



2011
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INSIDE THE NEW YORK DESIGN CENTER



he New York Design Center at 200 Lexington Avenue has provided the finest furniture and interior furnishings to discerning members of the design trade for over 80 years.

Now ARRAY Magazine brings the most interesting people, places and ideas in interior design into the homes and offices of both design professionals and consumers, featuring the best of the New York Design Center.

Presented as a unique shelter and lifestyle magazine, ARRAY gives readers an "inside look" into the world of interior design and culture.

WHO READS ARRAY?



Interior design professionals — designers, decorators, architects — and the clients who hire them to re-imagine their apartments, furnish their mansions, renovate their villas, rethink

their corporate headquarters, and define the style of their hotels and spas.

ARRAY readers are among the most sought after audiences in the world — professionals whose average income is between 100k and 200k per year (but often reaches into the many millions).

In addition to searching for the best of interior design, ARRAY readers also...

- Purchase art and antiques
- Buy luxury homes, vehicles and vacations
- Enjoy golf, tennis, skiing, and yachting
- Purchase stocks, bonds and other financial products and services
- Shop for the finest in fashion, personal care and beauty products
- Stay on the leading edge of personal technology and electronic entertainment

All this makes ARRAY Magazine readers a highly desirable target group for the makers and marketers of a wide range of luxury items.



INSIDE ARRAY



In each issue of ARRAY you'll find:

- Dozens of new products, materials and applications
- Profiles of people making design news
- Advice from experts on how to shop and style smarter
- A culture guide for the design savvy
- Articles on the most intriguing residential and commercial spaces, leading design innovators, and the high-profile clients they serve

ARRAY is the magazine both industry professionals and consumers will look forward to receiving throughout the year.



WHY READ ARRAY?



a RRAY Magazine is an invaluable tool for interior professionals and their clients. It's a way to stay on top of new ideas, products, and international trends, and keep abreast of the latest work of established leaders as well as up-and-coming design talents. ARRAY Magazine also allows professionals to "pre-shop" and make preliminary design choices with their clients from NYDC's sixteen floors and over 100 showrooms.

For over a century, the NYDC has served as a clearing house of ideas for working professionals from around the corner, around the country, and the entire world. With ARRAY Magazine, anyone can take a design scouting trip to New York without ever leaving their chair. And what will they find inside? Just about everything—from a royal French tapestry made by hand in the same way for centuries—to the latest in folding computer workstations.

ARRAY captures the international flavor of the design world while also celebrating New York City as a global style destination. ARRAY also gives readers the latest news on all the exciting upcoming exhibits, lectures, films, shows, and restaurants that make New York a non-stop cultural feast.



INFORMATION & PUBLISHING SCHEDULE



FREQUENCY: QUARTERLY (4X PER YEAR)

ISSUE	CLOSING DATES	EDITORIAL	ON SALE	MATERIALS DUE
Spring 2011	Jan 2011	Design Exchange	Feb 2011	Jan 12 2011
Summer 2011	Apr 2011	Home Theatre & Electronics	May 2011	April 15 2011
Fall 2011	Jul 2011	The Art Issue	Aug 2011	July 15 2011
Winter 2011	Oct 2011	Kitchen & Bath	Nov 2011	Oct 15 2011

CIRCULATION BREAKDOWN:

ARRAY's circulation is more than 18,000. Every quarter we mail 12,000 targeted copies to New York Design Center customers, specifiers, interior designers and architects including members of the American Society of Interior Designers (ASID) International Society of Interior Designers (ISID) and American Institute of Architects (AIA).

In addition, 4,500+ copies are distributed directly to the New York Design Center, sent to paid subscribers and made available at speciality shows and events including DIFFA Dining by Design, Luxury Kitchen & Bath Collection (Miami '05), Canstruction Design/Build Competition, Kips Bay Holiday Wonders and Design Cares Carnival.

ARRAY will be available on the newsstand got to: www.arrayny.com/newsstands.html.

SUBSCRIPTIONS:

\$18.95/year
www.arrayny.com/subscriptions

ADVERTISING:

To reserve advertising space in ARRAY Magazine, please contact:

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DIGITAL ADVERTISING SPECIFICATIONS



rray is produced Computer to Plate (CTP). The following information specifies the size and type of file formats, proofs and media we can and cannot accept, general guidelines and contact information:

AD SIZE	LIVE(NON-BLEED)	BLEED	TRIM
Full Page	8 7/8" x 10 1/2"	9 1/4" x 11 1/8"	9" x 10 7/8"

* Spread measurements include a gutter allowance of 1/8" on each side. Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. All bleed pages must have 1/8" bleed on all sides. Type and important subject matter should be kept 3/8" from trim on ALL sides.

FILE FORMATS ACCEPTED:

We accept native In Design files, with fonts and images included, and/or high-resolution PDF files.

MEDIA:

The following are acceptable: Mac formatted; CD-ROM/DVD. Please label all media with date, agency name or contact name, phone number, advertiser and contact.

PROOFING:

Acceptable color proofs must be supplied to ensure color accuracy. Array is not responsible for color accuracy for ads supplied without an acceptable proof. We require one digital proof generated from the digital file. All proofs must bear Standard GATF Offset Color Bars/Exposure Scales and should be proofed to SWOP specifications. Proofs must be created from the supplied digital ad files.

ALL MATERIALS SHOULD BE SENT TO:

ARRAY Magazine, Inc.
 135 Grand Street
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 (t) 212.929.2733
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Questions regarding materials should be sent to: info@arrayny.com