

ART&MUSIC

Media Pack 2009

“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 to all visitors to the Saatchi Gallery, London.

- 12,500 copies are mailed directly to Saatchi Gallery members including key art enthusiasts, collectors, press, art world influentials, high profile artists and celebrities.
- 27,500 are distributed inside the Saatchi Gallery who’s audience ranges from devoted art fans to local residents to international visitors to the capital.
- 10,000 copies are distributed across one hundred key London venues including The ICA, Rough Trade record Shops, Foyles bookshop, The Arts Council, Fopp, Contemporary Art Society, The Lexington, The Old Blue Last, The South London Gallery and the Union Chapel. Visit website for full list of stockists. www.saatchigallery.com/artandmusic
- 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* editorial team comprises founders Gemma de Cruz and David Sheppard. The Magazine is designed by Miscano Design, London.



Information

KEY FACTS	
ABC1	90%
Readership	250,000
Circulation	50,000
Frequency	Quarterly
Price	Free

DISTRIBUTION	
25%	Saatchi Gallery Mailing List
55%	Saatchi Gallery Visitors
20%	100 Key London Venues

SAATCHI GALLERY VISITORS KEY FACTS	
Visitors PA	600,000
18-34	50%
35+	25%
18-	25%
UK	80%
International	20%

READERSHIP PROFILE *	
Average Income	£25,000 – £50,000 PA
18-34	70%
35+	30%

2009 EDITIONS	PUBLICATION	COPY
	DATES	DEADLINE
Spring	19/03/09	13/03/09
Summer	15/06/09	29/05/09
Autumn	15/09/09	03/09/09
Winter	07/12/09	20/11/09

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
Stitched Insert rates	50/000 per 8g insert
Glued Insert rates	100/000 per 8g insert
Agency Commission	10%

* Source: Art & Music readers survey 2009

Copy Specifications

All artwork to be supplied as high resolution PDF's

Full Page (W × H mm)
Trim: 210 × 260
Bleed: 216 × 266

1/2 Page (W × H mm)
Trim: 198 × 122
Bleed: N/A

1/4 Page (W × H mm)
Trim: 96 × 122
Bleed: N/A

ADVERTISEMENT SALES

Deirdre McGinnis **T** 020 7502 0275 **M** 07757 649 093 **E** deirdre@artandmusicmagazine.com

For online advertising opportunities please visit www.saatchigallery.com/artandmusic

CONTACT

Art & Music, 13A Claremont Square, London, N1 9LY **T&F** 020 7502 0275

E info@artandmusicmagazine.com **W** www.saatchigallery.com/artandmusic