

ART WORLD

A NEW ART MAGAZINE

ART.

More people are making it, seeing it and buying it right now than ever before. Museums, galleries and auction houses are all responding keenly to the incredible interest in contemporary art. But is there a publication that really captures the depth, diversity and excitement of the art world?

There is now.

Art World is a new bi-monthly magazine put together by a team of informed and passionate people who understand what gets readers excited about art. They've worked on such publications as the Art Newspaper, the Financial Times, Frieze, the Guardian, The New Yorker and Modern Painters.

The result of this collaboration is a magazine that's smart and informative, highly visual and readable – a magazine for the growing number of intelligent and sophisticated individuals who engage with contemporary art.

Art World focuses on recent work by a broad selection of both emerging and established artists practising across all disciplines. It includes news, previews and inside information, but also – importantly – provides an opportunity for artists, curators and gallerists to speak directly to everyone who's fascinated by contemporary art.

ART WORLD. Bringing more art to more people.

Distribution

Circulation: 30,000

Distribution: UK – subscriptions, book stores, newsstands

Readers: 50/50 male/female, aged 25–54, highly educated

frequent travellers with an interest in art and design

ART WORLD

Ad enquiries to:

Art World
B5 Media Ltd
508 Clerkenwell Workshops
27–31 Clerkenwell Close
London EC1R 0AU

T: +44 (0)20 7014 3438

E: ads@artworldmagazine.com

Advertising rates 2007/2008

Covers

Inside cover DPS	£5200
Inside front	£2700
Inside back	£2400
Back cover	£3300

Pages	Frequency	
Spread	1	£4200
	2	£3900
	3	£3700
Full page	1	£2200
	3	£2050
	6	£1950
Half page	1	£1200
	3	£1140
	6	£1080
Quarter page	1	£670
	3	£640
	6	£600

All prices are for full colour and exclude VAT. Payment terms 30 days.
If you require Art World to design your ad, please contact us to discuss it further.

Publishing Schedule	Bookings	Materials	Publication
Oct/Nov	16 August	23 August	11 October
Dec/Jan	19 October	26 October	6 December
Feb/Mar	13 December	20 December	31 January
Apr/May	14 February	21 February	27 March
June/July	11 April	18 April	30 May
Aug/Sept	12 June	19 June	31 July

How to supply artwork

PDF files

- Art World accepts only high-resolution, print-ready, single-page PDF files.
- All fonts must be embedded.
- All artwork must be scaled at 100%, and any images must be 300 dpi at print size and in TIFF or EPS format.
- All colour artwork must be separated into CMYK – no colour profiles please and no spot colours.
- There will be a charge of £50 for any files that require conversion to PDF.
- Full page (type area), half page and quarter page ads should have a keyline or background image or tint to define the size.
- Please ensure that all artwork has crop marks.
- The quality of reproduction of artwork with tints of less than 20% cannot be guaranteed.

Proofs

- All artwork for four-colour advertisements must be accompanied by a proof conforming to recognised industry standards, such as Cromalin or Matchprint. If no proof is supplied, we cannot guarantee accurate reproduction.

Delivery

- Please send all artwork to the advertising department at the address above. It can also be emailed (attachments up to 25MB) to production@artworldmagazine.com or uploaded to our FTP server.
Server: artworldmagazine.com
Username: ads@artworldmagazine.myzen.co.uk
Password: password

