

NADFAS Review



ENTERPRISES LTD

National Association of Decorative & Fine Arts Societies



NADFAS ENTERPRISES

ADVERTISING DATES

Issue	Deadline	Publication
Spring 17	30/01/17	27/02/17
Summer 17	10/04/17	22/05/17
Autumn 17	17/07/17	21/08/17
Winter 17	09/10/17	13/11/17

ADVERTISING RATES

Rates valid from Spring 2017 issue (£ + VAT)

	Colour	B&W
Covers		
Outside back	2,565	-
Inside front	2,395	-
Inside back	2,395	-
Display		
Double page spread	4,260	-
Full page type area	2,320	-
Half page landscape	1,350	-
Half page portrait	1,350	-
Quarter page	730	560
Sixth page	400	-

- Facing matter or specified position where available: plus 10%; Spot colour: plus 20%
- 10% discount when four or more advertisements are placed throughout a 12-month period
- Recognised advertising agency commission

INSERTS*

£62.00 per 1,000 up to 8gms
 Additional £2.50 per gms per 1,000 above 8gms
 Please note that the charge for inserts is based on the weight quoted when booking. If the inserts' weight is heavier than that quoted, the additional postage cost will be charged.

*Inserts to be booked in and delivered to our mailing house as per the insert schedule and specifications. Details supplied on booking.

MECHANICAL DETAILS

(Dimensions: h x w in mm)

Double page spread	
Trimmed size	297 x 464
Bleed size	303 x 470
Type area	262 x 404
Full page (Specify left or right)	
Trimmed size	297 x 232
Bleed size	303 x 238
Type area	262 x 202
Half page landscape	129 x 202
Half page portrait	262 x 98
Quarter page	129 x 98
Sixth page	85 x 98

All copy and artwork should be sent direct to our repro house, DL Imaging Ltd:
nadfas_ads@dlimaginguk.com

For technical enquiries please contact:
imad@dlimaginguk.com

*Please note that full terms and conditions and full artworking details will be supplied upon booking.

ADVERTISING CONTACTS

Judith Quiney:
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www.nadfas.org.uk
 Company No. 1923665



NADFAS Review rate card from 2017

NADFAS Review: Advertising with Impact

Founded in 1968, NADFAS is a pioneering, arts-based educational charity that fosters appreciation of the decorative and fine arts and the preservation of our national heritage.

Our vibrant network of over 92,000 individual members and more than 350 local Societies in the UK and mainland Europe is actively engaged in valuable voluntary work in museums, galleries, libraries, churches and stately homes. NADFAS volunteers' activities include textile conservation, book refurbishment, cataloguing, guiding, church trails and, most famously, Church Recording.

NADFAS also maintains a Directory of over 300 expert NADFAS-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.

Elsewhere, our Young Arts initiative, which caters to eight- to 18-year-olds, opens up the world of the arts and heritage to future generations of art lovers.

Through a generous grant scheme, NADFAS also nurtures new talent, enabling aspiring young artists, craftsmen and conservationists to learn their disciplines at leading academic institutions, as well as hone their skills through practical apprenticeship placements.

Our Association's magazine, NADFAS Review, is published four times a year and is mailed out to more than 78,000* members. The total membership is over 92,000.

*Average Net Circulation January-December 2015: 79,111. ABC audited.

INFORMATION

This highly regarded magazine carries out an invaluable role within NADFAS, enabling its geographically diverse members to stay informed of the Association's activities at national level, as well as offering regional Societies a platform from which to share their own achievements with the entire membership nationwide.



DOUBLE-IMPACT ADVERTISING

By advertising in the Review you are targeting not just individuals but groups too. NADFAS members organise visits at Society level, in large numbers, and many advertisers receive group bookings for ticketed events (exhibitions, lectures etc) and for travel. Because of this, many advertisers find their exposure in the Review to be enormously worthwhile.



READERSHIP

A high percentage of NADFAS members fall into the AB socio-economic group. Our audience enjoys a wide range of cultural interests and activities – a situation reflected in the diverse range of advertisers who offer their services and products in the magazine. And, being predominately retired, they have the time and the means to pursue those interests.

EXPLORATION

NADFAS members are enthusiastic, adventurous and discerning travellers, and the Review's avidly read Tours section, which features articles by named travel journalists covering every corner of the world, enables readers to make informed choices about the myriad cultural tours and cruises that are available to them.



EDUCATION

In addition to illustrating the work of NADFAS and its members, the Review also helps the Association fulfil its educational remit, providing information on art courses, study days, craft fairs and exhibitions, as well as featuring in-depth articles on topical arts issues from some of the country's most respected writers in their fields.



RESPONSIVE AUDIENCE

Our members regard themselves as part of the wider NADFAS family and value the information contained in the Review. Again, many of our advertisers find that their messages enjoy additional exclusivity and impact for appearing within the pages of the magazine.

For advertising rates see back page