

Arts, Antiques & Collectibles



Distributed with *The Sunday Telegraph* 7th May 2017

Arts, Antiques & Collectibles is one of a series of themed newspaper publications. In this edition, our rich content and expert analysis gives readers the confidence to explore and engage with the exciting brands, products and services in this ever-popular sector. Brought to you with quality newspapers and targeted periodicals, we afford companies the opportunity of mass-access to a mature, discerning audience. *Arts, Antiques & Collectibles* will serve as their essential guide to these exciting and historical interests.

Arts, Antiques & Collectibles offers inspirational ideas and information to its readers. We understand that when readers are presented with accurate, reliable and heartfelt information they are highly suggestible to exploring new activities and pastimes, or even expanding on old ones – especially considering their rekindled interest in their hobbies and activities as spring approaches. So, as we say goodbye to winter and take a step into spring, it is the perfect time to showcase your organisation's wealth of products and customer offerings.

“The British arts and antiques market is the second largest in the world with a global share of 27%, a European share of 60% and total sales of about £8.5 billion”

Editorial features

STOP THE CLOCKS • A GRAND DAY OUT • GLORIOUS GALLERIES • KEEP YOUR MOTOR RUNNING • PERIOD HOMES • ADORABLE ANTIQUES • FACE VALUE • DOWN TO THE ROOTS

RATE CARD

- Double page spread £15,950
- One full colour page £9,950
- Half page £4,950
- Quarter page £2,000

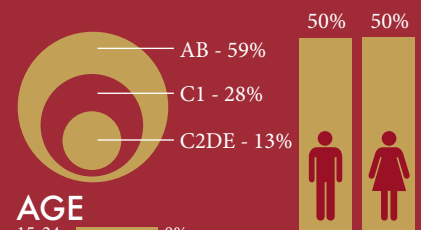
20% premium for advertorial features
Premium position sponsorship

DISTRIBUTION

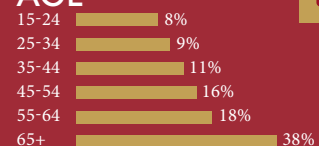
- 255,000 printed copies distributed with the *Sunday Telegraph* on Sunday 7th May 2017
- 250,000 electronic copies
- Distributed South of Nottinghamshire, i.e. Central, Anglia, Southeast, South, Southwest England and London regions.

DEMOGRAPHIC

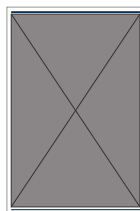
SOCIAL GRADE GENDER



AGE



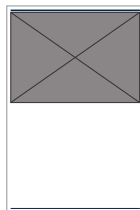
Advertisement sizes



FULL PAGE

DIMENSIONS

- Height 330mm
- Width 252mm



HALF PAGE

DIMENSIONS

- Height 152mm
- Width 252mm



QUARTER PAGE

DIMENSIONS

- Height 152mm
- Width 125mm

SUPPLYING FINAL ARTWORK

NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. AAC0517_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

FILE TRANSFER

Files less than 8Mb can be emailed directly to production@aplmedia.co.uk. For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

CONTACT DETAILS

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PRODUCTION DEPT.

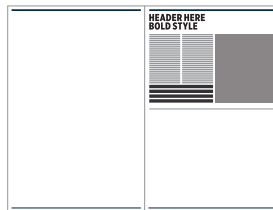
Tel: +44 (0)20 7253 9906
anthony.wright@aplmedia.co.uk

Advertorial feature requirements



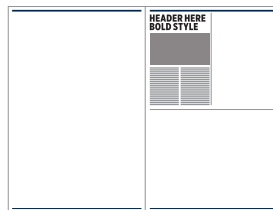
FULL PAGE

- Headline: 10-30 characters
- Main body copy: 480-530 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 2-5 high resolution images* and company logo.



HALF PAGE

- Headline: 10-30 characters
- Main body copy: 160-350 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images* and company logo.



QUARTER PAGE

- Headline: 10-30 characters
- Main body copy: 120-150 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images* and company logo.

ADVERTORIAL SUBMISSIONS

DESIGN PROCESS

Once all material is submitted according to specification. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserve the right to make changes to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600†. The service provided is outlined in this Media Pack and online.

IMAGE SPECIFICATIONS

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.

*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour



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