


Landscape

### 1/4 Page Portrait

Type 145 mm x 110 mm

1/4 PAGE



Portrait

#### PLEASE NOTE

- All bleed pages must have a 3mm bleed on all sides.
- Type and important subject matter should be kept within the TYPE area.
- You should allow 8mm between DPS adverts for binding. Please call for more information.

## \*ARC ONLINE ADVERTISING RATES & MECHANICAL DATA

### SKYSCRAPER

The Skyscraper is 120 pixels x 600 pixels and sits on the right hand side of the page. Artwork can be received in jpeg or gif format and there will be an associated charge if you require **mondo\*arc** to create this for you.

### Advertising Costs

Home Page £350 per month (minimum of 3 months) \*  
£250 per month (minimum of 3 months)  
£200 per month (3 – 6 months)  
£150 per month (6 – 9 months)  
£100 per month (12 months)

### FOOTER

Located at the bottom of the page, the footer is 728 pixels x 90 pixels. Artwork can be received in jpeg or gif format and there will be an associated charge if you require **mondo\*arc** to create this for you.

### Advertising Costs

Home Page £325 per month (minimum of 3 months)  
£225 per month (minimum of 3 months)  
£175 per month (3-6 months)  
£125 per month (6-9 months)  
£75 per month (12 month)

The above costings are ex VAT and are per month per advert.

\*The homepage has a premium price attached and discounts for larger series bookings can be negotiated, please contact **mondo\*arc** for further information. Our expertise and contacts ensure that your message reaches the right people in the late night entertainment industry with maximum impact.

**SKYSCRAPER**  
120 x 600 pixels

There are four sizes of advert available on **www.mondoarc.com**

These can be jpeg, gif or swf format and should be less than 30KB file size.

\*sizes are not to scale

**FOOTER**  
728 x 90 pixels

## \*ARC CONTACTS

### CONTACT

**PAUL JAMES**  
**EDITOR**

p.james@mondiale.co.uk

**CATHERINE MARTIN**  
**EDITORIAL ASSISTANT**

c.martin@mondiale.co.uk

**JASON PENNINGTON**  
**ADVERTISING MANAGER**

j.pennington@mondiale.co.uk

**JOHN-PAUL ETHELLES**  
**ADVERTISING SALES**

jp.etchells@mondiale.co.uk

**JUSTIN GAWNE**  
**CEO**

j.gawne@mondiale.co.uk

**EMMA BUSH**  
**CHARLOTTE WRIGHT**  
**CIRCULATION/MARKETING**

e.bush@mondiale.co.uk

c.wright@mondiale.co.uk

t: +44 (0)161 476 8350

f: +44 (0)161 429 7214

e: mondo@mondiale.co.uk

w: www.mondoarc.com

### COMPANY

mondo\*arc magazine limited is part of Mondiale Publishing Ltd, an international technology and design publication company. Other titles owned by Mondiale include mondo\*dr which is the industry bible for the international technology in entertainment market and Total Production, the international guide to live performance technology. Night magazine caters for the nightclub industry in the UK. Sleeper covers the highly lucrative market of hotel design.



mondo\*arc magazine ltd  
(part of Mondiale Publishing)  
Waterloo Place Watson Square  
Stockport SK1 3AZ England