

# Art Quarterly

Media kit 2022

Spring 2021 Dürer's Travels The Photographers' Gallery Karla Black and Tony Swain Pamela Joyner

## Art Quarterly



Summer 2021 Grinling Gibbons Michael Landy and Elsa James Raymond Briggs Sir Walter Scott

## Art Quarterly



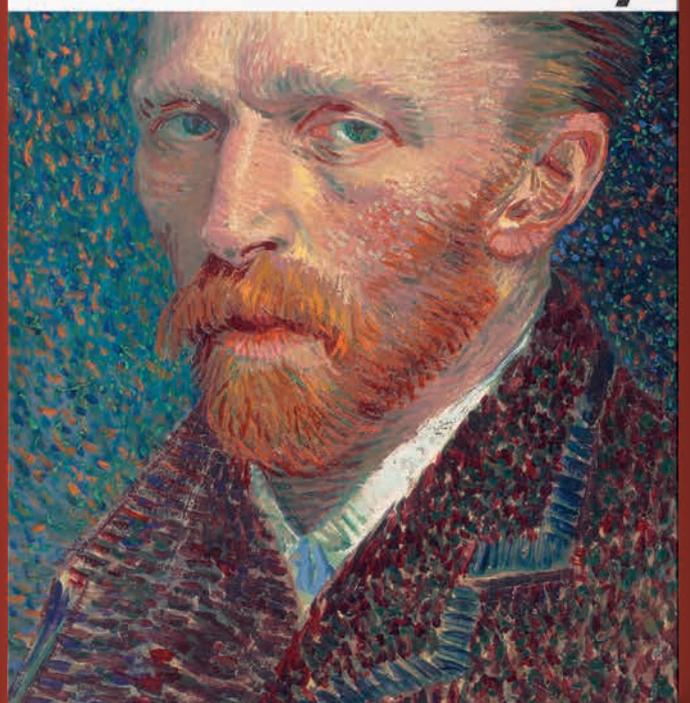
Autumn 2021 Paula Rego Museum of the Year Dante Creative Solutions to Climate Change Peru

## Art Quarterly



Winter 2021 Van Gogh Australian Songlines In Praise of the Local Arts Council Collection at 75

## Art Quarterly



# The magazine

With 130,000 readers nationwide, Art Quarterly is one of the most respected and valued magazines on art in the UK. It provides insightful and accessible content and comment on art and artists, galleries and museums, and the works they show and hold in their collections, inspiring readers to see more art more often.

Published four times a year by Art Fund, the national charity for art, Art Quarterly is one of the essential benefits of becoming an Art Fund member.

Each issue looks forward to what's happening in the coming months around the UK and beyond, and comments on cultural events and issues. It includes in-depth features, interviews, conversations, exhibition previews and reviews, book reviews, collector profiles, news and opinion by writers, critics, commentators and experts in the field, as well as information about works of art that the charity has helped museums and galleries add to their collections.

# Readership/audience

- 130,000 readers nationwide – a well-educated, informed and articulate audience who actively enjoy seeing and collecting art, and visiting galleries and museums
- 88% of readers visit cultural attractions five or more times a year
- Readers are interested in a wide range of art and design, plus books, theatre and cultural events, travel, and equities and investments
- 64% of readers live in London and the South East and 36% live across the rest of the UK
- 64% of members are aged 26-65, 17% are 18-25 and 19% are 66+
- 58% of members use Art Quarterly to plan visits to galleries, museums and historic houses

# Distribution

Art Quarterly is mailed directly to the homes of all Art Fund members in the UK and internationally. It is also distributed to high-level arts donors; museum and gallery directors and professionals; and companies, including architectural practices, fashion houses, financial services and creative industries.



### Telling tales

With a new survey exhibition by Paula Rego at Tate Britain, Jenny Wideman asks the artist about her work and her life in Portugal and the UK. Portrait by Nick Welling

When Paula Rego's exhibition opens at Tate Britain, Jenny Wideman will be in Portugal and the UK. Portrait by Nick Welling

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### Opinion

#### Why are art lessons important in our schools?

A small but significant generation of creative thinkers, but provides an environment for pupils of all backgrounds to find and achieve their potential, says Andrew Zuphrans



Art lessons are important in our schools because they provide a space for children to explore their creativity and imagination. They also help to develop their critical thinking and problem-solving skills. Art lessons can be a fun and engaging way for children to learn about the world around them and to express their own thoughts and feelings.

### Michael Armitage

#### How does your work relate to culture and the idea of exoticism?



Michael Armitage's work is deeply rooted in culture and the idea of exoticism. He explores the complexities of identity and the ways in which we are shaped by our environment. His art is a powerful commentary on the human condition and the role of art in society.

### Agenda

#### What art in Britain looks like now



What art in Britain looks like now is a diverse and exciting mix of styles and mediums. Artists are exploring new ways of using color and form, and are often drawing on global influences. The art scene in Britain is thriving and offers a wide range of experiences for viewers.

### Funded

#### Supporting better social mobility



Supporting better social mobility is a key priority for Art Fund. We are committed to providing opportunities for young people from all backgrounds to engage with the arts and to develop their talents. Our programs and initiatives are designed to inspire and empower young people to pursue their dreams.

# Art Quarterly specifications

## Deadlines

Issue	Publication Date	Copy deadline
Spring	1 March 2022	14 January 2022
Summer	1 June 2022	15 April 2022
Autumn	1 September 2022	15 July 2022
Winter	1 December 2022	14 October 2022

## 2022 Advertising Rates

Colour		
Full page		£3,845
Half page		£2,115
Quarter page		£1,163
Double page spread		£6,990
Special sites		£4,500
Inserts	Full run (90,000 inserts)	<i>Subject to sample</i>
	Part run (min 40,000 inserts)	<i>Available on request</i>

## Production Specification

Full page	trim size	297 x 232 mm (bleed 3mm)
	type area	266 x 200 mm
Half page	vertical	266 x 97 mm
	horizontal	130 x 200 mm
Quarter page	size	130 x 97 mm

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