



Artists Open Houses

Advertising Rates May 2022

The Brighton and Hove festival of Artists Open Houses is an integral part of the cultural events taking place across the city each May. This year celebrating the 40th anniversary of Ned Hoskins opening his Fiveways home to the public, AOH is the oldest and largest festival of its kind in the country.

The festival

- Up to 200 venues participate, with more than 400,000 house visits (2019) - 60% from Brighton and Hove, 15% from the region and 25% from further afield.

The brochure

- Attractive 4 colour, A5 guide book with spine, listing all houses and artists, with detailed area trails and location maps
- 50,000 print run, with targeted distribution in hot spots throughout the city, in all Open House venues, and across the South East
- 6 week exposure from mid April to end of May
- Available to view and download for a 12 month period at www.aoh.org.uk

Advertising space is limited, so don't miss out, book now!

40TH ANNIVERSARY

Artists Open Houses

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Great value for money

Your advertisement in 50,000 free festival brochures guaranteeing more than 6 weeks of repeated exposure before and during the Brighton Festival period for as little as £125

Highly targeted audience

ABC1's, discerning, educated, and with money to spend

Increased footfall

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

Discounts available

10% off for previous advertisers

15% off for charities and schools

**One discount applicable only*

e-newsletter

Advertise in our e-newsletter targeted to reach 2000 participating artists and other interested parties, only **£95** per newsletter

Payment

The payment deadline is

Friday 8 April 2022

Advertising sales and artwork contact:

Fiona McTernan

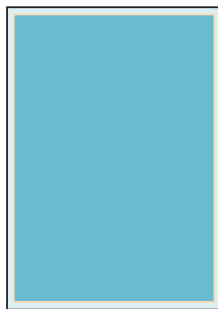
07951 511 244

fiona@aoh.org.uk



aoh.org.uk

Full Page



Bleed w154 x h216 mm*
Trim w148 x h210 mm
Type area w125 x h190 mm

Cost

Back cover **£1,195**

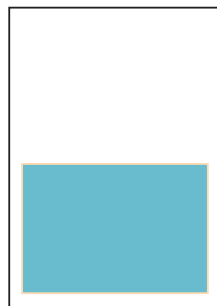
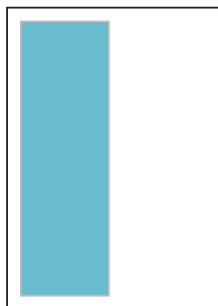
Inside front cover **£995**

Inside back cover **£995**

Inside page **£795**

**NB If your artwork uses the whole page, please leave 3mm bleed all round, outside the trim area.*

Half Page



Landscape w125 x h92 mm
Portrait w60 x h189 mm

Cost

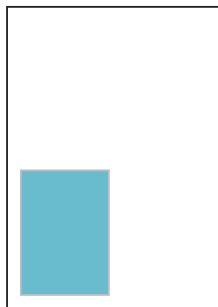
Inside front cover **£595**

Inside back cover **£495**

Inside, premium spot **£495**

Inside, standard **£495**

Quarter Page



Portrait only w60 x h92 mm

Cost

premium spot **£320**

Standard **£295**

Eighth Page



Landscape only w60 x h44 mm

Cost

Standard only **£125**

Put yourself on the map!

Just two prime spaces available in the AOH festival map. Print run 50,000, distributed locally, London and South East.
quarter page only **£225**
portrait only w67.5 x h93mm

Artwork

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

Images

Image files should at least 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 artwork is

Friday 8 April 2022

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.