

a·n

Advertise  
with a-n  
**2016-17**

a-n can help you gain direct access to one of the largest memberships of visual artists in the UK. Our services are a primary resource for artists, our history is a long one, our audience engaged.

You can reach our audiences through a range of tailored advertising products including online advertising, opportunity listings or direct email. Look out for our specialist publications and campaigns.

Combine different advertising formats to maximise the potential of your promotional campaign. We offer discounts on combined packages so you can find the perfect blend to suit your needs.

**To book contact us on 0300 330 0706  
or [ads@a-n.co.uk](mailto:ads@a-n.co.uk)**



Kevin Hunt, *Empty Space* (detail), wood soaked in ink, 2012

## About our audiences

**20,000+** members / Reaching  
**30,000+** art and design students  
via their universities / **182,000** page  
views per month on a-n.co.uk /  
**38,500** users per month on  
a-n.co.uk / Through our news  
service we regularly contact  
**40,000+** individuals / Combined  
Twitter following **100,000+**

Our UK-wide membership ranges from students and emerging, to mid-career and established artists. A wide network of visual arts professionals, cultural commentators, researchers, art funders and policy makers as well as higher education contacts are also part of our audience base.



*easy does it*, installation view, David Dale Gallery, Glasgow, 2013, curated by Kevin Hunt

## Online advertising

Our content-rich site provides fast-paced daily news, a broad range of reviews and events, valuable and regularly updated resources, discussion and documentation. Advertising alongside this content is perfect for showcasing exhibitions, events and festivals to our audiences, making sure they know about you.

### Good

minimum 25% page views\*  
£600+vat

### Better

minimum 25% page views\*  
+inclusion in Monthly  
Digest\*\*  
£900+vat

### Best

100% page views  
+inclusion in Monthly  
Digest\*\*  
Starting from £1,200+vat

Prices are per calendar month

Ads are sized at 250 pxl x 250 pxl and can be animated gifs

Ads click through to your site

Guaranteed positions are available for an additional fee

\* Expected minimum 24,000 (800 per day)

\*\* Monthly Digest goes out to a-n's full membership of 20,000

## Opportunity listings

a-n's Jobs and Opps is one of the industry's number one places to look with over £5m opps listed last year. It is the ideal place to promote commissions, art vacancies, calls for artists, residencies, awards and prizes. Advertisers benefit from exposure to members through a range of mechanisms including daily, weekly or monthly e-alerts and twitter feeds. Listings can be featured in our Monthly Digest to the full membership to increase visibility.

### Good

Listing & image  
Inclusion in auto e-alerts  
£195+vat

### Great

Listing & image  
Inclusion in auto e-alerts  
+tweets  
+link included in Monthly Digest\*\*  
£430+vat

Prices are per calendar month  
Header image sized at 487 pxl wide x 110 pxl high  
Ads click through to your site

\*\* Monthly Digest goes out to a-n's full membership of 20,000

## Direct email

Send your message to our members in a specially designed bulletin endorsed by a-n. It provides you with the opportunity to personalise the message, use logos and images and create bespoke content to talk directly to our members.

### Regional

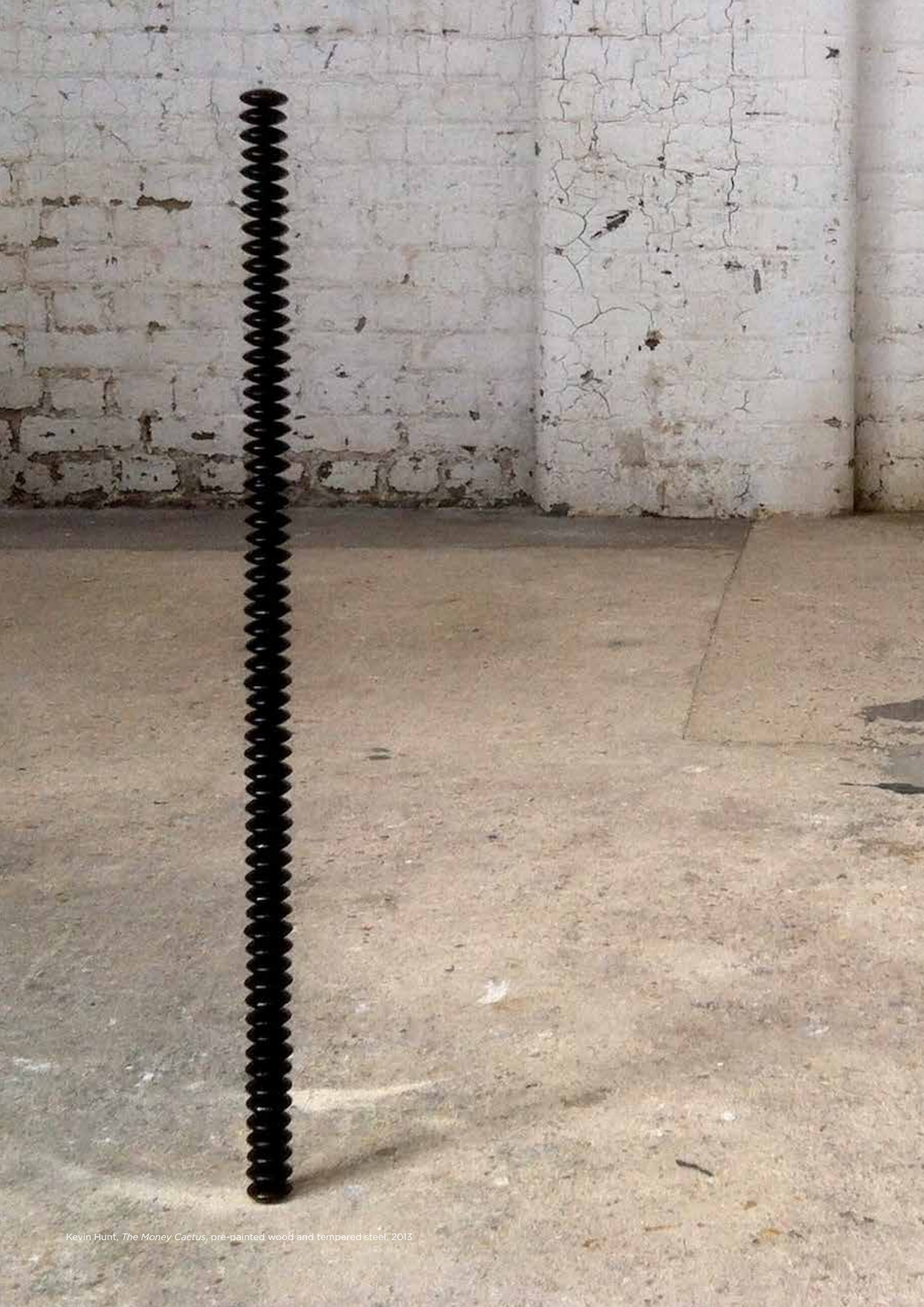
Targeted areas  
£140+vat per 1,000

Minimum spend £500+vat

### UK wide

Full database of 20,000  
£2,600+vat





Kevin Hunt, *The Money Cactus*, pre-painted wood and tempered steel, 2013

## Specialist publications

### Annual Degrees Show Guide

Be part of this unique snapshot of the UK's art and design degree shows by advertising in our online guide. The only publication of its kind in the UK, the annual guide is widely distributed via a-n membership and networks. Published **May 2017**.



### Signpost – Stepping out as a new artist, what you need to know and where to find it

a-n's graduate guide is designed to provide new artists with the kind of information and advice they'll need to get off to a good start. Offering valuable insights into the diverse array of professional development support systems.



## Packages & partnerships

Packages are flexible, have the added advantage of being more cost effective, and provide better return.

### Annual packages

Rationalise your advertising plan for the year ahead to simplify your workload and reduce costs. We are able to offer generous discounts and extras for a 12-month commitment.

### Postgraduate courses

A dedicated postgraduate series available June to October. This special promotional package combines insertion in a bespoke course bulletin and a 200-word course listing on Jobs & opps - providing sustained exposure through the student recruitment period.

### Festivals, conferences & events

A tailored range of benefits that support and promote events to a-n's membership and also to the wider visual arts market. Packages can be adapted to include a combination of advertising, critical writing and/or support events - contact us to find out more and talk to us about editorial coverage for your festival.

### Something new

We are always on the lookout for interesting partners who can collaborate with us on delivering our mission and bringing it to broader audiences. Contact us to talk through what we could work on together – we would love to hear from you.