



Artists Open Houses Advertising Rates May 2024

The Brighton and Hove festival of Artists Open Houses is an integral part of the cultural events taking place across the city each May and 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 - 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, don't miss out, book now!

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Great value for money

Your advertisement in 50,000 free festival brochures giving more than 6 weeks of repeated exposure before and during the Brighton Festival period.

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 *plus VAT* per newsletter.

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 be at least 300dpi at print dimensions and CMYK.

Content

The content of adverts is the responsibility of the supplier.

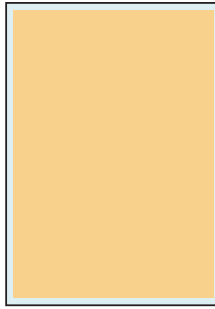
Please check the information in your advert is correct before sending the artwork.

Deadlines

The deadline for **payment** and **supplying artwork** is:

Tuesday 2 April 2024

Full Page



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

Cost

Back cover **£1,195** *plus VAT*
Inside front cover **£995** *plus VAT*
Inside back cover **£995** *plus VAT*
Inside page **£795** *plus VAT*

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

Half Page

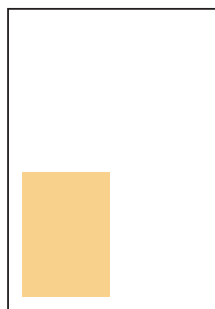


Landscape w125 x h92 mm
Portrait w60 x h189 mm

Cost

Inside front cover **£595** *plus VAT*
Inside back cover **£495** *plus VAT*
Inside, premium spot **£495** *plus VAT*
Inside, standard **£495** *plus VAT*

Quarter Page



Portrait only w60 x h92 mm

Cost

premium spot **£320** *plus VAT*
Standard **£295** *plus VAT*

Put yourself on the map!

Just two prime spaces available in the AOH festival map. Print run 40,000, distributed locally, London and South East. Quarter page portrait only, w67.5 x h93mm

Cost **£225** *plus VAT*



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.

PLEASE NOTE that all rates quoted are now subject to the addition of VAT

Contact for sales and artwork

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aoh.org.uk