

MEDIAPACK 2016

"A magazine which can actually think for itself - excellent stuff".

Tom Hodgkinson, journalist The Guardian and founder of The Idler

"Art & Music is one of those magazines - The Face, Frieze and the Believer are others that spring to mind - that come along once in a generation and seem to arrive miraculously fully formed. One from the kool skool. No sweat".

Gordon Burn, journalist and author of Born Yesterday: The News As A Novel

The Saatchi Gallery Magazine Art & Music is produced with the professionalism of a newsstand title but retains the originality and spirit of a fanzine. Defined by the quality of its content it opens the art and music scenes up to a broader audience without diluting their value or place in contemporary culture.

Art & Music provides an ideal platform for advertisers to engage with an audience who are constantly seeking the 'next' thing in two of the biggest and most influential creative industries.

The UK contemporary art and music scenes continue to flourish, but quality writing on both subjects remains scarce courtesy of the unfiltered nature of the internet and homogenous mainstream press coverage. Art & Music was willed to life by this largely untapped market; high quality, impartial, informed and seen in all the right places.

Art & Music is available for free to all visitors to the Saatchi Gallery, London.



- The Magazine is distributed inside the Saatchi Gallery who's audience ranges from devoted art fans to local residents to international visitors to the capital.
- The magazine is also available to buy at a cover price of £3.95 from selected national outlets including Foyles, Tate Modern, Tate Britain, ICA, BFI and Magma.
- Growing print and online newsletter subscriber base

The magazine's in-house distribution guarantees that 100% of the 50,000 print run is in the hands of its target audience.

The Saatchi Gallery Magazine Art & Music team comprises editors Gemma de Cruz and David Sheppard, Deirdre McGinnis managing brand development and art direction by Alfonso Iacurci

INFORMATION

KEY FACTS	
ABC1	90%
Readership	250,000
Circulation	50,000
Frequency	Quarterly
Price	Free to Gallery visitors or £3.95 Retail

DISTRIBUTION	
90%	Saatchi Gallery Visitors
10%	Key National outlets

SAATCHI GALLERY VISITORS KEY FACTS	
Visitors PA	600,000
18-34	50%
35+	50%
UK	80%
International	20%

READERSHIP PROFILE *	
Average Income	£35,000 – £50,000 PA
18-34	50%
35+	50%

* Source: Art & Music readers survey 2011

COPY SPECIFICATIONS (w × h mm)

TECHNICAL REQUIREMENTS

All Display Adverts must be supplied as a press optimised PDF file with all fonts and images embedded or created as outline (to avoid font corruption). Colour as CMYK. Resolution must be 300dpi with bleed and crop marks if full bleed.

ADVERTISEMENT SALES

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2016 EDITIONS	PUBLICATION	COPY
	DATES (D/M/Y)	DEADLINE
Spring	10/03/16	29/02/15
Summer	15/06/16	05/06/15
Autumn	15/09/16	05/09/16
Winter	01/12/16	20/11/16

ADVERTISING RATES	£
Outside Back Cover	5,500
Inside Front Cover	5,000
Inside Back Cover	4,750
Inside Front Cover DPS	9,000
DPS	8,000
Full Page	4,200
Half Page	2,250
Quarter Page	1,250
Loose Insert Rates	65/000 up to DL 15g. All other weights and sizes on application
Stitched Insert rates	75/000 per 8g insert
Glued Insert rates	100/000 per 8g insert
Agency Commission	10%

