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SCOTTISH ART NEWS

"a superb production and is setting a new benchmark as an art magazine...."

– Sandy Moffat, Artist and Writer

Advertising in **Scottish Art News** is the ideal way to reach an informed and discerning audience of art enthusiasts, critics and buyers. And as the appeal of Scottish art is international, **Scottish Art News** reaches a particularly wide audience. **Scottish Art News** is published biannually by The Fleming Collection, London.

Issues 17 & 18 will be special anniversary editions as 2012 marks the 10th anniversary of the London gallery. The Fleming Collection first opened its doors to the public on Burns' Night and has since established itself as 'An Embassy for Scottish Art'. To celebrate the anniversary 10 works will be commissioned from writers and artists for inclusion in Scottish Art News issues 17 & 18.

Advertising in Scottish Art News starts from £100 and listings from £50, and we also offer advertising in our monthly eBulletin sent to over 5000 subscribers.

Editor: Briony Anderson
Publisher: The Fleming Collection
13 Berkeley Street, London W1J 8DU

The Fleming Collection is supported by
The Fleming-Wyfold Art Foundation.
Registered charity no: 1080197

Contact details:
Briony Anderson
Tel: 020 7042 5713
Email: briony.anderson@flemingcollection.com
www.flemingcollection.com/scottishartnews.php



Advertising Rates, specifications and publication dates 2012

Publication Dates / Copy Deadlines

Issue 17 (spring 2012): 10 January

Copy: 18 November

Issue 18 (autumn 2012): 30 June

Copy: 19 May

Rates / Sizes

Back cover £800

Double page spread £800

Front / Back inside cover £700

Full page £600

1/2 Page £400

1/4 Page £200

Loose inserts £100 per 1,000

Advertising in the magazine means you are also listed in the listings section and in our monthly eBulletins (to 5,000 subscribers).

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

Dimensions

210 x 270 mm portrait (plus a 3 mm bleed)

420 x 270 mm landscape (plus a 3 mm bleed)

210 x 270 mm portrait (plus a 3 mm bleed)

210 x 270 mm portrait (plus a 3 mm bleed)

210 x 135 mm landscape (plus a 3 mm bleed)

105 x 141 mm portrait (plus a 3 mm bleed)

Magazine listings only

Listings only includes an entry each issue for **3 exhibitions**, including gallery name, address, telephone number and website. Listings in the magazine are free to full and half page advertisers, and also includes being listed in our monthly eBulletins (to 5,000 subscribers). One issue: £50 Two issues: £75

eBulletin listings only (12 bulletins): £100

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

Artwork requirements

Magazine Artwork for display ads should be supplied via email or on CD as a print ready PDF, or a TIFF or JPG file with a resolution of 300dpi and CMYK colour profile.

Terms and Conditions

1. VAT is added 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. All adverts must be paid in full on receipt of invoice.

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.**

THE FLEMING COLLECTION is the finest collection of Scottish art in private hands and the only dedicated museum granting public access to Scottish art all year round. The collection comprises over 750 oils and watercolours from 1770 to the present day including works by Raeburn, Ramsay, Wilkie, and the iconic paintings of the Highland Clearances, *The Last of the Clan* by Thomas Faed and *Lochaber No More* by John Watson Nicol. It is particularly noted for its works by William McTaggart, the Glasgow Boys, D.Y. Cameron, Anne Redpath and a superb group of paintings by the Colourists. It remains a living collection through further acquisitions, focusing in particular on young Scottish artists. Selected works from the Permanent Collection are displayed in Gallery Two which opened to the public in June 2011. Temporary exhibitions, drawn from both private and national collections, are held in Gallery One. The Fleming Collection is supported by The Fleming-Wyfold Art Foundation which is a registered charity. (no 1080197)

The gallery attracts 100,000 visitors a year. Our 2012 exhibition programme includes *Wilhelmina Barns-Graham: A Scottish Artist in St Ives* and the Scottish Colourist *George Leslie Hunter*.

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 100 events a year, with between 20 –180 guests attending each.

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

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 can be promoted on our website: www.flemingcollection.com. Currently, the website receives approximately 5,000 visits per month.

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 contact us to discuss your marketing objectives and the special benefits we can offer.