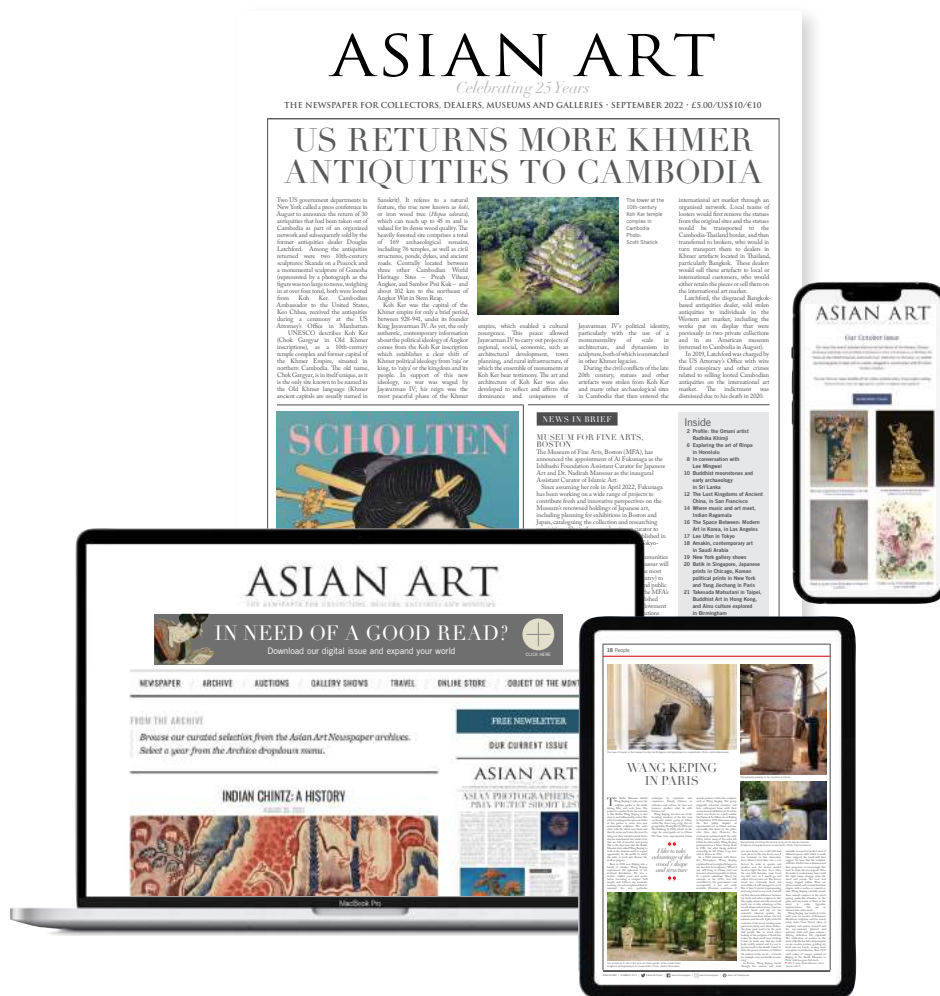


# ASIAN ART

THE NEWSPAPER FOR COLLECTORS, DEALERS, MUSEUMS AND GALLERIES

## Media Kit 2024



Reach your target audience with Asian Art Newspaper.

Contact our commercial director Kelvin McManus, +44(0)7877 866692

kelvin.mcmanus@cksmmedia.co.uk

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

## WHO WE ARE

Launched in 1997 by Sarah Callaghan, *Asian Art Newspaper* has grown to be the most important international media portfolio for those keeping up-to-date with the world of Asian and Islamic art. After working in Asia for many years, she was perfectly placed to launch *the* product the Asian and Islamic arts markets were looking for:

A relaxed mix of news, features, and reviews to give readers a snapshot of what is happening in these important markets each month.

As our Editor, Sarah prides herself on the integrity and passionate approach that the *Asian Art Newspaper* team brings to the market.



## THE TOPICS

Published 8 times a year in print and digital format. Each issue has a different editorial focus, closely aligned to the calendar we all follow in this highly exciting and diverse market. We publish features, interview key industry people, cover the best current gallery shows, as well as the major international blockbuster exhibitions around the world.



Interviews with artists and academics, art fairs previews, auctions reports and book reviews are all also covered through the editorial calendar. Special dedicated guides are produced to accompany the main art-world events, examples of which include *Asia Week New York*, *Asian Art in London*, *Parcours des Mondes* in Paris and annual fairs in Hong Kong, Japan, Singapore, India, as well as the Middle East.

## AUDIENCE MAKE-UP

Our online presence has a portfolio of truly global reach in dominating markets, covering Europe, the Americas, Asia and Australia.

In print, around 50% of our readers are based in North America, 30% across Europe and 20% in Asia. With a well-travelled and sophisticated audience, these numbers evolve quickly, particularly online from month to month. Galleries, dealers, collectors, curators and auction houses are amongst the many readers receiving our newspaper and visiting the website.



## PORTFOLIO

### Newspaper

The portfolio comprises of our much-loved newspaper, which forms the backbone of any media plan looking to reach buyers, sellers, and scholars within the industry. Well-written and informative, our newspaper is pride of place and offers amazing access to this high-net-worth market. With 8,000 printed issues and 2,000 digital-only subscriptions, we have the Asian Art world's attention.

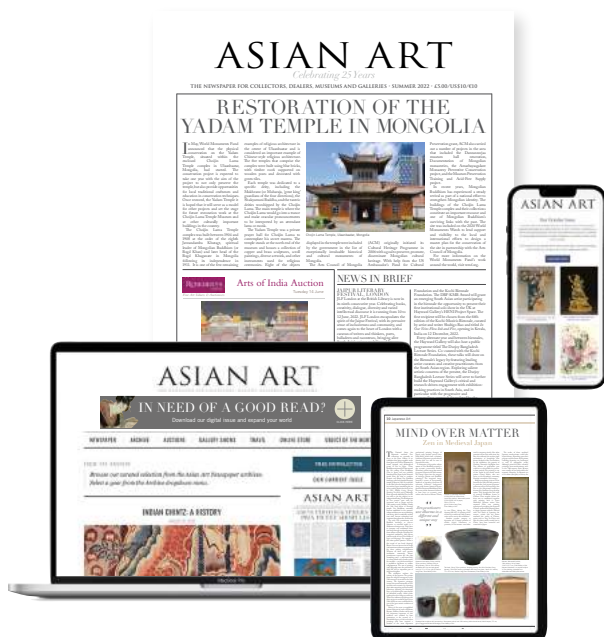
### Online

Our main online content is supported by asianartnewspaper.com offering a faster route to market. Whilst still carrying all the key features of the newspaper, our website offers access to the full digital newspaper, as well as shorter 'fast read' content demanded by today's digitally native audience.

High impact digital ad units, email newsletters, and a host of digital-first features are available as we evolve and shape the online offering throughout the year. Our online audience can fluctuate with industry news and events, but is typically 10-13k uniques a month. Our monthly newsletter database is circa 6k targeted individuals.

### Events

As the world returns to the some resemblance of the face to face we knew some time ago, Asian Art Newspaper will be working with all the established events and is open to speaking with potential sponsors about ways to maximise impact through networking and specialist events.



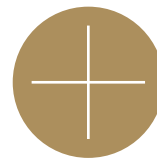
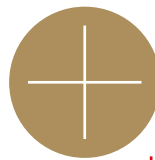
### Newspaper print and digital interactive adverts

The newspaper is published 8 times a year with series advertisers automatically gaining access to discounted rates. Although rapidly embracing online, the newspaper is still the favoured medium for the bulk of our audience.

### Bonus features

However, as an added bonus to our print advert, we offer a customised interactive element to your print advert for the digital edition (included in your rate). This allows you to offer information such as web pages, catalogue pdf, email contact, etc.

Information is added in a smartie.



CLICK HERE  
to email our  
valuations office

CLICK HERE  
for more  
information

Great care is taken over the high-quality print publication, which is well-received by our affluent, well-educated international audience.

### Custom links for your audience

Every advert placed in the print newspaper is replicated on the digital page – and vice versa.

You can supply up to 3 links (ad size dependent) to be embedded into the digital version.

As examples, these could lead readers to your website, a brochure download, prospectus, or sign up page.



## THE NEWSPAPER: KEY INFORMATION

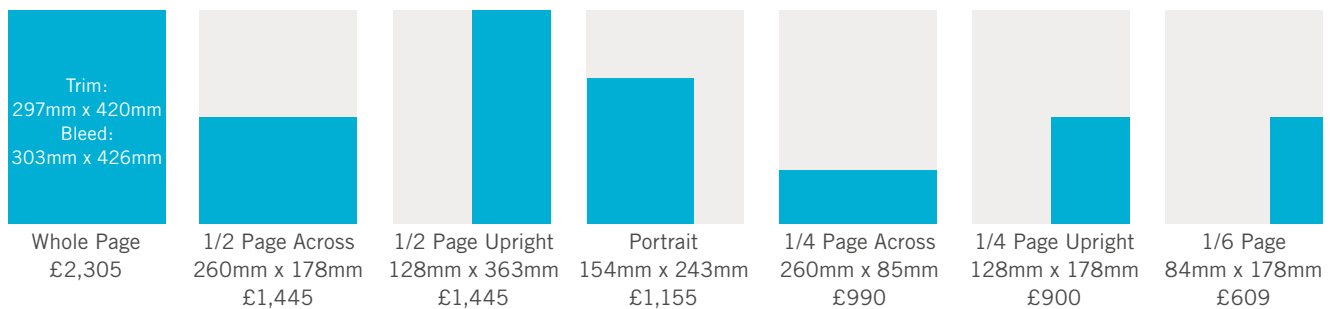
With a circulation of 8,000 a month, including 2,000 digital subscribers, and as many as 14,500 highly targeted unique users, the *Asian Art Newspaper* is read by an ever-increasing number of collectors, dealers, museums and galleries all around the world and is the perfect means for reaching them as a group. Publishing 8 times a year with issues landing at the turn of each month. Each printed newspaper is supported by a digital, page-turn, edition which fully replicates the paper but also allows swift access globally with additional interactive material not only in editorial but also allows for upgrades for print adverts to carry elements of interactivity.

### ISSUE DATES FOR 2024

*Editorial calendar for each issue is available on request. Contact Editor/Publisher, sarah.callaghan@asianartnewspaper.com*

### NEWSPAPER RATES

The newspaper is published 8 times a year with series advertisers automatically gaining access to discounted rates. Although rapidly embracing online, the newspaper is still the favoured medium for the bulk of our audience. Great care is taken over the high-quality print publication, which is well-received but our affluent, well-educated international audience. Every advert placed in the print newspaper is replicated on the digital page – and vice versa. You can supply up to 3 links (ad size dependent) to be embedded into the digital version. As examples, these could lead readers to your website, a brochure download, prospectus, or sign up page.



**Special positions:** Front page: +20% Back page: +20% Page 3: +10%. Series discounts available. Our team can design and set your adverts for you for £250 on request.

### ONLINE KEY INFORMATION AND DIGITAL RATES

Our digital advertising is sold on a tenancy rotation basis. With a maximum of 4 advertisers in each slot, you are guaranteed regular and high-impact branding exposure to our website audience. For a set cost you advert can be in place for up to a month with longer campaigns available on request.

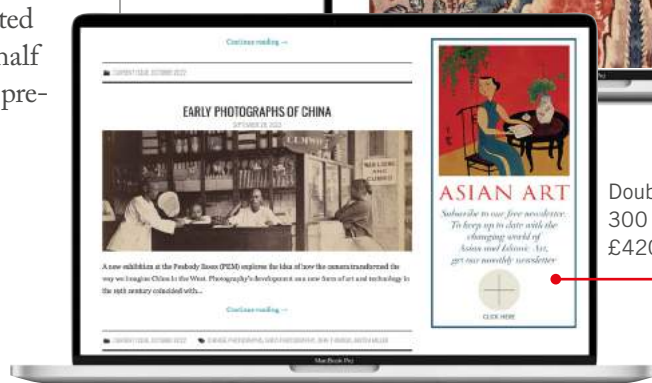
### NEWSLETTERS

Our newsletters are sponsorable and a very limited number of bespoke mailshots can be sent on behalf of clients. These work very well to peak interest pre- and mid-sale.

- Double MPU 300 x 600 pixels £420 pcm
- Sponsored features from £1,050 PCM
- Newsletter sponsorship 1200 x 628 px £420
- Mailshot £630
- Digital Newspaper- see newspaper rates above
- Formats:** JPEG, GIF, or animated GIF

**RATES FROZEN AT 2023 PRICES**

Banner  
728 x 90 pixels  
£420 PCM



Double MPU  
300 x 600 pixels  
£420 PCM

## TERMS AND CONDITIONS

### TECHNICAL DETAILS

**Format** Trim size 297 x 420 mm  
Bleed size 303 x 426 mm (please add 3mm bleed on all sides)  
Type area 261mm x 384 mm  
**Paper** 90 g coated art paper  
**Binding** Stapled  
**Distribution** Europe, Asia, Australia, North and South America.  
Subscription, single issue and controlled circulation.  
**Readership** Collectors, dealers, museums, auction houses and galleries.

### ARTWORK SUPPLIED FOR ADVERTS TO BE DESIGNED

Our expert designers can produce your advertisement. Please supply hi-res digital images (300 dpi) as jpgs or tiffs. Please include the copy, logos, any requests for special fonts and a design brief in the form of a rough layout. Images can be emailed to sarah.asianart@btinternet.com  
Our London office:  
Asian Art Newspaper,  
PO Box 22521, London W8 4RS, UK.  
Text or layout 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

We accept either high resolution print-ready pdfs or collected InDesign files with all relevant images and fonts packaged. Please ensure that:

- All spot colours are converted to CMYK (no RGB files accepted)
- All images/graphics are CMYK and embedded as either EPS or TIF composite
- All images must be embedded and at a minimum of 300dpi
- All images are saved without any form of compression
- All images have had any layers flattened
- All fonts must be embedded
- All adverts require crop marks and a 3mm bleed.

When supplying a pdf file please ensure it is created using the 'Pass for Press' standard and includes crop marks and bleed.

### 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 proceeding publication date.

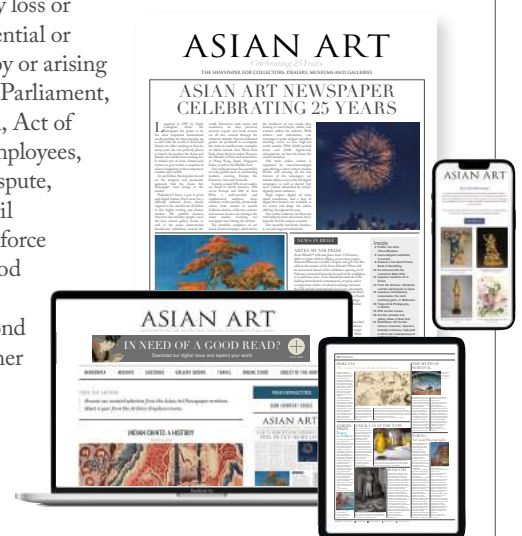
### PAYMENT TERMS

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 cause 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.



asianartnewspaper.com