Beyond the smoke  How A History of the World reached out to the regions
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 "bombed". But soundbites and column inches are one thing...
The professional’s choice

Museums Journal has an outstanding reputation for excellent news coverage, insightful profiles, and independent reviews. It is noted for its quality editorial internationally and has a following of avid professional readers. Advertising in Museums Journal associates your business with the museum sector needs and why we will continue to support Museums Journal.”

Graham Wakeford, Director, Beck Interiors Ltd

We’ve got it covered

Museums Journal offers the right coverage for any business targeting the museum, gallery and heritage market. Museums Journal is read in 100% of national and local authority museums, and covers 60% of independent museums, as well as other sector organisations, historic properties, art galleries, libraries and archives.

With such strong coverage you can be confident that Museums Journal will deliver your message to the right people.
Reach the key players

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.

Contact us today

Contact Abigail Lasisi the account manager for Museums Journal on 020 7566 7830 or email adverts@museumsassociation.org

Ashley can talk you through all the advertising options available and provide you with information on forthcoming features to ensure you can maximise the potential of your promotion.
# Rates and specifications

## Display

<table>
<thead>
<tr>
<th>Type</th>
<th>Corporate member rate</th>
<th>Standard rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>£440</td>
<td>£490</td>
</tr>
<tr>
<td>Half page</td>
<td>£755</td>
<td>£840</td>
</tr>
<tr>
<td>Full page</td>
<td>£1,260</td>
<td>£1,400</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£1,485</td>
<td>£1,650</td>
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<td>Inside front cover</td>
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<tr>
<td>Back cover</td>
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</tr>
<tr>
<td>Double page spread</td>
<td>£2,320</td>
<td>£2,580</td>
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## Inserts

<table>
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<tr>
<th>Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Loose leaf</td>
<td>£165 per 1,000</td>
</tr>
<tr>
<td>Loose leaf (mailsort selection)*</td>
<td>£250 per 1,000</td>
</tr>
<tr>
<td>Bound-in</td>
<td>£2,950 per insertion</td>
</tr>
</tbody>
</table>

*Targeted mailing to selected UK geographical areas only

## Series discounts

- Book between 3 and 6 issues and receive a 5% discount on the above rates — eg a quarter page booked for 3 issues will cost £465/£420 (non-member/member)
- Book 6 or more issues and receive a 10% discount — eg a half page booked for 6 issues will cost £755/£680

## 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

## Dates

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

## Sending your advert

- **Email**: adverts@museumsassociation.org
- **CD-Rom**: Museums Journal Advertising
  Museums Association
  42 Clerkenwell Close
  London EC1R 0AZ

## Contact

Call us on 020 7566 7830 if you need any further information or help with your advertising options