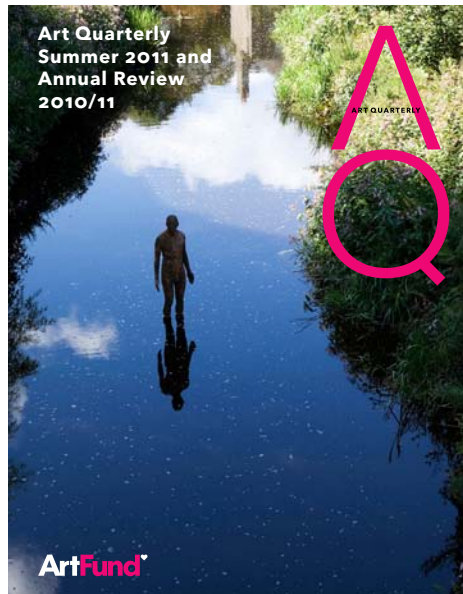


Magazines of the Art Fund

2012 Media Information



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The Art Fund

The Art Fund is the national fundraising charity for works of art and plays a major part in enriching the range and quality of art in the UK. Since we were founded in 1903 we have helped to buy priceless masterpieces as well as fascinating works costing a few hundred pounds for local museums. We accept grant applications from every type of museum, for all kinds of art. We also place gifts and bequests of works of art in museums across the country.

Financed primarily by members' subscriptions, and by donations, gifts and legacies, we receive no government or National Lottery funding. The Art Fund was founded by a few passionate individuals, and is inspired by the notion that if enough people club together to contribute, major sums of money can be raised and important works saved for the public. Thanks to the dedication of our members, we have enabled museums to acquire objects from all periods and from all over the world. Often the Art Fund helps organisations that have no purchasing budget at all, and we are sometimes able to respond to an urgent request with the outright purchase of a work of art.

Over the years the Art Fund has helped bring over 860,000 treasures to our museums. Without us, famous works such as *The Rokeby Venus* by Velázquez, Canova's *Three Graces* and Raphael's

Madonna of the Pinks would have gone abroad, never to return. We also use our independence to campaign for the proper funding of museums and the continued enrichment of public collections throughout the UK. We led the campaign to extend free admission to all national museums and galleries, which achieved success in 2001.

In 2007 we launched Art Fund International, a scheme to encourage regional museums to acquire the best international art being produced today. In 2009 we contributed over £1 million towards the purchase of Titian's *Diana and Actaeon* by the national galleries in London and Edinburgh and in 2010 we led the successful fundraising campaign that enabled Birmingham Museum and Art Gallery and Stoke's Potteries Museum to buy the Staffordshire Hoard.

For more information on the Art Fund's work, visit www.artfund.org

Art Quarterly and the Review

The Art Fund is proud of its informative and superbly presented publications, *Art Quarterly*, our award-winning magazine, and our annual *Review*, a compendium of the works the Art Fund has helped to purchase during the year. The magazines are sent free of charge to all our members - good reason alone for supporting the Art Fund! We offer around £4 million in grants annually towards the purchase of works of art of all kinds and periods, and distribute works of art that we receive as gifts or bequests.

Art Quarterly is one of the most widely read and respected art magazines in the UK, with a circulation of 70,000. Our 87,000 members, informed art-lovers, value it as an important part of their membership package.

Richly produced and full of lively articles by celebrated art experts, writers, artist interviews and personalities including Stephen Bayley, Andrew Graham-Dixon, Hunter Davies and David Puttnam, it is a publication that people collect and go on enjoying long after new issues arrive.

The *Review* which is incorporated in the summer issue of *Art Quarterly*, is a magnificent full-colour annual catalogue unveiling all the works of art that our members' subscriptions have helped to buy during the year.

Our readership consists of educated art-lovers and collectors with a proven track record of buying art and antiques, and of enjoying the finer things in life. As well as being received by members of the Art Fund, the magazines reach an important and committed audience of opinion formers, including politicians, art dealers and museum and gallery curators throughout the UK.

2012 Advertising Rates

	Art Quarterly single insertion	Art Quarterly four insertions
Colour		
Full page	£2,735	£2,445
DPS	£5,065	£4,500
Half page	£1,515	£1,350
Quarter page	£885	£820
Mono		
Full page	£1,725	£1,620
Half page	£985	£970
Quarter page	£625	£580
Prime sites		
Inside front cover	£2,800	£2,705
Inside back cover	£2,750	£2,600
Outside back cover	£3,295	£3,195

- Inserts, subject to sample full run (postage charged extra for inserts over 8 g); minimum quantity to supply, 25,000
- Spot colour charge, £350 per colour
- All ads to be supplied as PDFs (portable document format) - cost included unless additional design and production required
- All prices are subject to VAT

Publication dates	
Spring	Art Quarterly 1 March
Summer	1 June
Autumn	1 September
Winter	1 December
Copy dates	
Spring	Art Quarterly 17 January
Summer	18 April
Autumn	18 July
Winter	17 October

Readership Survey, Part 1

Age		Gender		Household income	
under 25	1 %	male	51 %	less than £25,000	29 %
26-35	4.6 %	female	49 %	£25-£50,000	39 %
36-45	11.7 %			£50,000-£75,000	20 %
46-55	16.8 %			£75,000 and over	12 %
56-65	24.7 %				
65 and over	41.4 %				
Occupation		Credit card usage		Home ownership	
professional/sen mgmt	44.1 %	Barc/Visa/Acc/MC	75.6 %	own buying	81.9 %
manager in business	5.6 %	Cheque guarantee	58 %	rent private	3 %
admin/clerical	10 %	store/petrol/hotel	41 %	rent council	1.1 %
housewife	7 %	Amex/Diners Club	13.8 %	live with parents	2.2 %
self employed	11.4 %	airline club	10.5 %		
retired or pensioner	14.4 %				
Car ownership		Use of internet/email		Geography	
drives car	70.3 %	regular use	65 %	Scotland	5.2 %
personal car	55.9 %	bought online	52 %	North	11.3 %
company car	9.6 %			Wales and West	6 %
no car	15 %			Midlands	10.6 %
				East	6.9 %
				South	13.1 %
				London	45.7 %

A membership profile of our database was conducted by Claritas in May 2002 and Experian in July 2006

Average circulation £70,000

Readership Survey, Part 2

Which of the following media interest you?

oil painting	86.8 %
drawings/watercolours	80.8 %
sculpture	65.4 %
furniture	56.2 %
ceramics	52 %
photography & prints	51.8 %
archaeological objects	50.3 %
books/manuscripts	47.7 %
textiles	36.3 %

Which of the following periods of art interest you?

Old Masters	76.1 %
19th century	74.4 %
18th century	62.9 %
modern art	55.8 %
medieval	51.9 %
contemporary art	50.2 %
antiquities	48.3 %
other	7.2 %

Which of the following papers do you read at least twice a week?

The Times	33 %
Daily Telegraph	27 %
Guardian	18 %
Independent	13 %
Financial Times	9 %
other (mostly local press)	9 %
Daily Mail	7 %
Evening Standard/Metro	3 %
Daily Express	1 %
Mirror	1 %
Sun	1 %

Which of the following papers do you read regularly?

Sunday Times	25 %
Saturday Telegraph	24 %
Sunday Telegraph	20 %
Saturday Times	18 %
Observer	14 %
Weekend Guardian	12 %
Weekend FT	11 %
Sunday Independent	9 %
Saturday Independent	8 %
Mail on Sunday	6 %
Sunday Express	2 %

To which of the following do you devote much of your spare time?

books	86.5 %	wines	23.6 %
foreign travel	59 %	jogging & fitness	19.3 %
theatre	55 %	painting	17.6 %
gardening	53.6 %	collecting	15.8 %
going to concerts	44.6 %	wildlife/environment	21.5 %
hiking & walking	38.4 %	antiques	20.4 %
visiting opera/ballet	37.1 %	photography	19.6 %
cooking	35.1 %	managing your investments	17.3 %
cinema	33.5 %	outdoor sport (eg sailing)	10.9 %
further education	28.3 %		
personal computing	24.8 %		

Quantitative sample (16,795) March 2002, names provided by the Art Fund, with additional information provided by Experian, July 2006

Art Quarterly and Review

Digital Specification

All ads to be supplied as PDFs

Mechanical specifications

Full page	trim size	297 x 232 mm (bleed 3 mm)
	type area	266 x 200 mm
Half page	vertical	266 x 97 mm
	horizontal	130 x 200 mm
Quarter page		130 x 97 mm

PDF specifications

- PDF files are to be supplied at 'same size', clearly indicating the final crop of the document, and must have all elements including fonts embedded in the document
- All files must be accompanied by a 'size as' colour proof
- There must be no RGB, LAB or device-independent colour images
- Continuous tone images should be no less than 300 DPI
- Any spot colours or RGB colours within graphic elements in the document will be converted to the 'default' CMYK equivalent as determined by the application which processes the file
- There are to be no true type fonts within the live area of the job
- There are to be no multiple master fonts within the live area of the job
- All postscript overprint elements will be ignored when ripped or proofed by FE Burman
- All black elements will overprint when ripped or proofed by FE Burman

The Advertiser should guarantee that advertisements submitted for insertion do not contain any defamatory, fraudulent, misleading or false statements.

It is the responsibility of the Advertiser to clear copyright if applicable on any works of art that appear in their advertisement.

Production queries

Please fax or telephone Andy Parker at FE Burman with details of your advertisement; charges may be incurred.

Please send all final copy to

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