

THE ARTS SOCIETY MAGAZINE

CIRCULATION 70,000



***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 70,000 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.

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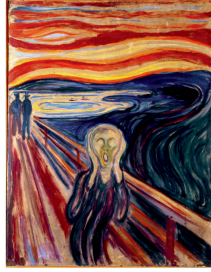
ABOUT OUR READERS



ART CRIME

IT'S A STEAL

If you've ever wondered how the murky world of art crime works on the road, we pose key questions to Art Society Executive Director



Above: The Scream by Edvard Munch, 1893, one of Munch's various depictions of the same scene.

How does art crime manifest itself?

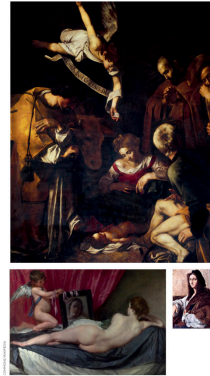
The Art Society has a long history of being involved in art crime, not least in the way that we have made a big percentage of each other's art crime insurance. Such insurance is a key part of the art world's infrastructure. It's not just about the value of the work, but also about the risk of loss or damage. The Art Society has been involved in art crime for a long time, and we have a lot of experience in this area.

How does this type of crime work?

The majority of art crime cases are done by the police and the art world. It's not just about the value of the work, but also about the risk of loss or damage. The Art Society has been involved in art crime for a long time, and we have a lot of experience in this area.

Why are masterworks stolen when replicas are available?

Replicas are available, but they are not the same as the original. The Art Society has been involved in art crime for a long time, and we have a lot of experience in this area.



Left: Caravaggio's 'Boy with a Basket of Fruit' and 'Boy with a Basket of Fruit' by Pieter Paul Rubens.

Caravaggio's 'Boy with a Basket of Fruit' is a masterpiece of the Baroque era. It shows a young boy holding a basket of fruit, with a dog at his feet. The painting is a study of light and shadow, and it is one of the most beautiful works of art ever created.

What have been the most notorious thefts of art?

There have been many famous art thefts, including the Mona Lisa and the Scream. The Art Society has been involved in art crime for a long time, and we have a lot of experience in this area.

Our readers are AB1s. They enjoy cultural interests and activities as well as being adventurous and discerning travellers.

86% take one or more holidays in the UK every year

76% take one or more holidays abroad every year

Readership

94% open and read every issue

81% female; **19%** male

98% aged 55+

76% aged 65+

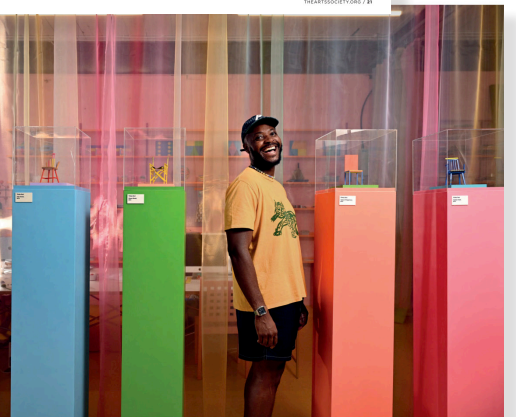
88% retired

THE ARTS SOCIETY / INTERVIEW

The joy gatherer

Yinka Ilori brings a particular form of joy to his art. He is a collector of objects and a creator of art. He is a joy gatherer.

PHOTOGRAPHY: JOHN HILLAS



Right: Yinka Ilori in his gallery space. Below: Yinka Ilori's 'Joy Gatherer' artwork.

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On another scale

With her exhibition in Yorkshire, Joana Vasconcelos goes with our perspective of the everyday. An important work, there are moments each with hidden messages, as *Artists at the Edge* discover

THE GO

Art at The Station turns railway waiting rooms into pop-up galleries with works by locals of all ages. Caroline Whitaker talks to people involved, revealing how this brilliant initiative can move down the line fast, as we discover

ILLUSTRATION: KENNETH SHARPEARE

In Harrogate, the waiting room will feature a 100-year-old railway carriage. It's a place where people can see art and enjoy it. The Art Society has been involved in art crime for a long time, and we have a lot of experience in this area.



'WE ARE SO PROUD OF OUR STUDENTS' WORK AND IT HAS BEEN AN INCREDIBLE EXPERIENCE FOR THEM TO HAVE THEIR ARTWORKS SHOWCASED IN THEIR LOCAL COMMUNITY'

MEL FRASER, JOINT HEAD OF ART, BRIMLEYWOOD SCHOOL

Interests

The Arts Society Magazine readers enjoy:

- travelling
- theatre
- gardening
- walking
- reading

Our readers are passionate about visiting museums, galleries and arts events.

99% make visits locally
96% travel to other parts of the country to visit
87% travel internationally to do so

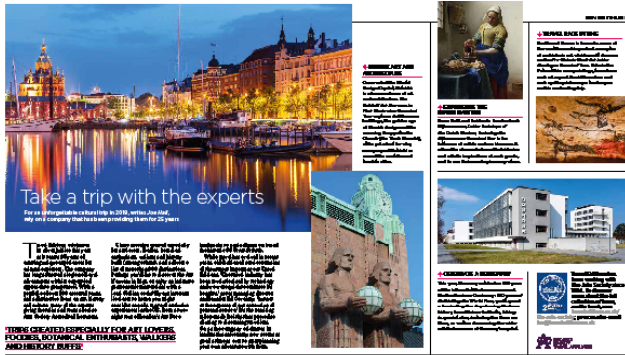
86% of readers have visited an exhibition or event as a result of reading about it in the magazine

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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

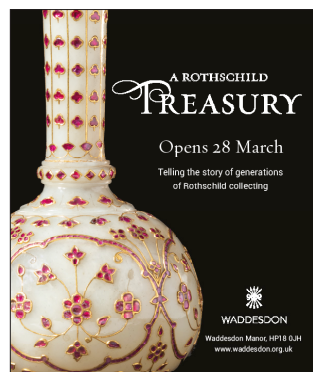
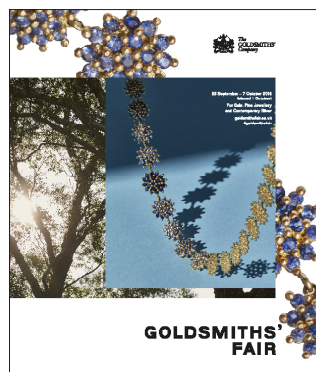
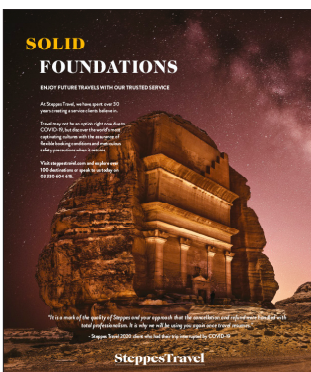
Agency discount 10%

Advertorial	£6,825
Double-page advertorial	£12,600
Outside back	£6,825
Inside front	£6,140
Inside back	£5,720
Full page	£5,195
Half page	£2,885
Quarter page	£1,835

Inserts

£75 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

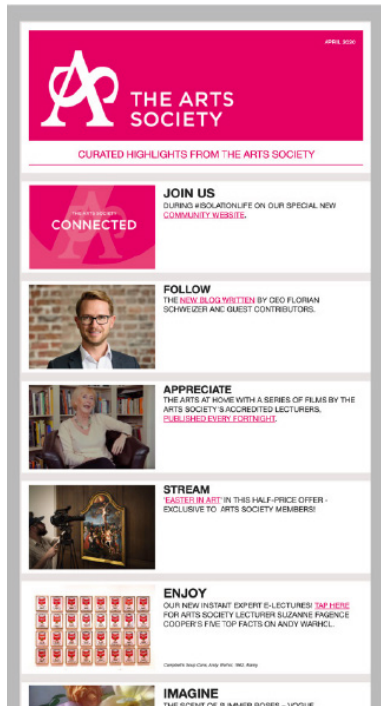
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DIGITAL OPPORTUNITIES

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 70%
- 50 words + landscape image and a link

Advertising Rates

Monthly Highlights e-newsletter	£2,360
Instant Expert e-newsletter	£2,570
Sponsored content (website)	£2,625



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 12 more 'lectures' a year!

- Sent once a month on the third Tuesday of each month
- Average open rate of 68%
- 50 words + landscape image and a link

THE BEST CULTURAL ACTIVITIES TO ENJOY VIRTUALLY THIS JANUARY

6 JAN 2021 - 14:00 BY HOLLY BLACK
From a celebration of Hitchcock's enduring influence to a close-up of Holman, there are plenty of ways to expand your mind this month.



Uncover the enduring impact of Hitchcock's *Rear Window*

White Cube's virtual exhibition takes the acclaimed psychological thriller as its starting point, drawing connections between Hitchcock's powerful storytelling and new ideas of confinement and community, which have surfaced during these 'unprecedented times'. Featuring artists such as Lucite Simonsen, Carrie Mae Weems and Jeff Wall.

whitecube.viewingrooms.com



SPONSORED CONTENT (WEBSITE)

The '5 things...' article most frequently viewed by the Members every month gives you an opportunity to showcase and promote your upcoming events and activities. (Also featured as a story on the Monthly Highlights e-newsletter with a click-to-open rate of 30%+)

- Monthly highlight
- Highest visited on the website
- 50 words + landscape image and a link

Advertising Contact

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