

Scottish Art News: Rates

About Scottish Art News

Scottish Art News magazine began in 2003 as an eight page newsletter and has since continued to grow in scale and profile with subscribers now worldwide. Scottish art continues to have a powerful presence in the art world and Scottish Art News is committed to bringing Scottish art, both historical and contemporary, to increasingly wider UK and international audiences. Each issue contains features focusing on Scottish art as well as exhibition reviews and previews, book reviews, art market round up and listings. It also reports on new developments, events and news within the visual arts, and we have an established pool of leading art historians, contemporary theorists and arts industry leaders who regularly contribute to the publication. Scottish Art News is published biannually by The Fleming Collection, London. Publication dates: January and June.



About The Fleming Collection

The Fleming Collection is widely recognised as the finest collection of Scottish Art in private hands and was originally conceived as a corporate collection in 1968 for Robert Fleming Holdings Ltd in the City of London. Since 2000 the collection has belonged to The Fleming-Wyfold Art Foundation which aims to promote Scottish Art to a wider audience. The collection consists of works by many of Scotland's most prominent artists, from 1770 to the present day, including works by early nineteenth century artists, the Glasgow Boys, the Scottish Colourists, the Edinburgh School and many contemporary Scottish names. Regular exhibitions drawn from the Collection as well as loans from public and private collections of Scottish art can be viewed in the specially designed gallery, which is open to the public free of charge. The gallery attracts 100,000 visitors a year. Our 2009 programme included *Sir Muirhead Bone: Artist and Patron* and *The Face of Scotland: Masterpieces from The Scottish National Portrait Gallery* and 2010 will begin with an exhibition of the Scottish Colourists from The Fleming Collection. The Fleming Collection is supported by The Fleming-Wyfold Art Foundation, Registered Charity no.1080197.

Distribution

Circulation 3000 copies per issue, readership 3000 people per issue.

Scottish Art News is sold in The Fleming Collection gallery shop, gallery shops throughout Scotland, including The National Galleries of Scotland, distributed widely to UK and international subscribers, including Hong Kong, Switzerland, Canada, Belgium, America and France, as well as distributing to libraries. Scottish Art News is mailed to Friends of the The Fleming Collection as part of their Friends membership, Corporate Members and Patrons of The Fleming Collection.

Additional distribution

Complimentary copies of each issue are distributed at corporate events held at The Fleming Collection as well as to International University alumni associations, visiting patron's circles, private parties and specialist art groups visiting the collection. We hold approximately 60 events a year, with between 20 –180 guests attending each.

Scottish Art News Magazine Rates (Prices are exclusive of VAT)

Type	Dimensions
Back cover £800	210 x 275 mm portrait (plus a 3 mm bleed)
Double page spread £800	210 x 275 mm landscape (plus a 3 mm bleed)
Front / Back inside cover £700	210 x 275 mm portrait (plus a 3 mm bleed)
Full page £600	210 x 275 mm portrait (plus a 3 mm bleed)
1/2 Page £400	210 x 137 mm landscape
1/4 Page £200	103 x 135 mm portrait

Discounts

20% for advertising in both issues. Both adverts must be paid together in full on receipt of invoice.

Listings

An annual listing for 2 issues costs £75. This includes an entry each issue for 3 exhibitions, including gallery name, address, telephone number and website. The listings are also published online at www.flemingcollection.co.uk

Listings in the magazine are free to full and half page advertisers, which also includes being listed on The Fleming Collection website and in our monthly eBulletins (to 5,000 subscribers).

One issue £50	eBulletin (12 bulletins) £100
Two issues £75	Two issues and eBulletin £150

The Fleming Collection eBulletin

The Fleming Collection eBulletin is a free monthly information newsletter that is sent via email to individuals and businesses who sign up to receive The Fleming Collection monthly arts and culture news. Currently, there are 5,000 subscribers to the eBulletin. All full page and half page advertisers are listed free in each bulletin. The rate for quarter page and non advertisers is £100 yearly.

The Fleming Collection Website

Exhibitions and specific events are promoted on our website: www.flemingcollection.co.uk. Currently, the website receives approximately 5,000 visits per month. All full page and half page advertisers are listed free on the website for one year.

Marketing/Promotion

The partnership between The Fleming Collection and Scottish Art News magazine means that advertising in the magazine can offer unique benefits to your company and we are always happy to discuss any marketing ideas you may have, including special offers on luxury goods, restaurants, hotels, friends memberships etc. We can often find ways of promoting activities and events undertaken by advertisers beyond promotion through the magazine. Please update us on your current marketing objectives. Contact The Fleming Collection to discuss special benefits we can offer.

Design

We can design adverts for a design fee of £100+VAT per advert.

Scottish Art News readership

Scottish Art News' commitment to the visual arts in Scotland attracts an educated and discerning audience of art enthusiasts, critics and buyers. The appeal of Scottish art is international, and therefore, Scottish Art News reaches a particularly wide audience.

Readership

Corporate Members (Min. donation £5000)

Patrons (Min. donation £1000)

Friends

Subscribers

Gallery visitors

Profile

High net worth investment companies, luxury goods, hotels, Art Insurance, Risk Management, Legal

High Net Worth Individuals

Art Enthusiasts, city executives, entrepreneurs, 50% retired (regular visitors to art galleries and museums, art fairs, art related events and group travel)

UK wide and international

Art Enthusiasts, city executives and entrepreneurs visiting art galleries and museums monthly

Artwork requirements

Magazine Artwork for display ads should be sent as an email attachment as a PDF, TIFF or a JPG file with a resolution of 300dpi and CMYK colour profile. Artwork can also be supplied by disk. The copy deadline for Issue 13 (January–June 2010) is 20 November 2009.

Terms and Conditions

1. VAT is added on to all advertising bookings.
2. Adverts may be subject to alteration by the designer. Should this be necessary you will be notified immediately.
3. Proofs are only provided on request and are subject to additional costs.
4. Adverts must be received by the copy date.
5. If you would like us to design the advert an additional cost will be charged
6. All adverts must be paid in full on receipt of invoice.

Contact us

To book space or for more information or advice please contact:

Evelyn Gladstone

Scottish Art News Magazine

The Fleming Collection

13 Berkeley Street, London, W1J 8DU

Tel: +44 (0) 20 7409 5784

Fax: +44 (0) 20 7409 5601

Email: evelyn.gladstone@ffandp.com

ADVERTISING BOOKING FORM

We would like to book an advert for Scottish Art News, Issue 13 January – June (out January 2010). An invoice will follow on publication of the magazine.

DEADLINE FOR ARTWORK: 20 November 2009

NAME:.....

COMPANY:.....

ADVERT SIZE:.....

TOTAL:.....

ARTWORK SUPPLIED BY:.....

TEL:.....

EMAIL:.....

Send or Fax to The Fleming Collection:

Scottish Art News Magazine
The Fleming Collection
13 Berkeley Street, London, W1J 8DU
Tel: +44 (0) 20 7409 5784
Fax: +44 (0) 7409 5601
Email: evelyn.gladstone@ffandp.com

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LISTINGS BOOKING FORM

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DEADLINE FOR LISTINGS: 23 October 2009

CONTACT NAME:
INSTITUTION:
NUMBER OF ISSUES:
TOTAL:
TEL:
EMAIL:

INFORMATION TO BE INCLUDED IN LISTINGS (for listing more than one exhibition, please supply further information in this format)

CONTACT NAME:
INSTITUTION:
EXHIBITION:
DATES:
ADDRESS:
TEL:
WEBSITE:

SHORT DESCRIPTION OF THE EXHIBITION: (OR PLEASE SEND THE PRESS RELEASE IF THIS IS AVAILABLE):
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Send or Fax to The Fleming Collection:

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