

furniture lighting & decor

2019 MEDIA PLANNER



furniture lighting & decor

THE ONE-STOP RESOURCE
FOR FURNITURE, LIGHTING AND HOME DECOR
PROFESSIONALS

Lighting & Decor has expanded its name to *Furniture, Lighting & Decor*. The change occurred with the September 2018 issue.

“Our award-winning whole room coverage of products and trends for retailers and designers continues to be our focus,” says Editor-in-Chief Nicole Davis. “But now you’ll see expanded coverage of the traditional furniture business as well. This new title explains exactly what we bring to the market.”



The brand, through the pages of the magazine, on the website, and in its digital newsletters and videos continues to evolve with the market, as retailers and designers alike are looking for the most efficient ways to explore all home product categories.

“With *Furniture, Lighting & Decor*, we are excited to provide both our readership base and executives across all home furnishings categories with award-winning information sources, and effective and efficient marketing vehicles for their businesses,” notes Publisher Susan Jones.

chic. bold. beautiful.

AND RIGHT ON TREND

Strength and Beauty

Come share our strengths.
Furniture, Lighting & Decor has many.

Welcome to the 2019 Media Planner for *Furniture, Lighting & Decor*. The change occurred with the September 2018 issue. The evolution of our brand – the name change, expanded editorial coverage and expanded marketing opportunities – follows the evolution of our industry. Your customers/our readers are changing their businesses, whether they are retailers expanding the scope of the SKUs offered in stores and online, or designers who add a retail storefront to their offerings.

We're on trend. And that's good for you.

Check out our Editorial Calendar for 2019. You'll see more in-depth coverage of the furniture, lighting and decor segments, along with articles on industry leaders, market trends, and products that will help your customers/our readers do their jobs better.

Look for new areas of coverage, such as the Consumer Electronics Show, kitchen and bath design and the growing "resimercial" trend that readers won't want to miss.

And, there are new products to help you deploy your marketing messages — new website ad assets, custom digital programs and consumer research opportunities.

All this contributes to award-winning, robust, insightful and beautifully designed products that provide the best environments for your marketing messages.

I am excited to bring my almost 20 years of industry experience to the award-winning *Furniture, Lighting & Decor* team. We look forward to helping you develop effective and impactful integrated marketing programs tailored to your needs...just ask.



Here's to a successful 2019!

Susan Jones

Publisher

Furniture, Lighting & Decor

sjones@sgcmail.com



Furniture, 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.



Furniture, Lighting & Decor

SERVES THE

\$110 BILLION

HOME DECOR MARKET.



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

ICONS: FREEBIRD & COLORLIFE - STOCK.ADOBE.COM

OUR STRENGTH IS IN OUR NUMBERS



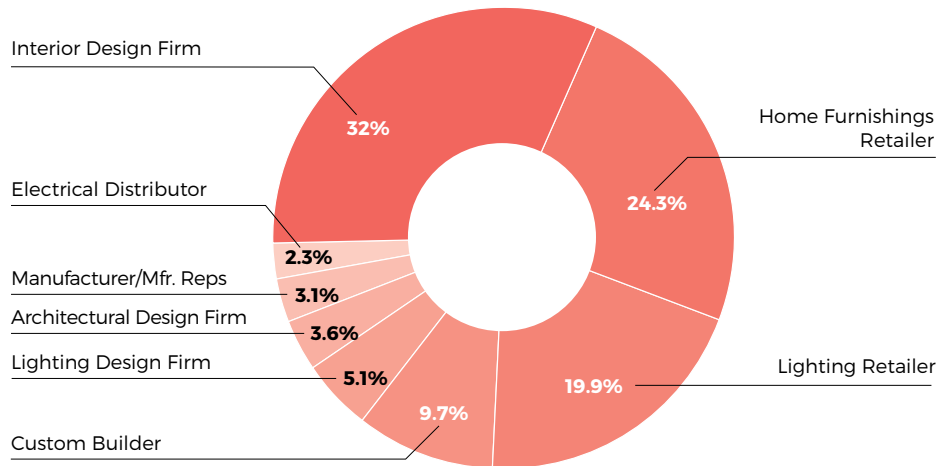
***Furniture,
Lighting & Decor***

**MAGAZINE REACHES
RETAILERS, DESIGNERS
AND OTHER PURCHASE
INFLUENCERS**

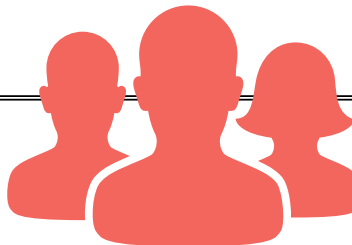
With its print and digital magazine editions, *Furniture, Lighting & Decor* reaches 40,332* decision-makers and influencers responsible for product choices at lighting and home furnishings retailers, interior design firms, lighting design firms, building companies and architecture firms, including owners, 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, JULY 2018



40,332

TOTAL QUALIFIED MAGAZINE
CIRCULATION*

20,326

RECEIVE THE PRINT EDITION*

+

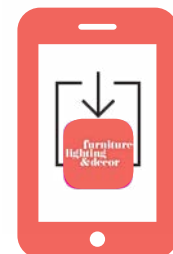
20,006

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, JULY 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 *Furniture, 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

We'll cover furniture, lighting and decor in every issue with a long-form feature story. Also look for:

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.

DESIGN SHOPPE

A glimpse inside showrooms representing the new breed of furniture retailers — interior design studios with storefronts.

IDEA BOARDS

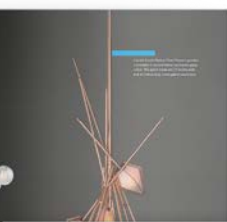
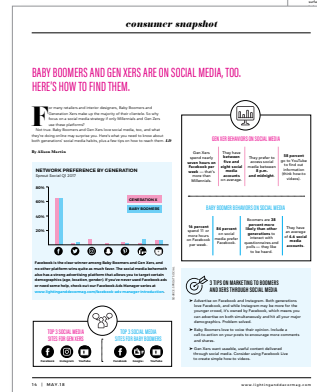
A showcase of style trends for the whole home from floor to ceiling: furniture, lighting, fans, rugs, mirrors, wall decor, textiles, decorative accessories and other accents.

PRODUCT GALLERIES

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

LAST LOOK

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

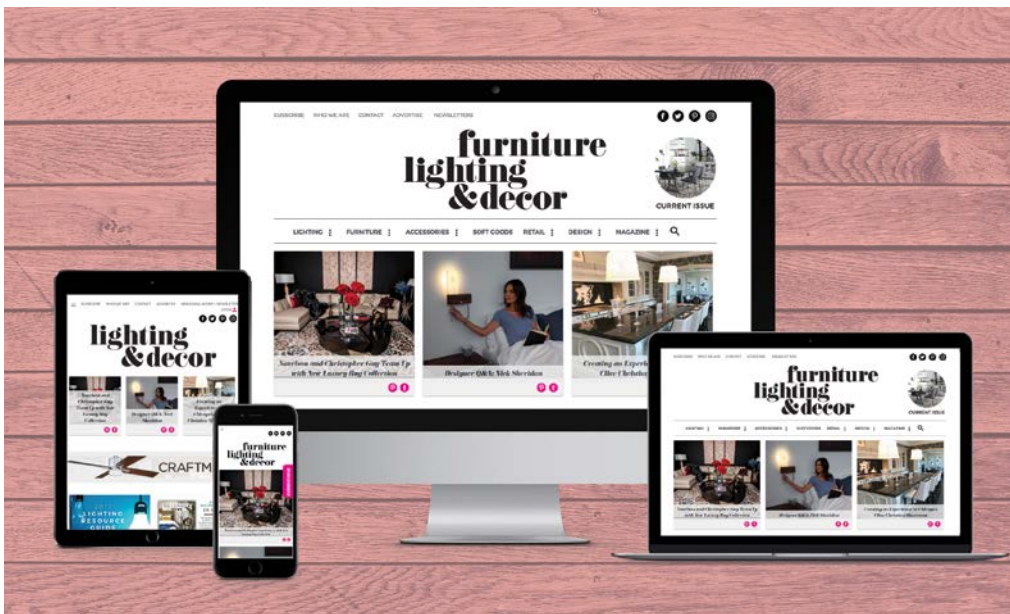


Trusted Advisors

ADVISORY BOARD MEMBERS:

- John Albanese, Steven Avitabile, Dwayne Clark, Colleen Daly, Jeff Dross, Nathan Frampton, Shay Geyer, Kerrie Kelly, Michelle Lamb, Freddie Naimer, Ron Radin, Laura Van Zeyl, Comer Wear, Kimberley Wray

OUR STRENGTH IS IN OUR DIGITAL CONTENT



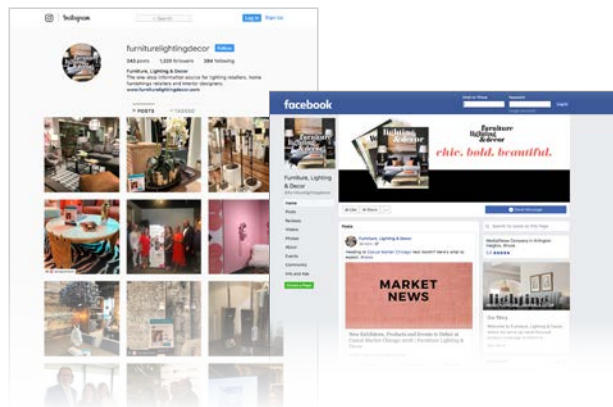
Digital Only

WWW.FURNITURELIGHTINGDECOR.COM

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

THE SCOOP NEWSLETTER

A weekly newsletter with industry news, retail and trend reports, guest blogs, plus a video letter from the editor.



Social Media

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



facebook.com/furniturelightingdecor
twitter.com/FLD_mag
pinterest.com/furniturelightingdecor
instagram.com/furniturelightingdecor



**2018 BRONZE
TABBIE AWARD**
FOR THE SCOOP
NEWSLETTER
IN THE ENEWSLETTER
CATEGORY

**2018 FOLIO EDDIE
AWARD FINALIST**
FOR
FURNITURELIGHTINGDECOR.COM
IN THE
WEBSITE CATEGORY

2019 EDITORIAL CALENDAR

MONTH	MAIN FEATURES	BONUS DISTRIBUTION	BONUS MARKETING OPPORTUNITIES	AD CLOSING/MATERIAL DUE
January	IDEA BOARD: 2019 Trends Dallas Market/Lightovation/Atlanta/Las Vegas Market Previews Product Galleries: Rugs FURNITURE: Consumers On Furniture / LIGHTING: Consumers On Lighting DECOR: Changing Face Of Interior Design	Atlanta, Dallas, Las Vegas Markets, KBIS, IBS	- Market Sneak Peek E-Blast Series With Ad Purchase - Ad Easels	11/21/2018
February	IDEA BOARD: Traditional Design NY NOW Preview Product Galleries: Lighting Fixtures, Pillows FURNITURE: Upholstery Update (Showtime Recap) LIGHTING: Reinvention Story / DECOR: Permanent Botanicals Report	NY NOW	Ad Easels	12/21/2018
March	IDEA BOARD: Smart Home (CES Recap) Product Galleries: Ceiling Fans, Casegoods FURNITURE: Innovations In Furniture / LIGHTING: Smart/Connected Lighting DECOR: Color Retail Road Trip #1			01/30/2019
April	IDEA BOARD: American-Made High Point Market Preview Product Galleries: Rugs, Accent Furniture FURNITURE: Custom Furniture / LIGHTING: Domestic Lighting Production DECOR: Artisan Movement	High Point Market, Lightfair and New York Tabletop Shows	- High Point Sneak Peek E-Blast Series With Ad Purchase - Ad Easels	02/22/2019
May	IDEA BOARD: Kitchen & Bath (KBIS Recap) Product Galleries: Wall Decor FURNITURE: Today's Dining Rooms / LIGHTING: Bath Lighting Update DECOR: Soft Goods Report Lighting Showroom Of The Year Finalists	ICFF		03/26/2019
June	IDEA BOARD: Small Spaces Product Galleries: Chandeliers, Decorative Accessories Dallas Market/Lightovation Preview FURNITURE: Trends In Small-Space Living / LIGHTING: Lightovation Update DECOR: Accessories Research Retail Road Trip #2	Dallas Market	- Dallas Market Sneak Peek E-Blast Series With Ad Purchase - Ad Easels	04/25/2019
July	IDEA BOARD: Contemporary (ICFF Recap) Atlanta/Las Vegas Previews Product Galleries: Rugs, Casegoods FURNITURE: Profiles Of 3 Up-And-Comers / LIGHTING: Light As Art DECOR: Rug Report	Atlanta, Las Vegas Markets	- Market Sneak Peek E-Blast Series With Ad Purchase - Ad Easels	05/28/2019
August	IDEA BOARD: Resimercial (NeoCon Recap) Product Galleries: Ceiling Fans, Wall Decor FURNITURE: Hospitality Project Spotlight / LIGHTING: Architectural Lighting DECOR: Wall Decor Report Lighting Showroom Of The Year Winners	NY NOW		06/25/2019
September	IDEA BOARD: Outdoor Living Product Galleries: Upholstery, Accent Furniture FURNITURE: Outdoor Living Today / LIGHTING: Outdoor Lighting Update DECOR: Decorative Accessories Report	ALA Conference	Lighting Resource Guide Special Advertising Section	07/26/2019
October	IDEA BOARD: Luxury Resources High Point Market Preview Product Galleries: Rugs, Portable Lighting FURNITURE: Wood / LIGHTING: Fixture Focus / DECOR: Inspiration Talk	New York Tabletop Show and High Point Market	- High Point Sneak Peek E-Blast Series With Ad Purchase - Ad Easels	08/23/2019
November	IDEA BOARD: International Design (Maison & Objet Recap) Product Galleries: Tabletop, Soft Goods FURNITURE: Maison & Objet Recap / LIGHTING: Unique Lighting Innovations DECOR: One-Of-A-Kind Rugs Retail Road Trip #3			09/23/2019
December	IDEA BOARD: Multifunctional Home Product Galleries: Ceiling Fans, Decorative Accessories FURNITURE: Aging In Place / LIGHTING: Light And Health DECOR: Accent Furniture Report			10/24/2019

EMAIL EDITORIAL SUBMISSIONS: ndavis@sgcmail.com

**OUR STRENGTH IS IN OUR
CUSTOM CONTENT SOLUTIONS**

Let us develop an idea for you.

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

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CONSUMER MAGAZINES
PULLOUT POSTERS
ASSOCIATION PUBLICATIONS
MEMBERSHIP DIRECTORIES
EMAIL CAMPAIGNS
LEAD NURTURING CAMPAIGNS
CASE STUDIES
SPONSORED CONTENT
SEO SERVICES
PODCASTS
VIDEOS

To learn more about the ROI a custom branding project can bring to your marketing plan, contact your Integrated Media Consultant or the Custom Media Division.

YOU CAN ALSO VISIT US AT: WWW.SGCCONTENTMARKETING.COM

2019 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 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
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
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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
Mega Boom Box	\$1,350

AD FORMATS

Leaderboard: 728 x 90 pixels (width x height)

Boom Box: 300 x 250 pixels (width x height)

Maximum file size: 40KB

Mega Boom Box: 575 x 400 pixels (width x height)

Maximum file size: 300KB

File formats: GIF, JPG, third party tags, HTML 5

Supply URL for link

NEWSLETTER ADVERTISING RATES

	Format	per edition
The Scoop / The Scoop: Newsreel	Mini Boom, 300 x 100 pixels	\$500
Video Alert	(details below)	\$750
Eblast	(details below)	\$1,200

AD FORMATS

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

Video Alert: Contact your Integrated Media Consultant.

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

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



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