

THE ONE-STOP RESOURCE FOR HOME FURNISHINGS PROFESSIONALS

furniture lighting & decor

2022 MEDIA PLANNER



SCRANTON GILLETTE COMMUNICATIONS | WWW.FURNITURELIGHTINGDECOR.COM

COVER IMAGE: HOOKER FURNITURE

smart. stylish. significant.

As we look toward a brighter 2022, let's take a few moments to reflect on 2021.

It's hard to believe we've been living under the COVID umbrella for almost two years. As consumers put a continued emphasis on their homes, retail and design businesses have experienced record growth, creating unprecedented demand for home furnishings products. However, COVID challenges have pushed inventories to all-time lows and backlogs to all-time highs. While we all felt business was getting back to normal after attending June markets in High Point and Dallas, the Delta variant set us back in the third quarter: manufacturing countries went back into lockdown delaying production, shipping times increased and container prices continued to skyrocket. As a result, the cost of goods also continues to increase.

There is good news however. The expectation today is that consumer buying will continue into 2022, and by then, production and delivery will level out, returning that all-important balance between supply and demand.

At Furniture, Lighting & Decor, we've kept our fingers on the pulse of these industry challenges and so much more. We make it its mission to educate our audience of 40,000 subscribers —

retailers, designers, custom builders and architectural firms — through thoughtful content that covers industry trends, business know-how and more every month. Our approach keeps Furniture, Lighting & Decor issues in the hands of our audience longer, thus giving your marketing message a longer shelf life. Our website and daily newsletters serve as additional content drivers and platforms for essential industry news. Our digital audience continues to grow — 35,000 unique visitors per month on the website and 30,000 newsletter subscribers — and we work to ensure your message is delivered to a relevant and engaged audience.

We look forward to working with you on your marketing campaigns in 2022 to reach the right audience for your brand, especially as business begins to return to normal. Be it print, digital or custom, our team is here to help bring your marketing goals to fruition.

We hope you, your families and your companies continue to stay safe.



Susan Jones
Publisher
Furniture, Lighting & Decor
sjones@sgmail.com



Furniture, Lighting & Decor

Furniture, Lighting & Decor is the only comprehensive resource covering the whole home with features and educational content focused on the why behind what's going on in the industry and where we're headed. We connect retailers, designers and smart manufacturers driving the business. We go to markets where the trends start.



Furniture, Lighting & Decor
SERVES THE
\$188 BILLION
HOME FURNISHINGS MARKET.

ACCORDING TO: STATISTA RESEARCH DEPARTMENT, MAY 11, 2021



**AVAILABLE ON ALL MEDIA PLATFORMS –
PRINT, DIGITAL AND iOS APP.**

ICONS: FREEBIRD & COLORLIFE - STOCK.ADOBE.COM

OUR AUDIENCE: EXTENSIVE. EXPERIENCED. ENGAGED.



40,026

TOTAL QUALIFIED MAGAZINE CIRCULATION (JUNE 2021)

18,022

RECEIVE THE PRINT EDITION*

+

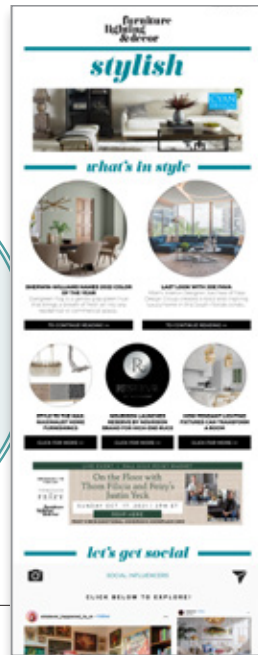
22,004

RECEIVE THE DIGITAL EDITION*

+

15,900

ADDITIONAL COPIES DISTRIBUTED AT ALL MAJOR MARKETS AND INDUSTRY EVENTS



ENHANCED DIGITAL:
54,668

39,552

UNIQUE WEBSITE VISITORS (monthly average)

+

15,116

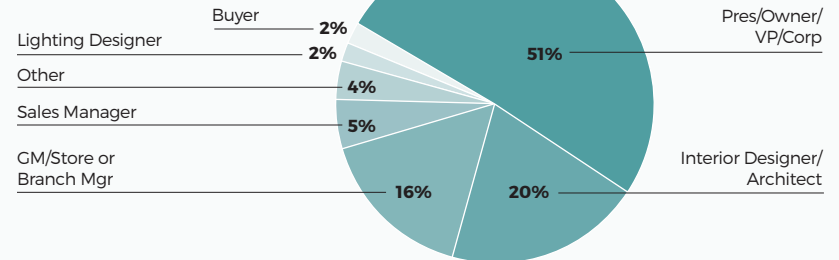
SOCIAL MEDIA FOLLOWERS (5 channels)



WEEKLY AVERAGE NEWSLETTER RECIPIENTS
35,378

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PRINT EDITION	DIGITAL EDITION
Retailers			
Home Furnishings Retailer (includes Internet Retailers and Mass Merchandising/Discount Retailers)	11,457	7,777	3,680
Lighting Retailer	6,431	3,855	2,576
Designers			
Interior Design Firm	12,938	5,749	7,189
Lighting Design Firm	1,044	586	458
Others Industries Served			
Custom Builder	4,475		4,475
Architectural Design Firm	2,594		2,594
Manufacturer/Mfr. Reps	1,087	55	1,032
TOTAL	40,026	18,022	22,004

BUSINESS/OCCUPATION BREAKOUT OF MAGAZINE CIRCULATION



DIGITAL NEWSLETTERS	AUDIENCE REACH	FREQUENCY / # TOUCHES PER MONTH
The Scoop	39,615	158,460
The Scoop: Newsfeed	35,803	143,212
Smarts	39,946	159,784
Stylish	40,305	161,220
Friday Finds	42,929	171,716
Breaking News	30,633	On Demand
Video Alerts	30,074	On Demand
Lighting Doctor Alert	23,719	23,719

PUBLISHER'S SWORN STATEMENT OF MAGAZINE CIRCULATION JUNE 2021

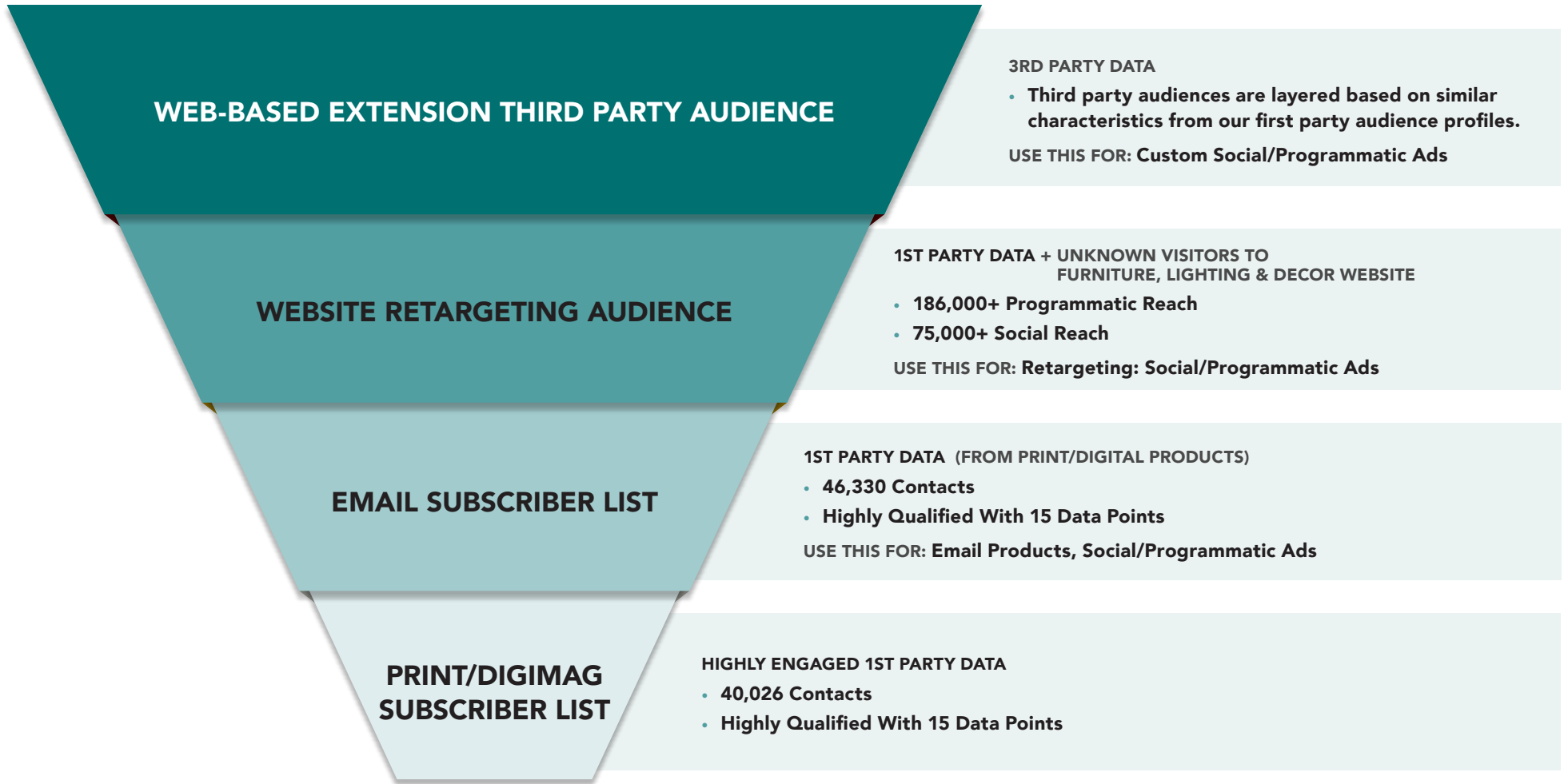
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AUDIENCE REACH

Our Holistic Audience Targeting and Landscape Authority

LEVERAGE THE POWER OF OUR HIGHLY QUALIFIED AND VETTED AUDIENCE THROUGH ENGAGEMENT STRATEGIES THAT CAPITALIZE UPON REACH AND DATA.



NOTE: 15 DATA POINTS INCLUDE THE FOLLOWING: FIRST NAME, LAST NAME, PURE TITLE, COMPANY NAME, ADDRESS, CITY, STATE, ZIP CODE, COUNTRY, EMAIL ADDRESS, PHONE NUMBER, BUSINESS DEMO, JOB TITLE DEMO, PRODUCTS CARRIED DEMO AND ANNUAL SALES DEMO.

OUR CONTENT: CONNECTED. CREATIVE. COMPELLING.

Inside Every Issue

TOPICAL FEATURES

Each month, we talk to retailers, designers, experts and industry leaders to craft articles on topics that have an impact on the home furnishings business.

DESIGN COACHING CENTER

Experts share their top advice for moving your business forward.

RETAIL GUIDE

We share expert strategies, tips and tricks that are designed to help retailers increase sales and grow their businesses.

DIGITAL BULLETIN

How to create an online presence with social media, web tools and software.

CONSUMER SNAPSHOT

A deep, data-driven dive into how consumers today shop in stores and online, and what they want from retailers.

DESIGN STOP

We share the stories of the players who are changing the industry as retail, interior design and product design blend and evolve.

STYLE BOARDS

Discover the why behind the trends, categories and new products that are driving the home furnishings industry.

PRODUCT GALLERIES

Each month we drill down to showcase category-specific trends impacting home furnishings design.

LAST LOOK

Designers share their breathtaking projects, along with inspiration, insights and details for each room's design.



THE SCOOP NEWSFEED (MONDAY) The latest home furnishings industry news, reports, blogs and products

STYLISH (TUESDAY) Trends in lighting, furniture and home decor, with perspectives and projects from designers and industry insiders

SMARTS (WEDNESDAY) Business tips and insights from industry experts, retailers and interior designers, from social media and merchandising to time management and staffing

THE SCOOP (THURSDAY) Short video recaps of industry news, as well as timely articles and social influencer content

FRIDAY FINDS (FRIDAY) A rotation of curated selections of trending topics from our content archive.

Who's Visiting Furniture, Lighting & Decor online?

FURNITURELIGHTINGDECOR.COM:

Approximately 54,668 unique visitors a month

ALSO FIND US ON






FACEBOOK | INSTAGRAM | PINTEREST | TWITTER | YOUTUBE

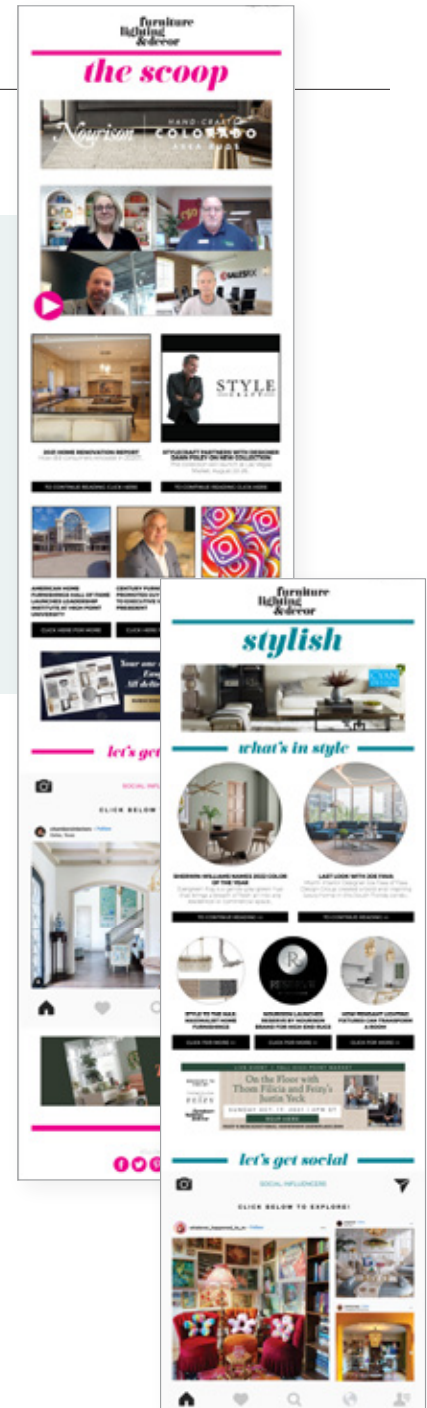
Our Audience of engaged iPhone App followers and readers continues to grow.



Trusted Advisors

ADVISORY BOARD MEMBERS:

Johne Albanese, Steven Avitable, Patti Carpenter, Kristina Christopher, Dwayne Clark, Mary Liz Curtin, Colleen Daly, Jeff Dross, Bob Gaynor, Shay Geyer, Kerrie Kelly, Julie Messner, Freddie Naimer, Laura Van Zeyl, Comer Wear



DIGITAL PRODUCTS MENU

Marketing Tools to Deliver Your Message

DELIVER YOUR MESSAGE ANY WAY, ANY TIME, ANYWHERE, TO ANYONE YOU CHOOSE. LET US WORK WITH YOU TO OFFER SMART SOLUTIONS TO YOUR BRAND CHALLENGES.



ENGAGEMENT AUTOMATION

An automated trigger email is sent after a known user engages with a particular content topic or completes a specific task like answering a question.



PROGRAMMATIC RETARGETING

Reach a targeted audience as they engage with third party sites and apps. Our audience's direct engagement with our publication and website varies; however, we can still reach them with content even after they've completed viewing the issue.



SOCIAL SPONSORED POSTS

Reach our brand CRM offline audiences, online pixel audiences, brand social followers, and look-alikes. Ad types include static image, video, carousel and lead generation.



TRENDING NOW - EDITORIAL

Work with our brand editors to curate several pieces of existing brand content. This content is sent in an editorial newsletter to a target audience. Opens of that email then trigger advertiser content to be deployed via email 24-48 hours later.



SPONSORED TOASTS

Our proprietary audience engagement platform is integrated with our brand websites and our audience database. Use toasts (pop-ups) to engage our brand site visitors with recommended content, surveys, polls, or to gate content for lead generation.



GEOTARGETED ADVERTISING

Using location services on mobile devices, market your location or presence to targeted audiences while they are nearby. Want to promote your brand's presence at an event or trade show? Geotargeted advertising reaches the right people when they're in the right place.



WEBINAR / LUNCH & LEARN

Present your company's products and services to a qualified audience. We will promote your webinars in print ads and email promotions (time permitting) and post archived webinars for on-demand viewings. Virtual lunch & learn sessions are capped at 40 minutes including Q&A making them ideal for lunch breaks.

OUR CUSTOM CONTENT DIVISION OFFERS CLIENT SERVICES IN CONTENT CREATION, DESIGN, DATA, RESOURCES AND MARKETING, AND CAN HELP YOU PRODUCE CUSTOM BRANDED PROJECTS THAT INCLUDE:

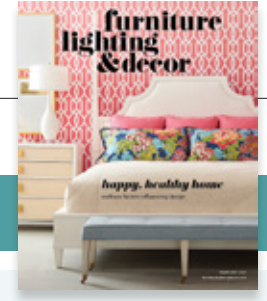


Let us develop an idea for you:

- CONTENT DEVELOPMENT
- EBOOKS
- DIGITAL AND PRINT PUBLICATIONS
- SHOW DIRECTORIES
- EMAIL CAMPAIGNS
- TRENDING NOW
- NEWSLETTERS
- CASE STUDIES
- SPONSORED CONTENT
- PROGRAMMATIC CAMPAIGNS
- SEO SERVICES
- WEBSITE/SEO AUDITS
- GEOFENCING
- VIDEOS
- BLOGS
- BROCHURES
- eNEWSLETTERS
- FOCUS GROUPS
- ROUNDTABLES
- SOCIAL MEDIA MANAGEMENT
- SUPPLEMENTS
- WHITE PAPERS
- SYMPOSIA

To learn more about the ROI a custom branding project can bring to your marketing plan, contact the publisher for additional information.

ICONS: VIKIVECTOR, IIERLOK_XOLMS, ZAURAHIMOV; LIGHT BULB: ALESMUNT - STOCK.ADOBE.COM



2022 EDITORIAL CALENDAR

In Every Issue: DESIGN NOTEBOOK, CONSUMER SNAPSHOT, RETAIL GUIDE, DIGITAL BULLETIN, DESIGN STOP, LAST LOOK

January:

Cover Story & Style Board	Features	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
Support System: How Retailers & Designers Support Each Other SB: The Home Office: Work from Home Trends and Furnishings	<ul style="list-style-type: none"> • Winter Market Previews • Fixed Lighting Report (Chandeliers, Pendants) • The Bedroom (furniture, mattresses) • Holiday Trends 	<ul style="list-style-type: none"> • Coffee/Side Tables • Desk/Tabletop Lamps • Framed Wall Art 	Dallas Total Home & Gift Market and Lightovation, Atlanta Market, Las Vegas Market	11/19/2021	11/23/2021	11/30/2021

February:

Cover Story & Style Board	Features	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
Health & Wellness of the Home: What consumers are looking for to continue healthy living SB: Kitchen and Bath	<ul style="list-style-type: none"> • KBIS Preview • Furniture Catering to Younger Generations • Lighting & Health 	<ul style="list-style-type: none"> • Motion Furniture • Chandeliers • Pillows & Poufs 	KBIS, Strategies in Light	12/29/2021	01/03/2022	01/06/2022

March:

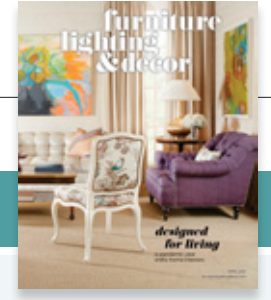
Cover Story & Style Board	Features	Product Galleries	Editorial Materials Due	Ad Close	Ad Materials Due
Selling Innovative Home - Including Smart Home and multifunctional furnishings SB: Kitchen and Bath	<ul style="list-style-type: none"> • Small Space Living • Tech & Trends: Ceiling Fans • Botanicals 	<ul style="list-style-type: none"> • Dining Table/Chairs • Sconces • Sculptural 	01/27/2022	01/31/2022	02/03/2022

April:

Cover Story & Style Board	Features	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
Made in America: Retail and Designer Perspective SB: Upholstery Trends	<ul style="list-style-type: none"> • High Point Market Preview • Outdoor Living • Rug Report • Portable Lighting Report 	<ul style="list-style-type: none"> • Accent Tables • Floor Lamps • Mirrors 	High Point Market	02/23/2022	02/25/2022	03/02/2022

EMAIL EDITORIAL SUBMISSIONS:
dfalvey@sgcmail.com & gannunzio@sgcmail.com

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May:

Cover Story & Style Board	Features	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
The High Performance Home SB: Resimercial Trends	<ul style="list-style-type: none"> • Showtime Preview • SOTY Finalists • Upholstery Report 	<ul style="list-style-type: none"> • Outdoor Furniture • Ceiling Fans • Wallpaper 	Showtime	03/30/2022	04/01/2022	04/06/2022

June:

Cover Story & Style Board	Features	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
Becoming Immersive: How retailers and designers can leverage online, in person and in store to increase revenue SB: Bright & Bold (captivating colors and patterns that pump up merchandising)	<ul style="list-style-type: none"> • Lightovation/Dallas Market Preview • SMART Lighting Report • Case Goods Report 	<ul style="list-style-type: none"> • Upholstery • Lighting Finishes • Botanicals 	Dallas Total Home & Gift Market and Lightovation, Lightfair	04/29/2022	05/03/2022	05/06/2022

July:

Cover Story & Style Board	Features	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
Holiday in July SB: Personality Driven: Art and Decor and the impact on the final room.	<ul style="list-style-type: none"> • Atlanta Preview • Soft Goods Report • Bathroom Lighting Report 	<ul style="list-style-type: none"> • Bar Stools • Pendants • Top of Bed Report 	Atlanta Market, Las Vegas Market	06/01/2022	06/03/2022	06/08/2022

August:

Cover Story & Style Board	Features	Product Galleries	Editorial Materials Due	Ad Close	Ad Materials Due
Online Marketing 101: How to leverage social media and other marketing platforms for your retail and design business. SB: Instagram-worthy (products that pop on social media)	<ul style="list-style-type: none"> • Las Vegas Market Preview • SOTY Winners • Motion Furniture Report • Wall Art Report 	<ul style="list-style-type: none"> • Bar Cabinets/Carts • Lighting as Art • Rugs 	06/30/2022	07/05/2022	07/08/2022

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September:

Cover Story & Style Board	Features	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
Selling Luxury SB: The New Neutrals (trending furnishings and finishes)	<ul style="list-style-type: none"> Casual Market Preview Outdoor Lighting Report Dining Furniture 	<ul style="list-style-type: none"> Bedroom LED Lighting In the Garden (Planters, statues, etc.) 	Casual Market, ALA Conference	08/03/2022	08/05/2022	08/10/2022

October:

Cover Story & Style Board	Features	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
Trend Watch: Influencer Designers and Retailers Talk about consumer preferences SB: Eco-Conscious: Sustainable and Energy Saving home furnishings to watch	<ul style="list-style-type: none"> High Point Market Preview One-of-a-Kind/Antiques Rug Report LED Lighting Report 	<ul style="list-style-type: none"> Night Stands Outdoor Lighting Decorative Accessories 	High Point Market	09/12/2022	09/14/2022	09/19/2022

November:

Cover Story & Style Board	Features	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
Managing The Customer/Client Experience- Shifting Generations. SB: Performance Fabrics	<ul style="list-style-type: none"> Showtime Preview Maison et Objet Trend Watch Bespoke Lighting (Urban Electric) 	<ul style="list-style-type: none"> Credenzas/ Consoles Task Lighting Wall Art Sculptural 	Showtime	10/05/2022	10/07/2022	10/12/2022

December:

Cover Story & Style Board	Features	Product Galleries	Editorial Materials Due	Ad Close	Ad Materials Due
Looking Ahead: Success in 2023 SB: Where are trends heading in 2023	<ul style="list-style-type: none"> Lighting Finishes and Styles Home Furnishings Materials, Fabrics and Trending Finishes Color Palettes (and Patterns) to Watch in 2023 	<ul style="list-style-type: none"> Storage Furniture Smart Lighting Holiday/Seasonal Decor 	11/01/2022	11/03/2022	11/08/2022

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OUR DESIGN: ELEGANT. EXCITING. ENLIGHTENED.

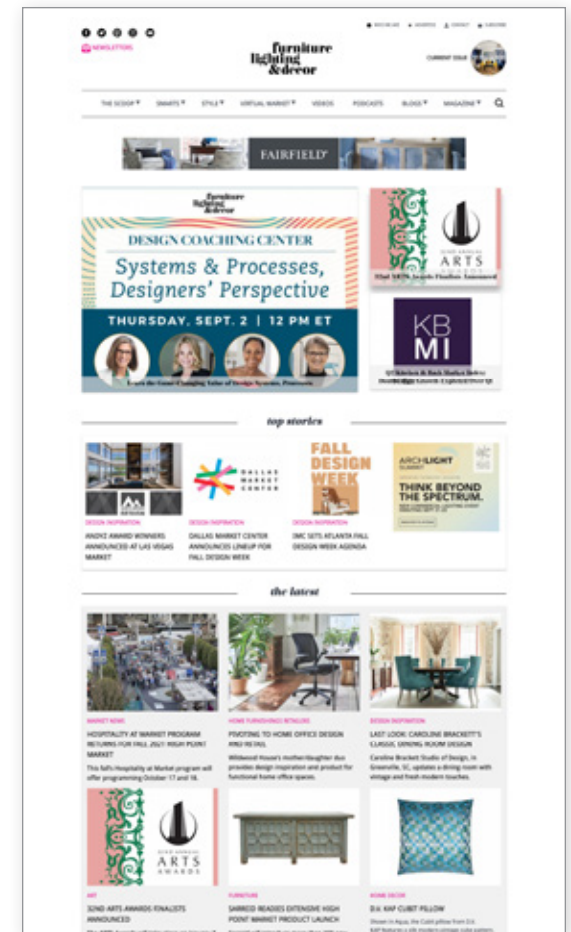


Award-winning designer Kelsey Craig takes outstanding content developed by the *Furniture, Lighting & Decor* editors and the striking images they curate each month to create the beautiful and luxurious designs that inspire and inform.



WWW.FURNITURELIGHTINGDECOR.COM

Our website offers the industry's news, education and inspiration in an easy-to-navigate format tailored to the audience's needs.



2022 RATE CARD

PRINT SOLUTIONS

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.

GUARANTEED POSITION RATES:

20% premium on the inside front cover, inside back cover and back cover full page ads
15% premium on full page ads on pages 3-12

AD SIZES (width x height)

2-Page Spread: 20¼" x 12¼" (bleed)

Full Page: bleed size: 10¼" x 12¼" (trim: 10" x 12") | 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: 4¾" x 5¾"

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 ¼" off the head, face and foot. Live matter (text, logos and 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,
Furniture, Lighting & Decor
220 N Smith Street, Suite 440
Palatine, IL 60067

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

UPLOAD PRINT ADVERTISING TO:
scrantongillette.sendmyad.com

DIGITAL SOLUTIONS

WEBSITE ADVERTISING RATES

(per month)	1x
Large Leaderboard + Mini Boom for Mobile	\$2,000
Boom Box	\$1,500
Sponsored Content	\$1,500*

*Additional costs for content creation

AD FORMATS (width x height in pixels)

Large Leaderboard: 970 x 90 px

Mini Boom: 300 x 100 px

For leaderboard to render properly on mobile devices please also include this size.

Maximum file size: 100 KB

Boom Box: 300 x 250 pixels

Maximum file size: 100 KB

All Digital Ads:

File formats: GIF, JPC, third party tags.

HTML 5, Supply URL for link

NEWSLETTER ADVERTISING RATES

	Format	
The Scoop / The Scoop: Newsfeed	500 x 150	\$2,000/month
Smarts	500 x 150	\$1,000/month
Stylish	500 x 150	\$1,000/month
Friday Finds	500 x 150	\$1,000/month
Eblast / Video Alert	(details below)	\$1,200/per deployment

AD FORMATS

Newsletter Ad: 500 x 150 pixels (width x height)

Video Alert: Contact the Publisher for additional details.

Eblast: If providing materials, this requires a 600-pixel-wide, inline-styled HTML file with images and/or copy supplied in document file; JPC or PNG format images and logos; and links. Please specify email subject line. If needed, we can host your images. Please contact the Publisher for additional details about specific requirements or if you would like us to custom design your eblast.

SUBMIT DIGITAL ADVERTISING TO:
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CONNECTING BUYERS AND
SELLERS WITH MARKET-LEADING
CONTENT AND DATA

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VIEW PRINT & DIGITAL
SPECS HERE