

lighting & decor

2018 MEDIA PLANNER

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

COVER IMAGE: CURREY & COMPANY

Scranton Gillette Communications • www.lightinganddecormag.com



chic. bold. beautiful.

AND RIGHT ON TREND

Strength and Beauty

Come share our strengths. *Lighting & Decor* has many.

Our strength is in our numbers — a stellar magazine circulation of 40,000 — each month, 20,000 receive the print edition and 20,000 receive the digital edition. You'll find purchase influencers at home furnishings retailers, lighting retailers, interior designers, lighting designers, custom builders, architects and electrical distributors.

Our strength is in our design: A unique size, luxurious paper and beautiful pages created by our award-winning graphic designer all combine for optimal inspiration and an environment best suited to showcasing beautiful ads.

Our strength is in our content: Outstanding editorial coverage of products and trends for retailers and designers is directed by Nicole Bowling Davis and her team. Our editorial mission is to help home decor professionals do their jobs better. And by extension, quality content is the rule on the website, in our newsletters and on our social media channels.

Our strength is in our solutions: *Lighting & Decor* brings buyers and sellers together in a vibrant and beautiful environment. You'll find elegant marketing solutions for every need, in every format, whether standard or customized.

Our strength is in our staff: The most talented group of editors, designers, sales people and support staff has in short order established *Lighting & Decor* as a strong, beautiful marketing partner for so many companies, associations and markets.

Be part of the beautiful experience we offer lighting and home decor professionals each month.

Share our strengths.



Diane Vojcanin

Diane Vojcanin
Vice President, Group Publisher
Lighting & Decor
dvojcanin@sgcmail.com



Lighting & Decor

OFFERS PRODUCTS AND TRENDS FOR THE WHOLE HOME, FROM FLOOR TO CEILING: FURNITURE, LIGHTING, FANS, RUGS, MIRRORS, WALL DECOR, TEXTILES, DECORATIVE ACCESSORIES AND OTHER ACCENTS.



Lighting & Decor

SERVES THE

\$40 BILLION

LIGHTING AND HOME DECOR MARKET.



Lighting & Decor

IS AVAILABLE ON ALL 3 MEDIA PLATFORMS –
PRINT, DIGITAL AND IOS APP.

ICONS: FREEBIRD & COLORLIFE - STOCK.ADOBE.COM

OUR STRENGTH IS IN OUR NUMBERS



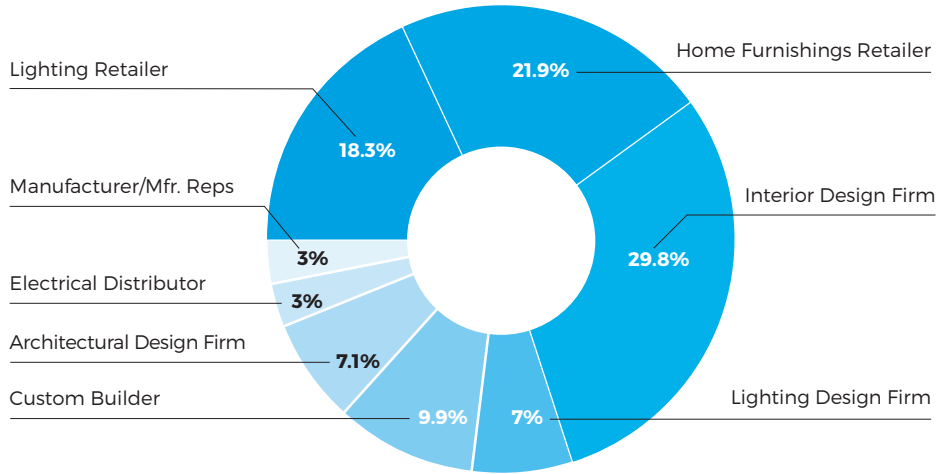
Lighting & Decor

MAGAZINE REACHES RETAILERS, DESIGNERS AND OTHER PURCHASE INFLUENCERS

With its print and digital magazine editions, *Lighting & Decor* reaches 40,009* decision-makers and influencers responsible for product choices at lighting and home furnishings retailers, interior design firms, lighting design firms, building companies and architecture firms, including owners, presidents, store managers, buyers, purchasing managers, interior designers and lighting designers.

[CLICK TO VIEW AND DOWNLOAD PUBLISHER'S SWORN STATEMENT OF MAGAZINE CIRCULATION](#)

BUSINESS/OCCUPATION BREAKOUT OF MAGAZINE CIRCULATION*



*PUBLISHER'S SWORN STATEMENT OF MAGAZINE CIRCULATION, JANUARY 2018



40,009

TOTAL QUALIFIED MAGAZINE CIRCULATION*

20,007

RECEIVE THE PRINT EDITION*

+

20,002

RECEIVE THE DIGITAL EDITION*

ADDITIONAL COPIES DISTRIBUTED AT ALL MAJOR MARKETS AND INDUSTRY EVENTS



OUR AUDIENCE OF ENGAGED IPHONE APP FOLLOWERS AND READERS CONTINUES TO GROW



*PUBLISHER'S SWORN STATEMENT OF MAGAZINE CIRCULATION, JANUARY 2018
ICONS: FREEBIRD & COLORLIFE - STOCK.ADOBE.COM

OUR STRENGTH IS IN OUR DESIGN



Lighting & Decor

**2017 OZZIE AWARD WINNER
FOR BEST NEW MAGAZINE DESIGN
IN THE B-TO-B CATEGORY**

Lighting & Decor

**2018 JESSE H. NEAL AWARD
FINALIST
BEST OVERALL ART DIRECTION/
DESIGN CATEGORY**

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



OUR STRENGTH IS IN OUR PRINT CONTENT

Inside Every Issue

DESIGN NOTEBOOK

Designers offer an intimate snapshot of their inspirations.

RETAIL GUIDE

Retailers learn how to increase sales with tips, tricks and strategies.

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.

LAST LOOK

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

IDEA BOARDS

A showcase of style trends for the whole home from floor to ceiling: furniture, lighting, fans, rugs, mirrors, wall decor, textiles, decorative accessories and other accents.

PRODUCT GALLERIES

What's new and notable in product-specific categories.



Lighting & Decor is hands down the best industry publication out there. As a buyer, I see many catalogs and publications, but L&D is the only one that makes it onto our resource shelves. The layout, resources, trending design & new product showcases – all fantastic, and have influenced my decisions as a buyer and designer.

– Sue L.



Trusted Advisors

ADVISORY BOARD MEMBERS:

Dwayne Clark, Jeff Dross, Nathan Frampton, Shay Geyer, Kerrie Kelly, Michelle Lamb, Freddie Naimer, Ron Radin, Laura Van Zeyl, Kimberley Wray.

lighting & decor

OUR STRENGTH IS IN OUR DIGITAL CONTENT



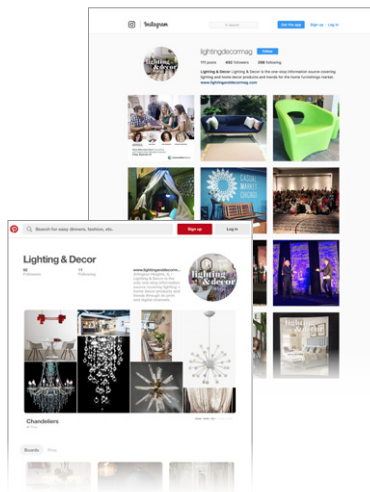
Digital Only

WWW.LIGHTINGANDDECORMAG.COM

A responsive website with top-notch content including products, news, blogs, videos and more.

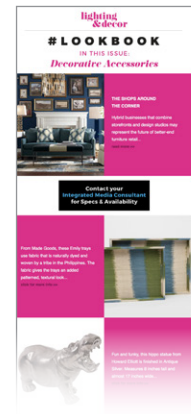
Social Media

An extension of our magazine and website content, look for us:



Facebook.com/lightinganddecormag
Twitter.com/light_decor_mag
Instagram.com/lightingdecormag
Pinterest.com/lightdecormag

MEDIA IMAGE: LESZEK CZERWONKA - STOCK.ADOBE.COM, AWARD ICON: COLORLIFE - STOCK.ADOBE.COM



#LOOKBOOK ENEWSLETTER

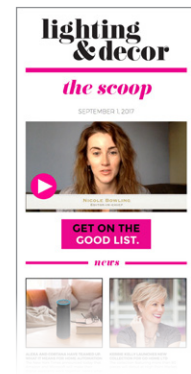
Twice-monthly newsletter featuring rotating category-specific news and 4-6 sponsored products.



Lighting & Decor

2017 EDDIE DIGITAL AWARD HONORABLE MENTION

FOR EDITOR'S FAVES IN THE B-TO-B NEWSLETTER CATEGORY



THE SCOOP ENEWSLETTER

Twice-monthly newsletter with industry news, retail and trend reports, guest blogs, plus a video letter from the editor.

lighting &decor

2018 EDITORIAL CALENDAR

MONTH	MAIN FEATURES	BONUS DISTRIBUTION	BONUS MARKETING OPPORTUNITIES	AD CLOSING/MATERIAL DUE
January	IDEA BOARD: Best Sellers DALLAS MARKET/LIGHTOVATION/ATLANTA MARKET/LAS VEGAS MARKET PREVIEWS PRODUCT GALLERY: Rugs	Atlanta, Dallas, Las Vegas Markets, KBIS, IBS	- Market Sneak Peek e-blast series with ad purchase - Lighting Resource Guide special advertising section - Ad Easels	11/23/2017
February	IDEA BOARD: Traditional Design NY NOW PREVIEW PRODUCT GALLERIES: Lighting Fixtures, Textiles/Soft Goods	NY NOW	- Ad Easels	01/05/2018
March	IDEA BOARD: Winter Markets Trend Report PRODUCT GALLERY: Ceiling Fans RETAIL ROAD TRIP #1			01/31/2018
April	IDEA BOARD: All-American Style HIGH POINT MARKET PREVIEW PRODUCT GALLERIES: Rugs, Accent Furniture	High Point Market, Lightfair and New York Tabletop Shows	- High Point Sneak Peek e-blast series with ad purchase - Ad Easels	02/23/2018
May	IDEA BOARD: Smart Home PRODUCT GALLERY: Tabletop SHOWROOM OF THE YEAR FINALISTS	ICFF	Celebrity Collections special advertising section	03/27/2018
June	IDEA BOARD: International Design DALLAS MARKET PREVIEW PRODUCT GALLERIES: Chandeliers, Decorative Accessories RETAIL ROAD TRIP #2	Dallas Market	- Dallas Market Sneak Peek e-blast series with ad purchase - Ad Easels	04/26/2018
July	IDEA BOARD: Contemporary Looks ATLANTA MARKET/LAS VEGAS MARKET PREVIEWS PRODUCT GALLERIES: Rugs, Casegoods	Atlanta, Las Vegas Markets	- Market Sneak Peek e-blast series with ad purchase - Ad Easels	05/29/2018
August	IDEA BOARD: Small-Space Living NY NOW PREVIEW PRODUCT GALLERY: Ceiling Fans SHOWROOM OF THE YEAR WINNERS	NY Now		06/26/2018
September	IDEA BOARD: Sustainable Home PRODUCT GALLERIES: Upholstery, Accent Furniture	ALA Conference	Lighting Resource Guide special advertising section	07/27/2018
October	IDEA BOARD: Luxury Resources HIGH POINT MARKET PREVIEW PRODUCT GALLERIES: Rugs, Portable Lighting	New York Tabletop Show and High Point Market	- High Point Sneak Peek e-blast series with ad purchase - Ad Easels	08/24/2018
November	IDEA BOARD: Outdoor Living PRODUCT GALLERY: Ceiling Fans RETAIL ROAD TRIP #3			09/25/2018
December	IDEA BOARD: Color PRODUCT GALLERIES: Decorative Accessories, Wall Decor, and Rugs		Rug Resource Guide special advertising section	10/25/2018

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

EDITORIAL E-MAIL: ndavis@sgcmail.com

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

LIGHTING & DECOR at a glance

OUR STRENGTH IS IN OUR SOLUTIONS



Print & Digital Editions

LIGHTING & DECOR

Our print magazine is published monthly and distributed to qualified and non-duplicated circulation of 40,000 retailers and designers — 20,000 print, 20,000 digital.*

[CLICK TO VIEW RATES AND SPECS](#)

[CLICK TO VIEW ARCHIVES](#)



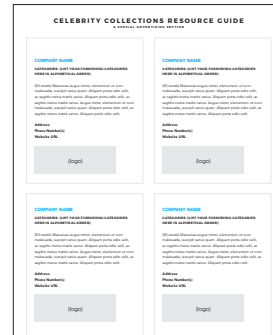
Print & Digital Editions

LIGHTING RESOURCE GUIDE

Published in January and September, this special section is inserted into print copies that are sent to lighting retailers and lighting designers.

[CLICK TO VIEW AND DOWNLOAD DATA SHEET](#)

[CLICK TO VIEW EXAMPLE OF LIGHTING RESOURCE GUIDE](#)

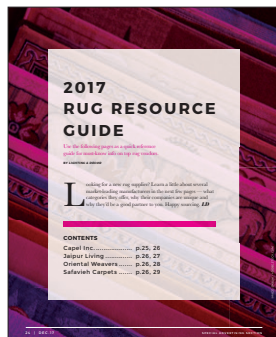


Print & Digital Editions

CELEBRITY COLLECTIONS SPECIAL ADVERTISING SECTION

Published in May, this special section is inserted into print copies that are sent to interior designers and home furnishings retailers.

[CLICK TO VIEW AND DOWNLOAD DATA SHEET](#)



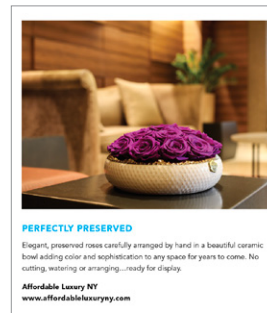
Print & Digital Editions

RUG RESOURCE GUIDE

Published in December, this special section is inserted into print copies that are sent to interior designers and home furnishings retailers.

[CLICK TO VIEW AND DOWNLOAD DATA SHEET](#)

[CLICK TO VIEW EXAMPLE OF RUG RESOURCE GUIDE](#)



BOUTIQUE ADS

A ¼-page product-focused print ad with brief description and contact information.

[CLICK TO VIEW AND DOWNLOAD DATA SHEET](#)

*PUBLISHER'S DATA

LIGHTING & DECOR at a glance

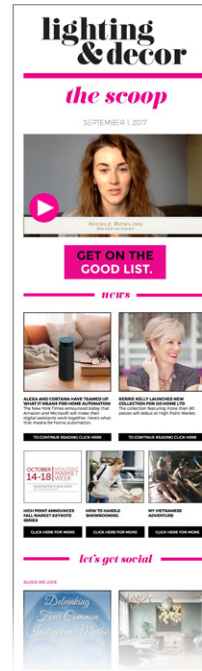
OUR STRENGTH IS IN OUR DIGITAL SOLUTIONS



#LOOKBOOK ENEWSLETTER

Published bi-monthly and emailed to a database of 28,000.* Each edition is focused on a specific product category with 4-6 sponsored product ads and 1 mini boom per issue.

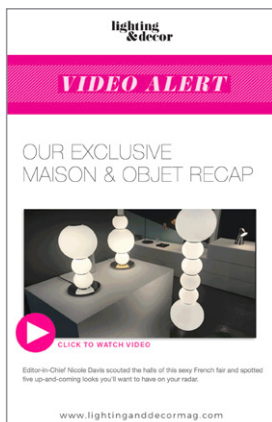
[CLICK TO VIEW AND DOWNLOAD DATA SHEET](#)



THE SCOOP ENEWSLETTER

Published bi-monthly and emailed to a database of 28,000.* Focused on news and events featuring one exclusive mini boom per issue.

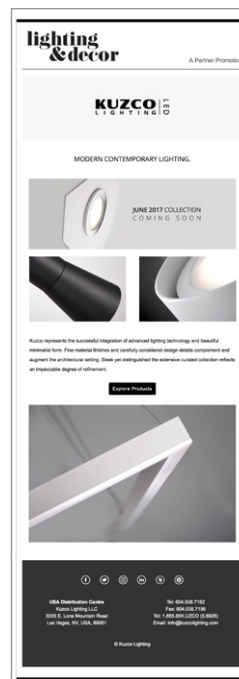
[CLICK TO VIEW AND DOWNLOAD DATA SHEET](#)



VIDEO ALERT

Your exclusive marketing message and video URL inserted into our video alert template sent to our database of 28,000.*

[CLICK TO VIEW AND DOWNLOAD DATA SHEET](#)



MARKETING PARTNER PROMOTIONS

Your marketing message — 100 percent share of voice — sent to our database of 28,000.*

[CLICK TO VIEW AND DOWNLOAD DATA SHEET](#)

*PUBLISHER'S DATA

2018 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
Boutique Ad	\$500	--	--

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

AD SIZES (WIDTH X HEIGHT)

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.

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

UPLOAD PRINT ADVERTISING TO:

www.adshuttle.com/sgc



CONNECTING BUYERS AND SELLERS WITH
MARKET-LEADING CONTENT AND DATA

Please see our terms and conditions, short rates and cancellation information at www.scrantongillette.com/advertising-terms-and-conditions

DIGITAL SOLUTIONS

WEBSITE ADVERTISING RATES

(per month)	1x
Leaderboard	\$1,000
Boom Box	\$500

AD FORMATS

Leaderboard: 728 x 90 pixels (width x height)

Boom Box: 300 x 250 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
#Lookbook	Native Ads & Mini Boom, 300 x 100 pixels	\$500
Video Alert	(details below)	\$500
Partner Promotions	(details below)	\$125/M

AD FORMATS

Mini Boom: 300 x 100 pixels (width x height)

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

Video Alert: Contact your Integrated Media Consultant.

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 DIGITAL ADVERTISING TO:

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Our strength is in:

**OUR NUMBERS,
OUR DESIGN, OUR
CONTENT, OUR
SOLUTIONS
AND OUR STAFF.**



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