

a·n

Advertise
with a-n
2018

a-n can help you gain direct access to the largest membership 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**



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

About our audiences

22,000+ members / **182,000**
page views per month on
a-n.co.uk / **38,500** users per
month on a-n.co.uk / **30,000+**
art and design students via their
universities / Through our news
service we regularly contact
50,000+ individuals / Combined
social media following of **142,000+**
across Twitter, Facebook,
Instagram and LinkedIn

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 a-n's full membership of 22,000

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 a-n's full membership of 22,000

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.

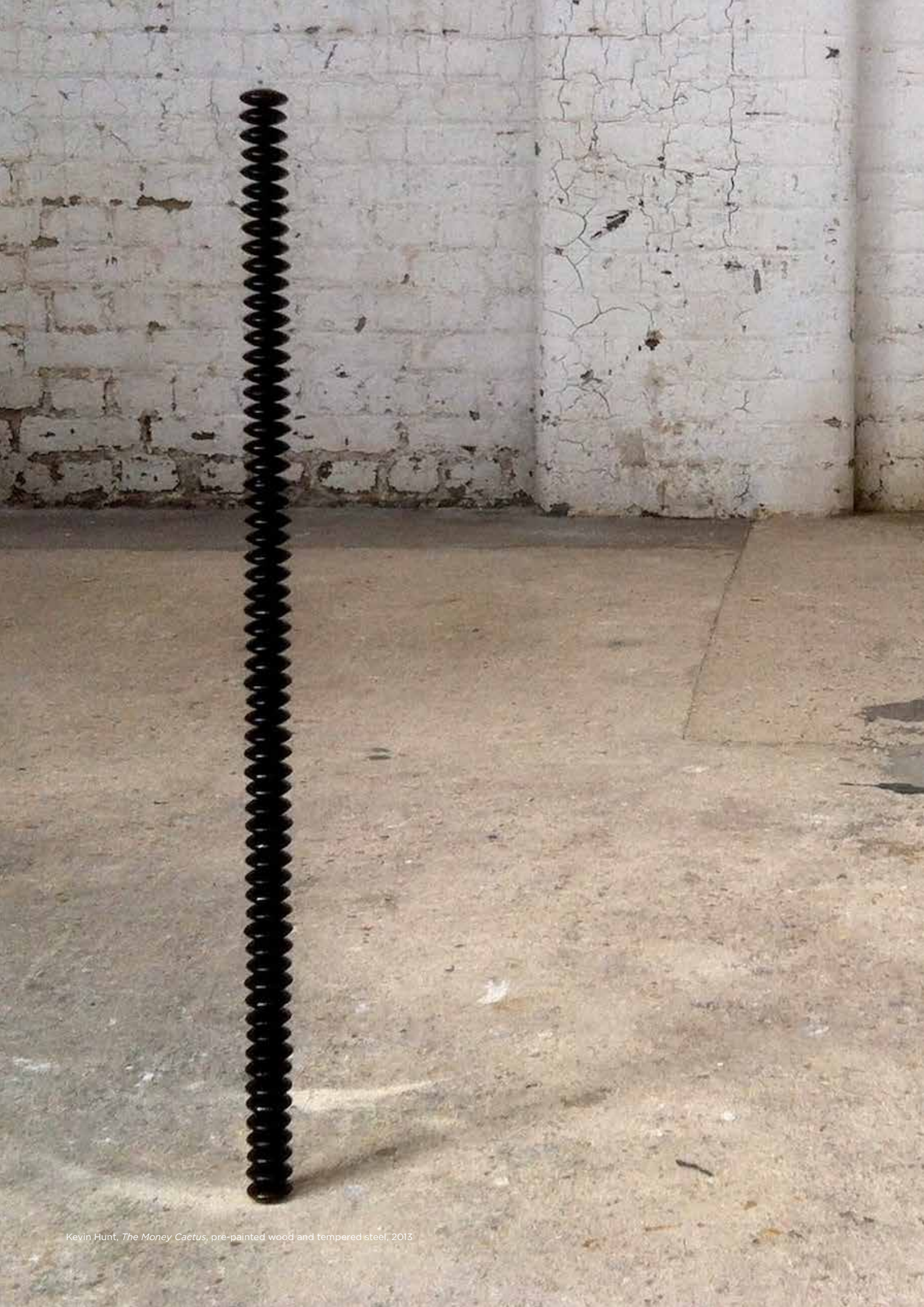
Regional

Targeted areas
£140+vat per 1,000

Minimum spend £500+vat

UK wide

Full database of 22,000
£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 2018**.



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.