

# lighting & decor

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THE *ONE-STOP*  
RESOURCE FOR  
LIGHTING AND  
HOME DECOR  
PROFESSIONALS

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IMAGE: Emporium Home

## 2017 MEDIA PLANNER

Scranton Gillette Communications • [www.lightinganddecormag.com](http://www.lightinganddecormag.com)



# chic. bold. beautiful.

AND RIGHT ON TREND.



Light: Surya/Regina Andrew

**T**he only one-stop information source covering the lighting and home decor markets, *Lighting & Decor* follows a documented industry trend that sees more and more lighting showrooms become multicategory stores.

**BLENDED RETAILER  
PRODUCT LINES**  
+  
**BLENDED COVERAGE**  
=  
**lighting  
& decor**

*Lighting & Decor's* multicategory coverage of products and trends makes it the most efficient ad buy for lighting and home furnishings manufacturers.

This new brand — with a monthly magazine, a responsive, customizable website, weekly e-newsletters, social media and video — will cover lighting and fans as well as home decor categories like mirrors, pillows, wall decor, furniture, rugs, tabletop and more.

With its unique trim size (10 x 12 inches), heavy gloss stock and big engaging images, *Lighting & Decor* is the one-stop brand you need for your marketing.

FROM THE PUBLISHER OF:

RESIDENTIAL **LIGHTING** & **HOME**  
**fashion**  
**forecast**

**from the editor**

ISSUE 1, VOLUME 1

**FRESH-FACED**

When I think of a brand launch, two emotions come to mind: excitement and anticipation. I've been experiencing both of them since October, and the time has finally come to show you what we've been cooking up for the last three months.

**We are committed to giving our readers something that we truly felt was needed, and something that you told us you needed as well: vibrancy, freshness and a new approach.**

check full of well-curated content and videos. Maybe the coolest thing? You'll be able to create your own virtual tour Board from products on our site. I know I'll have one on hand.

The whole Lighting & Decor team is excited to celebrate the launch of our brand at the Atlanta market in partnership with American Builders.

and educational seminars. We'll also be in Dallas and Las Vegas with copies of the debut issue ready to share.

In all honesty, I feel as though I've birthed a child with this brand. We are committed to giving our readers something that we truly felt was needed, and something that you told us was needed as well: vibrancy, freshness and a new approach. You all continue to inspire, pushing your businesses and the industry forward, so it's only fair we do the same. You asked and we listened.

Welcome to Lighting & Decor. **ED**



**Nicole BOWLING**  
Editor in Chief

**visit us on social media**

Facebook.com/lightinganddecor  
Twitter.com/lightinganddecor  
Instagram.com/lightinganddecor  
Pinterest.com/lightinganddecor

**Lighting & Decor**

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CREATIVE SERVICES



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Vanity Pail

www.lightinganddecor.com

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**ONE-STOP RESOURCE**

The most efficient single-ad-buy publication for both lighting and home decor manufacturers, and the only one-stop info resource for retailers and designers

**40,000 PURCHASE INFLUENCERS**

- 15,000 retailers (lighting & home furnishings)
- 15,000 designers (lighting & interior)
- 10,000 builders, architects, electrical distributors, manufacturers & manufacturers' reps

**40,000+ CIRCULATION**

20,000 print | 20,000 digital  
+ at-market distribution for greater presence at important industry events through Lighting & Decor special programs and bonus distribution

**\$40 BILLION**

lighting & home decor market served by Lighting & Decor

**8 YEARS SHOWROOM OF THE YEAR AWARDS**

Tradition, established by Dallas Market Center & Residential Lighting. The program continues on with Lighting & Decor.

**PARIS LIGHTENS UP**

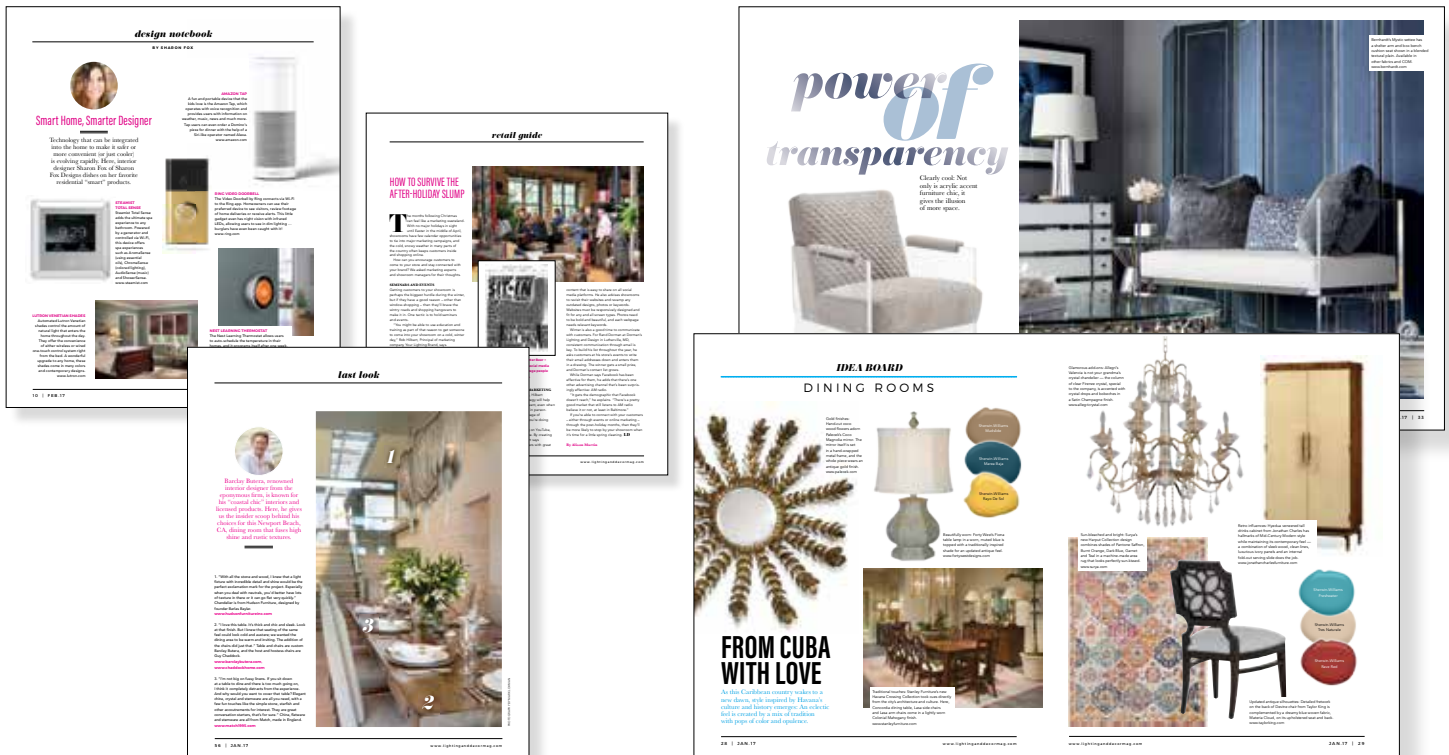
BY MICHELLE LAMB

A new, clean lighting concept has arrived in Paris. The brand is called Paris Lightens Up, and it's all about bringing a fresh, modern look to your home. The brand's signature is a clean, minimalist aesthetic that combines modern design with a touch of Parisian charm. The brand's products are designed to be both functional and beautiful, making them a perfect addition to any home. The brand's products are designed to be both functional and beautiful, making them a perfect addition to any home.

The sun can't help but be reminded of a butcher shop when you see So Sage from Paris Fixture — each LED pendant looks like a sausage hanging in a butcher's window. Use different sizes of these clear glass lights in three, four or individually. Lightroomed. So Sage is particularly clever for casual dining environments. Designed by Sam Baran. www.parislightenup.com

Lamp: Surya/Regina Andrews; Furniture: Emporium Home

# inside every issue



## DESIGN NOTEBOOK

Interior and product designers give us the scoop. Whether it's their three favorite chairs of the season, or the story behind a new product collection, or even a peek into how they work, we'll provide an intimate snapshot of their inspirations.

## RETAIL GUIDE:

Tips, tricks and strategy for displaying and selling product, plus merchandising experts and successful showrooms discuss how to increase sales.

## 3 TIPS FROM THE LIGHTING DOCTOR

Longtime columnist and lighting designer Randall Whitehead, IALD, shares his recognized expertise each month, including his top three tips for lighting in different areas of the home.

## DIGITAL BULLETIN

Coverage of social media, technology and everything on the Web, including new software for your store, input from social influencers, and easy steps to creating an online presence.

## MARKET FACTS:

From data collected from our subscribers, we'll analyze trends and provide valuable insight into the lighting and home decor market.

## VIEWPOINT

Readers pen their thoughts about pertinent industry topics.

## IDEA BOARDS

A showcase of style trends in the home furnishings market. Illustrated with lighting, accessories and furniture, each board tells a story as seen through our editors' eyes.

## PRODUCT GALLERIES

Product-specific focus on one category at a time, revealing what's new and notable in various segments of the market.

## LAST LOOK

The magazine's last page features a breathtaking room shot with product details.

CALL FOR  
PREMIUM  
POSITIONS!

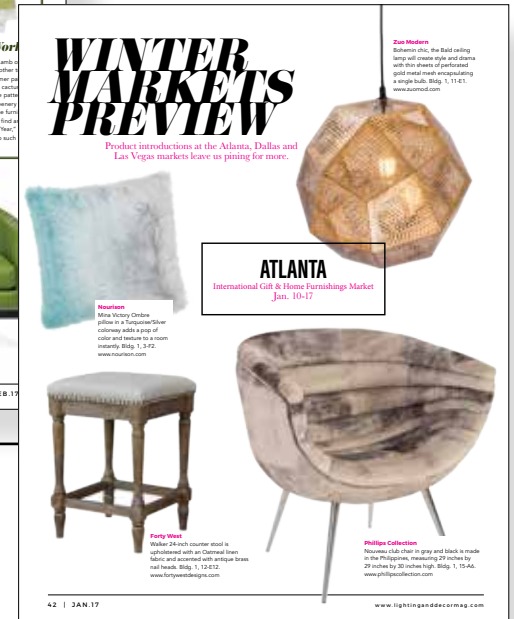
# visual experience

LARGE, COMPELLING IMAGES



# airy layouts

PRESENTATIONS WITH LIBERAL USE OF WHITE SPACE



# wider format

MORE AD REAL ESTATE ON BRIGHT, HEAVY STOCK

# digital ...

Engage with buyers through *Lighting & Decor's* digital products, including newsletters, partner promotions, the website, social media and videos.

## WEBSITE

A new responsive, customizable website, [lightinganddecor.com](http://lightinganddecor.com), presents engaging top-notch editorial content for an unparalleled user experience. Products, news, blogs,

videos and more Web-exclusives with gorgeous imagery are the perfect backdrop for your native advertising, leaderboards and boom boxes.

## SOCIAL MEDIA

Look for us on Facebook, Twitter, Instagram and Pinterest as an extension of our editorial content. Look for coverage at shows, news updates, videos and behind-the-scenes perspectives from our editors.

## THE SCOOP

Receive the latest industry news, retail and trend reports, a letter from the editor, plus video and guest blogs, straight to your inbox.

## EDITOR'S FAVES

*Lighting & Decor* editors pick their favorite products, both from print issues and Web-exclusives. See new introductions and notable designs across all home decor product categories.

## PRODUCT WATCH

Place your product in this premium newsletter sent to *Lighting & Decor's* top engagers.

## PARTNER PROMOTIONS

Your exclusive, sponsored email message can be delivered to your target audience.



# MILLENNIAL HOME

**This fresh new digital quarterly** zeroes in on a specific segment of the consumer market — Millennials — and reveals what's important to them, what they want to purchase, and how they want to be reached.

*Millennial Home's* coverage will reflect *Lighting & Decor's* product-driven, modern approach as it focuses on what is soon to be the home decor market's most-important, most-sought-after consumer segment. **Millennial Home will get you there first!**



## \$1,995 NET **MILLENNIAL HOME** PACKAGE

- Full-page ad in *Home View* digital edition delivered to 26,000+ retailers and designers that is permanently accessible in the *Lighting & Decor* archives
- Hyperlinked URLs, email addresses and social media icons within your ad. Also included in the ad rate are any client-supplied digital enhancements (video, audio, animation)
- eLeads from our digital Reader Service program, with contact information for subscribers who requested more information about your products

## 2017 **MILLENNIAL HOME** SCHEDULE

	April 2017	August 2017	December 2018
<b>Theme</b>	Millennial Style (intro to Millennial Home)	Go to Work (Home Office)	2018 Color
<b>Featured Product Categories</b>	Bedroom, sofas, sconces	Task lighting, office furniture, wall decor	Textiles, upholstery, rugs, portable lamps
<b>Editorial Deadline</b>	3/20/2017	7/20/2017	11/20/17
<b>Ad Closing / Material Due</b>	3/22/2017	7/24/2017	11/22/17

### EXTRA EXPOSURE

#### Millennial Home Promotions:

- Social Media Channels
- Dedicated e-Blasts
- e-News Letter Links

Submit PDF/X-1a files sized to 10.25" x 12.25" (width x height) to [www.adshuttle.com/sgc](http://www.adshuttle.com/sgc). This is the same as the bleed size for *Lighting & Decor*.

Contact your *Lighting & Decor* Integrated Media Consultant to participate in the *Millennial Home* package.

# editorial calendar 2017

MONTH	MAIN FEATURES	BONUS DISTRIBUTION	EDITORIAL DEADLINE	AD CLOSING/ MATERIAL DUE
January	<b>IDEA BOARD:</b> Kitchen & Dining Room <b>PRODUCT GALLERIES:</b> Winter Market Previews, Bath Lighting, Rugs <b>ADVERTORIAL:</b> Trending for 2017	Atlanta (Jan. 10-17), Dallas (Jan. 18-24), Las Vegas (Jan. 22-26) Markets	11/10/2016	11/30/2016
February	<b>IDEA BOARD:</b> Smart Homes <b>PRODUCT GALLERIES:</b> LEDucation Preview, Bulbs/Lamps, Controls, Accent Furniture	LEDucation (Dates TBA)	12/13/2016	1/2/2017
March	<b>IDEA BOARD:</b> Outdoor Living <b>PRODUCT GALLERIES:</b> Architectural Lighting, Casegoods, Mirrors <b>FEATURE:</b> Retail Road Trip 1		1/13/2017	2/2/2017
April	<b>IDEA BOARD:</b> Designer Must-Haves <b>PRODUCT GALLERIES:</b> Ceiling Fans, High Point Preview, Upholstery <b>FEATURE:</b> Lightfair Special Section	High Point Market (April 22-26) and Lightfair (May 7-11)	2/10/2017	3/2/2017
May	<b>IDEA BOARD:</b> Contemporary Living <b>PRODUCT GALLERIES:</b> Wall Décor, Pillows <b>FEATURES:</b> Showroom of the Year Finalists, ALA Conference Coverage		3/14/2017	4/3/2017
June	<b>IDEA BOARD:</b> International Design <b>PRODUCT GALLERIES:</b> Dallas Preview, Decorative Accessories, Lighting Fixtures <b>FEATURE:</b> Top Retailer	Dallas Market (June 21-27)	4/14/2017	5/4/2017
July	<b>IDEA BOARD:</b> Holiday Decor <b>PRODUCT GALLERIES:</b> Atlanta and Las Vegas Previews, Casegoods, Portable Lighting, Rugs <b>FEATURE:</b> Retail Road Trip 2	Atlanta (July 11-18), Las Vegas (July 30-Aug.3) Markets	5/16/2017	6/5/2017
August	<b>IDEA BOARD:</b> Bedroom <b>PRODUCT GALLERIES:</b> Ceiling Fans, Pillows <b>FEATURE:</b> Showroom of the Year Winner Profiles		6/13/2017	7/3/2017
September	<b>IDEA BOARD:</b> Eco-Friendly Home <b>PRODUCT GALLERIES:</b> Bulbs/Lamps, Upholstery <b>FEATURE:</b> Lighting for Tomorrow Winners	ALA Conference (Sept. 10-12)	7/14/2017	8/3/2017
October	<b>IDEA BOARD:</b> Color <b>PRODUCT GALLERIES:</b> High Point Preview, Rugs, Wall Décor	High Point Preview (Oct. 14-18)	8/11/2017	8/31/2017
November	<b>IDEA BOARD:</b> Office <b>PRODUCT GALLERIES:</b> Ceiling Fans, Tabletop <b>FEATURE:</b> Retail Road Trip 3		9/12/2017	10/2/2017
December	<b>IDEA BOARD:</b> 2018 Trend Report <b>PRODUCT GALLERIES:</b> Dallas Preview, Chandeliers, Accent Furniture	Dallas Market (Jan. 17-23)	10/13/2017	11/2/2017

## IN EVERY ISSUE:

**3 TIPS FROM THE LIGHTING DOCTOR:** Our longtime columnist and lighting designer Randall Whitehead, IALD, will continue to share his expertise with Lighting & Decor readers. In his new column each month, he'll give his top three tips for lighting in different areas of the home.

**DESIGN NOTEBOOK:** Interior and product designers give us the scoop. Whether it's their three favorite chairs of the season, or the story behind a new product collection, or even a peek into how they work, we'll provide an intimate snapshot of their inspirations.

**RETAIL GUIDE:** Tips, tricks and strategy for displaying and selling product. We'll talk to merchandising experts and successful showrooms about how to increase sales.

**DIGITAL BULLETIN:** Here we cover social media, technology and everything on the Web. This includes new software for your store, to input from social influencers, to creating an online presence.

**IDEA BOARD:** Our way of showcasing a style trend in the home furnishings market. These features will be comprehensively illustrated with lighting, accessories and furniture to tell the story through our editors' eyes.

**PRODUCT GALLERY:** These product-specific features will focus on one category at a time, showing what's new and notable in the various segments of the market.

**LAST LOOK:** The last page of the magazine, featuring a breathtaking room shot with product details.

**EDITORIAL E-MAIL:** [nbowling@sgcmail.com](mailto:nbowling@sgcmail.com)

**UPLOAD EDITORIAL SUBMISSIONS TO:** [www.scrantongillette.com/PR/index.cfm](http://www.scrantongillette.com/PR/index.cfm)

# lighting & decor RATE CARD 2017

Upload print advertising to:  
www.adshuttle.com/sgc

## PRINT ADVERTISING RATES

Ad Size	1x	4x	12x
2 Page Spread	\$7,000	\$6,000	\$5,000
Full Page	\$4,000	\$3,500	\$3,000
1/2 Page	\$2,600	\$2,200	\$2,000
1/4 Page	\$1,500	\$1,200	\$975

All ad sizes are included in the digital edition with links.

### Ad Sizes

**2-Page Spread:** 20<sup>1</sup>/<sub>4</sub>" x 12<sup>1</sup>/<sub>4</sub>" (bleed)

**Full Page:** bleed size: 10<sup>1</sup>/<sub>4</sub>" x 12<sup>1</sup>/<sub>4</sub>" | non-bleed: 9<sup>1</sup>/<sub>4</sub>" x 11<sup>1</sup>/<sub>4</sub>"

**1/2 Page Horizontal:** bleed size: 10<sup>1</sup>/<sub>4</sub>" x 6" | non-bleed: 9<sup>1</sup>/<sub>4</sub>" x 5<sup>1</sup>/<sub>2</sub>"

**1/2 Page Vertical:** bleed size: 5" x 12<sup>1</sup>/<sub>4</sub>" | non-bleed: 4<sup>1</sup>/<sub>2</sub>" x 11<sup>1</sup>/<sub>4</sub>"

**1/4 Page:** 4<sup>5</sup>/<sub>8</sub>" x 5<sup>5</sup>/<sub>8</sub>"

### Accepted Digital Formats

Press-optimized PDF using **Acrobat PDF/X-1a** job option is the required format (300 dpi, CMYK color). PDFs prepared for use on the Web are unacceptable.

Offset printer marks outside of artwork for bleed ads.

Any other type of file may require the use of an outside vendor and will result in additional charges.

Unless SWOP ad proof is submitted, publisher will not accept responsibility for the integrity of the ad.

### Mechanical Data

**Publication Trim Size:** 10" X 12" (width x height)

**Printing:** Web offset. Printing is wet, all colors going down simultaneously with one impression

**Binding:** Perfect bound

**Mechanical Requirements:** SWOP specifications apply. Magazines are trimmed to 10" X 12" by trimming 1/8" off the head, face and foot. Live matter (text, logos & non-bleed elements) should be kept at least 1/4" away from the trim size.

### Ad Mailing Instructions

Advertising material, SWOP proofs, space contracts, insertion orders, correspondence and copy should be addressed to: Traffic Department, *Lighting & Decor*, 3030 W. Salt Creek Lane, Suite 201, Arlington Heights, IL 60005-5025. Fax: 847.390.0408

Ad production is available for a rate of \$75/hour and includes two rounds of revisions.

## GENERAL INSTRUCTIONS AND TERMS

**Terms and Agency Commission:** 15% of gross billing for display advertising space, color, special position premium, provided account is paid within 30 days of invoice date. 1.5% charge per month on accounts 30 days or more in arrears. No cash discount. Commission is not allowed on mechanical or special charges, including those for artwork, photos, printing, reprints, backup of inserts, tip-ins, and all other special handling requirements. In the event of non-payment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Agency commission will not be paid if the submitted ad material requires additional work by the publisher.

**Short Rates and Rebates:** Advertisers will be short-rated if within the 12-month period from date of first insertion they do not use the number of insertions contracted for upon which their billings have been based. Advertisers will be rebated if within the 12-month period they have used sufficient additional insertions to earn a lower rate than that at which they have been billed.

**Rate Protective Clause:** Rates are subject to change on notice and become effective for all advertisers with the stated specific issue and all issues thereafter. However, advertisers may cancel or amend their contracts without incurring short rate adjustment if they have fulfilled their contract terms through the issue preceding that with which the new rates are effective.

**Publisher's Copy Protective Clause:** In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in this rate card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency will indemnify, defend and save harmless the publisher, its agents, assigns and successors against any claim, demand, costs, expenses and damages, including reasonable attorneys fees incurred by the publisher,

## WEBSITE ADVERTISING RATES

(per month)	1x
<b>Leaderboard</b>	\$1,000
<b>Boom Box</b>	\$500

### Ad Formats

**Leaderboard:** 728 x 90 pixels (width x height)

**File formats:** GIF, JPG, third party tags, html 5

**Maximum file size:** 40 KB

Supply URL for link

## E-NEWSLETTER ADVERTISING RATES

	Format	per edition
<b>The Scoop</b>	Native Ads	\$750
<b>Editor's Faves</b>	Native Ads	\$750
<b>Product Watch</b>		\$1,000
<b>Partner Promotions</b>		\$125/M

### Ad Formats

**Native ads** include one product photo, up to 50 words of descriptive copy and a link.

**Product Watch** includes one product photo and up to 25 words of descriptive copy and link.

**Partner Promotions** require an HTML file with images hosted or copy supplied in document file, JPG format images and logos, links and subject line specified. Please contact your Integrated Media Consultant for additional details about specific requirements.

Supply URLs for links.

### Submit Web Art to:

Beth Maczko | 847.391.1018 | bmaczko@sgcmail.com

arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing.

**Frequency Determination:** Frequency is based on the total number of display ad insertions run in *Lighting & Decor* or *Home View* magazines within a 12-month period.

**Advertising That Simulates Editorial Content:** Advertisements that in the opinion of the publisher resemble editorial material or the publication's editorial format will carry the word "Advertisement" in at least 10-pt. type at the top or bottom.

**Cancellation of Orders:** Cancellation of space orders must be in writing and will not be accepted after closing dates.

## CONTACTS

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lighting  
& decor

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CONNECTING BUYERS AND SELLERS WITH  
MARKET-LEADING CONTENT AND DATA