CIRCULATION 82,000



The Arts Society Magazine is the official membership magazine for The Arts Society, published three times a year

The Arts Society has a vibrant network of over 92,000 individual Members and more than 350 local Societies in the UK and mainland Europe. All are actively engaged in valuable voluntary work in museums, galleries, libraries, churches and stately homes.

The Arts Society also has more than 300 expert Accredited Lecturers, whose

fascinating and lively lectures form a core part of local Societies' activities, along with a dynamic programme of tours and Study Days.

Through a generous grant scheme, we also nurture new talent, enabling aspiring young artists, craftsmen and conservationists to learn their disciplines and hone their skills.

THE ARTS SOCIETY MAGAZINE

ABOUT OUR READERS

THE ARTS SOCIETY INTERVIEV







Our readers are AB1s. They enjoy cultural interests and activities as well as being adventurous and discerning travellers.

86% take one or more holidays in the UK every year76% take one or more holidays abroad every year

Readership

94% open and read every issue **81%** female / **19%** male **98%** aged 55+ **76%** aged 65+







BEARING WITNESS be Sould Grown Deep Foundation works to advance knowledge a provisition of the art of African Americans from the Sould off



Interests

The Arts Society Magazine readers enjoy:

- travelling
- theatre
- gardening
- walking
- reading

Our readers are passionate about visiting museums, galleries and arts events.

99% make visits locally96% travel to other parts of the country to visit87% travel internationally to do so

86% of readers have visited an exhibition or event as a result of reading about it in the magazine

THE ARTS SOCIETY MAGAZINE

CIRCULATION 82,000



ADVERTORIALS

Magazine advertorials are written and designed by the editorial team to provide a high level of engagement with readers.

Advertising in *The Arts Society Magazine* means reaching both individuals and groups, as Members organise visits through their local Societies for group bookings.

Advertising Rates

Agency discount 10%

Advertorial	£6,500
Double-page Advertorial	£12,000
Outside back	£6,500
Inside front	£5,850
Inside back	£5,450
Full page	£4,950
Half page	£2,750
Quarter page	£1,750

Inserts

£70 per 1,000 up to 5g Heavier inserts priced on request

Please note that the charge for inserts is based on the weight quoted when booking. If the insert weight is heavier than that quoted, the additional postage cost will be charged.



Advertising Contact Sonal Mistry, Advertising Director • sonal.mistry@thinkpublishing.co.uk • 020 3771 7247

CIRCULATION 82,000

DIGITAL OPPORTUNITIES

Reach over 65,000 digital subscribers



MONTHLY HIGHTLIGHTS E-NEWSLETTER

Monthly Highlights e-newsletter which features exclusive online content such as offers, upcoming events, Area study days, book reviews, arts features and interviews.

- Sent first Tuesday of each month
- Average open rate of 64%
- 50 words + landscape image and a link



INSTANT EXPERT E-NEWSLETTER

The Instant Expert e-newsletter features a different Arts Society Accredited Lecturer each time, offering their expertise and opening a window on a topic close to their heart. Issued monthly, Members benefit from twelve more 'lectures' a year!

- Sent twice a month on the second Tuesday and final Tuesday each month
- Average open rate of 67%
- 50 words + landscape image and a link

THE BEST CULTURAL ACTIVITIES TO ENJOY VIRTUALLY THIS JANUARY

8 JOINT 2007 - HOLMEN HOLLY BLACK. From a coldmation of Mindrick's enduring influence to a close-up of Boltman, there are plothy of ways to expand your mind this meeth.



Encourse the endusing impact of Hintcock's Rear Window White Curve's winted exhibition taken the sechemed psychological thriller on its stratage point, drawing consistions between Hintbocck by proverlid taryridding and arw choise of confinement and concurrently, which there used have drawing within the all arm formands, Carne Mac Wenne and Jeff Wall. Waiterche viewegnessen strat.



SPONSORED CONTENT (WESBITE)

The '5 things...' articles most frequently viewed by the members every month gives you an opportunity to show case and promote your upcoming events and activities. (Also featured as a story on the Monthly Highlights E-newsletter with a Click-To Open rate for 30% +)

- Monthly highlight
- Highest visited on the website
- 50 words + landscape image and a link

Advertising Rates

Monthly Highlights E-newsletter	£2,250
Instant Expert E-newsletter	£2,450
Sponsored Content Website	£2,500

Advertising Contact

Sonal Mistry, Advertising Director • sonal.mistry@thinkpublishing.co.uk • 020 3771 7247