

Media pack

Advertising rates and information

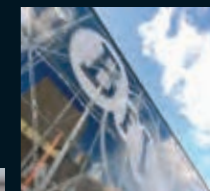
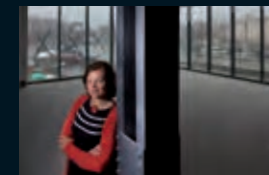
MUSEUMS
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Museums
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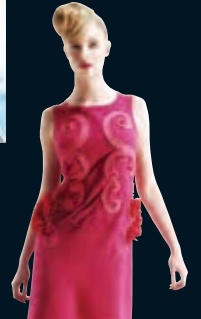
Beyond the smoke How A History of the World reached out to the regions

The west side story
Julie Finch reveals her
ambitious plans for Bristol



Plans scrapped
Cuts put paid
to capital projects

**Borders Textile
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Museums Journal provides comprehensive news, analysis, profiles and reviews. It is delivered to all MA members (individuals and institutions) and additional subscribers.

Circulation

9,500

Readership

45,000



Feeling sorry: The Lottery in Suffolk Quay is a hard part of the city's regeneration. Right: Underneath the Dome, which is now a concert and exhibition venue



The long game

The Dome was widely seen as a financial and creative disaster but 10 years on, how are the other millennium projects faring? *Sharon Heal* investigates

It is a universal truth that the things that go wrong are often etched most deeply on the collective memory: we remember the tragedies and somehow the triumphs slip our minds. This inclination is often fuelled by the media. A decade after many of the millennium schemes opened, a spate of articles have questioned the "costly arts projects" that have "flopped". But soundbites and column inches are one thing ▶

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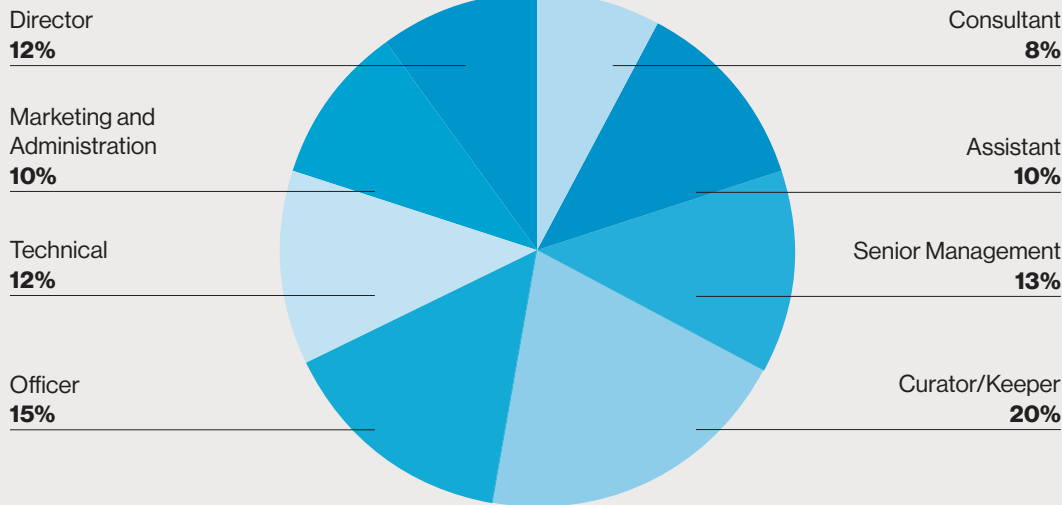


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Reach the key players

Readership by job type



Museums Journal is read by the highest number of decision makers and key influencers in the sector. Promoting your business in Museums Journal means you will reach the people with budgets to spend.

Inserts

Putting an insert in the magazine is an excellent way of connecting with your audience. Inserts give you the option to say more than is possible in a display advert.

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The art of communication

News

Court to rule on future of Wedgwood's collection

Decision on whether collection can be sold to plug a £135m pensions deficit could take months

by Lucy Jones

The Wedgwood Museum Trust faces a six-month wait for a court to decide whether the Wedgwood Pension Plan Trustee Limited (WPPPL) has a claim on its collection to plug a £135m shortfall in pension payments.

A legal quirk means that because five museum trust staff were members of the 2000-strong Wedgwood Group Pension Plan, which is managed by WPPPL, when Wedgwood collapsed last year, the trust could face liability for the entire £135m, rather than the £60,000 owed to the five concerned. The trust has been put in administration so that the Pension Protection Fund (PPF), the government body

that guarantees payments to members of defunct funds, can safeguard payments to members of the Wedgwood Group Pension Plan. The PPF can act only once a company is placed into administration. Steve Currie, an insolvency director with administrators Hughes Pryor, said a court application had been made to decide whether the museum's collection was available to unsecured creditors.

"We anticipate that will take up to six months to resolve," he said. The administrators can argue that the collection has endowment status, meaning that it cannot be sold. "There is some question as to whether the collection is held in trust by the museum, as some pieces have been donated," added Currie. "If it is not, the assets will become available."

He said if this was the case, the PPF, the government body

that guarantees payments to members of defunct funds, can safeguard payments to members of the Wedgwood Group Pension Plan. The PPF can act only once a company is placed into administration. Steve Currie, an insolvency director with administrators Hughes Pryor, said a court application had been made to decide whether the museum's collection was available to unsecured creditors.

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Former Coors site reopens

National Brewery Centre to maintain integrity

by Gary Penkney

The former Coors Visitor Centre and Museum of Brewing has pledged to maintain the integrity of its collection despite reporting as a failure attraction.

The Burton museum has reopened as the National Brewery Centre following its takeover by attractions company Planning Solutions. Previous owner Melton Coors has pledged £200,000 annually for 25 years towards building maintenance, as well as £200,000 in initial start-up funding. Steve Hamilton, the National Brewery Centre's commercial director, said: "We have to ensure a balance between the integrity of the heritage site and the collection we have, and make it accessible to people."

Plans include using historic vehicles to ferry visitors around the site and a children's play area.

World news digest

Afghanistan: The first museum dedicated to the mujahideen, the rebels who fought the Soviet Union during its occupation of Afghanistan (1979-89), has opened in the western city of Herat. The exhibits include portraits of 60 dead commanders and a 360° panorama that depicts the mujahideen's victory over the Russians in Herat.

China: Several museums have opened in Shanghai in time for the World Expo, which runs from 1 May to 31 October and is expected to attract 100 million visitors. They include the Rockbund Art Museum, which has opened with a celebration of "pneumatic creativity," curated

by the artist Cai Guo-Qiang. The Zhenzhi Himalaya Art Museum features a 3,000sq m "art supermarket".

France: Parliament has voted to return the mummified heads of 12 Maori warriors, which were housed at several museums across France, to New Zealand. The heads, which will be sent to the Museum of New Zealand Te Papa Tongarewa in Auckland, were recovered by European travellers in the 18th and 19th centuries.

France: The Centre Pompidou Meté, a regional outpost of the Paris-based modern art museum, has opened in the northern coastal town of Metz. The new 8,500sq m building

includes four galleries that will host temporary exhibitions displaying works drawn mainly from the Centre Pompidou. The new gallery, with its distinctive undulating roof, is the work of Japanese designer Shigeru Ban and Jean de Gastries from France. The project had a budget of €2m, while the annual operating costs are estimated at €5m.

Turkey: An investigation into the inventory of Ankara State Museum of Painting and Sculpture, commissioned by the Turkish culture ministry, has revealed that about 200 works in the collection are missing or have been replaced by forgeries. Government officials said state institutions had borrowed works

from the museum over the past 30 years.

UK: Billionaire Tony Blair has given £10m to the Children's Museum of Naples, in Florida, which is scheduled to open in spring 2011. The museum, which has raised £10m towards its £10m target, has pledged to match the donation. "Tony's daughter is the brilliant on the tree," said Simone Laugel, the capital campaign chairman. The institution has been named The Goldman Children's Museum of Naples.

Compiled by Gareth Harris, Senior Editor, Museums Journal, BBC, Associated Press, the National (the Daily), the Art Newspaper and Nipponica.com

Museums Journal

Leading light

What the last ten years have done for museums and galleries

Richard Little launch Campaign for the National Portrait Gallery in London

Collecting cultures New green schemes are transforming collections

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Rates and specifications

Display

Type	Corporate member rate	Standard rate
Quarter page	£440	£490
Half page	£755	£840
Full page	£1,260	£1,400
Inside back cover	£1,485	£1,650
Inside front cover	£1,485	£1,650
Back cover	£1,575	£1,750
Double page spread	£2,320	£2,580

Dimensions (mm, height x width)

Page area	297 x 230
Full page (bleed)	303 x 233
Double page spread (bleed)	303 x 466
Half page horizontal	124 x 198
Half page vertical	254 x 97
Quarter page	124 x 97

Specifications

- All files should be created as a high resolution PDF
- All adverts and pictures should have a resolution of no less than 300 DPI
- Full colour adverts should be CMYK
- Typesetting available on request

Inserts

Type	Rate
Loose leaf	£165 per 1,000
Loose leaf (mailsort selection)*	£250 per 1,000
Bound-in	£2,950 per insertion

**Targeted mailing to selected UK geographical areas only*

Dimensions (mm, height x width)

Minimum size	30 x 220
Maximum size	303 x 233
Maximum weight	80g

Specifications

- No concertina folds
- Inserts above 80g and bound-in inserts are subject to publisher's discretion
- Minimum run of 2,000 inserts

Dates

Museums Journal	
Deadline	17th of the month
Publication	1st of the month

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