

London Art Fair

Modern British & Contemporary Art 18 - 22 Jan 2012 Business Design Centre London N1

**LONDON
ART
FAIR**

ADVERTISING INFORMATION

Established in 1988, London Art Fair launches the art world year in the UK. Presenting museum quality Modern British and Contemporary Art, the Fair brings together the work of established artists and emerging talent.

One hundred leading galleries are selected each year showing work from the last 100 years. While painting is the main focus of the Fair, it also encompasses sculpture, photography, prints, video and installation art.

Attracting visitors with a genuine passion for art, from serious collectors to those buying their first original work, London Art Fair is stylish, spectacular and uniquely welcoming.

ATTENDANCE

24,389 visitors over 5 days
40% Male / 60% Female
93% ABC1 (60% AB)
41% earn over £50,000

AGE

<24	8%	45-54	21%
25-34	24%	55-64	20%
35-44	19%	65+	8%

55% are Tate Members
38% are RA Members
34% attend Frieze

There are various ways of communicating with our affluent, stylish and influential visitors.

FAIR GUIDE

All VIPs attending the Fair receive a copy of the Guide (2,250 in 2011)
All paying visitors to the Fair receive a copy with their ticket purchase
Print run 15,000
copy date 7 November 2011

Full page £1400 +VAT
Half page £800 +VAT
Outside Back cover £1900
Inside Front cover £1900
First Right page £1900

ADVERTISING Jenny Shramenko jshramenko@gmail.com
tel +44(0)20 7274 0600 mob 07811 878394
and for a full list of exhibitors, sponsors and events visit

WWW.LONDONARTFAIR.CO.UK

FAIR WEBSITE

60,809 unique visitors were attracted to the Fair website 10 Oct 2010 - end Feb 2011

Banner Ad £250 per week
see page 3 for further information

FAIR E-NEWSLETTER

Distribution list: 28,000 7 weeks commencing

24 October	19 December
7 November	16 January 2012
21 November	30 January 2012
5 December	

E-NEWSLETTER ADVERTISING PANEL

£200 per newsletter

E-NEWSLETTER FEATURE MENTION

£300 per newsletter

see last page for further information



London Art Fair



ADVERTISING SPECIFICATIONS

GUIDE PAGE SIZE

Trim: 210mm (h) x 148.5mm (w)
Type Area: 190mm (h) x 128.5mm (w)
Bleed: 220mm (h) x 158.5mm (w)
Spine Loss: 6mm

GUIDE 1/2 PAGE SIZE

Horizontal: 93mm (h) x 128.5mm (w)
Vertical: 190mm (h) x 62mm (w)

SUPPLY OF ARTWORK / FLIGHTCHECKING

All files should be run through a flightchecking application to ensure file and colour integrity

Please supply as PDF ensuring

- PDF 1.3 or 1.4 compatibility
- high resolution images (min 300 dpi)
- images are CMYK
- 5mm bleed
- trim marks are included
- all fonts are embedded
- text is at least 10mm away from trim
- files are supplied as single pages, one ad per file

PASS4PRESS AND DISTILLER SETTINGS

Please make PDFs according to Pass4Press settings. These, plus settings for Quark, InDesign and Acrobat Distiller can be found at www.ppa.co.uk/pass4press/index.html

Only flightchecked PDF files created using Acrobat Distiller with the Pass4Press settings are acceptable. Any trapping requirements should be applied by the file creator as the printer will not apply trapping. The file content remains the responsibility of the sender. Artwork can be supplied on CD.

PLEASE DELIVER TO Kate Walters

kate@cdt-design.co.uk

WEBSITE TECHNICAL SPECIFICATIONS

Size 468 x 60
File .jpg or .gif format
File size - files should be optimised for web, so as small as possible
File name should have file extension of either .jpg or .gif and include no special characters

E-BULLETIN TECHNICAL SPECIFICATIONS

Size 468 x 60
File jpg or gif format
File size - files should be optimised for web, so as small as possible

PLEASE DELIVER TO Tamara Nikolic

tamaran@upperstreetevents.co.uk



London Art Fair ONLINE ADVERTISING SPECIFICATIONS



London Art Fair presents over 100 galleries featuring the great names of 20th century British art and exceptional contemporary work from leading figures and emerging talent.

Our **ART PROJECTS** section features solo shows and curated group displays, with galleries drawn from across the world.

Photo50 is a showcase for contemporary photography with 50 works selected by a distinguished panel.

We offer **complimentary SOCIAL MEDIA ALERTS** with all online advertising

FACEBOOK: 7,300 likes – 5,500 average impressions / alerts

TWITTER: 4,700 followers includes major cultural institutions, leading art world figures, journalists & pr companies

WEBSITE POSITIONS

see panels to the right →

[1]

HOME PAGE POSITION 1

410 x 60px Impressions: 40,000
1 week £250

[2]

HOME PAGE POSITION 2

160 x 150px Impressions: 40,000
1 week £250

[3]

VISITING PAGE POSITION 3

160 x 150px Impressions: 30,000
1 week £200

[4]

PHOTO50 PAGE POSITION 4

160 x 280px Impressions: 25,000
1 week £170

series discounts available

[1] position & size are indicated by pink panel



[2]



[3]



[4]



The London Art Fair e-newsletter is sent out weekly to an active subscriber list of 28,000 art lovers, cultural institutions, leading art world figures, journalists & pr companies. It offers precise timing for time sensitive events

- DISPATCH**
 7 weeks commencing
 24 October
 7 November
 21 November
 5 December
 19 December
 16 January 2012
 30 January 2012

see panels to the right →

[5]
E-NEWSLETTER PANEL
 600 x70px
 Distribution: 28,000
 £200 per newsletter

[6]
E-NEWSLETTER FEATURE MENTION
 [particularly suitable for events]
 300px width image + 50-70 words
 Distribution 28,000
 £300 per newsletter

series discounts available

[5]



Forward this newsletter to a friend
 Dear Mr Robin Chuter

London Art Fair 2012 Tickets

Book Now and Save Money

London Art Fair, now entering its 24th year, is the premier fair for Modern British and Contemporary art. In January 2012, we will bring together over 100 leading galleries presenting the great names of 20th Century British art and exceptional contemporary art from leading spaces and emerging talent.

Special Subscriber 2-4-1 Day Ticket Offer
 London Art Fair tickets are now on sale and as a subscriber we would like to offer you the opportunity to purchase two tickets for the price of one. Please quote LAF2 when booking to receive your discount. This special offer is valid before 30 November 2011.

[CLICK HERE TO BOOK NOW](#)

Tickets in advance cost £11 (plus £1.50 booking fee) and include a copy of our 2012 Fair Guide (to be collected at the Fair). Tickets on the door are £16.

www.londonartfair.co.uk



Also this month...

Atlas Gallery | Beers.Lambert | Edel Assanti

Atlas Gallery
 Ernst Haas - Color Correction | 11 September - 11 October | London W1U 7NE

The exhibition of celebrated, late Austrian photographer Ernst Haas (1921-1988), includes many unseen works alongside rare, vintage dye-transfer prints from the 1950s and 60s. The photographs reveal a side of Haas' work that was almost entirely hidden during his lifetime - a far more edgy, loose, enigmatic and ambiguous side. These beautifully rich and surprising photographs reveal Haas' exploration and experimentation with the uses and meaning of colour and the abstraction in photography.

www.atlasgallery.com



Ernst Haas - 3rd Avenue Reflector, New York City, USA / 1952 / Ernst Haas Estate

Beers.Lambert Contemporary Art
 MYSTERIES | September - 1 October | London E2 9QG

Mysteries brings together nine international artists who challenge reality to arrive at new modes of communication and meaning through the perspectives in their work. Each deconstructs and re-shapes his or her surroundings and reality through the process of art-making, offering a vision of the ordinary as something altogether extraordinary.

www.beerslambert.com



Installation shot of Fabio Lattanzi Antonini's sculpture at Beers.Lambert Contemporary Art Project Space

Edel Assanti
 Invisible | 22 September - 13 November 2011 | London SW1V 1BB

Invisible is an exhibition of interdisciplinary works by six artists, and a specially commissioned redesign of the gallery's exhibition space by architects GrovesHatcheva. Taking Calvino's invisible Cities as its curatorial starting point, Edel Assanti invites the viewer to reimagine the gallery, exploring the exhibition using GrovesHatcheva's fantastical blueprint as a springboard.

www.edelassanti.com



Louise Thomas - We renounce the old world we shake it dust from our feet / 2009 / Oil on canvas / 101 x 101 cm / Courtesy of Edel Assanti

Macmillan De'Longhi Art Auction

27 September 2011 | Bonhams | London W1S 1SR

September 2011 at Bonhams. This year there are over 50 impressive works in both a silent and exciting live auction. Donating artists include Gavin Turk, Maggi Hambling, Sam Taylor-Wood, Henry Moore, Adam Dant, Mino Sisto and Gavin Nolan among others. Every penny raised will help Macmillan Cancer Support reach and improve the lives of people affected by cancer.

Five years ago, De'Longhi, maker of premium coffee machines, created the Macmillan De'Longhi Art Auction in order to raise money for Macmillan Cancer Support. The auction is now one of the most colourful events in Macmillan's diary and has grown each year raising over £500,000 to date.

There is limited space at the auction but if you would like to attend and support Macmillan by bidding for these works you can request a lot book and invitation by contacting Alison Crowley on 020 7343 3147 or help@macmillanart.com

If you are interested in any further information please visit www.bonhams.com/bonhams



Macmillan De'Longhi Art Auction - Sam Taylor-Wood / After Van Haken / 2007 / C print / Estimate £2,000 - 3,000

[6]



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