



Association of Independent Museums

Helping Heritage Organisations Prosper

ADVERTISING RATES

AIM BULLETIN - The bi-monthly magazine of the Association of Independent Museums.

The AIM Bulletin is the main communication channel for the UK's 1,200+ independent museums and heritage organisations - over half the total museum provision for the British Isles. They attract 9 million visitors a year and provide nearly 6,000 jobs supported by 100,000 volunteers. The sector is worth up to £930 million to the economy.

Free-of-charge Web Advertising Service

All advertising attracts a free-of-charge online listing on AIM's website, www.aim-museums.co.uk, consisting of company title and website, plus a short description of the product/service.

DISPLAY ADVERTISING

		AIM members rate
Whole	£450.00	£430.00
Half	£340.00	£320.00
Quarter	£280.00	£260.00
Eighth	£210.00	£190.00

Mechanical data	Width		Height
Whole Page	210mm	x	297mm
Half Page Horizontal	190mm	x	132mm
Half Page Vertical	90mm	x	267mm
Quarter Page	90mm	x	132mm
Eighth Page	90mm	x	64mm

THE AIM DIRECTORY

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

Small display box -

8cm depth x 4.3cm width £340.00

Double column width is available at double the cost.

INSERTS

£390.00

AIM members rate £370.00

JOB ADVERTISING IN THE BI-MONTHLY AIM E-NEWS

£50 per lineage entry (up to 50 words)

Email: [Sassy Hicks at sassy@aim-museums.co.uk](mailto:SassyHicks@aim-museums.co.uk)

Readership Profile

AIM MEMBERS

- Independent museums (charitable trusts & CIOs)
- Local authority and national museums
- Individual museum professionals
- Consultants, freelancers, designers, commercial suppliers

OPINION FORMERS

- Government Departments and MPs
- Heritage Lottery Fund and other funding agencies
- Arts Council England (ACE) and equivalents in Scotland, Wales and Northern Ireland
- Museum Development Officers (MDOs) and specialist museum groups
- Tourism industry organisations
- Arts, museums, heritage and culture media

Publication Dates and Deadlines

Issue date	Copy deadline
1 Feb	20 Dec
1 Apr	25 Feb
1 June	25 Apr
1 Aug	25 June
1 Oct	25 Aug
1 Dec	25 Oct

Digital Requirements

PDF files, QuarkXPress and InDesign preferred.

(Please include fonts).

Graphics - CMYK files preferred supplied as EPS, JPEG or TIFF. All images/photographs should be supplied at a minimum of 300dpi.

Email to editoraim@heavyhorseworld.co.uk.

Keeping your data secure

Your security is important to us and we will only use the information you supply to fulfil your orders and to provide services and benefits in accordance with our privacy policy which can be found at <https://www.aim-museums.co.uk/association-independent-museums-privacy-policy/>. You can unsubscribe from any of our communications at any point by contacting Helen Farress or by using the links in the communications.

AIM Bulletin advertising enquiries should be made to:

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