



ARRAY

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 100 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
Winter 2005/06	Jan 2006	Home Theatre & Electronics	Feb 2006
Spring 2006	Apr 2006	Outdoor Living	May 2006
Summer 2006	Jul 2006	Kitchen & Bath	Aug 2006
Fall 2006	Oct 2006	Decorative Painting	Nov 2006

CIRCULATION BREAKDOWN:

ARRAY's circulation is more than 23,500. Every quarter we mail 10,000 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, 10,000+ 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 is also available on the newsstand including Barnes & Noble, Borders Books and more:
www.arrayny.com/newsstands.html

SUBSCRIPTIONS:

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

ADVERTISING:

Janet Kleinman
Senior Account Executive
jkleinman@kqandr.com

Bob Rosen
Director National Advertising
brosen@kqandr.com

Represented by Kalish, Quigley & Rosen, Inc.
242 West 27th Street 3rd Floor
New York, NY 10001
(t) 800.250.6170 Ext. 13
(f) 212.265.0986

RATE CARD

SIZE	1X	2X	4X
Full Page Color	5300	4700	4400
1/2 Page Vertical	5000	4400	4200
1/2 Page Horizontal	5000	4400	4200
1/3 Page Vertical	4700	4100	4000
P.O.T.O.C.	5900	5300	5000
I.F.C.	6500	5600	5400
I.B.C.	6500	5600	5400
B.C.	7000	6100	6000



ADVERTISING CONTACT INFORMATION:

Janet Kleinman
Senior Account Executive
jkleinman@kqandr.com

Bob Rosen
Director National Advertising
brosen@kqandr.com

Represented by Kalish, Quigley & Rosen, Inc.
242 West 27th Street 3rd Floor
New York, NY 10001
(t) 800.250.6170 Ext. 13
(f) 212.265.0986

NY HEADQUARTERS:

ARRAY Magazine, Inc.
41 Union Square West
Suite 625
New York, NY 10003

www.arrayny.com

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 Quark files, with fonts and images included, and/or high-resolution PDF files with crop marks.

MEDIA:

The following are acceptable: Mac formatted; CD-ROM. 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.
41 Union Square West
Suite 625
New York, NY 10003
(t) 212.929.2733
(f) 212.929.0983

Questions regarding materials should be sent to: info@arrayny.com