

l'ARCA
INTERNATIONAL

Bimonthly publication
in three languages

press kit

ARCHITECTURE
DESIGN
VISUAL COMMUNICATION **2020**

**6 ISSUES-A-YEAR PUBLISHED IN THREE LANGUAGES,
PAPER OR DIGITAL VERSION SUBSCRIPTION WWW.ARCADATA.COM**

L'Arca International is the first magazine published in three languages (French/Italian/English) completely devoted to the world of modern-day design.

Every issue includes an in-depth analysis of a significant work of architecture design (Investigation) to complete the various articles on present-day architectural design and innovations coming from the building industry.

Compilation • News about the latest construction work and architecture around the world

Products • Thematical zoom

Tomorrow is yesterday • Research and experimentation

Projects • International projects and constructions

Design • Between creativity and innovation

Shorts • Overview of architecture

News about the city • Ideas on urban issues

Arts • Art and design

Published by Sam MDO – Principality of Monaco, and distributed in Europe, French-speaking nations, Italy, United States, Japan, South Korea and China, and in 40 other countries by subscription, **L'Arca International** has confirmed its status as the preferred partner magazine of leading international shows and exhibitions.

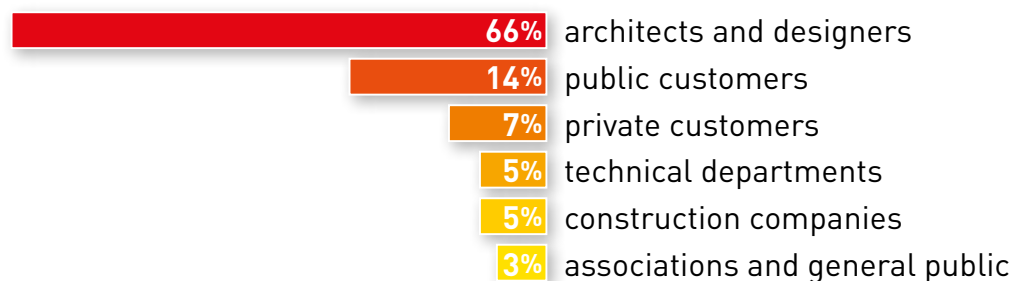


PROFILE OF READERS

Prescribers (architects, technical firms, interior architects...), public and private clients, real-estate promoters, business people and also students, training/research institutes and abroad spectrum of people interested in and passionate about architecture and design.

A statistical study carried out by our team on a sample group of 5.000 subscribers revealed that 97% of those interviewed consider advertising in the magazine to be useful for their professional work.

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PRINT RUN AND DISTRIBUTION

32.000 copies in total



SCHEDULE OF PUBLICATIONS, DEADLINES AND THEMES FOR 2020

- n°152 • January-February 2020 • deadline 5/12/2019
Special on Coatings – Sanitary appliances – Taps & Faucets
- n°153 • March-April 2020 • deadline 6/2/2020
Special on Indoors/Outdoors
- n°154 • May-June 2020 • deadline 6/4/2020
Special on Wood
- n°155 • July-August 2020 • deadline 8/6/2020
Special on Facades
- n°156 • September-October 2020 • deadline 16/7/2020
Special on Insulation
- n°157 • November-December 2020 • deadline 7/10/2020
Special on Lighting

ADVERTORIALS

L'Arca International's advertorials are created by the publishing staff in close collaboration with companies. The articles written in three languages (Italian, French and English) can be provided directly by the client him/herself or created by the publishing staff and translated to professional standards by native speakers. The page layout is designed by the publishing staff.

The advertorials include the company's logo, address, website and email. They may take the form of a single or double page. The material (background texts, high-resolution pictures, logo, address, email and website) should be sent directly to the publishing staff (Elena Cardani redaction@groupep.mc) 15 days before the deadline set for the tabular pages (page 5).

See page 12 for the costs.

TECHNICAL DATA FOR ADVERTORIAL:

- Ten **300 dpi** high-resolution images, 15cm base in **.jpg** ou **.tif**
- Presentation of a company or range of products
- 1.500/1.800 characters per single or double page
- Written in French, English and Italian
- HD logo
- Postal address, phone number, website, e-mail.

CONSIGNMENT OF TECHNICAL ADVERTORIAL MATERIAL

15 days before the 2020 deadlines on page 5

Contact **Elena Cardani** - redaction@groupep.mc



OFFPRINTS

Monothematic publication created by the editorial staff at the client's request.

Details: published in three languages in the form of a report on a strategic topic for the advertiser.

Page layout and translations carried out by the editorial staff in partnership with the company, in accordance with **l'Arca International** publishing image and strategies.

SUPPLEMENTS

Pamphlets, brochures, catalogues and samples provided by companies and published as part of a special issue of **l'Arca International**.

This kind of distribution offers companies the chance to fully structure their professional distribution network of **l'Arca International**, focusing on a carefully selected specialist target group.

"I PROTAGONISTI" (THE PLAYERS) COLLECTION OF MONOGRAPHS

The **l'Arca International** collection of monographs is designed for professional people interested in documenting their careers in a graphically illustrated publication focusing on their design experimentation.

Each monograph includes a critical introductory text about the firm, an interview with the architect, and pictures, drawings and captions about various projects.

[Learn more](#)

TECHNICAL DETAILS ABOUT THE PUBLICATIONS

Print: 4x4-colour litho

Format: 24x30 cm

Pages: 160/200

Paper: 150 gr glossy

Cover: opaque laminated hardback or opaque laminated paperback

Print run: 500/1.000 copies

OFFPRINTS



SUPPLEMENTS



MONOGRAPHS



ADVERTISING

TECHNICAL DATA

High resolution .pdf
300 dpi images in **CMYK**
Fonts and **registration marks** included

FORMATS

Allow an extra 4 mm on each side:

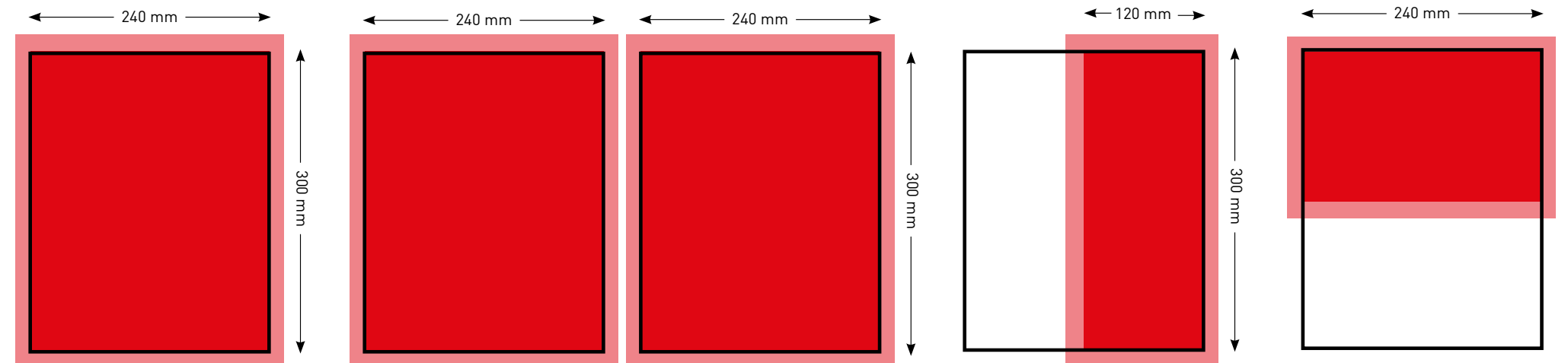
Full page	240x300 mm
Double page	480x300 mm
1/2 horizontal page	240x150 mm
1/2 vertical page	120x300 mm

TECHNICAL DATA FOR THE MAGAZINE

135 gr/sq.m. paper
 Offset printing on a flat machine

CONSIGNMENT OF TECHNICAL MATERIAL FOR ADVERTISING TABLES

Date give in the **2020 deadlines** on page 5
 Contact **Claire Nardone** - claire.nardone@groupep.mc



Full page

240 x 300 mm

+ allow an extra 4 mm
on each side

Double page

480 x 300 mm

+ allow an extra 4 mm
on each side

 one file per page

1/2 vertical page

120 x 300 mm

+ allow an extra 4 mm
on each side

1/2 horizontal page

240 x 150 mm

+ allow an extra 4 mm
on each side

RATES 2020 PRESS

ADVERTISING	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
1/2 page	1.800 €	- 8%	- 15%	- 20%	- 25%	- 30%
page	3.500 €	- 8%	- 15%	- 20%	- 25%	- 30%
inside back cover	4.000 €	- 8%	- 15%	- 20%	- 25%	- 30%
inside front cover	6.000 €	- 8%	- 15%	- 20%	- 25%	- 30%
double page advertising	5.500 €	- 8%	- 15%	- 20%	- 25%	- 30%
back cover	8.000 €	- 8%	- 15%	- 20%	- 25%	- 30%
inside front cover + inside front page	9.000 €	- 8%	- 15%	- 20%	- 25%	- 30%

ADVERTORIAL	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
1/2 page	2.500 €	- 8%	- 15%	- 20%	- 25%	- 30%
single page	4.500 €	- 8%	- 15%	- 20%	- 25%	- 30%
double page	6.500 €	- 8%	- 15%	- 20%	- 25%	- 30%

SUPPLEMENTS

Polybagging of product samples, pamphlets and brochures attached to the back cover of the magazine. Personalised estimates.

OFFPRINTS

Report at least 8 pages in length, printed and packed separately from the magazine. Each abstract will consist of reports published in three languages (English, French, Italian). CMYK print on 135 g matte paper in 24x30 cm format.

The layout will be handled by the publishing staff. Personalised estimates.

"I PROTAGONISTI" (THE PLAYERS) MONOGRAPHS

4x4-colour litho print, 150 gr glossy paper.

Hardback or paperback cover.

Format: 24x30 cm.

From € 15.700, 500 copies.

SPECIAL DISCOUNTS

new advertiser discount	- 10%
professional discount	- 15%
coupling discount	- 10%
last-minute discount	- 35%