

2024 Digital Magazine Media Pack

Artmag now in its 17th year, continues to delight readers with its unique blend of insightful news and views from the vibrant art world in Scotland and beyond. With a weekly online approach, we now have greater agility to bring you the stories that matter as they happen. www.artmag.co.uk



Contents

Artmag launched as a weekly digital magazine in early 2020 offering the same and expanded art coverage our readers have enjoyed throughout our publishing history.

Every Week in Artmag

- Some of the most thorough coverage of the arts in Scotland
- 20 pages + of art news updated every week along with a new cover
- New monthly feature written by a well-known art's journalist
- Craft & Design
- Art Books
- Photography
- Art & Travel
- Art prizes to win

Reader Profile

Our audience is an eclectic mix of arts and entertainment enthusiasts, with an increasing desire for news content (31% increase). They are also travel lovers with a high affinity for literary and performance art.

Readers are mainly professionals and financially stable audiences who regularly attend performing and visual arts events. A higher percentage is female 57/43% which is in keeping with an arts crowd.

Other main interests include London visits and country hotel getaways, art-painting-music-history tours, food & wine, film, books, exercise, outdoors/environment, photography, health, fashion and continuing education.

Year on year engagement is holding steady with the highest numbers of our audience being between 25-35 and the biggest growth area being users between 54-65. A core loyal group, highly engaged and motivated by a sense of aesthetics and discovery.

Our role has always been to celebrate and nurture the galleries, artists, performing arts and arts related businesses and inspire our readers to find wonderment.

'Double Loch', Connie Liebschner, (Courtesy of the Velvet Easel Gallery)



“Artmag.co.uk is our number one website referral source, bringing customers directly from our artmag.co.uk advertisement to our website”

Tom Barron, Gallery Director
City Contemporary Art Gallery, Perth



Rates

- All ads in the magazine link directly to the client's website or preferred link.
- Every ad runs for 8 weeks and can be changed or updated.
- We welcome and can host video links or audio within an editorial post.
- Artwork can be refreshed up to 1x within the 8 weeks. Additional charge of £15 + vat.

Please call or email publisher concerning rates for the weekly issues of Artmag.

Your exhibition or event dates will factor into the correct timing for promotion and editorial.

Enquiries welcome from all arts and performing art groups, artists, and any art related businesses.

Christie Dessy
publisher@artmag.co.uk
07968 191 032

Editorial coverage

- Every advertiser is assured editorial support in the magazine or online.
- Please add to your mailing list and send news and images to: editor@artmag.co.uk
- In addition, our online editor posts daily news and updates and promotes exhibitions and openings via web posts and social media alerts.
Please add to your mailing list and email: digital.editor@artmag.co.uk
- **Horizontal (preferred) or square images required for posting (min 1200 pixel wide).**
- Our writers attend openings and events as they happen.

IMPORTANT

Please cc David White, digital.editor@artmag.co.uk
with a selection of quality hi-res images.

Horizontal (preferred) or square images required for posting (min 1200 pixel wide).

This will ensure we can respond quickly to your news.

“Best art magazine around”

Jean Duncan
Pittenweem Arts Festival Director



Principal Constance Devernay-Laurence in *The Snow Queen*, Scottish Ballet. Photo: Andy Ross



NEW Artmag Partnership Options

1. Video Posts or Links. New openings, artist interviews, gallery tours etc.
2. Direct Mail Campaign + 5,600 interested subscribers and growing.
3. Newsletter campaigns. Info on request.
4. New and updated Reader Prize Draw package, 6-8 weeks.
5. Sponsored content, single and double page spread, 6-8 weeks. Involves writer and design.
6. All details on separate media info. Contact publisher for details.

Audience Updates

- In the last 12 months Artmag has recorded over 690,000 page views with magazine and website traffic increasing by over 16% in current year.
- Our reader loyalty is at an all-time high with over 87% of subscribers reading every issue and bounce rates dropping to less than 24% as we continue to hone content to match interest and engagement.
- Engagement has also increased, up 41% in the last 12 months with the average reader consuming over 33% of a weekly issue in one sitting.
- The most popular section is Arts News which readers find useful and informative, making these pages particularly valuable to advertisers.
- Artmag offers a unique environment, maximising the most of digital to deliver arts news, advertising, and editorial content in a user friendly and engaging way, with regular interaction via email and a growing social media network of over 20,500.
- Year on year engagement is holding steady with the highest numbers of our audience being between 25-35 and the biggest growth area being users between 54-65.



James IV – Queen of the Fight, National Theatre of Scotland

SPECIFICATIONS



Camera Ready Artwork

- Please send camera ready artwork to publisher@artmag.co.uk
- Preferred use of contemporary design styles and fonts – see magazine.
- Please supply artwork as a high resolution **300dpi JPEG**
- 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
- Artwork design and proof £40 +vat

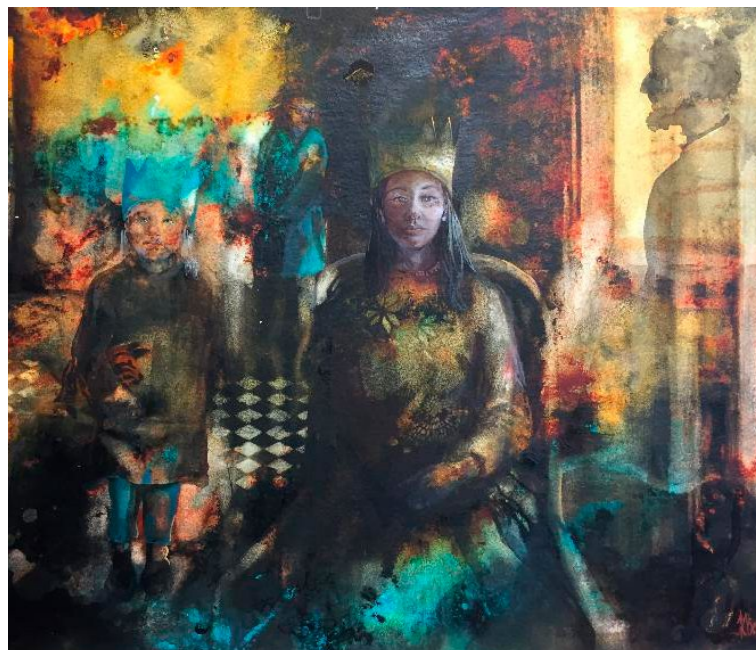
Advert Design

Important

- If Artmag is designing your advert please send all files to publisher@artmag.co.uk
- **Please include:**
 - Title or heading of exhibition, sub head, if required
 - Dates
 - Logo, if required
 - **Artist name and title of each image**
 - Contact info
 - Include Own Art logo, if applicable
- Do **not** include images in the body of the email
- Please send only one email with images as attached hi-res jpegs (1MB)
- Large image files can be sent separately or use wire transfer link
- Video file links can now be added

Ad Placement

At the discretion of Artmag and cannot be guaranteed.



Kate Bentley, 'Who's the King of the Castle'

SIZES

Size in mm

Full page	195w x 230h
Two thirds (vertical)	128w x 230h
Half page (horizontal)	195w x 113h
Third (square)	128w x 113h
Third (vertical)	61w x 230h
Sixth (vertical)	61w x 113h

Contact: Christie Dessy, publisher@artmag.co.uk, 07968 191032

Payment Terms

Invoices are due upon receipt or within 7 days. All invoices are emailed unless otherwise specified. Late payments will be charged interest under the 1998 Late Payment of Commercial Debts (Interest) Act if they are over 30 days from receipt of invoice.

New Advertisers

New advertisers agree to pre-pay the first ad insertion upon supplied invoice, once a verbal and/or written confirmation is agreed with Artmag.

Agencies

All rates are net. Agencies please add commission.

Preferred methods of payment

BACS or Credit & Debit card payments – *online links provided on invoice.

TERMS OF PAYMENT + CONDITIONS

Cancellation of display advertising must be received by the publisher in writing at least 15 business days.

The publisher reserves the right to invoice the customer 50% of the cost of the advert.

Series break change: Advance notice of 15 business days as above for any series change.

EDITORIAL SUBMISSIONS: MAGAZINE & SOCIAL MEDIA + WEB POSTS

For best planning purposes send **2 weeks in advance** of opening dates. Press release + selection of titled images and artist name.

Please send to:

Ian Sclater, editor@artmag.co.uk

David White, digital.editor@artmag.co.uk

Horizontal (preferred) or square images required for posting (min 1200 pixel wide).

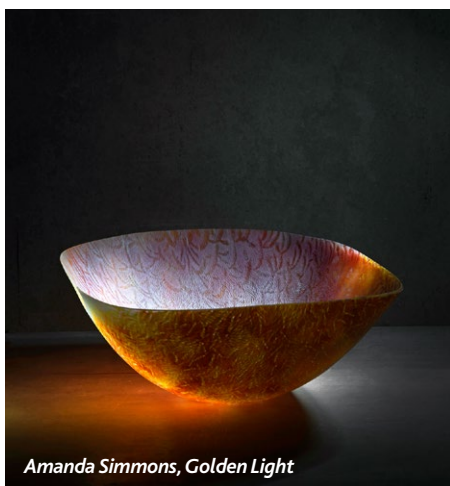


Scottish National Gallery

"Artmag helped in mapping out our annual trip to Scotland. Bought some great pieces and thanks to Artmag, have made four online purchases direct with galleries since 2020.

Many thanks in producing such an entertaining magazine and website".

Artmag reader, A. Brown



Amanda Simmons, Golden Light



GoMA

PUBLISHER

Christie Dessy
07968 191032
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