



# ARTISTS OPEN HOUSES XMAS 2018

## ADVERTISING RATES

An established feature of Brighton and Hove's Christmas events, the Artists Open Houses festival – where artists open their homes to sell work directly to the public – annually attracts 50,000 visitors, with publicity reaching many times that number.

Over three weekends in November and December, visitors have the opportunity to shop for unique, handmade, gifts and original pieces of art. in the comfort of artists' homes, meeting the artists and makers, often while enjoying a glass of mulled wine by a roaring fire.

## Great value for money

Your advertisement in 20,000 full-colour free festival brochures guaranteeing more than 6 weeks of repeated exposure in the pre-Christmas period for as little as £195. Brochures distributed in the local area, London and the South East

## Highly targeted audience

ABC1's, discerning, educated, and with money to spend in the lead up to Christmas

## Increased footfall

Brochure Open House trail leads festival visitors directly past businesses in several areas of Brighton, Hove and beyond.

## Discounts available

**10% off** for previous advertisers and those who book space in both December 2018 and May 2019 brochures

**20% off** for advertisers who book both brochure and e-newsletter ads.

**25% off** for charities and schools.

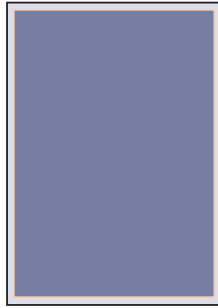
## Payment

The payment deadline is **Friday 19 October 2018**

## e-newsletter

Advertise in our e-newsletter targeted to reach 2000 participating artists and other interested parties, only **£60**, or **£95** for bookings in two e-newsletters

## Full Page



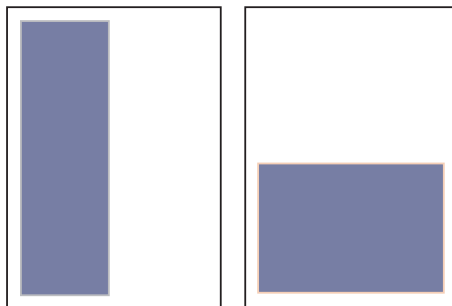
Bleed w154 x h216 mm\*  
Trim w148 x h210 mm  
Type w126 x h190 mm

### Cost

Back cover **£495**  
inside front or back cover **£475**  
Inside page **£445**

*\*NB When creating full page artwork, please ensure the ad/image has 3mm bleed outside the area you wish to show when printed.*

## Half Page

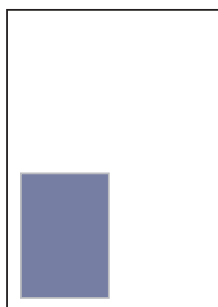


Landscape w126 x h92 mm  
Portrait w60 x h190 mm

### Cost

inside front or back cover **£350**  
Inside page **£300**

## Quarter Page



Portrait only w60 x h92 mm  
Cost **£200**

## Artwork

Your artwork should be supplied digitally as a press resolution PDF, with all fonts embedded and any spot colours converted to CMYK. Any adverts supplied incorrectly may incur additional studio costs.

## Images

Image files should be no less than 300dpi at print dimensions and CMYK.

## Content

The content of adverts is the responsibility of the supplier please check the information in your advert is correct before sending the artwork.

## Deadline

The deadline for supplying your artwork is **Tuesday 23 October 2018**

## Amendments

Once artwork has been received this will be deemed to be the final and complete information. Alterations to artwork will be accepted at our discretion.

## Cancellation

You may be liable for payment in full for any adverts cancelled, or for which copy has not been received by the above deadlines.

## Advertising sales and artwork contact:

Fiona McTernan  
07951 511 244  
fiona@aoh.org.uk



**aoh.org.uk**