

# Artists & ILLUSTRATORS

MEDIA PACK 2023



# Hello from the Editor



*Artists & Illustrators* is the UK's best-selling magazine for artists and art lovers, providing expert advice and inspiration in every issue. With work in a variety of subjects and mediums, *Artists & Illustrators* has been an

indispensable guide to creativity for more than 30 years. Each issue brings inspiring interviews with well-known and up-and-coming artists, providing an exclusive insight into their artworks and techniques. From traditional to the contemporary, from oils to watercolours, portraits to landscapes, abstract art to botanical illustration, *Artists & Illustrators* has it all. What's more, the constant flow of practical advice from professional artists and tutors helps creatives improve and expand their own artistic horizons every four weeks. Featuring a stylish new redesign and an unrivalled print and digital reach within the art community, there's no better brand to feature your products and business. Come and join us.

A handwritten signature in black ink, reading 'Niki Browes'.

**Niki Browes** Editor

TOTAL  
COMBINED  
REACH OF OVER  
**800,000**





## Our audience

The readership of *Artists & Illustrators* is primarily made up of practising artists. A third of these have completed art courses to foundation or degree level and 31% consider themselves 'professional' artists. Our readers work across a range of painting, drawing and printmaking mediums, with an eagerness to discover new brands and products. They have the time and money to invest in their passions, from going on painting holidays and taking practical courses, to visiting exhibitions and buying works of art.

## Our reach

- **13** UK editions
- **65,000** Print readership
- **10,000** Print subscribers
- **742,000** Digital reach
- **22,000** Email subscribers

## Distribution

- Strategically promoted at leading newsstands including Waitrose & Partners, M&S, WHSmith, Sainsbury's and Tesco in the UK, and Barnes & Noble and Books-A-Million in the US
- Independent newsagents in the UK and overseas
- High-profile media partnerships with shows, galleries, museums, art festivals, fairs and more



UK/INTERNATIONAL  
EDITION



ANNUAL EASY PAINTING  
PUBLICATION



SUPPLEMENTS



PORTFOLIO ONLINE  
ART GALLERY



BRITISH ART PRIZE



NEWSLETTER



PROMOTIONS

## Solutions

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

- UK/International edition (print & digital)
- Supplements
- Glossy annual Easy Painting publication
- Digital monthly newsletters
- Portfolio online art gallery
- British Art Prize

## Creative partnerships

We are delighted to work with key partners within the industry to create high-quality content that brings a product or service to life in a way that truly resonates with our readership. Please contact us directly to discuss bespoke creative solutions.



LAURA RYAN

# ADVERTISING

## Advertising rate card

Artists & Illustrators provides the perfect vehicle to promote high-quality, premium brands, products, and services to an affluent and discerning audience.

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

### DISPLAY, INSERTS AND CLASSIFIED

Double page spread .....	£5,300
Outside back cover .....	£4,500
Inside front cover DPS .....	£6,360
Inside front cover .....	£4,240
Inside back cover .....	£3,710
Full page .....	£3,180
Half page .....	£1,908
Quarter page .....	£1,145
Double page spread advertorial .....	£5,830
Full page advertorial .....	£3,498
Classified (sc) .....	£45
Inserts (per thousand) .....	POA

## Digital audience

### WEBSITE

We offer an integrated omni-channel solution through our website, social media and e-marketing platforms. [artistsandillustrators.co.uk](http://artistsandillustrators.co.uk)

- **95,400** monthly average unique users
- **183,900** monthly average page views
- **20,900** email subscribers
- **622,600** social media followers

Our comprehensive website is a deep dive across the industry: How to guides, Art for sale, Portfolio online art gallery, Artists A-Z, News, Competitions. Inspirational and user-friendly, it provides our loyal audience with step-by-step practical advice, artists' works, exclusive features on famous names and expert product tests, whether they favour painting, drawing or printmaking.



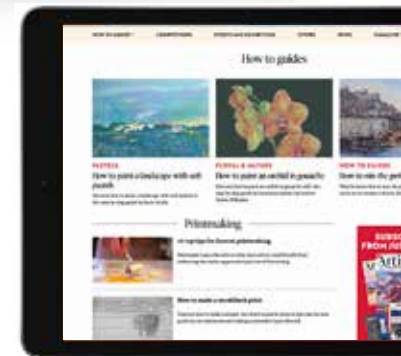
### DIGITAL RATES

#### WEBSITE

Reskin .....	£2,500
Online advertorial .....	£950
Competition .....	£1,000 + prize
Double MPU .....	£950
MPU .....	£550
Billboard .....	£750
Leaderboard .....	£750
Online directory .....	£300
Social media post .....	POA

#### EMAIL MARKETING

Newsletter advertorial .....	£750
Newsletter leaderboard .....	£475
Bespoke solus email ...	£100 per 1,000



## Advertising contacts

### GROUP SALES DIRECTOR

**Catherine Chapman** 020 7349 3709

[catherine.chapman@chelseamagazines.com](mailto:catherine.chapman@chelseamagazines.com)

### BUSINESS DEVELOPMENT MANAGER

**Emily Driscoll** 020 7349 3784

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**ADVERTISING** Jubilee House, 2 Jubilee Place, London SW3 3TQ Phone 020 7349 3700

All advertisement bookings are subject to Chelsea Magazine Company's standard terms and conditions. Final copy is required on the ad copy deadline. Cancellations must be made in writing at least eight weeks prior to publication.

All advertisements are subject to VAT at the standard rate. A discount of 10% is available to PPA-approved agencies. Production charges for alteration and setting may apply.

Artists  
& ILLUSTRATORS  
CALENDAR  
2023

<div>January 2023</div> <div>BOOKING</div> <div>11 November 2022</div> <div>ARTWORK</div> <div>15 November 2022</div> <div>ON SALE</div> <div>25 November 2022</div>	<div>February 2023</div> <div>BOOKING</div> <div>9 December 2022</div> <div>ARTWORK</div> <div>13 December 2022</div> <div>ON SALE</div> <div>23 December 2022</div>	<div>March 2023</div> <div>BOOKING</div> <div>6 January 2023</div> <div>ARTWORK</div> <div>9 January 2023</div> <div>ON SALE</div> <div>20 January 2023</div>	<div>April 2023</div> <div>BOOKING</div> <div>3 February 2023</div> <div>ARTWORK</div> <div>6 February 2023</div> <div>ON SALE</div> <div>17 February 2023</div>	<div>May 2023</div> <div>BOOKING</div> <div>3 March 2023</div> <div>ARTWORK</div> <div>6 March 2023</div> <div>ON SALE</div> <div>17 March 2023</div>	<div>June 2023</div> <div>BOOKING</div> <div>31 March 2023</div> <div>ARTWORK</div> <div>3 April 2023</div> <div>ON SALE</div> <div>14 April 2023</div>
<div>August 2023</div> <div>BOOKING</div> <div>23 June 2023</div> <div>ARTWORK</div> <div>26 June 2023</div> <div>ON SALE</div> <div>7 July 2023</div>	<div>September 2023</div> <div>BOOKING</div> <div>21 July 2023</div> <div>ARTWORK</div> <div>24 July 2023</div> <div>ON SALE</div> <div>4 August 2023</div>	<div>October 2023</div> <div>BOOKING</div> <div>18 August 2023</div> <div>ARTWORK</div> <div>21 August 2023</div> <div>ON SALE</div> <div>1 September 2023</div>	<div>November 2023</div> <div>BOOKING</div> <div>15 September 2023</div> <div>ARTWORK</div> <div>18 September 2023</div> <div>ON SALE</div> <div>29 September 2023</div>	<div>December 2023</div> <div>BOOKING</div> <div>13 October 2023</div> <div>ARTWORK</div> <div>16 October 2023</div> <div>ON SALE</div> <div>27 October 2023</div>	<div></div> <div>ARTWORK</div> <div>23 June 2023</div> <div>ON SALE</div> <div>8 July 2023</div>