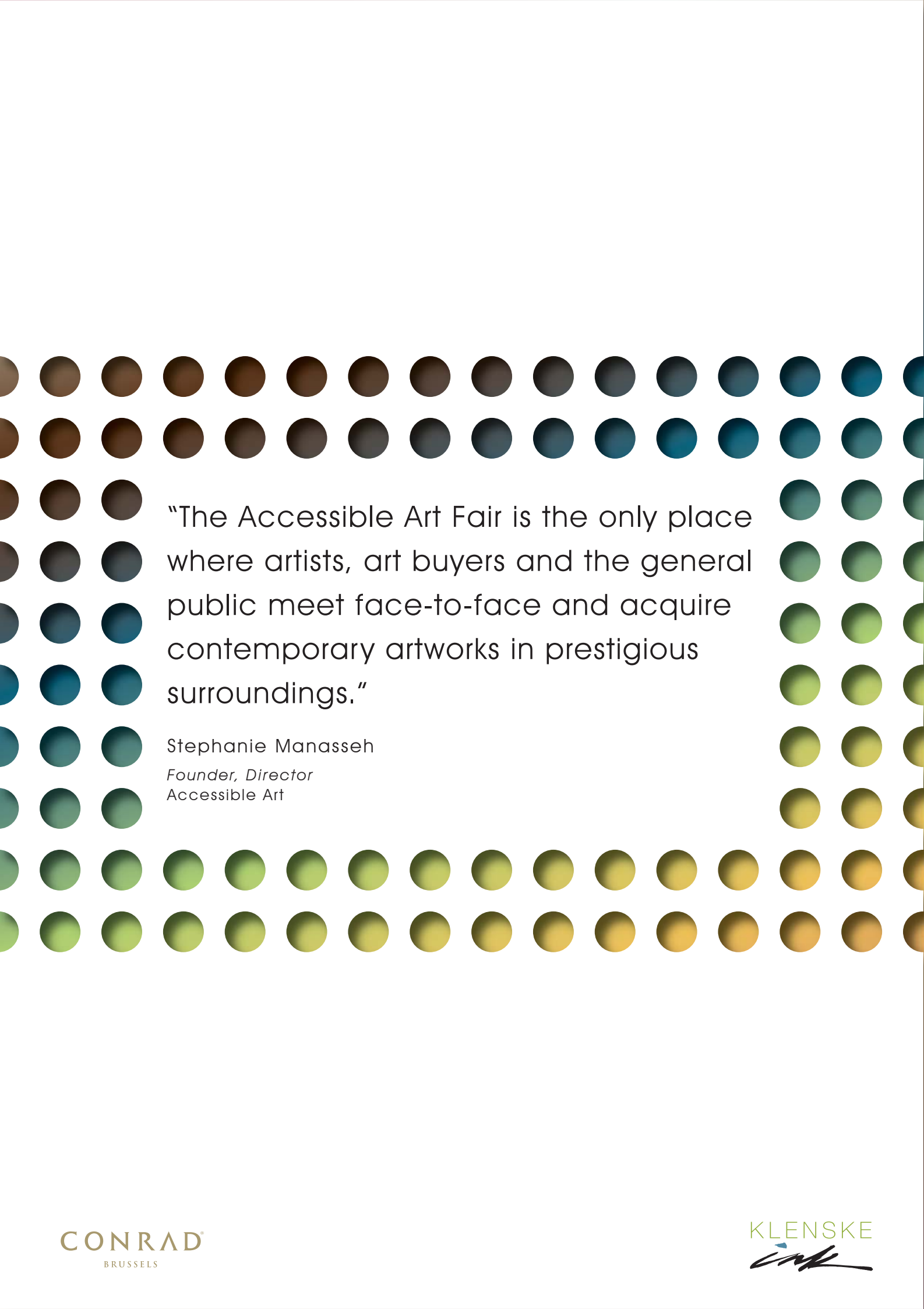




Brussels Accessible Art Fair

2011 MEDIA & SPONSORSHIP KIT



“The Accessible Art Fair is the only place where artists, art buyers and the general public meet face-to-face and acquire contemporary artworks in prestigious surroundings.”

Stephanie Manasseh
Founder, Director
Accessible Art



What is Accessible Art?

Crashing onto the art scene in 2007 with its first fair, Accessible Art quickly established itself as a staple in the bustling Brussels cultural scene.

Accessibility means :

- Price Range from 50 to 5000 euro
- Free entrance always
- Meet the Artists face-to-face
- Central location

Held twice a year, from


13-15 May and **27-30 Oct,**

the events attract over 10.000 art lovers


- from aficionados to first-time buyers.




exhibit Magazine

Launched as the official publication of the Accessible Art Fair, **exhibit**  showcases the art, the artists and the inspiration behind one of the city's most anticipated cultural events.

Every issue is packed with bios and interviews with the artists, articles on buying your first piece of art, decorating your office suite and the latest trends on the Brussels' cultural scene.

Unique as a show-specific magazine, **exhibit**  offers premium exposure to our partners. Delivered directly to a tightly focused niche audience, your message is viewed by over 5,000 pairs of eyes and taken home as a souvenir of their fair experience.

In a world where getting your brand heard is becoming more and more difficult, **exhibit**  offers a one-of-a-kind opportunity to target your message specifically to your audience.

Be seen. Be the scene. Be exhibit 

The Magazine

Frequency: Twice per year

Distribution: 6,000

Pages: 60

Our Readers = Your Customers

5,000+ visitors per show

Over 200 works of art sold every show

Reader Profile: Educated, mid to upper level professional men and women

Average age: 30 – 45

Demographic: 1/3 expats, 1/3 Francophone, 1/3 Flemish

exhibit

Guide to the fair
Spring 2011 edition

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Centre Dansaert
Rue d'Alost 7-11 Aalststraat 1000 Brussels



2 Page spread

420W x 210H full bleed 410W x 200H boxed

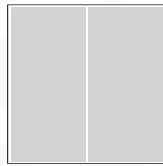
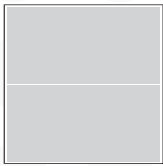
€ 4,650



1 Page

210W x 210H full bleed 200W x 200H boxed

€ 2,500

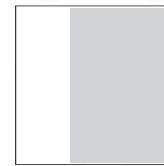


2 x 1/2 Page (can be on different pages)

Horizontal - 210W x 105H full bleed 200W x 95H boxed

Vertical - 105W x 210H full bleed 95W x 200H boxed

€ 2,740

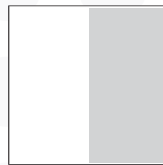
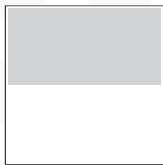


2/3 Page

Horizontal - 210W x 140H full bleed 200W x 135H boxed

Vertical - 140W x 210H full bleed 135W x 200H boxed

€ 1,900

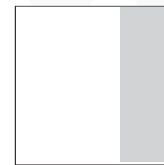
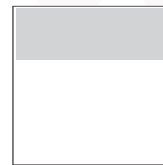


1/2 Page

Horizontal - 210W x 105H full bleed 200W x 100H boxed

Vertical - 105W x 210H full bleed 100W x 200H boxed

€ 1,470

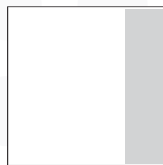


1/3 Page

Horizontal - 210W x 70H full bleed 200W x 65H boxed

Vertical - 70W x 210H full bleed 65W x 200H boxed

€ 1,200



1/4 Page

Horizontal - 210W x 52H full bleed 200W x 47H boxed

Vertical - 52W x 210H full bleed 47W x 200H boxed

€ 800

Conditions and technical information

Notes:

1. All prices excl. VAT
2. Layouts shown are indicative only

Deadlines:

exhibit A is published in April and October.

Ad material is due no later than:

- April Issue - 4 April
- October Issue - To be advised

Design files:

Films:

- Offset positive films, emulsion down, right reading.
Screen 150 (US 60).

Electronic files via FTP Site:

- High Res (Print Ready) PDF or TIFF format, min 300dpi, max 10MB
- host: ftp.klenskeink.com
folder: exhibit login: exhibit@klenskeink.com
password: klen5ke_1nk_ftp

Bespoke Advertising Opportunities

Advertisers are constantly seeking exciting and powerful ways to engage with their clients. Klenske Ink can help you achieve maximum stand-out by offering endless creative solutions that go beyond the printed page.

Check out these exciting new opportunities for advertising with **exhibit** magazine in 2011!

Contact us today for details and pricing.
sales@klenskeink.com +32 (0)23.351.065

Inserts

Inserts are available in a range of sizes, paginations and paper weights; we can print on heavier paper stock with a variety of finishes to enhance your message.

Your insert can be bound-in to the magazine or left loose.

Belly Bands

Belly Bands offer excellent opportunities for you to promote your company or product, ensuring your message can not be missed.

Bands can wrap around the magazine affixing at the back or on a specified page within the magazine.

Mailing Label

When the publication arrives it is accompanied by a full-page mailing label.

As of now, the only thing on here is the address. Why not spruce it up with your latest ad campaign?

Advertorial

Whether written in-house or by one of our professional copywriters, including an article about your company, the latest news or a new product is an effective – and creative – way to promote your brand.

False Cover

The first thing anyone sees is the cover. Think of the exposure you'll gain by making the cover yours!

The false cover is a unique opportunity to create an ad suitable for a cover that will be an overleaf to the publication's actual cover.

Gatefolds

Gatefolds are available to maximize impact by creating intrigue and drawing readers into a concept.

They can be bound-in or appear as a part of the front or back covers of the magazine.

Readers can be drawn in by opening up your teaser campaign to reveal your ultimate message.

Tip-Ons

Tip-ons are an excellent way to engage with the reader, especially as a call to action.

These can be affixed onto the page of your choice with peelable glue and are available in a range of finishes, sizes and weights.

Sponsorship Opportunities

Being a sponsor of BAAF gives you the unique opportunity to be associated with a trusted, quality art brand with a loyal following in the Belgian (Flemish and Francophone) and expat communities. As an added bonus, BAAF benefits from an extensive network with local and international press – ensuring that your brand gets maximum exposure.

GOLD: 10.000 euros (limited to 3)

- Opening night sponsor reception
- Predominant branding on all publicity and print material and event website
- Sponsors' banner to be prominently displayed for the duration of the event
- Logo inclusion in advertising
- Opportunity to include promotional material (supplied by sponsor) - in the **exhibit** magazine
- Opportunity to distribute promotional materials to visitors of events

SILVER: 6000 euros

- Branding on all publicity and print material and event website
- Logo inclusion in advertising
- Opportunity to include promotional material (supplied by sponsor) - in the **exhibit** magazine
- Opportunity to distribute promotional materials to visitors of events

BRONZE: 3000 euros

- Branding on all publicity and print material and event website

For further information or to discuss your particular requirements, please contact us on sponsor@accessibleartfair.com