

# THE ARTS SOCIETY MAGAZINE

**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.

## ABOUT OUR READERS



GRAYSON PERRY'S  
NEW NORMAL

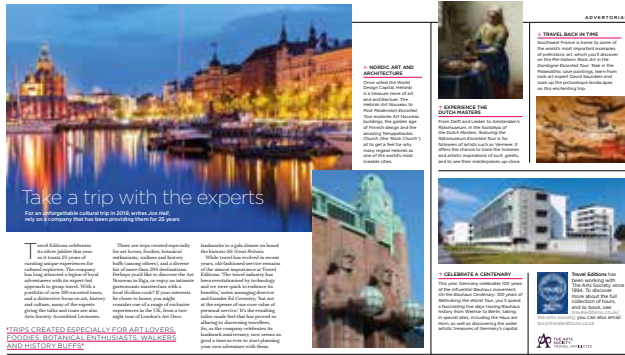
On the day 20th March 2006, I was invited to give a talk of collaboration at Greenwich Theatre's newly opened 1000-seat auditorium, the Old Kent Road 1000, which, like the 1000 Club, is a co-venture of the Old Kent Road 1000 and the Greenwich Theatre. The evening was a celebration of the theatre's new home in Britain, the site of a former cinema, and I was invited to give a talk about the importance of the theatre in the city. I was invited to give a talk about the importance of the theatre in the city. I was invited to give a talk about the importance of the theatre in the city.



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

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### 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%

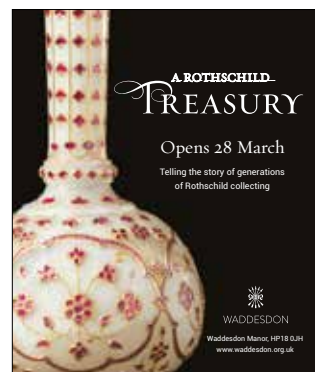
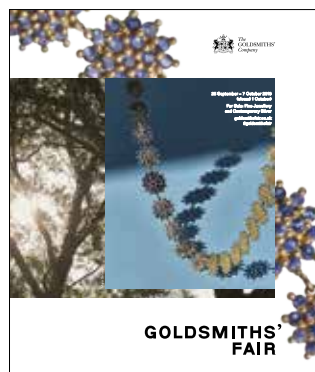
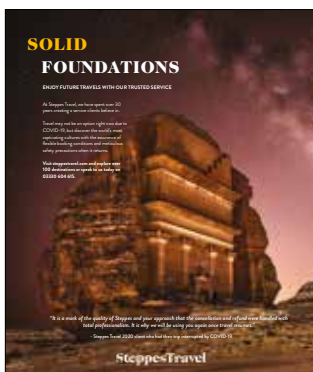
Advertorial	£6,500
Double-page Advertorial	£12,000
Outside back	£6,500
Inside front	£5,850
Inside back	£5,450
Full page	£4,950
Half page	£2,750
Quarter page	£1,750

### 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](mailto:sonal.mistry@thinkpublishing.co.uk) • 020 3771 7247

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### 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

#### Advertising Rates

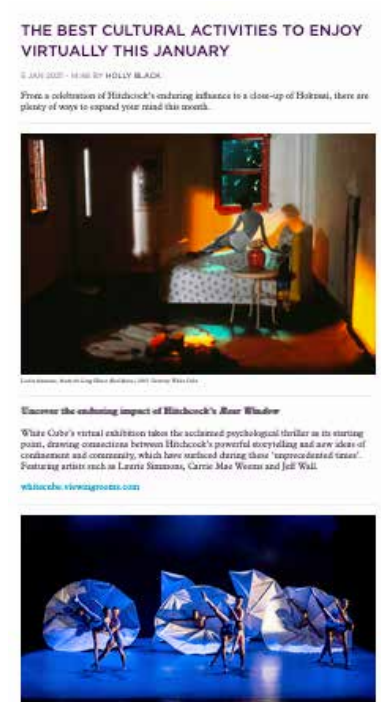
Monthly Highlights E-newsletter  
Instant Expert E-newsletter  
Sponsored Content Website



#### 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 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 Contact

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