

ATG MEDIA ADVERTISING RATES AND SPECIFICATIONS UK

Issue 2160 | 4th October 2014

ANTIQUES TRADE gazette THE ART MARKET WEEKLY

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UK auctions lead the world at Sotheby's

■ A 40% share for 2014 so far and a better performance against hopes than in the US

Ivan Macquisten
reports

SOTHEBY'S United Kingdom sales have outperformed all other global regions at auction for the year to date, according to figures just released.

As of September 22, Sotheby's had posted \$1.37bn/£1.06bn (39.9% of the global total) at auction in London, compared to \$1.23bn/£949.8m (35.9%) in the United States.

Asian sales added another \$488.4m/£377.1m (14.2%), while continental Europe contributed \$344.1m/£265.7m (10%), giving a global total so far in 2014 of \$3.44bn (£2.66bn).

UK auctions also performed considerably better against expectations than their US counterparts, achieving 99.7% against a combined high estimate for the period of \$1.375bn compared to an 80% performance against a combined high estimate of \$1.54bn Stateside.

Sotheby's European managing director Mark Cornell attributed some of the UK's lead to the seasonality of the company's auctions, with British sales being weighted to earlier in the year and New York focusing more on the fourth quarter.

However, he also put down London's success this year to increasing interest among international collectors in UK sales, a concerted effort to estimate accurately and some of the best art and objects they have had to offer in recent times.

Sotheby's are not expected to release the full set of third quarter figures for another few weeks.

The figures do not include auction after-sales, private sales, dealer sales or cancelled sales. **£1 = \$1.295**



A Mary I apostle spoon by Nicholas Bartholomew, London, 1556 sold for £10,800 at Fellows. A detail of the hallmarks is inset.

Bloody Mary creates a stir at £10,800

THE quarterly auction of silver and plated wares held by **Fellows** in the Birmingham Jewellery Quarter on September 22 included a family collection of eight apostle spoons formed several generations ago.

The earliest was from the tumultuous five-year reign of Mary I, hallmarked for London 1556 with the maker's mark of a 'crescent enclosing a mullet' for Nicholas Bartholomew, an important spoon maker of the time. A premium is attached to any silver from this brief period and this example, with a fig-shaped bowl and a Master Apostle terminal with pierced nimbus, was in generally excellent condition with plenty of detail to the terminal, traces of original gilding and the hallmarks still clear and legible.

Estimated at £2000-3000, a flurry of online bids matched by competition in the saleroom resulted in a hammer price of £10,800 (plus 20% buyer's premium) from a private collector.

From the same £32,000 collection, a James I spoon with a similar Master Apostle finial and York hallmarks for 1623 sold at £3100.



Above: the Master Apostle terminal with pierced nimbus.

The Harrogate Antique Fair
15th – 19th October 2014
Harrogate International Centre
Hall M – bottom of Parliament Street

Open
Wednesday 2.00pm - 8.00pm
Thursday 11.00am - 6.00pm
Friday 11.00am - 8.30pm
Saturday 11.00am - 6.00pm
Sunday 11.00am - 5.00pm

Admission: £7.50 including catalogue
Enquiries to 01823 323363
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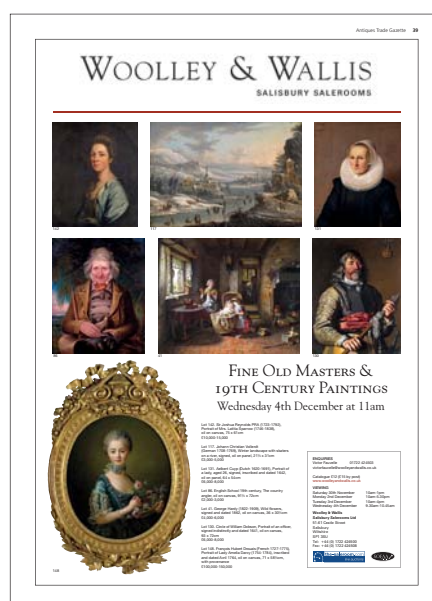
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Antiques Trade Gazette is the acknowledged 'Bible' of the art and antiques trade
A weekly magazine providing 35,000 readers with the latest in market information and news.
It is the publication of choice for professionals and collectors around the world.

ANTIQUES TRADE GAZETTE REACHES 35,000 READERS IN 50 COUNTRIES



Launched in 1971, ATG provides an unrivalled insight into the UK and international art and antiques market with analysis, dealer news, UK and International fair reports and industry comment. ATG is also the first choice publication for auction and dealer advertising, alerting readers to thousands of new buying opportunities each week.

ATG is complimented by www.the-saleroom.com, Europe's leading portal for live art and antiques auctions, providing a complete range of online services for buyers and sellers. The site offers a one-stop shop for bidders, from searching for lots offered at auction to pricing information, online bidding and delivery. The-saleroom.com hosts 5,500 catalogues and 3,100 live and timed auctions each year.

With our subscribed circulation of 16,000 and readership of 35,000 across 50 countries, ATG is the most targeted publication to reach both a trade and non-trade audience:

- Readers spend £1.2 billion buying art and antiques, and £800 million buying at auction each year
- 70% of the circulation have been subscribing for at least 5 years with 81% of subscribers reporting that it provides good value
- 53% of our readers are private buyers / serious collectors and 47% trade
- 87% of our readers say adverts are the most important section of the paper
- ATG is also available for subscription via our online digital app

Source: ATG Reader Survey 2013

EMAIL PROMOTION

The Antiques Trade Gazette and the-saleroom.com allow those interested in the art and antiques market to acquire all of the information they need across both traditional and new media platforms. 77% of our audience have stated both print and online products are invaluable to them.

Our online options allow you to deliver your message directly to potential clients' inboxes, reach new customers and measure response.

BESPOKE EMAIL

We are able to send an email message on your behalf to more than 96,000 opt-in subscribers, straight to their inbox. Targeting recipients by interest, this is an ideal way to raise the profile of your business or event and achieve a direct response. Please call 020 3725 5605 to discuss your requirements.

UPDATE EMAIL

Update is an email communication sent out every week from the-saleroom.com to more than 115,000 subscribers. Update lists all current auction catalogues and thousands of antiques professionals and enthusiasts rely upon it. Many clients have recognised that an advertisement on Update is a great way of reaching new customers. Advertising slots can be bought as single or double entries. Rates: Single slot £400 per week, double slot £750 per week

ADVERTISING RATES

ADVERTISEMENT	SIZE	IMAGES*	COLOUR
PREMIUM POSITIONS			
PAGE ONE EARPIECE	72mm high x 51mm wide	up to 1	£575
PAGE ONE 1/12 page	74mm high x 69mm wide	up to 1	£575
PAGE TWO 1/2 page	152mm high x 216mm wide	up to 6	£1,560
BACK PAGE (inc. 3mm)	341mm high x 250mm wide	up to 12	£3,090
1/6 page Editorial Banner	50mm high x 216mm wide	up to 3	£710
1/4 page Editorial Banner	74mm high x 216mm wide	up to 4	£925
DPS	308mm high x 460mm wide	up to 36	£4,285
DPS bleed (inc. 3mm)	341mm high x 494mm wide	up to 36	£4,285
Full page	308mm high x 216mm wide	up to 18	£2,195
Full page bleed (inc. 3mm)	341mm high x 250mm wide	up to 18	£2,195
3/4 page	230mm high x 216mm wide	up to 12	£1,760
1/2 page Horiz	152mm high x 216mm wide	up to 8	£1,200
1/2 page Vert	308mm high x 106mm wide	up to 8	£1,200
3/8 page	230mm high x 106mm wide	up to 6	£1,015
1/4 page Vert	152mm high x 106mm wide	up to 4	£720
1/4 page Horiz	74mm high x 216mm wide	up to 4	£720
1/6 page Vert	152mm high x 69mm wide	up to 3	£590
1/8 page	74mm high x 106mm wide	up to 2	£490
1/12 page	74mm high x 69mm wide	up to 1	£410

* Please note that artwork supplied for a DPS bleed should ideally have a 2.5cm gutter in the centre

Upload your auction catalogue to the-saleroom.com to join 450+ auctioneers worldwide and be seen by 500,000 unique visitors per month. Please call +44 (0)20 3725 5600 or email catalogues@atgmedia.com to arrange promoting your sale to a global audience.

PLEASE NOTE: Advertising on pages 1-6, the Auction Calendar and the outside back cover are available to non-auction advertising only.

The publishers of Antiques Trade Gazette reserve the right to request repayment for display advertising.

Series discounts by special negotiation.

Please ask for a quotation from a member of the sales team.



COPY DEADLINE

Tuesday 12 noon

PLEASE NOTE: copy supplied after deadline cannot be guaranteed for inclusion in the following week's publication.

Supplied artwork must include images at a resolution of 300 dpi, font size no smaller than 6 points. Artwork for adverts smaller than a full page must also have a defined edge or border.

Antiques Trade Gazette is posted to subscribers on Monday of each week.

ADDITIONAL CHARGES

- Additional proofs will be charged at £10 per proof.
- 28 days net settlement.

Terms and conditions overleaf.

* Image amounts are provided as a recommendation – additional images are subject to a £10 charge per image.

ANTIQUES TRADE GAZETTE

WHAT OUR ADVERTISERS SAY ABOUT US

'We will be advertising again... we sold the Dutton bracket clock in our last advert that ran in the clock feature as a direct result.'

Tobias Birch, Montpellier Clocks

'We booked a 1/4 page advert with you for the week leading up to our sale and instantly received interest from clients looking at our catalogue online with you at the-saleroom.com, which produced a huge amount of interest, enquiries and bids, and also regarding the items we had featured in our advert.'

I feel that there was a direct link between the items illustrated and the prices they achieved and when we next advertise with you I will pay particular attention to the items we choose to picture because of this, rather than perhaps just choosing items that are eye-catching.'

This was the second time that we have held an antique and fine art sale. The same response was noticeable with the items we chose to illustrate in our advert for our sale last September with you, with the advert immediately generating interest in the particular lots displayed and equally with those lots then selling very well. Your team have been very helpful both when booking the ad and also with the laying out and we will definitely be returning to you for our next antiques sale in September.'

Pippa Deeley, Pippa Deeley Auctions

'Dealing with the ATG has always been a pleasure, backed with the complete professionalism of their staff. We have always found it very easy to create the perfect advertisement and have been very pleased with the quality of the final print.'

As a result, we have had a number of responses from potential clients.'

Tomasso Brothers

A U T H O R I T A T I V E – T R U S T W O R T H Y – G L O B A L

TERMS AND CONDITIONS

Please note that your booking is accepted on the understanding that:

- We cannot guarantee to supply proofs of advertisements not received by the copy deadline (Tuesday midday prior to publication). If proofs are not returned to us by the due date the relevant advertisement will be assumed to be correct.
- atgmedia requires written notice of any cancellation of series booking six weeks prior to publication, if the order is accepted less than six weeks prior to publication cancellation is not permitted.
- In the event that the advertiser fails to complete the full series of advertising booked, the publisher reserves the right to charge the single insertion rate for each ad published.

Advertising which invites readers to send money to the advertiser, or to part with goods before payment, will be accepted only after the provision of satisfactory trade and bank references. Publishers of Antiques Trade Gazette reserve the right to refuse to accept, or to discontinue advertising for whatever reason.

All advertisements are accepted on the understanding that the advertiser indemnifies the publishers and their printers against any claims arising from those advertisements. You warrant and will ensure that you have the right to allow us to use all content (copy, pictures, price data, etc) you supply for

the purposes contemplated by this rate card including publication in printed and electronic form.

Advertising material which resembles editorial reporting is not accepted. We will use reasonable endeavours to publish and ensure the accuracy of advertisements on the basis of the information you supply. In any event our liability (whether in contract, tort, for breach of statutory duty or otherwise) is limited to the price paid for the advertisement in question. In no event will we be liable for any indirect, economic, or consequential loss or loss of revenue or profit.

INTERNET

You grant us the right to include any

advertisements you may place with us (including any copy, pictures and price data) on our website, in our online price guide and in any other publications (printed or electronic) we may from time to time publish or be involved with. Additional charges may be payable for any internet advertisements based on the then current rate card.

INSERTS

Antiques Trade Gazette accepts high quality colour inserts in most formats. If you would like further information or to discuss availability, please telephone +44 (0)20 3725 5601. (The publishers of Antiques Trade Gazette reserve the right to refuse to accept insert material, for whatever reason).

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