



**Association of
Independent
Museums**
Helping Heritage
Organisations Prosper

AIM ADVERTISING OPTIONS AND RATES 2019

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

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 museums (charitable trusts & CIOs)
- Local authority and national museums
- Individual museum professionals
- Consultants, freelancers, designers, commercial suppliers
- Government Departments and MPs
- Heritage Lottery Fund and other funding agencies
- Arts Council England (ACE)
- Museum Development Officers (MDOs) and specialist museum groups
- Tourism industry organisations
- Arts, museums, heritage and culture media

DISPLAY	Width x Height	Cost	AIM members rate
Whole Page	210mm x 297mm	£450.00	£430.00
Half Page Horizontal	190mm x 132mm	£340.00	£320.00
Half Page Vertical	90mm x 267mm	£340.00	£320.00
Quarter Page	90mm x 132mm	£280.00	£260.00
Eighth Page	90mm x 64mm	£210.00	£190.00

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 x 4.3cm	£340.00
Double column width		£680.00

INSERTS	£390.00	£370.00
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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 IN THE BI-MONTHLY AIM E-NEWS / AIM SOCIAL MEDIA CHANNELS

£50 per vacancy entry (up to 50 words)

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.

CONTACT

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