

AIM ADVERTISING OPTIONS AND RATES (incl. VAT) 2020

AIM BULLETIN

Produced every two months and distributed to over 3,000 members, opinion-formers and influencers, the Bulletin is our flagship membership communication and reaches over 1,200 independent museums and heritage organisations right across the British Isles.

OUR AUDIENCES

- Independent (charitable trusts and CIOs), local authority and national museums
- Individual museum professionals
- Consultants, freelancers, commercial suppliers
- Government Departments, MPs
- National Heritage Lottery Fund, Arts Council England (ACE), funding agencies
- Museum Development Officers (MDOs) and specialist museum groups
- Tourism industry organisations
- Cultural sector media

DISPLAY	Width x Height	Non Members	Members
Whole Page	210mm x 297mm	£540.00	£516.00
Half Page Horizontal	190mm x 132mm	£408.00	£384.00
Half Page Vertical	90mm x 267mm	£408.00	£384.00
Quarter Page	90mm x 132mm	£336.00	£312.00
Eighth Page	90mm x 64mm	£252.00	£228.00

Advertise all year in the Bulletin – get six ads at the cost of five across all sizes – contact us for more information.

THE AIM DIRECTORY

Keep your name in front of your customers for a whole year - each entry runs for 6 issues.

Small display box	80mm x 43mm	£340.00
Double column width		£680.00

INSERTS	£468.00	£444.00
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VAT - All prices include VAT.

Publication Dates and Deadlines

Issue date	Copy deadline
1 Feb	1 Jan
1 Apr	25 Feb
1 June	25 Apr
1 Aug	25 June
1 Oct	25 Aug
1 Dec	25 Oct

JOB ADVERTISING	£75	£50
TRUSTEE ADVERTISING	£75	Free

Digital Requirements

PDF files, QuarkXPress and InDesign preferred. (Please include fonts). CMYK files preferred supplied as EPS, JPEG or TIFF. All images minimum 300dpi.

CONTACT

To discuss the best promotional mix for your needs contact us on info@aim-museums.co.uk or 07936 914251 today!