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.
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 year
76% 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+
88% retired

Our readers are passionate about visiting museums, galleries and arts events.
99% make visits locally
96% travel to other parts of the country to visit
87% travel internationally to do so
86% of readers have visited an exhibition or event as a result of reading about it in the magazine

Interests
The Arts Society Magazine readers enjoy:
• travelling
• theatre
• gardening
• walking
• reading
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%

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<tr>
<td>Advertorial</td>
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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
DIGITAL OPPORTUNITIES
Reach over 65,000 digital subscribers

MONTHLY HIGHLIGHTS 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

SPONSORED CONTENT (WEBSITE)
The ‘5 things...’ articles most frequently viewed by the members every month gives you an opportunity to showcase 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