



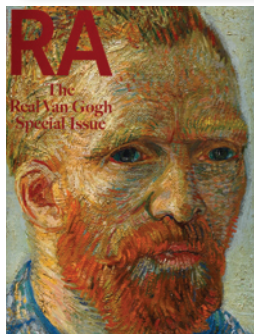
RA Magazine is published quarterly by the Royal Academy of Arts, with a print run of over 105,000 copies. It is mailed to the 95,000 Friends as part of their membership. The readership of *RA Magazine* is over 225,000, making it Britain's largest circulation and best read art magazine.

MORI research shows that *RA Magazine* readers are culturally very active, making over 446,265 visits to the Royal Academy in a year (an average of 5 per person). Over 50% of readers combine their visit with another public gallery and 26% a commercial gallery. Many shop in the area (46%) or have a meal (44%).

Response to advertising in *RA Magazine* has always been very positive. It is an important way of reaching an active group of art collectors, and for more general consumer advertisers an opportunity to reach a discerning audience in a valued editorial environment.

The exhibition schedule for 2011 includes:

- Pioneering Painters: The Glasgow Boys*
- Modern British Sculpture*
- Watteau: The Drawings*
- London Original Print Fair*
- Summer Exhibition*
- Hungarian Photography in the 20th Century*
- Degas Dancers*
- Brave New World*



READER PROFILE

14%
aged 25-44

41%
aged 45-64

42%
aged over 65

66%
female

34%
male

MORI Research
Autumn 2005

Royal
Academy
of Arts

Publication Dates 2011

Spring	1 March	Copy date: 14 January
Summer	24 May	Copy date: 4 April
Autumn	1 September	Copy date: 11 July
Winter	15 November	Copy date: 26 September

Advertising Rates 2011

Full page	Colour Run of paper: £3850 Facing matter: £4600 Special Position: £5050	Monochrome Run of paper: £3010 Facing matter: £3400
Half page	£2000	£1600
Three-eighths page	£1700	
Quarter page	£1050 (portrait) £1150 (landscape)	£800
Eighth page	£565	£400

Pre-payment discount: 5% (for direct advertisers)
Agency discount: 10%
Series discount for four consecutive advertisements: 10%

Sizes

Full page	Bleed: 306 x 235mm Type area: 260 x 202mm	Trim: 300 x 229mm
Half page	Landscape: 128 x 202mm	Portrait: 260 x 99mm
Three-eighths page	Portrait: 194 x 99mm	
Quarter page	Landscape: 62 x 202mm	Portrait: 128 x 99mm
Eighth page	Landscape: 62 x 99mm	

For double page spreads please allow a gutter width of 6mm

Listings

An annual gallery listing for 4 issues costs £350. This includes an entry each issue for 3 exhibitions, including gallery name, telephone number and website. Additional exhibitions can be included at an extra cost of £40 each. The listings are also published online at www.ramagazine.org.uk.

Loose inserts

£75 per thousand up to 8gms; additional weight on application. Maximum size: 280 x 209mm. Concertina-style inserts: notify us in advance. Send inserts, marked 'RA Magazine' and stating quantity, to: John Rackham, St Ives (Plymouth) Ltd, Eastern Wood Road, Plympton, Plymouth, Devon PL7 5ET, 01752 345 411. Inserts should be delivered two weeks prior to publication date.

Contact details

**Bookings and
general enquiries:**

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**Production &
Listings enquiries:**

Catherine Cartwright
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www.ramagazine.org.uk
www.royalacademy.org.uk

Production Specs

Final adverts should be supplied on CD or via email as a print ready PDF in accordance with the Pass4Press guidelines (www.pass4press.com). Fonts must be embedded within the PDF. All submitted adverts should be CMYK in colour mode and 300 dpi resolution. Please **NO RGB** colour mode. All full page adverts require crop marks and a 3mm bleed. *RA Magazine* can accept Indesign CS files. All other copy (ie. not a flight-checked PDF) should be supplied as a transparency or a digital image (300dpi) and may incur production charges.

Delivery address:

Catherine Cartwright
RA Magazine
Royal Academy of Arts
Burlington House
Piccadilly
London W1J 0BD

Terms and Conditions

- 1 In these Terms and Conditions, Publisher shall mean the Royal Academy Enterprises Ltd.
- 2 All orders for advertising are subject to acceptance in writing by the Publisher and are subject to these conditions.
- 3 All orders for the publication of advertisements are subject to the availability of space.
- 4 All advertisements are to be supported by the name and address of the advertiser and any advertising space booked can only be used for advertising the advertiser's own goods or services unless otherwise agreed by the Publisher. The advertiser shall deliver copy by the copy date as shown in the production data.
- 5 Copy must be in the form of print-ready artwork and conform to the Publisher's requirements as shown in the production data.
- 6 Any typesetting and colour separation will be charged for.
- 7 All negatives, artwork and other advertisement material delivered by the advertiser to the Publisher is at the risk of the advertiser and, accordingly, the Publisher cannot accept any liability for any loss or damage to this material, the advertiser should make his own arrangements to insure. Loose inserts and spot colour may be available, at the Publisher's discretion, by negotiation.
- 8 The Publisher reserves the right, where necessary, to stipulate special charges and conditions for split runs or other special requirements.
- 9 The Publisher cannot accept any liability for loss or damage alleged to arise through any delay in forwarding replies to box number, however caused.
- 10 The Publisher reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to him at his own discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice and Trade Descriptions Act 1968 (or any Statutory Modification). The right is reserved to decline any copy or artwork in the Publisher's absolute discretion.
- 11 The Publisher cannot accept responsibility for changes in dates of

insertion and/or copy unless these are (a) confirmed in writing and (b) in time for the changes to be made.

- 12 The Publisher reserves the right to charge for any additional expense involved in such changes.
- 13 The Publisher reserves the right to increase advertisement rates at any time or to amend the terms of contract as regards the space or frequency or date of insertions. In such event the advertiser has the option of cancelling the balance of the contract without surcharge.
- 14 Where possible, the Publisher will notify the advertiser of any such increases or amendment(s).
- 15 Except where the advertiser cancels in accordance with clause 13, all unearned discounts will be surcharged where an advertiser cancels the balance of a series contract. Further, the Publisher reserves the right to surcharge in the event of the agreed number of insertions not being completed within the contractual period.
- 16 The placing of an order does not give the advertiser any right to renew on similar terms nor to postpone his advertisement for the same price. Interest will be charged on late payment from the date of the Invoice at 2% per month but no interest will be charged if payment is made within 30 days of Invoice.
- 17 The Publisher will not be liable for any damage or loss caused in any way arising out of late publication, non publication or any omission or error in the publication of any advertisement. The Publisher cannot guarantee insertions to be on specific dates nor to be of specific sizes nor can the Publisher accept responsibility for the omission of one or more of a series of advertisements.
- 18 The Publisher reserves the right to use Agents for the Invoicing of advertisements and collection of accounts.
- 19 Full fees are payable unless cancellations are received no later than three months prior to publication date as shown in production data. Copy must be received by the copy deadline if setting is needed.