

Steven Lindsay, '2nd Sea Change',  
100x80cm, oil on canvas



*Media*  
**PACK**

## FORMAT / COVERAGE

A4 glossy custom-trimmed. Artmag is now the highest circulation, most widely distributed art magazine in Scotland and also highlights some of the best of NE England.

## CONTENT

Each issue of Artmag includes.

- Arts news
- Gallery, museum and event openings
- Hundreds of exhibition previews
- Topical focus features
- Art & travel articles
- Profiles on artist/craftmakers
- Other industry professionals
- Commentary and competitions

## ONLINE + MOBILE AND IPAD PLATFORMS

We have a substantial archive of previously published features and information with weekly art news updates, new art blog, event guides plus regular posts on Facebook, Twitter and Instagram.

## CIRCULATION PER ISSUE

# 30,200

## READERSHIP (approx)

# 55,000\*

## DISTRIBUTION

Artmag is distributed free in 650 galleries and museums throughout Scotland and Northeast England plus cafes, hotels, performing arts venues, annual art fairs and events, tourist information centres, etc. Approx. 850 total outlets.

## FREQUENCY

Bi-monthly:  
Feb/Mar  
Apr/May  
Jun/July  
Aug/Sep  
Oct/ Nov  
Dec/Jan

\* Based on average 'pass on' rate of 1.82\* readers per copy. \*Source: Artmag Online Reader Survey

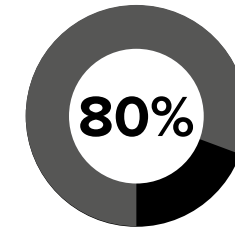




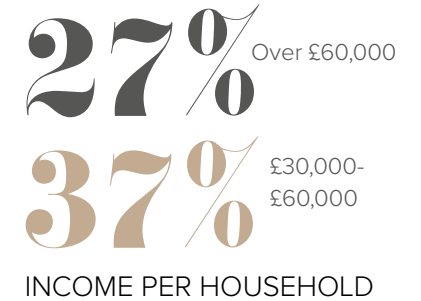
Ronald Forbes RSA, 'Gift Sharing-Lily', digital composition (Royal Scottish Academy)

# READER DEMOGRAPHICS

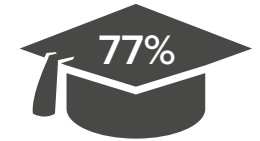
Readers enter our competitions online by completing a detailed demographic survey. This information is updated in 'real time' as entries are received.



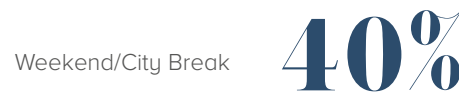
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INTEND TO PURCHASE ORIGINAL ART OR HANDCRAFTED ITEMS AND HOME FURNISHINGS IN THE NEXT 12 MONTHS



UNIVERSITY/COLLEGE EDUCATION



TRAVEL IN THE NEXT 12 MONTHS

**Regular Monthly Arts attendance** 63% attend Gallery, Museum or Art Fair, 45% attend Auctions, 40% attend live Music or Concerts, 40% Theatre.

## OVERVIEW

Mainly professionals and financially stable audiences who regularly attend performing and visual arts events. Other main interests include London and country hotel getaways, art-painting-music-history tours, food & wine, film, books, exercise, outdoors/environment, photography, health, fashion and continuing education. They are motivated by a sense of aesthetics and quality and are discerning in their brand choices.

**“Best art magazine around”**

Jean Duncan, Pittenweem Arts Festival Director

# SPECIFICATIONS

## ADVERT DESIGN AND PRODUCTION

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- **Send all files to [addesign@artmag.co.uk](mailto:addesign@artmag.co.uk) if Artmag is designing your advert**
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- Include any main headings or title, copy, dates, contact info, logo as required.
- Large image files can be sent separately or use wire transfer link.
- Do not include images in the body of the email.

## CAMERA-READY ARTWORK

- **Please send camera ready artwork to Christie Dessy, [publisher@artmag.co.uk](mailto:publisher@artmag.co.uk), 07968 191032 or Ian Sclater, [editor@artmag.co.uk](mailto:editor@artmag.co.uk), 07968 725178**
- Please supply artwork in PDF, EPS or JPEG format
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- Fonts should be embedded or vectorised where appropriate
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- Any artwork supplied incorrectly and which requires resizing, reworking or any amendments by Artmag will be subject to a charge based on ad design rates
- **Overprinting issues:** Please supply PDF in **X1a: 2001** compliant with Pass4Press guidelines. Please supply a hard copy if applicable



Anna King, 'Shelter'

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**Methods of Payment** Payments can be made by monthly standing order (by agreement, please enquire), cheque, BACs, debit or credit cards. (1.5% transaction fee applied).

## SIZES

### Size in mm

**Full page bleed** 195w x 255h (add 3mm bleed)

**Full page** 175w x 230h

**Two thirds (vertical)** 115w x 230h

**Half page (horizontal)** 175w x 113h

**Third (square)** 115w x 113h

**Third (vertical)** 56w x 230h

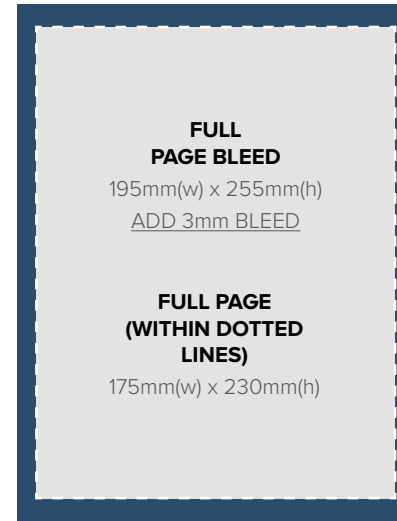
**Sixth (vertical)** 56w x 113h

## AD PLACEMENT

Placement within regions is at the discretion of Artmag and cannot always be guaranteed.



# SIZES



## ✔ COST PER ISSUE

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## ✔ AD DEADLINES

15th of the month prior to publication, e.g. Jan 15 for Feb/Mar issue, Mar 15 for Apr/May etc

**“It’s really a delicious read and I congratulate you on the variety and focus you bring to aspects of Scottish art life”**

Andrew Haughton, Director of the Nomads Tent



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1/2 PAGE  
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1/6 PAGE  
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1/3 PAGE SQUARE  
 115mm(w) x 113mm(h)

**“As a professional artist, and more recently gallery owner, I have found Artmag to be most worthwhile. Numerous customers turn up at the gallery with Artmag in hand having driven some distance; proof that it is doing its job.”**

Moy McKay