

lighting & decor

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



IMAGE: Emporium Home

2017 MEDIA PLANNER

Scranton Gillette Communications • www.lightinganddecormag.com



chic. bold. beautiful.

AND RIGHT ON TREND.



The 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.

Light: Surya/Regina Andrew

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.

Our legacy title, Residential Lighting and Home Furnishings, served the lighting and home furnishings industries well for many, many years. But as we watched the evolution of the business, we decided it was time to make a change that mirrored what we were seeing, and being sold, in the marketplace.

Increasingly, today's stores are becoming multi-sectored to please the 21st-century consumer — many lighting showrooms are bringing decor into their product mix, and home furnishings retailers are continuing to diversify their mix. Thus, there are interior designers, who have become an increasingly popular, extremely important segment of the home decor market — one that can't be overlooked.

We showed up all of this, and here is our solution: the beautiful, glossy, 10x12 inch print magazine that you now see before you, plus an accompanying and truly cutting-edge website, as well as newsletters, social media and more. A design-heavy, product-focused site, plus content created with our readers and designers in mind, make Lighting & Decor the solution we think the market is waiting for.

What do you expect in the first year? Our product mix will run the gamut, from lighting to rugs to furniture to accessories. In every issue, we'll speak to readers directly in local, Pacific-provide design inspiration in Design Forward, highlight singular companies in our Product Callouts, and paint you a picture of whole-home trends with our Style Boards, plus so much more. Our website, www.lightinganddecormag.com, will be responsive and customizable.

10 | JAN 17

Lighting & Decor

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#lightinganddecormag
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contents

JANUARY 2017



P.26
Idea Boards:
Dining Rooms

P.24
Paris
Lightens Up

P.50
Floor
Hits

P.42
Winter
Market
Previews

P.52
Vanity
Pails

www.lightinganddecormag.com JAN 17 | 5

PARIS LIGHTENS UP
BY MICHELLE LAMB

A new, clean-lined, modern sunburst mirror is the focus of this issue's Paris Lightens Up feature. The mirror is a perfect example of a design-forward, product-focused piece that can't be overlooked. The mirror is a perfect example of a design-forward, product-focused piece that can't be overlooked.

You can't help but be reminded of a butcher shop when you see Storage 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, five or individually. Lighten up. Storage is particularly clever for casual dining environments. Designed by Sam Baran. www.parisfixture.com

34 | JAN 17

www.lightinganddecormag.com

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.

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.

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

WEBSITE

A new responsive, customizable website, lightinganddecormag.com, presents engaging top-notch editorial content for an unparalleled user experience. Products, news, blogs,

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.

VIDEO ALERT

Lighting & Decor will deploy your corporate branding or product videos in a custom email and post them on lightinganddecormag.com.

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
Theme	Millennial Style (intro to Millennial Home)	Small-Space Living	2018 Color
Featured Product Categories	Bedroom, sofas, sconces	Accent furniture, lighting, tabletop.	Textiles, upholstery, rugs, portable lamps
Editorial Deadline	3/20/2017	7/20/2017	11/20/17
Ad Closing / Material Due	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. 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.

lighting & decor

BOUTIQUE

Lighting & Decor's new Boutique special advertising section is a smart, affordable opportunity to get your product introduction to market and draw traffic to your showroom.

BOUTIQUE 1/4-PAGE AD:

- High resolution product photo (at least 3x5", 300 dpi)
- Product name OR seven-word maximum for title
- 25-word description
- Company name
- Company website / contact info
- Market showrooms

It's easy to participate! You supply the image and information. We design the ad.* And your product gets on our audience's must-see list.

RATE: \$500 for 1/4-page Boutique ad

Lighting & Decor's monthly print and digital publication delivers your product information in a luxe presentation to 40,000 lighting and home decor purchase influencers.

BOUTIQUE


ADVERTISEMENTS

BEAUTIFUL LAMP FINIALS

Decorative Arts Lamp Finials offering over 500 designs; the largest selection of Gemstones, Blue & White Porcelain, Hand-Carved Wood and Jade, Crystal and more. Most made in the USA with materials produced worldwide.

Decorative Arts Finials
www.efinials.com

For more information
info@efinials.com
Fax: 888-415-1186




GINZA TABLE LAMP

The oversized and irregular form of the Ginza table lamp make it distinctive. Its African-inspired pattern features a crackled black and tan glaze and non-uniform dents and divots.

Currey & Company
curreyandcompany.com


LAS VEGAS WORLD MARKET CENTER
BUSINESS C1 SUITE 398
ATLANTA | DALLAS | HIGH POINT | NEW YORK



MADERIA SIX-LIGHT CHANDELIER

Winemakers on Madeira, a Portuguese island, found that heat changed the flavor of their wine for the better. Our Madeira came to be in a similar way...well, let's just say there were sports involved, too.


Varaluz
702-792-6900 - info@varaluz.com - varaluz.com
DALLAS SHOWROOM: TRADE MART 4507



PERFECTLY PRESERVED

Elegant, preserved roses carefully arranged by hand in a beautiful ceramic bowl adding color and sophistication to any space for years to come. No cutting or watering, ready for display.

Affordable Luxury NY
www.affordableluxuryny.com





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BECKY JACKS

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*Two-proof maximum. Colors of text can not be changed.

GET IN ON *the scoop*

An all-new bi-weekly newsletter from *Lighting & Decor*, ***the scoop*** includes a short commentary video, hosted by our editors, recapping the industry news you need to know that week.

the scoop also will link to relevant articles and podcasts from lightinganddecormag.com, plus social influencer content, including blogs and social media posts that we like and feel you will too.

There's nothing else serving the industry like ***the scoop***.

OWN IT

Be the exclusive sponsor of this news-focused newsletter with a mini boom box ad right below the video and own 100% share of voice.

- Drive traffic to your website
- Promote your social media activity
- Attain demographic information on readers who took action on your advertising message

RATE: \$500 per each newsletter deployment to 26,000 recipients

CONTACT:



EMILY ROGIER

INTEGRATED MEDIA CONSULTANT
847.954.7958
EROGIER@SGCMAIL.COM



BECKY JACKS

INTEGRATED MEDIA CONSULTANT
214.289.9266
BECKYJACKSMEDIA@GMAIL.COM

MINI BOOM BOX SPECIFICATIONS

- Dimensions: 300 x 100 pixels
- Maximum File Size: 40KB, 72 dpi, RGB
- Accepted Formats: GIF or JPG
- Advertiser to provide URL

SUBMIT ALL AD MATERIAL, TEXT AND INSTRUCTIONS TO BMACZKO@SGCMAIL.COM.

**lighting
&decor**

www.lightinganddecormag.com



Your corporate branding or product videos serve as 24/7 sales tools for a full year when posted on lightinganddecormag.com.

Lighting & Decor's **VIDEO ALERTS** get your story to market with speed.

Preview your new line, demonstrate a new product, or give our audience a sneak peek of your showroom prior to markets. Videos are engaging, almost-like-being-there presentations and Video Alerts generate high open rates.

Click-through metrics deliver real ROI and lead generation.

RATE: \$500 PER DEPLOYMENT TO 26,000 RECIPIENTS

The *Lighting & Decor* team designs and deploys your Video Alert. To schedule your Video Alert, contact:



EMILY ROGIER

INTEGRATED MEDIA CONSULTANT
847.954.7958
EROGIER@SGCMAIL.COM



BECKY JACKS

INTEGRATED MEDIA CONSULTANT
214.289.9266
BECKYJACKSMEDIA@GMAIL.COM

ADVERTISER PROVIDES:

- Video file (see specifications)
- Headline
- 30 words of copy
- Video screen shot: 640 px wide, 72 dpi
- Contact info
- Video Alert subject line
- Brand logo

VIDEO SPECIFICATIONS:

- Video length: 30 seconds to 6 minutes
- Preferred video formats: .mp4, .mov, .mpeg
- Max size: 1GB

TO UPLOAD YOUR VIDEO:

- Go to www.dropbox.com
- Log in using: mpak@sgcmail.com
- The password is: **sgcdropbox2015**
- Click on the "upload files" button and upload your video

MONTH	MAIN FEATURES	BONUS DISTRIBUTION	EDITORIAL DEADLINE	AD CLOSING/MATERIAL DUE
August	IDEA BOARD: BEDROOM Floor to ceiling products that make this room a sanctuary. FEATURE: Showroom of the Year Award Winners	NY NOW	6/13/2017	7/3/2017
September	IDEA BOARD: SUSTAINABLE HOME Eco-friendly products that promote a lifestyle of wellness.	ALA Conference (Sept. 10-12)	7/14/2017	8/3/2017
October	IDEA BOARD: COLOR The season's hottest trends. HIGH POINT PREVIEW	High Point Preview (Oct. 14-18)	8/11/2017	8/31/2017
November	IDEA BOARD: TODAY'S HOME A showcase of products fit for the casual lifestyles of now. FEATURE: Retail Road Trip 3	---	9/12/2017	10/2/2017
December	IDEA BOARD: 2018 TREND REPORT Styles across categories set to make a mark next year.	Dallas Market (Jan. 17-23)	10/13/2017	11/2/2017

IDEA BOARD FEATURES COVER THE WHOLE HOME FROM FLOOR TO CEILING: FURNITURE, LIGHTING, FANS, RUGS, MIRRORS, WALL DECOR, TEXTILES AND OTHER ACCENTS.

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.

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

SEND US YOUR PRODUCTS TO POSSIBLY BE FEATURED IN THE FOLLOWING FEATURES:

IDEA BOARD: Our way of showcasing a style trend in the home furnishings market. Idea Boards comprehensively illustrate the whole home from floor to ceiling: furniture, lighting, fans, rugs, mirrors, wall decor, textiles and other accents.

EDITORIAL E-MAIL: nbowling@sgcmail.com

UPLOAD EDITORIAL SUBMISSIONS TO: www.scrantongillette.com/PR/index.cfm

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
½ Page	\$2,600	\$2,200	\$2,000
¼ Page	\$1,500	\$1,200	\$975

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

Ad Sizes

2-Page Spread: 20¼" x 12¼" (bleed)

Full Page: bleed size: 10¼" x 12¼" | non-bleed: 9¼" x 11¼"

½ Page Horizontal: bleed size: 10¼" x 6" | non-bleed: 9¼" x 5½"

½ Page Vertical: bleed size: 5" x 12¼" | non-bleed: 4½" x 11¼"

¼ Page: 4⅝" x 5⅝"

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 ⅛" off the head, face and foot. Live matter (text, logos & non-bleed elements) should be kept at least ¼" 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,

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

WEBSITE ADVERTISING RATES

(per month)	1x
Leaderboard	\$1,000
Boom Box	\$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
The Scoop	Mini Boom, 300 x 100 pixels	\$500
Editor's Faves	Native Ads	\$500
Video Alert		\$500
Partner Promotions		\$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.

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lighting & decor

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CONNECTING BUYERS AND SELLERS WITH MARKET-LEADING CONTENT AND DATA

ROI IS IN THE DETAILS

WHO IS VIEWING YOUR AD MESSAGE?

When making your 2017 media buys, certain details are critical to make an informed decision: a publication's reach, breakout of subscribers by job title or function, page ad space rate, and cost per thousand.

The numbers speak for themselves:

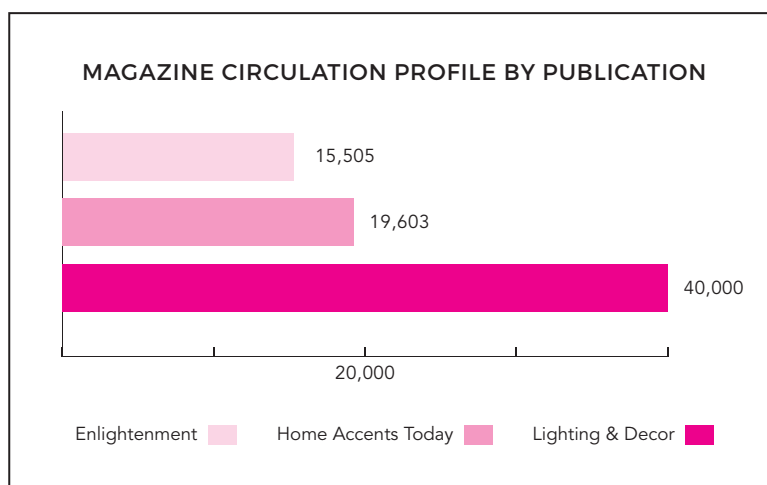
PUBLICATION	MAGAZINE CIRCULATION (INCLUDES PRINT & DIGITAL MAGAZINE EDITIONS)	AVERAGE PAGE RATE	CPM
Enlightment*	15,505	\$2,770	\$179
Home Accents Today**	19,603	\$3,708	\$189
Lighting & Decor*	40,000	\$3,000	\$75

* Magazine circulation information and 12X rates from 2017 Media Kits

**Magazine circulation information from Total Audience Profile Report Spring 2017. 12X rate from 2017 Media Kit

Lighting & Decor's Publisher's Statement breaks out our circulation base of lighting and home decor professionals by name, type of business, job title/function and geographical location — details that are important to us to tailor our editorial content to our audience's needs, **details that are critical to you to make an informed media buy.**

[CLICK HERE TO VIEW OUR SWORN STATEMENT WITH COMPLETE DETAILS OF OUR CIRCULATION](#)



CONTACT

To place your ad message in *Lighting & Decor*, the industry publication with the most identified reach at the lowest CPM, contact **Emily Rogier** at erogier@sgcmail.com; **847.954.7958** or **Becky Jacks** at beckyjacksmedia@gmail.com; **214.289.9266**.

**lighting
& decor**

www.lightinganddecormag.com

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PUBLISHER'S SWORN STATEMENT OF CIRCULATION

JANUARY 2017

QUALIFIED CIRCULATION			
	Print Editions	Digital Editions	Percent
Individual	20,000	20,000	100%
Sponsored Individually Addressed	—	—	—
Membership Benefit	—	—	—
Multi-Copy Same Addressee	—	—	—
Single Copy Sales	—	—	—
Total Qualified Circulation	20,000	20,000	100%

MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION			
	Print Editions	Digital Editions	Total
Individuals by Name + Title and/or Function	19,796	19,927	39,723
Individuals by Name Only	191	70	261
Titles or Functions Only	10	2	12
Company Names Only	3	1	4
Multiple Copy Same Addressee	—	—	—
Single Copy Sales	—	—	—



MISSION STATEMENT

Lighting & Decor is the only one-stop information source covering lighting and home decor products and trends in the \$40 billion lighting and home furnishings market through its print, digital and social media channels. Lighting & Decor reaches 40,000 decision makers and influencers responsible for product choices at lighting and home furnishings retailers, interior design firms, building companies and architecture firms, including owners, presidents, store managers and purchasing managers.

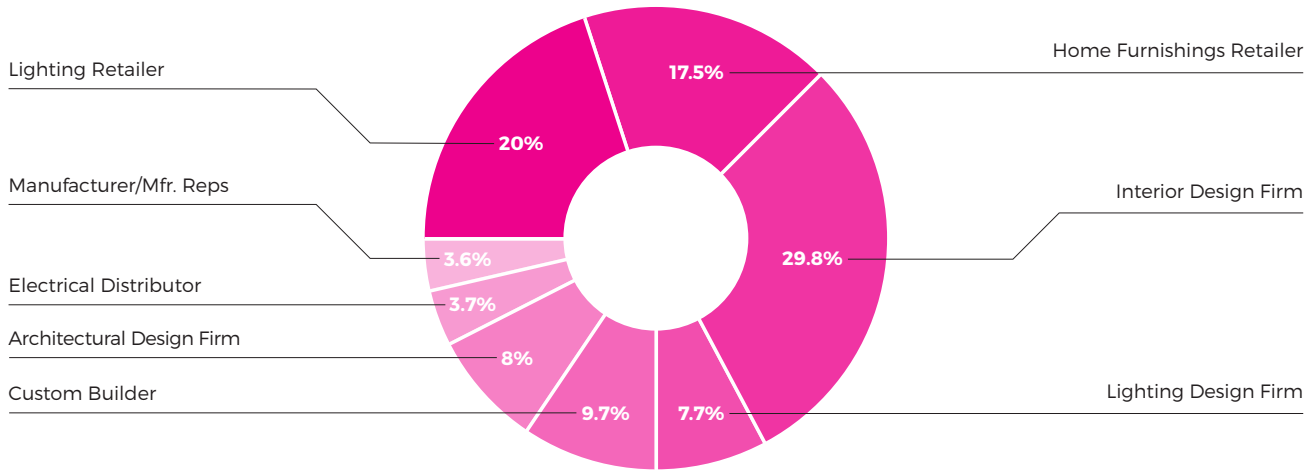
Established: 2017
Issues Per Year: 12

www.lightinganddecormag.com

CLASSIFICATIONS BY TITLE

BUSINESS	TOTAL QUALIFIED	PRINT EDITION	DIGITAL EDITION	Pres/Owner/VP/Corp	CM/Store or Branch Mgr	Designers & Architects	Sales Manager	Lighting Designer	Other
Retailers									
Lighting Retailer	8,000	5,554	2,446	2,958	2,832	17	541	680	972
Home Furnishings Retailer	7,000	4,691	2,309	2,387	3,579	35	107	81	811
Designers									
Interior Design Firm	11,924	4,240	7,684	6,944	533	1,101	88	119	3,139
Lighting Design Firm	3,076	1,730	1,346	2,160	373	50	46	186	261
Others									
Custom Builder	3,891	1,005	2,886	3,891	0	0	0	0	0
Architectural Design Firm	3,192	956	2,236	342	2	2,830	1	9	8
Electrical Distributor	1,460	902	558	467	640	1	178	78	96
Manufacturer/Mfr. Reps	1,457	922	535	875	117	14	215	72	164
Total	40,000	20,000	20,000	20,024	8,076	4,048	1,176	1,225	5,451

CIRCULATION PROFILE BY BUSINESS + INDUSTRY



GEOGRAPHICAL ANALYSIS OF CIRCULATION

State	Print Edition	Digital Edition	Total Qualified
Maine	71	75	146
New Hampshire	115	109	224
Vermont	65	61	126
Massachusetts	494	489	983
Rhode Island	70	68	138
Connecticut	277	286	563
New England	1,092	1,088	2,180
New York	1,262	1,282	2,544
New Jersey	594	609	1,203
Pennsylvania	790	736	1,526
Middle Atlantic	2,646	2,627	5,273
Ohio	464	804	1,268
Indiana	354	308	662
Illinois	868	832	1,700
Michigan	567	486	1,053
Wisconsin	338	354	692
East North Central	2,591	2,784	5,375
Minnesota	384	351	735
Iowa	208	198	406
Missouri	400	345	745
North Dakota	49	57	106
South Dakota	53	56	109
Nebraska	153	166	319
Kansas	150	180	330
West North Central	1,397	1,353	2,750
Delaware	68	67	135
Maryland	364	388	752
DC - Washington, D. C.	63	98	161
Virginia	591	604	1,195
West Virginia	78	48	126
North Carolina	759	777	1,536
South Carolina	347	318	665
Georgia	694	648	1,342
Florida	1,481	1,418	2,899
South Atlantic	4,445	4,366	8,811
Kentucky	225	194	419
Tennessee	388	353	741
Alabama	279	216	495
Mississippi	125	89	214
East South Central	1,017	852	1,869
Arkansas	147	130	277

State	Print Edition	Digital Edition	Total Qualified
Louisiana	243	201	444
Oklahoma	198	188	386
Texas	1,366	1,323	2,689
West South Central	1,954	1,842	3,796
Montana	101	90	191
Idaho	102	117	219
Wyoming	36	37	73
Colorado	417	462	879
New Mexico	128	109	237
Arizona	376	353	729
Utah	175	171	346
Nevada	167	132	299
Mountain	1,502	1,471	2,973
Alaska	50	46	96
Washington	420	436	856
Oregon	232	238	470
California	2,454	2,432	4,886
Hawaii	95	77	172
Pacific	3,251	3,229	6,480
Puerto Rico	6	10	16
Virgin Islands	0	2	2
U.S. Territories	6	12	18
American Atlantic	0	1	1
Alberta, Canada	9	16	25
British Columbia, Canada	17	66	83
Manitoba, Canada	2	22	24
New Brunswick, Canada	0	2	2
Newfoundland Labrador, Canada	3	1	4
Nova Scotia, Canada	4	3	7
Ontario, Canada	53	142	195
Quebec, Canada	9	40	49
Saskatchewan, Canada	2	6	8
Yukon, Canada	0	2	2
Canada	111	301	400
Mexico		5	5
Armenia		1	1
China		5	5
Hong Kong		2	2
India		7	7
Indonesia		3	3
Pakistan		1	1

State	Print Edition	Digital Edition	Total Qualified
Philippines		1	1
Singapore		1	1
Taiwan		1	1
Thailand		2	2
Asia		29	29
Iran		2	2
Jordan		2	2
Lebanon		1	1
Saudi Arabia		3	3
Middle East		8	8
Cyprus		1	1
Germany		1	1
Italy		2	2
Macedonia		1	1
Netherlands		1	1
Portugal		2	2
Romania		1	1
Slovenia		1	1
Spain		3	3
Sweden		1	1
United Kingdom		8	8
Europe		22	22
Kenya		1	1
Nigeria		1	1
Africa		2	2
El Salvador		1	1
Central America		1	1
Argentina		4	4
Brazil		3	3
Colombia		3	3
Ecuador		1	1
Suriname		1	1
South America		12	12
New Zealand		1	1
Asia Pacific		1	1
United States	19,895	19,612	39,507
US APO / FPO	6	13	19
Foreign	99	375	474
Total	20,000	20,000	40,000