

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 the 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: 15,000

Distribution: Worldwide – subscriptions, book stores, news-stands

Readers: 50/50 male/female, aged 25–54, highly educated frequent travellers with an interest in art and design

ART WORLD

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Advertising rates 2008/09

Standard positions	6	3	1
Full Page	£1950	£2050	£2200
DPS	£3900	£4100	£4400
Signature positions	6	3	1
Full page within News/Features section	£2140	£2250	£2420
DPS within News/Features section	£4290	£4510	£4840
Early page positions	6	3	1
Full Page	£2180	£2300	£2460
Covers	6	3	1
Inside front cover DPS	£4950	£5050	£5200
Inside front cover	£2450	£2550	£2700
Inside back cover	£2150	£2250	£2400
Outside back cover	£3050	£3150	£3300
Fractional space	6	3	1
Half Page	£1080	£1140	£1200
Quarter page	£600	£640	£670

All positional guarantees are subject to approval of artwork.

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	Materials	Publication
Aug/Sep 08 (Issue 6)	1 July	31 July
Oct/Nov 08 (Issue 7)	1 September	1 October
Dec 08/Jan 09 (Issue 8)	28 October	27 November
Feb/Mar 09 (Issue 9)	5 January	29 January
Apr/May 09 (Issue 10)	5 March	1 April
Jun/Jul 09 (Issue 11)	29 April	28 May
Aug/Sep 09 (Issue 12)	1 July	30 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 it can be uploaded to our FTP server:
server = artworldmagazine.com
username = ads@artworldmagazine.myzen.co.uk
password = password

