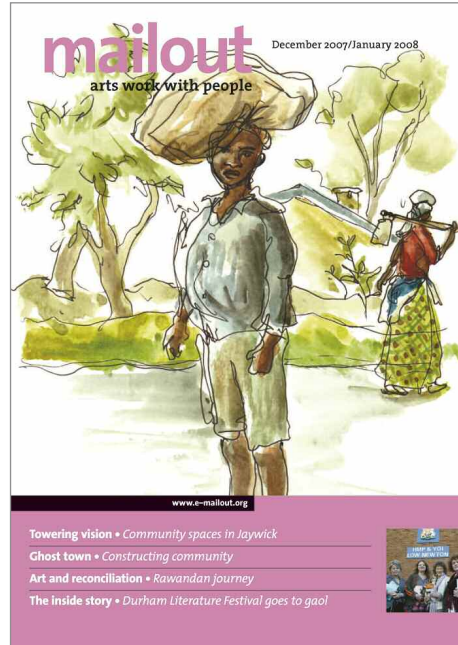


# mailout

arts work with people

media pack [& booking form]



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### profile

#### What is mailout?

**mailout** magazine is the national bi-monthly magazine for participation in the arts.

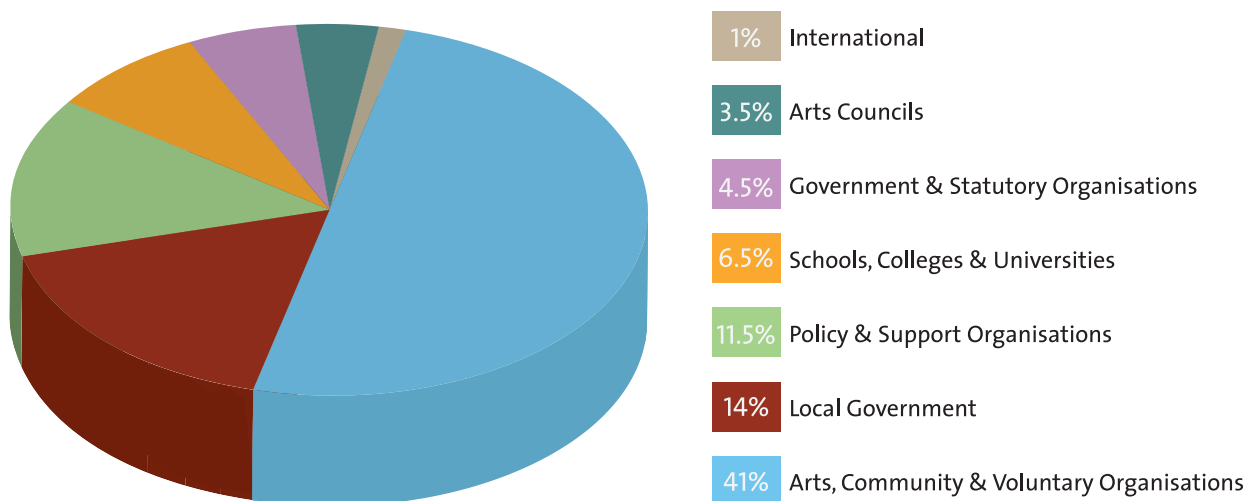
Run by the Mailout Trust, **mailout** is the only national organisation with the purpose of supporting, advocating and developing participatory arts work in all art forms and a wide range of social and community contexts, including arts in education, health, the environment, regeneration, social inclusion, and community development, black arts, rural arts, disability arts, arts and offenders, and building-based arts development.

#### What does the magazine cover?

Each issue of **mailout** magazine includes a number of themed articles. However, each issue keeps the reader in touch with what's happening across the country, is packed with ideas and examples of good practice, and covers current issues with a critical eye. It also gives the chance to contribute – information, articles, letters, and adverts.

#### Who Subscribes?

**Subscriber groups include** (with approximate percentages of reader base as of December 2007):



Please note: Arts, community & voluntary organisations include theatre & arts centres. Government & statutory organisations include hospitals, prisons, trusts, non-university libraries. Arts councils include ACE regional offices, ACW, SAC & NIAC.

#### What is the distribution?

The **mailout** print run currently stands at 1000 with a readership of between 7,000–10,000.

Copies are immediately posted to subscribers. In addition to this, copies are also taken to exhibitions and conferences for distribution.

Research suggests that within subscriber organisations, up to five people read the magazine, more in larger organisations, libraries and universities.

**mailout** is more than just the magazine. In a hard-to-network sector, it keeps people in touch. It is a good opportunity to reach a wide range of arts professionals in the sector. You can do this by placing an advert or if you have promotional literature inserting this into the magazine.

### Recruitment advertising/Events/Information Ads

Page	Width	Depth	Rate A	Rate B
Full Page	190mm	277mm	£230	£350
Half	190mm	135mm	£150	£230
Quarter	92mm	135mm	£90	£150

Please add an **additional 20%** to the rate if artwork needs designing.  
Free website advertising with any advert placed in the magazine.

Rate A: voluntary and not-for-profit organisations

Rate B: commercial/local authorities/FE & HE institutions/corporate/statutory bodies

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### Classified advertising (arts sector businesses, website listing) 5 available.

Eighth	92mm	65mm	£40	£60
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### Website

£15.00 per month

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### Inserts/Flyers

Weight	Price per insert
10g & below	11 pence each
Over 10g & below 20g	13 pence each
20g & over	15 pence each

Print run = 1,000 (also included in samples/conference issues)

#### Advert sizes

	Width	Height
Full page	190mm	277mm
Half page	190mm	136mm
Quarter page	92mm	136mm
Eight page	92mm	65mm

#### Advert artwork

mailout is laid out on an Apple Mac computer. We can also accept most PC format files

#### Adverts to be designed by mailout

Copy to be supplied in MS Word. Please include any logos and other artwork as **separate image files** rather than embedding the images in Word. We want you to look your best – please ensure that digital images are print quality. Logos and images taken from websites will almost certainly not be good enough quality for print reproduction. Images should be 300dpi at the finished size, preferably supplied in TIFF, JPG or EPS format.

#### Print ready artwork

- We accept artwork in the following formats:

PDF

Quark Xpress 7.3 or earlier

InDesign CS3

Adobe Illustrator CS3 (all type should be converted to outlines)

Photoshop CS3

plus the following file formats: EPS, TIFF, JPG, AI

PDF is the preferred file format. Please ensure PDF files are saved using the *Press Quality* output option. If sending in other formats, please remember to include all **image files** and **fonts** where necessary. If you are using **Quark Xpress** use the *Collect for Output* feature to assemble the files for delivery. For **InDesign** use the *Preflight* tool to check the document and then *Package*. For Adobe Illustrator files (AI or EPS) *convert all text to outlines* and *embed images* in the file.

Files may be compressed using the ZIP or Stuffit file formats.

- We do **NOT** accept print ready files in these formats:  
MS Word, Corel Draw, Pagemaker, MS Publisher.

If you are working in any of these applications then save the artwork to PDF, TIFF or JPG.

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Please send artwork/copy and attached files to: [richard@dg3.co.uk](mailto:richard@dg3.co.uk)

If you require further information on copy/artwork submission please contact:

**Richard Honey, dg3 design ltd • tel 0113 228 5500 • e-mail [richard@dg3.co.uk](mailto:richard@dg3.co.uk)**

This PDF booking form can be printed and posted to [mailout](#) or sent directly by email using the submit button at the bottom of the page. Artwork or copy for magazine adverts should be sent separately – See below. For help on completing and submitting PDF forms please use the *Acrobat Help* and look under *Forms*. Please note: Completed PDF forms can be saved in Acrobat Reader by selecting *Save as* under the *File* menu. We strongly suggest printing and/or saving a copy *before* submitting.

**Name:**

**Organisation:**

**Address:** (include Postcode)

**Tel:**

**Email:**

**Type of advert:** (please tick)      Magazine      Website      Insert/Flyer

**mailout issue:**      **Your order no.**

(contact us for details of advert deadlines)

**Copy** (for Web adverts):

**Page size:**      Full page      Half page      Quarter page      Eighth page (classified only)  
(for Magazine adverts)

**Format:**      Print ready      To design (We will email you a proof before publication)

**Cost** (see Ratecard)

**Magazine:**      £      + 20% for design      Total: £

**Website:**      Number of adverts @£15 each      Total: £

**Insert/Flyer:**      Quantity      Weight      Total £

Please note that the total amount due will be invoiced after publication.

**Brief description of content** (i.e. job/publication/event etc.):

### Submit this form

To submit this form print and post or click the button below to submit by email. Please check details carefully before sending.

Email submission – click here:

Postal submission to: Mailout, POBox665, Chesterfield, Derbyshire S409GY

Magazine artwork/copy to be sent directly by email or post to the designers:

dg3 design ltd, 9 Abbey Avenue, Leeds LS5 3DH • tel 0113 228 5500 • e-mail richard@dg3.co.uk

Inserts/Flyers to be sent directly to the printers: Creative Copy 'N' Colour Ltd, Unit 14c, Raleigh Hall, Eccleshall, Stafford ST21 6JL. (Please mark the box 'For inclusion in mailout'.)

Please note that if you do not use the space booked, or your advert fails to arrive on time, you will be charged at 50% of the cost.