

# Artists & ILLUSTRATORS

MEDIA PACK 2024



# 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 photo realism, *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. With a glossy, stylishly designed finish and an unrivalled print and digital reach within the art community, there's no better brand to feature your products and business. Come and be a part of our success story!

*Niki Browes*  
**Niki Browes** Editor

**TOTAL  
COMBINED  
REACH OF OVER  
780,000**



## 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
- **722,000** Digital reach
- **22,000** Email subscribers

## Distribution

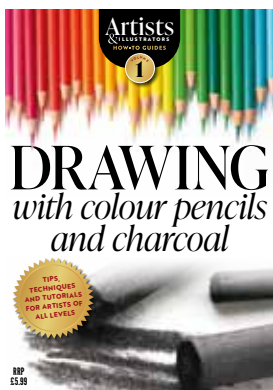
- Strategically promoted at leading newsstands including Waitrose & Partners, M&S, WHSmith, Sainsbury's and Tesco in the UK, and Barnes & Noble and Books-A-Million in the US
- Independent newsagents in the UK and overseas
- High-profile media partnerships with shows, galleries, museums, art festivals,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



UK/INTERNATIONAL EDITION



ANNUAL PAINTING MADE EASY PUBLICATION



SUPPLEMENTS



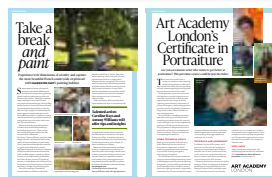
PORTFOLIO ONLINE ART GALLERY



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.



DANIELA QUEROLO

# 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 .....	<b>£5,620</b>
Outside back cover .....	<b>£4,770</b>
Inside front cover DPS .....	<b>£6,745</b>
Inside front cover .....	<b>£4,495</b>
Inside back cover .....	<b>£3,935</b>
Full page .....	<b>£3,375</b>
Half page .....	<b>£2,025</b>
Quarter page .....	<b>£1,215</b>
Double page spread advertorial .....	<b>£6,180</b>
Full page advertorial .....	<b>£3,710</b>
Classified (scc) .....	<b>£48</b>
Inserts (per thousand) .....	<b>POA</b>

## 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)

- **65,000** monthly average unique users
- **150,000** monthly average page views
- **22,000** email subscribers
- **635,000** 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 .....	<b>£2,650</b>
Online advertorial .....	<b>£1,010</b>
Competition .....	<b>£1,060 + prize</b>
Double MPU .....	<b>£1,010</b>
MPU .....	<b>£585</b>
Billboard .....	<b>£795</b>
Leaderboard .....	<b>£795</b>
Online directory .....	<b>£320</b>
Social media post .....	<b>POA</b>

#### EMAIL MARKETING

Newsletter advertorial .....	<b>£795</b>
Newsletter leaderboard .....	<b>£505</b>
Bespoke solus email ...	<b>£110 per 1,000</b>



## Advertising contacts

### GROUP SALES DIRECTOR

**Catherine Chapman 020 7349 3709**  
[catherine.chapman@chelseamagazines.com](mailto:catherine.chapman@chelseamagazines.com)  
 Telegraph Media Group, 111 Buckingham Palace Road, London, SW1W 0DT Phone: (020) 7349 3700

### ADVERTISING MANAGER

**Hannah Lees 07715 631 382**  
[Hannah.Lees@chelseamagazines.com](mailto:Hannah.Lees@chelseamagazines.com)

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.

THE UK'S BEST-SELLING ART MAGAZINE JULY    THE UK'S BEST-SELLING ART MAGAZINE SUM    THE UK'S BEST-SELLING ART MAGAZINE AUGI    THE UK'S BEST-SELLING ART MAGAZINE OCTI    THE UK'S BEST-SELLING ART MAGAZINE NOV    THE UK'S BEST-SELLING ART MAGAZINE SEPTEMBER 2023 • £5.25

# Arti:Arti:Arti:Arti:Arti:Artists

## & ILLUSTR & ILLUSTR & ILLUSTR & ILLUSTR & ILLUSTR & ILLUSTRATORS

IMPROVING YOUR ART WITH EVERY ISSUE



**Painting the great outdoors**  
In oil and watercolour

**How to create a cityscape - quickly!**

**Portraying the female form**  
With an award winning artist

**Mastering still life in depth**

**Beach life**  
Painting precious holiday memories

**How to master a sunflower in detail**

**Capture a summer landscape**  
With our watercolour and acrylic workshops

**Summer in the city**  
Paint the world's most vibrant places

**The art of collage, colour and texture**

**The natural world**  
How to paint it in watercolour

**Draw your pet**  
In acrylic and coloured pencil

**Art therapy**  
Enhance your emotional well-being

**Portrait painting**  
How to get better at capturing a likeness

**Set the scene**  
Evoke autumn with pastel, watercolour and acrylic

**Fresh faces**  
New ways with portraits, styles and techniques

**Make it personal**  
Create your own greeting cards

**Create flower power**  
In acrylic and oil

**Where to see incredible art for free**

**Courtroom art secrets**  
Drawing the world's most notorious trials

**How to paint lively, colourful portraits**

**Art courses for all!**  
Whatever your style, subject or ability

**PRIZES WORTH OVER £10,000 TO BE WON! WITH THE BRITISH ART PRIZE**

# Artists & ILLUSTRATORS CALENDAR 2024

<p><b>January 2024</b></p> <p><b>BOOKING</b> 10 November 2023</p> <p><b>ARTWORK</b> 13 November 2023</p> <p><b>ON SALE</b> 24 November 2023</p>	<p><b>February 2024</b></p> <p><b>BOOKING</b> 8 December 2023</p> <p><b>ARTWORK</b> 11 December 2023</p> <p><b>ON SALE</b> 22 December 2023</p>	<p><b>March 2024</b></p> <p><b>BOOKING</b> 5 January 2024</p> <p><b>ARTWORK</b> 8 January 2024</p> <p><b>ON SALE</b> 19 January 2024</p>	<p><b>April 2024</b></p> <p><b>BOOKING</b> 2 February 2024</p> <p><b>ARTWORK</b> 5 February 2024</p> <p><b>ON SALE</b> 16 February 2024</p>	<p><b>May 2024</b></p> <p><b>BOOKING</b> 1 March 2024</p> <p><b>ARTWORK</b> 4 March 2024</p> <p><b>ON SALE</b> 15 March 2024</p>	<p><b>June 2024</b></p> <p><b>BOOKING</b> 27 March 2024</p> <p><b>ARTWORK</b> 30 March 2024</p> <p><b>ON SALE</b> 12 April 2024</p>		
<p><b>July 2024</b></p> <p><b>BOOKING</b> 26 April 2024</p> <p><b>ARTWORK</b> 1 May 2024</p> <p><b>ON SALE</b> 10 May 2024</p>	<p><b>Summer 2024</b></p> <p><b>BOOKING</b> 24 May 2024</p> <p><b>ARTWORK</b> 27 May 2024</p> <p><b>ON SALE</b> 7 June 2024</p>	<p><b>August 2024</b></p> <p><b>BOOKING</b> 21 June 2024</p> <p><b>ARTWORK</b> 24 June 2024</p> <p><b>ON SALE</b> 5 July 2024</p>	<p><b>September 2024</b></p> <p><b>BOOKING</b> 19 July 2024</p> <p><b>ARTWORK</b> 22 July 2024</p> <p><b>ON SALE</b> 2 August 2024</p>	<p><b>October 2024</b></p> <p><b>BOOKING</b> 16 August 2024</p> <p><b>ARTWORK</b> 19 August 2024</p> <p><b>ON SALE</b> 30 August 2024</p>	<p><b>November 2024</b></p> <p><b>BOOKING</b> 13 September 2024</p> <p><b>ARTWORK</b> 16 September 2024</p> <p><b>ON SALE</b> 27 September 2024</p>	<p><b>December 2024</b></p> <p><b>BOOKING</b> 11 October 2024</p> <p><b>ARTWORK</b> 19 October 2024</p> <p><b>ON SALE</b> 25 October 2024</p>	<p><b>Painting made easy</b></p> <p><b>174</b> Paint flowers and more</p> <p><b>ARTWORK</b> 8 July 2024</p> <p><b>ON SALE</b> 19 July 2024</p>