

THE ONE-STOP RESOURCE FOR HOME FURNISHINGS PROFESSIONALS

furniture lighting & decor

2020 MEDIA PLANNER



smart. stylish. significant.

Crafting and sharing the stories of our industry makes an impact with customers, whether retailers, designers or consumers. In the home furnishings industry, we want our products and services to spark emotion and interest through the knowledge and style that differentiates us.

At Furniture, Lighting & Decor, we provide the platform for sharing that differentiation through our media channels — the pages of our monthly publication, our website and emails, and upcoming events. As we continue to evolve to meet the needs of retailers and interior designers — our audience and your customers — you will see an updated approach to our content, designed to make it even easier to fete out the pearls of wisdom that help that audience grow their businesses. We've been quietly working toward this all year.

In our monthly publication, starting in January 2020, watch for themed issues focused on the business topics and consumer trends driving the home business — profitability, experience, wellness, home design influences, visionaries and more. In addition to in-depth features on these topics, our Style Boards, Product Galleries and Departments will offer tangential content and the



Looking forward to an incredible 2020 together!

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

trending products associated with each theme. Each issue will include significant takeaways on its topic, sharing stories and experiences from designers and retailers so we can all learn from each other.

In the coming months, you'll also see an improved website experience with a refreshed, easy-to-navigate design and streamlined content — The Scoop (industry news); Smarts (the educational content); and Style (inspiration through trends, new products and the stories that connect our industry). We're scheduling our in-depth content so our readers always know when to check back for the latest.

Through these initiatives, we continue to engage our retail and designer audience with timely and relevant content pertinent to their businesses and crafted to serve them with the resources they need to navigate the home furnishings business' evolving landscape.



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
\$110 BILLION
HOME FURNISHINGS MARKET.



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

ICONS: FREEBIRD & COLORLIFE - STOCK.ADOBE.COM

OUR AUDIENCE: EXTENSIVE. EXPERIENCED. ENGAGED.



CORE:
71,389

40,549
(print / digital
subscribers monthly)

+ 30,840
(newsletters & enews recipients)

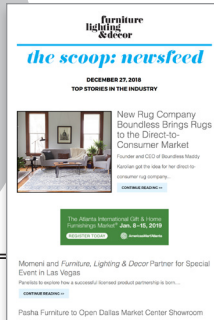
**UNDUPLICATED
AUDIENCE:**
50,278

**ENHANCED
DIGITAL:**
21,810

13,489
(website unique visitors monthly)

+ 8,784
(social media followers   

**PROGRAMMATIC
RETARGETING AUDIENCE
FROM FB:**
22,000



40,549

TOTAL QUALIFIED MAGAZINE
CIRCULATION (JUNE 2019)

20,323

RECEIVE THE PRINT EDITION*

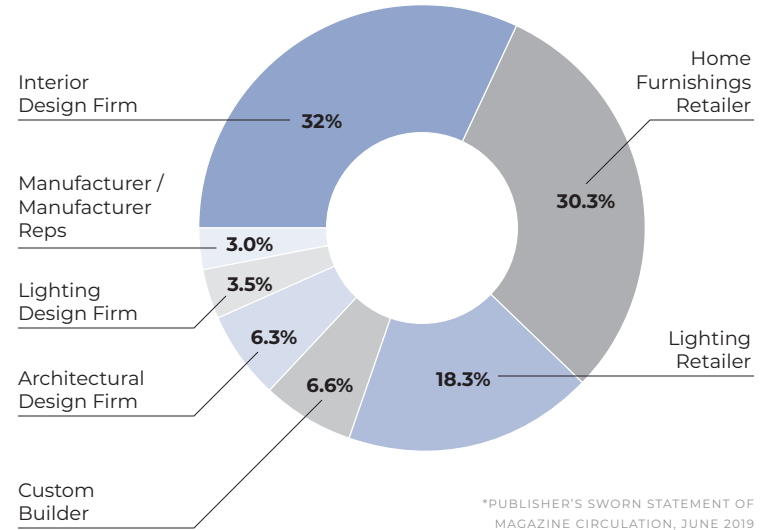
+ 20,226

RECEIVE THE DIGITAL EDITION*

+ 26,500

ADDITIONAL COPIES DISTRIBUTED AT ALL
MAJOR MARKETS AND INDUSTRY EVENTS

BUSINESS/OCCUPATION BREAKOUT OF MAGAZINE CIRCULATION*



*PUBLISHER'S SWORN STATEMENT OF
MAGAZINE CIRCULATION, JUNE 2019

BUSINESS / OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

BUSINESS	TOTAL QUALIFIED	PRINT EDITION	DIGITAL EDITION	Pres/Owner/ VP/Corp	GM/Store or Branch Mgr	Buyer	Interior Designer/ Architect	Sales Manager	Lighting Designer	Other
Retailers										
Lighting Retailer	7,422	3,791	3,631	2,720	2,082	90	296	781	542	911
Home Furnishings Retailer	12,278	8,096	4,182	6,255	3,467	102	567	1,089	23	775
Designers										
Interior Design Firm	12,963	6,342	6,621	5,462	552	24	5,931	170	49	775
Lighting Design Firm	1,399	668	731	832	117	6	60	59	168	157
Others										
Custom Builder	2,679	524	2,155	2,407	112	10	54	33	7	56
Architectural Design Firm	2,586	754	1,832	734	67	3	1,709	14	16	43
Manufacturer/Mfr. Reps	1,222	148	1,074	698	126	8	38	175	25	152
Total	40,549	20,323	20,226	19,108	6,523	243	8,655	2,321	830	2,869

*PUBLISHER'S SWORN STATEMENT OF MAGAZINE CIRCULATION, JUNE 2019

ICONS: FREEBIRD & COLORLIFE — STOCK.ADOBE.COM

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PUBLISHER'S
SWORN
STATEMENT
OF MAGAZINE
CIRCULATION

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 NOTEBOOK

Designers offer an intimate snapshot of their inspirations.

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.

WHERE'S FURNITURE, LIGHTING & DECOR?

Our editors attend markets and events all over the country. Get a behind-the-scenes glimpse of where we are each month.

LAST LOOK

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

STYLE REPORTS

In these category-specific special sections — 6 times a year — we drill down in specific categories — hospitality, top of bed, flooring and more — to learn what's changing, trending and why.



THE SCOOP AND THE SCOOP: NEWSFEED

Alternating weekly e-newsletters (Thursday) with industry news, retail and trend reports, our latest contributed blogs and new products. Plus, The Scoop includes a video letter from Editor-in-Chief Diane Falvey.

SMART & STYLISH

Our new alternating Smart and Stylish e-newsletters (Tuesdays) focus on the tools, tips, trends and products designed to take your business to the next level.

Who's Visiting Furniture, Lighting & Decor online?

FURNITURELIGHTINGDECOR.COM:

Approximately 14,000 unique visitors a month

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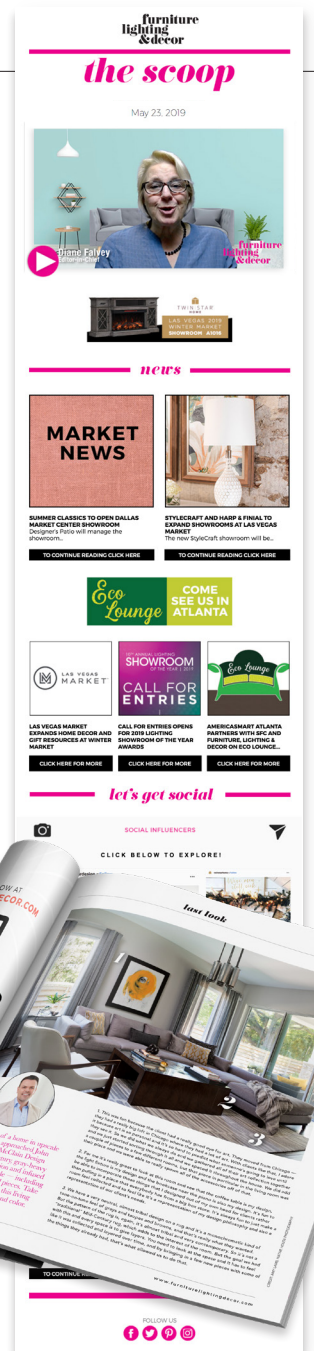
Our Audience of engaged iPhone App followers and readers continues to grow.



Trusted Advisors

ADVISORY BOARD MEMBERS:

John 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



2020 EDITORIAL CALENDAR

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



January: The Experience Issue

Features	Style Board	Product Galleries	Style Report	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊛ Treating the Customer ⊛ Winter Market Previews ⊛ LED Lighting Update ⊛ Rug Report 	The "Sit" Factor: Test Driving Upholstery	Furniture: Bedroom Lighting: Table Lamps Decor: Seasonal / Holiday	Designer's Guide to a Good Night's Sleep: Bedding and Top of Bed	Dallas, Atlanta, KBIS, Las Vegas Market	11/27/19	11/29/19	12/6/19

February: The Wellness Issue

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊛ The Spa Experience ⊛ Connected Lighting & Ceiling Fans ⊛ Sustainable Home Furnishings ⊛ Home Fragrance 	Smart Home: Innovations and What's Next	Furniture: Office Lighting: Task Lighting Decor: Cozy Decor	NY Now	12/27/19	12/27/19	1/3/20

March: The Profitability Issue

Features	Style Board	Product Galleries	Style Report	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊛ Profiting in Design and at Home Furnishings Retail ⊛ Design / Retail Niches to Watch ⊛ Portable Lighting Report ⊛ Retail Road Trip ⊛ ARTS Winners 	Resimercial: The Home / Hospitality Crossover	Furniture: Dining Room Lighting: Sconces Decor: Wall Art	Finishing Touches: The details that make a house a home	2/4/20	1/31/20	2/7/20

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



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April: The Bricks & Clicks Issue

<u>Features</u>	<u>Style Board</u>	<u>Product Galleries</u>	<u>Style Report</u>	<u>Bonus Distribution</u>	<u>Editorial Materials Due</u>	<u>Ad Close</u>	<u>Ad Materials Due</u>
<ul style="list-style-type: none"> ✦ Bridging the Brick & Mortar and e-commerce gap ✦ High Point Market Preview ✦ Motion Furniture Report ✦ Lighting as Art for the Home ✦ Top of the Table 	<p>The WOW Factor: Standout Home Furnishings and why they appeal.</p>	<p>Furniture: Console, Credenza Lighting: Pendants Decor: Pillows</p>	<p>Hospitality</p>	<p>High Point Market, Dallas Design Week, Lightfair, HD Expo</p>	3/3/20	3/6/20	3/13/20

May: The Social Media Issue

<u>Features</u>	<u>Style Board</u>	<u>Product Galleries</u>	<u>Bonus Distribution</u>	<u>Editorial Materials Due</u>	<u>Ad Close</u>	<u>Ad Materials Due</u>
<ul style="list-style-type: none"> ✦ Elevating Design, Retail with Social Media ✦ Instagrams to Follow ✦ SOTY Finalists ✦ Performance Fabrics Report 	<p>Outdoor Living: The Art of the Oasis</p>	<p>Furniture: Outdoor Lighting: Landscape Lighting Decor: Planters / Artificial Outdoor Plants</p>	<p>ICFF</p>	4/1/20	4/3/20	4/10/20

June: The Builder's Issue

<u>Features</u>	<u>Style Board</u>	<u>Product Galleries</u>	<u>Style Report</u>	<u>Bonus Distribution</u>	<u>Editorial Materials Due</u>	<u>Ad Close</u>	<u>Ad Materials Due</u>
<ul style="list-style-type: none"> ✦ Attention to the Details on a New Build/Renovation ✦ Dallas Market / Lightovation Preview ✦ Getting Fixed Lighting Right ✦ Retail Roadtrip 	<p>Kitchen & Bath: Trending Materials, Finishes and Functionality</p>	<p>Furniture: Storage Lighting: Ceiling Fans Decor: Poufs / Multifunction Seating</p>	<p>Under Foot: Everything Flooring and Rugs</p>	<p>Dallas Market / Lightovation</p>	4/30/20	5/1/20	5/8/20

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July: The International Issue

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> International Influences on Today's Home Summer Market Preview Lighting the Small Spaces Design/Retail Associations 	Functional Furnishings for Small Space Living	Furniture: Accent Tables Lighting: LED Lighting Decor: Mirrors	Atlanta, Las Vegas Markets	6/1/20	6/5/20	6/13/20

August: The Branding Issue

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> Building a Brand That Engages Customers SOTY Winner Profiles Up and Coming Soft Goods Report 	Artisanal, One-of-a-Kind Furnishings	Furniture: Motion Lighting: Strip Lighting Decor: Rugs	NY Now	7/1/20	7/3/20	7/10/20

September: The Luxury Issue

Features	Style Board	Product Galleries	Style Report	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> Engaging the Luxury Client Luxury Lighting Permanent Botanicals 	Case Goods and Upholstery Designed for Luxury Consumer	Furniture: Bar Stools Lighting: Floor Lamps Decor: Sculptural	Color the Home Beautiful: Fabrics, Finishes and the Designs That Pull It Together	ALA Conference, Dallas Design Week, Design Chicago, Casual Show	8/3/20	8/7/20	8/14/20

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October: The Made in America Issue

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> Leveraging the US Made Message High Point Market Preview Domestic Lighting Report Wall Decor Report Retail Road Trip 	<ul style="list-style-type: none"> US Made Furniture 	<ul style="list-style-type: none"> Furniture: Coffee Tables/Side Tables Lighting: Chandeliers Decor: Wallpaper 	High Point Market	9/1/20	9/4/20	9/11/20

November: The Influences Issue

Features	Style Board	Product Galleries	Style Report	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> The Lifestyle Trend Influences on Home Furnishings Maison & Objet Recap Pattern & Home Decor Lighting Influences 	<ul style="list-style-type: none"> A Look Ahead: Colors & Patterns for 2021 	<ul style="list-style-type: none"> Furniture: Night Stands Lighting: Outdoor Lighting Decor: Tabletop 	Hospitality	BDNY	10/1/20	10/2/20	10/9/20

December: The Visionaries Issue

Features	Style Board	Product Galleries	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> The Visionaries Influencing Home Design Instagrammable Influencers Retail Innovation Time to Compete: How Entering Contests Can Raise a Profile 	<ul style="list-style-type: none"> Designer / Celebrity Home Lines to Watch 	<ul style="list-style-type: none"> Furniture: Upholstered Seating Lighting: SMART Lighting/Fans Decor: Frames 	11/3/20	11/6/20	11/13/20

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furniture lighting & decor

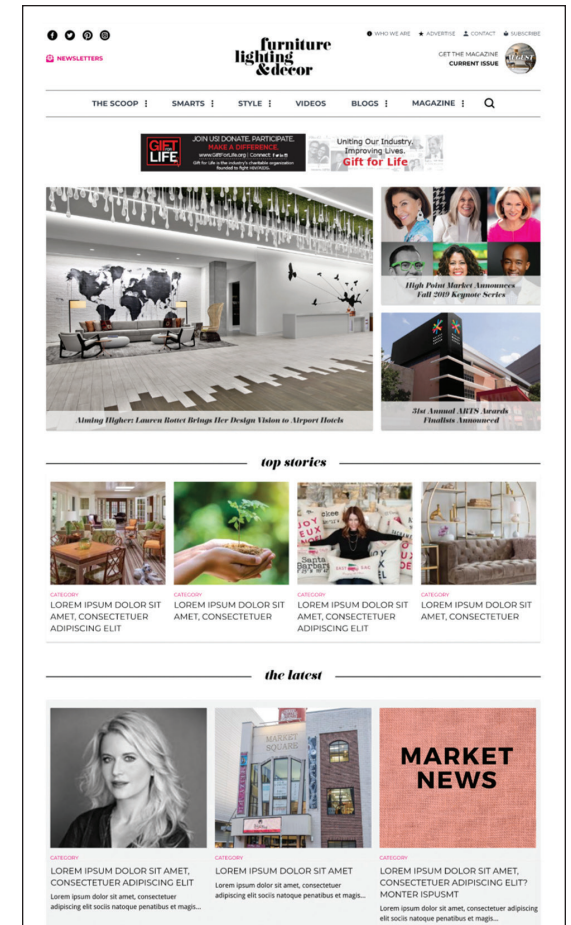
OUR DESIGN: ELEGANT. EXCITING. ENLIGHTENED.

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



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2020 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	\$750	—	—

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

STYLE REPORTS: Full page—\$2,500 | 2 page spread—\$4,000

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 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
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

DIGITAL SOLUTIONS

WEBSITE ADVERTISING RATES

(per month)	1x
Leaderboard + Mini Boom for Mobile	\$1,850
Boom Box	\$1,500
Sponsored Content	\$1,500*

*Additional costs for content creation

AD FORMATS (width x height in pixels)

Leaderboard: 970 x 90 px
For leaderboards to render properly on mobile devices please include a Mini Boom 300 x 100 px
Maximum file size: 100 KB

All Digital Ads:
File formats: GIF, JPG, third party tags, HTML 5
Supply URL for link

Boom Box: 300 x 250 pixels
Maximum file size: 100 KB

NEWSLETTER ADVERTISING RATES

	Format	
The Scoop / The Scoop: Newsfeed	Mini Boom, 300 x 100	\$2,000/month
Smarts	(details below)	\$1,000/month
Stylish	(details below)	\$1,000/month
Eblast / Video Alert	(details below)	\$1,200/per deployment

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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REACH OUT TO US WITH STORY IDEAS, NEW
PRODUCT INTRODUCTIONS AND THE NEWS
YOU'D LIKE TO REACH YOUR CUSTOMERS.