



# ASIAN ART

THE NEWSPAPER FOR COLLECTORS, DEALERS, MUSEUMS AND GALLERIES

Asian Art Newspaper, launched 19 years ago, is now established as one of the most important international publications for those who want to be up to date with the world of Asian and Islamic art.

Each issue has a different editorial focus and features the best current gallery shows and major international exhibitions. It also regularly includes interviews with artists, art fairs previews, auctions reports and books reviews. Every year special guides are also produced to cover particular events such as Asia Week New York, Asian Art in London and the major fairs in Hong Kong, Singapore, India, Turkey and the Middle East.

With a print circulation of 8,000 per month and over 2,000 digital subscribers, Asian Art Newspaper is read by an ever-increasing number of collectors, dealers, museums and galleries all around the world and is the sole means for reaching them as a group.

50% of the readers are based in North America, 30% in Europe and 20% in Asia. The newspaper is also widely distributed at numerous Asian art fairs and events throughout the year.

Advertising opportunities are also available on the website [www.asianartnewspaper.com](http://www.asianartnewspaper.com), which receives on average 5,000 unique visitors and 10,000 page views per month.

## PUBLICATION DATES & COPY DEADLINES

**PUBLICATION DATES:** 1st of each month (ten issues a year - no issues July and August)

**COPY DEADLINES:** 4 weeks before date of publication

## WEBSITE ADVERTISING

Banner (728 x 90 pixels): \$750 per month  
Rectangle (234 x 240 pixels): \$600 per month  
Triple Button (234 x 180 pixels): \$450 per month  
Double Button (234 x 120 pixels): \$300 per month  
Single button (234 x 60 pixels): \$150 per month

Formats: JPEG, GIF, Animated GIF ; Max size: 40KB

## ADVERTISING SALES AND QUERIES

RA Enterprises Ltd., Royal Academy of Arts  
Jane Grylls, Kim Jenner, Paolo Russo  
firstname.lastname@royalacademy.org.uk  
+44 (0)20 7300 5751

## SEND ALL ADVERTISING COPY TO:

Sarah Callaghan  
PO Box 22521, London W8 4GT, UK.  
Tel: +44 (0)20 7229 6040 ; E: sarah.callaghan@asianartnewspaper.com

## ADVERTISING FORMATS AND RATES (USD\$) 2016



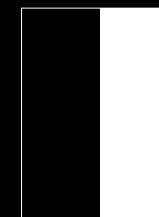
### WHOLE PAGE

Trim: 298mm x 418mm  
Bleed: 308mm x 428mm  
Colour: \$3,895  
Mono: \$2,795



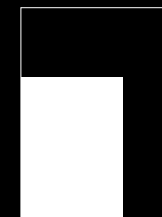
### 1/2 PAGE ACROSS

260mm x 178mm  
Colour: \$2,245  
Mono: \$1,545



### 1/2 PAGE UPRIGHT

128mm x 363mm  
Colour: \$2,245  
Mono: \$1,545



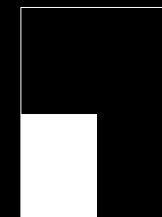
### PORTRAIT

154mm x 243mm  
Colour: \$2,445  
Mono: \$1,745



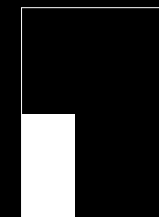
### 1/4 PAGE ACROSS

260mm x 85mm  
Colour: \$1,530  
Mono: \$990



### 1/4 PAGE UPRIGHT

128mm x 178mm  
Colour: \$1,530  
Mono: \$990



### 1/6 PAGE

84mm x 178mm  
Colour: \$1,067  
Mono: \$690

### SPECIAL POSITIONS

Front page: +20%  
Back page: +20%  
Page 3: +10%

### SERIES DISCOUNTS

Yearly contract (10 issues) -20%  
8 issues -17%  
5 issues -15%  
3 issues -10%

## TECHNICAL DETAILS

Format	300 x 420 mm
Paper	90 g coated art paper
Binding	Stapled
Distribution	Europe, Asia, Australia, North and South America. Subscription and controlled circulation only.
Readership	Collectors, dealers, museums, auction houses and galleries.

## ARTWORK

### ARTWORK SUPPLIED FOR ADVERTS TO BE DESIGNED

Our expert designers can produce your advertisement. Please supply hi-res digital images (300 dpi) or a transparency/photograph of professional quality. Please include the copy, logos, any requests for special fonts and a design brief in the form of a rough layout. A small charge is levied for this design and make-up service £25/US\$40.

Images can be emailed to [sarah.asianart@btinternet.com](mailto:sarah.asianart@btinternet.com) OR supplied on CD. Please post CDs to the London office: Asian Art Newspaper, PO Box 22521, London W8 4RS, UK. We no longer use Quark Xpress. Text should be supplied in either Word or InDesign. Once the advert is designed, we will email you a PDF proof for approval.

### PRESS-READY ADVERTISEMENTS

Should be sent as press-ready hires pdf CMYK (if colour) or as GREYSCALE (if mono). It is important to make sure any black and white adverts are in greyscale not RGB. We can also accept adverts made up in InDesign along with the hires images (300 dpi CMYK or GREYSCALE), logos (CMYK or GREYSCALE) and fonts.

[www.asianartnewspaper.com](http://www.asianartnewspaper.com)

## TERMS AND CONDITIONS

### ADVERTISING CONDITIONS

The following conditions apply to the acceptance of all advertisements for publication in the Asian Art Newspaper and the placing of an order for the insertion of an advertisement shall amount to the acceptance of these conditions and any conditions stipulated in an agency's order form or elsewhere by an agency or an advertiser shall be void insofar as they are in conflict with them. All these terms and conditions are subject to English Law.

The publishers of the Asian Art Newspaper shall have at their absolute discretion the right to omit, suspend, or change the position of any advertisement accepted for insertion. The publishers will not be liable for any loss or damage, consequential or otherwise, occasioned by error in the insertion or omission to insert or late publication of any advertisement. The publisher will not be liable for any damage or loss of materials supplied for the purpose of an advertisement. Printing material shall be destroyed one calendar year after publication unless claimed by the advertiser or his agent or reused in the following month's issue.

When copy for a space booking – either casual or contract – fails to meet the deadline, or when a client under a three-or-more issue contract cancels an advertisement, the publishers reserve the right to repeat the previous advertisement at full cost to the client, or to render a charge for the full space cost.

It is the client's responsibility to advise required corrections by the date stipulated. A correct proof will otherwise be assumed. A low res PDF proof will be supplied by email of any adverts we design.

Whilst the publishers endeavour to produce the magazine to very high technical standards, there are commercial lithographic reproduction and fourcolour printing limitations. As such, no guarantee of precisely accurate colour reproduction is given nor is implied by the publishers. This applies to reproductions from sub-standard digital scans supplied on disk. When in doubt please seek our advice on such matters.

No responsibility will be accepted where publication is delayed or prevented by factors beyond the control of the publisher such as printing, shipping, customs clearance and local delivery.

The publishers shall have the right to change their scale of advertisement rates at any time and shall not be bound by notice to stop orders, cancellations or transfer for advertisements received less than one month preceding publication date.

### Payment terms

Payment for advertising shall be made strictly within one month of invoice date. Any account outstanding more than five months shall be subject to 5% surcharge plus a percentage for each outstanding month over six months. In the event of it being necessary to pass the account to either a collection agency or solicitor, then all costs so incurred will be claimed to be the responsibility of the advertiser and subsequently debited to their account.

### Indemnity and warranty

The advertising agency or advertiser submitting the advertisement shall indemnify the publishers in respect of costs, damages or other charges falling upon them as a result of legal actions or threatened legal actions, arising from the publication of the advertisement in accordance with the copy instructions supplied to the publishers by the agency or the advertiser. In any case where a claim is made against the publishers, agency or advertiser may ultimately be liable under the terms here of, notice in writing shall be given to him in order that consultations shall take place before any expense is incurred or the claim settled, defended or otherwise disposed of to his detriment.

Notwithstanding, anything in these conditions providing to the contrary, neither the publishers nor the advertisers shall be liable to each other for any loss or damage consequential or otherwise caused by or arising out of any Act of Parliament, Order in Council, Act of State, strike of employees, lock out, trade dispute, enemy action, civil commotion, fire, force majeure, Act of God or other similar contingency beyond the control of either of them.