

discover

art



## Practical art instruction and inspiration

**D**iscover Art is a brand new inspirational and stimulating resource for the practising artist, whatever their age, experience or preferred medium. Published in print once a year, *Discover Art* is a beautifully produced content rich 'bookazine' available at 650 WHSmith stores across the UK, and will be launched November 2013, with an initial print run of 10,000 copies. The cover price is £4.99 and every reader receives a substantial and quality cover mount gift.

In issue 1 we will be exploring the use of watercolour, oil, acrylic, coloured pencils, pens and other mediums, and the papers and canvases to achieve the very best results. Our editor, James Hobbs, and his team of practising artist journalists will explore how successful artists work through tutorials, artist interviews and glimpses behind the scenes. We will reveal how they approach subject matter, such as landscapes, cityscapes, portraiture, seascapes, still lifes and abstracts,.

We'll be taking a trip to artists' studios, exposing the daily routines of known and unknown artists, offering advice about getting paintings exhibited, framing and, of course, reviewing a few of the best art products around.

We'll help our readers develop the social side of creativity to meet new people, set up an art blog or

### About the editor



**James Hobbs** has been an arts journalist for nearly 20 years, and has experience of editing the UK's best-selling magazine for artists, and working on the arts desk of a national daily newspaper. A writer as well as an artist, his book about drawing is due out in late 2013.

### About the sponsor

**GreatArt** is the number one online supplier of art materials, with the UK's largest range of over 45,000 products. The company forms a part of the Gerstaecker family, who have been supplying artists with quality materials for over 50 years.



website, use social media to show their work, and plan their holidays around their artistic interests.

At 132 lovingly crafted pages *Discover Art* will contain fresh, helpful and practical support for all aspiring or experienced practising artists.

The publishers are delighted to announce the support of GreatArt in this launch. GreatArt has kindly agreed to circulate a free-of-charge digital edition of *Discover Art* to 75,000 practising artists. Also the UK's largest online gallery, bgallery, will be circulating the magazine in digital format to its 42,000 practising artists. The digital edition will also be available to purchase as an App on iTunes and other online platforms, making issue 1 available worldwide anywhere, any time.

**The total distribution of the title in print and online is therefore well in excess of 120,000 copies.**





## Why advertise?

- **Minimum 6 months to maximum 12 months shelf life**
- **The highest combined circulation in the art sector**
- **A content rich advertising environment**
- **Competitive advertising rates**

All measurements in mm	Type Area / Ad size	Trim Size	Bleed size	Price per insertion
Double page spread	400 x 274.8	420 x 297	426 x 303	<b>£3,300</b>
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Inside front cover	188 x 274.8	210 x 297	216 x303	<b>£2,100</b>
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Full page	188 x 274.8	210 x 297	216 x303	<b>£1,750</b>
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<i>Please note on all bleed ads: No copy within 12mm of the gutter – this may be lost when perfect bound</i>				
Half page – Vertical	92 x 274.8	–	–	<b>£950</b>
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Quarter page (Vertical only)	92 x 136	–	–	<b>£500</b>
1/5th page editorial strip	188 x 55	–	–	<b>£500</b>
Double page spread 1/5th page editorial strip		–	–	<b>£1,000</b>
Classified (Clubs & Societies, Products, Courses & Education, Instruction, Art Holidays):				
Directory lineage entry (see categories above):				<b>£90 / €100</b>
Picture with lineage entry (in addition to base fee):				<b>£30 / €34</b>
Inserts and cover mounts: Price on application, please call 020 8297 9073				

## PDF preparation and delivery:

- Check your ad size is correct
- Check all colours are CMYK – no Pantone / RGB
- Check all imported images / logos are CMYK – and are at 300dpi at 100% of print size
- Files must be supplied as Acrobat 4 (PDF 1.3)
- PDFs must be supplied as Single Page Composite CMYK files
- Registration marks must be present on all files centred and offset by 2mm or 6pt
- Bleed should be added on all edges of at least 3mm
- Fonts must be embedded
- PDFs should not be supplied that contain Multiple Master fonts or TrueType fonts – this is because the results from these fonts can be unpredictable
- All PDFs should be created without ICC profiles and custom colour profiles. Do not embed any profiles
- There must not be any non-flattened transparent elements within pages, as they will not produce correctly

**To discuss advertising and sponsorship opportunities call Mark Galbraith now on 020 8297 9073 or email [mark@dmgpublishing.co.uk](mailto:mark@dmgpublishing.co.uk)**

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