



ARRAY

INSIDE THE NEW YORK DESIGN CENTER

ARRAY MAGAZINE



he New York Design Center at 200 Lexington Avenue has provided the finest furniture and furnishing to discerning clients for over 100 years.

Now ARRAY Magazine brings the most interesting people, places and ideas in interior furnishings from the New York Design Center and beyond into the homes and offices of both interior design professionals and consumers. ARRAY provides an "inside look" at what's going on in the world of design into a unique shelter and lifestyle magazine.

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?



aRRAY 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.



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.



INFORMATION & PUBLISHING SCHEDULE



FREQUENCY: QUARTERLY (4X PER YEAR) 2005 SCHEDULE

ISSUE	CLOSING DATES	EDITORIAL	ON SALE
Spring 2005	Mar 2005	Outdoor Living	Apr 2005
Summer 2005	Jun 2005	Kitchen & Bath	Jul 2005
Fall 2005	Sep 2005	Table-top	Oct 2005
Winter 2005/06	Dec 2005	Home Theatre & Electronics	Jan 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.

This spring ARRAY will be available on the newsstand.

SUBSCRIPTIONS:

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

ADVERTISING:

To reserve advertising space in ARRAY Magazine, please contact:

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I.F.C.	5500	4800	4600
I.B.C.	5500	4800	4600
B.C.	6000	5200	5100



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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 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:

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