

THE ONE-STOP RESOURCE FOR HOME FURNISHINGS PROFESSIONALS

furniture lighting & decor

2021 MEDIA PLANNER



SCRANTON GILLETTE COMMUNICATIONS | WWW.FURNITURELIGHTINGDECOR.COM

COVER IMAGE: GABBY HOME

smart. stylish. significant.

Well, 2020 has been a year for the record books. When we look back, what will we remember the most? Hopefully, it will include the extra time we spent with family and the decisions we made to enhance our homes. From an industry/work perspective, there will also be the virtual marketplaces, ZOOM conference calls, masks and, not least, the constant need to “pivot.” We’ve certainly done a lot of that in 2020. While these experiences initially presented some challenges, they have also introduced innovation, shaping how we conduct business, now and in the future.

You see, “business as usual” in this unique environment has pretty much gone by the wayside. Now, the name of the game is: “How are you providing your product or brand message to your audience in the most productive way?” Furniture, Lighting & Decor can help. Throughout the pandemic in 2020 and heading into 2021, we continue to offer relevant content every day and every month through our print and digital platforms — magazine, furniturelightingdecor.com, newsletters, webinars, podcasts and social media. Our audience of 40,000 retailers and designers receive our monthly issues; more than 28,000 unique visitors head to our website each month; and more than 30,000 subscribe to our daily newsletters. Furniture, Lighting & Decor has a robust, well-rounded circulation, which gives us the perfect platform for sharing your news, stories, product introductions and education to those retailers, designers and other home design professionals who interface directly with the consumer.



Our primary editorial focus is providing our readers with content designed to help them make smart business decisions. We use our monthly issues to educate with strategic take-aways, a reason our readers say they hold onto each issue. As they refer back to past issues, your brand message gets seen again and again, giving it more evergreen value. The Furniture, Lighting & Decor website delivers timely industry news and introduces our audience to home furnishings introductions, retail opportunities and the designers and styles that make a difference. It’s the perfect fix when we just can’t wait for the next issue.

COVID-19 will continue to impact the way we do business as 2021 gets underway. As retailers, designers and industry insiders continue to find new ways to connect, know that Furniture, Lighting & Decor has always delivered opportunities to reach and collaborate with those important retail and designer audiences. In 2021, you will see our cover stories addressing issues that matter to the industry as our brand remains committed to delivering insightful editorial through the voices, expertise, trends and home furnishings products designed to inspire.

We hope everyone remains safe and healthy during these historic times. We look forward to building partnerships and custom programs in 2021 designed to deliver your unique brand message.

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

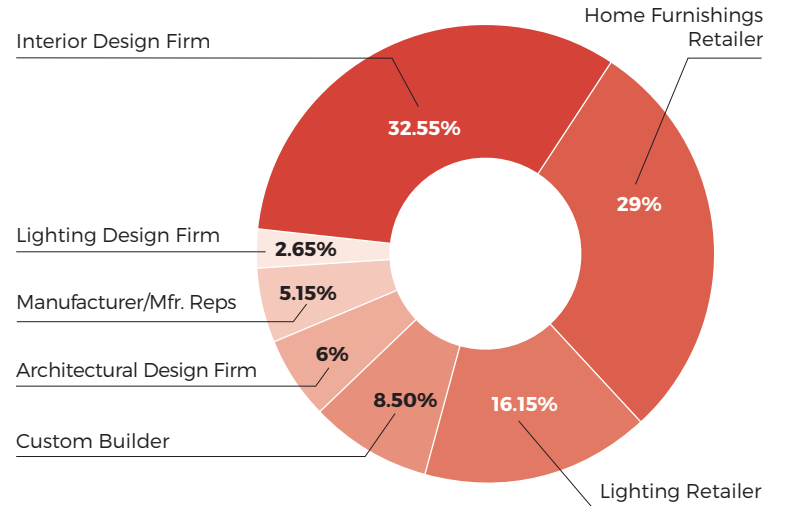


**WEEKLY
AVERAGE
NEWSLETTER
RECIPIENTS**
32,000



40,550
TOTAL QUALIFIED MAGAZINE
CIRCULATION (MAY 2020)

BUSINESS/OCCUPATION BREAKOUT OF MAGAZINE CIRCULATION*



*PUBLISHER'S SWORN STATEMENT OF
MAGAZINE CIRCULATION, MAY 2020

**ENHANCED
DIGITAL:**
34,637

28,000
(website unique visitors monthly)
+
6,637
(social media followers
(f i p t))



20,324
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 QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

CLICK TO VIEW
AND DOWNLOAD
PUBLISHER'S
SWORN
STATEMENT
OF MAGAZINE
CIRCULATION

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	6,548	4,400	2,148	2,365	2,021	122	231	716	474	619
Home Furnishings Retailer	11,773	9,175	2,598	5,764	3,498	380	554	1,119	24	434
Designers										
Interior Design Firm	13,197	4,234	8,963	6,015	767	281	5,556	211	39	328
Lighting Design Firm	1,076	408	668	613	101	8	43	51	132	128
Others										
Custom Builder	3,439	927	2,512	2,953	212	19	120	70	5	60
Architectural Design Firm	2,424	540	1,884	1,048	83	7	1,200	19	26	41
Manufacturer/Mfr. Reps	2,093	640	1,453	1,117	238	12	56	343	41	286
Total	40,550	20,324	20,226	19,875	6,920	829	7,760	2,529	741	1,896

*PUBLISHER'S SWORN STATEMENT OF MAGAZINE CIRCULATION, MAY 2020

ICONS: FREEBIRD & COLORLIFE - STOCK.ADOBE.COM



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

Expert strategies designed to move your design 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.

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.



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 and sponsored content highlighting three businesses.

Who's Visiting Furniture, Lighting & Decor online?

FURNITURELIGHTINGDECOR.COM:

Approximately 28,000 unique visitors a month

ALSO FIND US ON





FACEBOOK | INSTAGRAM | PINTEREST | TWITTER

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



Trusted Advisors

ADVISORY BOARD MEMBERS:

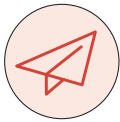
John Albanese, Steven Avitable, Patti Carpenter, Kristina Christopher, Dwayne Clark, Mary Liz Curtin, Colleen Daly, Jeff Dross, Bob Gaynor, Shay Geyer, Kerrie Kelly, Julie Messner, Freddie Naimer, Laura Van Zeyl, Comer Wear



DIGITAL PRODUCTS MENU

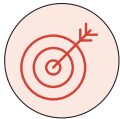
Marketing Tools to Deliver Your Message

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 your Integrated Media Consultant or the Custom Content Division.

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



2021 EDITORIAL CALENDAR

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

January:

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊕ Cover Story: Home Buying by Generation ⊕ Winter Market Previews ⊕ Mattress Evolution ⊕ Fixed Lighting Report ⊕ Botanicals for the Home 	Furnishings for Work/School and Home Office Spaces	<ul style="list-style-type: none"> • Bed Frames • Table Lamps • Top of Bed 	Dallas / Lightovation, Atlanta, Las Vegas Market	11/17/2020	11/17/2020	11/25/2020

February:

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊕ Cover Story: Health & Wellness of Interiors ⊕ KBIS Preview ⊕ Sustainable Home ⊕ Lighting & Health 	Staycation: Outdoor Living	<ul style="list-style-type: none"> • Motion Furniture • Sconces • Home Fragrance 	NY Now, KBIS	12/28/2020	12/28/2020	01/05/2021

March:

Features	Style Board	Product Galleries	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊕ Cover Story: Smart Home ⊕ Decorative Dining ⊕ Trends & Tech: Ceiling Fans ⊕ Outdoor Accessories Report 	Kitchens & Bath	<ul style="list-style-type: none"> • Bar Stools • Pendant Lighting • Mirrors 	01/26/2021	01/26/2021	02/02/2021

April:

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊕ Cover Story: The Changing Home ⊕ High Point Market Preview ⊕ Made in America, including Canada and Mexico ⊕ Where Needed: Portable Lighting Report ⊕ Licensed Lines: Celeb and Designer Intros 	Custom Upholstery	<ul style="list-style-type: none"> • Dining Tables/ Chairs • Landscape Lighting • Rugs 	High Point Market, Dallas Design Week	02/23/2021	02/23/2021	03/02/2021

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



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May:

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊗ Cover Story: Resimeracial: Keeping It Clean ⊗ Showtime/HD Expo Previews ⊗ Does It Swivel? Motion Furniture ⊗ LED Lighting Report 	<ul style="list-style-type: none"> Performance Fabrics 	<ul style="list-style-type: none"> • Storage Furniture • Chandeliers • Wallpaper 	<ul style="list-style-type: none"> HD Expo, Showtime, Lightfair, ARTS Conference 	03/25/2021	03/25/2021	04/01/2021

June:

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊗ Cover Story: Next-Level Business Branding ⊗ Lightovation/ Dallas Market Previews ⊗ Showroom of the Year Finalists ⊗ Soft Goods Report 	<ul style="list-style-type: none"> Above the Chair Rail: Art & Lighting 	<ul style="list-style-type: none"> • Accent Tables • Floor Lamps • Sculptural 	<ul style="list-style-type: none"> Dallas Market / Lightovation 	04/26/2021	04/26/2021	05/03/2021

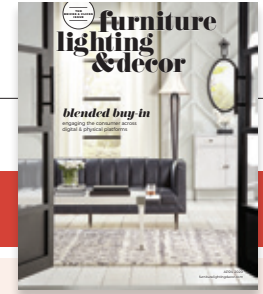
July:

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊗ Cover Story: Holiday in July ⊗ Summer Market Previews ⊗ Solutions: Purposeful Furnishings ⊗ Lighting Small Spaces ⊗ Rug Report 	<ul style="list-style-type: none"> Small Space Living 	<ul style="list-style-type: none"> • Bar Cabinets/Carts • Ceiling Fans • Pillows & Poufs 	<ul style="list-style-type: none"> Atlanta, Las Vegas Markets 	05/25/2021	05/25/2021	06/01/2021

August:

Features	Style Board	Product Galleries	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊗ Cover Story: Taking Design Digital ⊗ Finishing Touches ⊗ Showroom of the Year Winners 	<ul style="list-style-type: none"> Maximalism 	<ul style="list-style-type: none"> • Outdoor Furniture • LED Lighting • Botanicals 	06/25/2021	06/25/2021	07/02/2021

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September:

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊗ Cover Story: Design for Younger Luxury Generations ⊗ Casual Market Preview ⊗ Expanded Living: Outdoor ⊗ Artful Lighting 	<ul style="list-style-type: none"> Luxury Furnishings 	<ul style="list-style-type: none"> • Coffee/Side Tables • Smart Lighting/Ceiling • Fans • Sculptural 	<ul style="list-style-type: none"> ALA Conference, Dallas Design Week, Design Chicago, Casual Show 	07/27/2021	07/27/2021	08/03/2021

October:

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊗ Cover Story: Sourcing 101: Home Furnishings Best Practices ⊗ High Point Market Preview ⊗ Rug Report ⊗ LED Lighting Report 	<ul style="list-style-type: none"> A Style Primer: Blended Design Styles 	<ul style="list-style-type: none"> • Upholstery • Outdoor Lighting • Wall Art 	<ul style="list-style-type: none"> High Point Market 	08/26/2021	08/26/2021	09/02/2021

November:

Features	Style Board	Product Galleries	Bonus Distribution	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊗ Cover Story: International Influences ⊗ Showtime Preview ⊗ Masion et Objet Trend Watch ⊗ Lighting: Finishes & Finalis ⊗ Choosing Hues: How Colors of the Year are Chosen 	<ul style="list-style-type: none"> Palletes to Watch in 2022 	<ul style="list-style-type: none"> • Night Stands • Lighting as Art • Outdoor • Accessories 	<ul style="list-style-type: none"> BDNY, Showtime 	09/28/2021	09/28/2021	10/05/2021

December:

Features	Style Board	Product Galleries	Editorial Materials Due	Ad Close	Ad Materials Due
<ul style="list-style-type: none"> ⊗ Cover Story: Looking Ahead to 2022 Success ⊗ Take a Seat: Upholstery ⊗ Lighting the Outdoors ⊗ Pinnacle Winners 	<ul style="list-style-type: none"> Bedding Primer 	<ul style="list-style-type: none"> • Credenzas/Consoles • Task Lighting • Seasonal Accessories 	10/26/2021	10/26/2021	11/02/2021

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dfalvey@sgcmail.com & amcintosh@sgcmail.com

furniture lighting & decor

OUR DESIGN: ELEGANT. EXCITING. ENLIGHTENED.

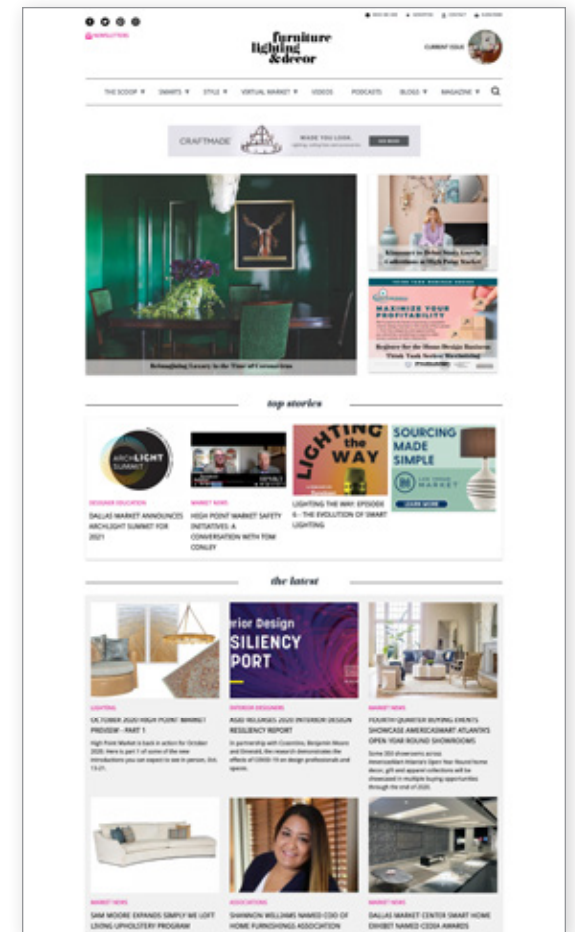


Award-winning designer Kelsey Craig takes outstanding content developed by the Furniture, Lighting & Decor editors and the striking images they curate each month to create the beautiful and luxurious designs that inspire and inform.



WWW.FURNITURELIGHTINGDECOR.COM

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



2021 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" | 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
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.

DIGITAL SOLUTIONS

WEBSITE ADVERTISING RATES

(per month)	1x
Large Leaderboard + Mini Boom for Mobile	\$2,000
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)

Large Leaderboard: 970 x 90 px

Leaderboard: 970 x 90 px

Mini Boom: 300 x 100 px

For leaderboards 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, JPG, third party tags.

HTML 5, Supply URL for link

NEWSLETTER ADVERTISING RATES

	Format	
The Scoop / The Scoop: Newsfeed	Mini Boom, 300 x 100	\$2,000/month
Smarts	Mini Boom, 300 x 100	\$1,000/month
Stylish	Mini Boom, 300 x 100	\$1,000/month
Friday Finds	Mini Boom, 300 x 100	\$1,000/month
Friday Finds - Sponsored	500-word article + images	\$350/deployment
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.

Sponsored Friday Finds: 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.

OUR TEAM



PUBLISHER

Susan A. Jones
336.402.5235
sjones@sgcmail.com



EDITOR-IN-CHIEF

Diane Falvey
516.429.8521
dfalvey@sgcmail.com



MANAGING EDITOR

Amy McIntosh
847.391.1025
amcintosh@sgcmail.com



SENIOR CONTRIBUTING EDITOR

Kimberley Wray



DESIGNER

Kelsey Craig

EDITORIAL + PUBLISHING OFFICE

3030 W. Salt Creek Lane, Suite 201
Arlington Heights, IL 60005
847.391.1000 • F: 847.390.0408



CONNECTING BUYERS AND
SELLERS WITH MARKET-LEADING
CONTENT AND DATA

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