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# Arts Courses Directory Rate Card

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ARTS  
PROFESSIONAL

PROFESSIONAL  
DEVELOPMENT

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## Advertising solutions for the arts

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# A ready-made marketplace for arts courses

## ArtsProfessional's new Arts Courses Directory

Whether you're running courses, conferences, workshops, training, open days or special events, ArtsProfessional can get the word out beyond your normal networks to a much wider group of potential students, attenders and participants.

## Who we reach

Our readership is unique and extensive with over 90,000 people from nearly 17,500 organisations registered on our website including more than 38,000 who receive our regular free weekly email bulletins. It includes people working or studying at every level in the creative, arts and cultural sector, in all artforms and disciplines, across the UK and beyond. They access our free-to-read content online, via email and social media, and the number of self-registered readers grows daily.

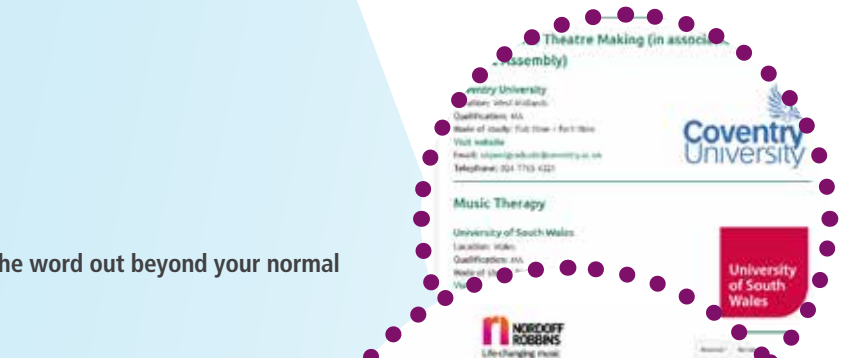
For website, email and social media readership data see page 6 or visit [www.artsprofessional.co.uk/audience/data](http://www.artsprofessional.co.uk/audience/data)

## A go-to resource

ArtsProfessional has become the go-to place for people looking for inspiration, new jobs and support for their professional practice. Our strong brand, based on a set of core editorial values, has earned the respect of our readers who also rely on us to find new opportunities for work or professional development.

*ArtsProfessional is sustained by advertising revenues. We do not claim any subsidy through public or private funding so that we can maintain our impartiality. Every advert that you place with us helps us continue with our work supporting the sector.*

To book: call us on 01223 200200 or email [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk).  
Alternatively create a FREE course listing online at [www.artsprofessional.co.uk/freelisting](http://www.artsprofessional.co.uk/freelisting) or to book a PAID Boosted listing go to [www.artsprofessional.co.uk/boostedlisting](http://www.artsprofessional.co.uk/boostedlisting).



## Music Therapy

### Nordoff-Robbins Music Therapy

Location: London

Qualification: MPhil / PhD

Mode of study: Part-time

Visit website

Email: [gary.ansdell@nordoff-robbins.org.uk](mailto:gary.ansdell@nordoff-robbins.org.uk)

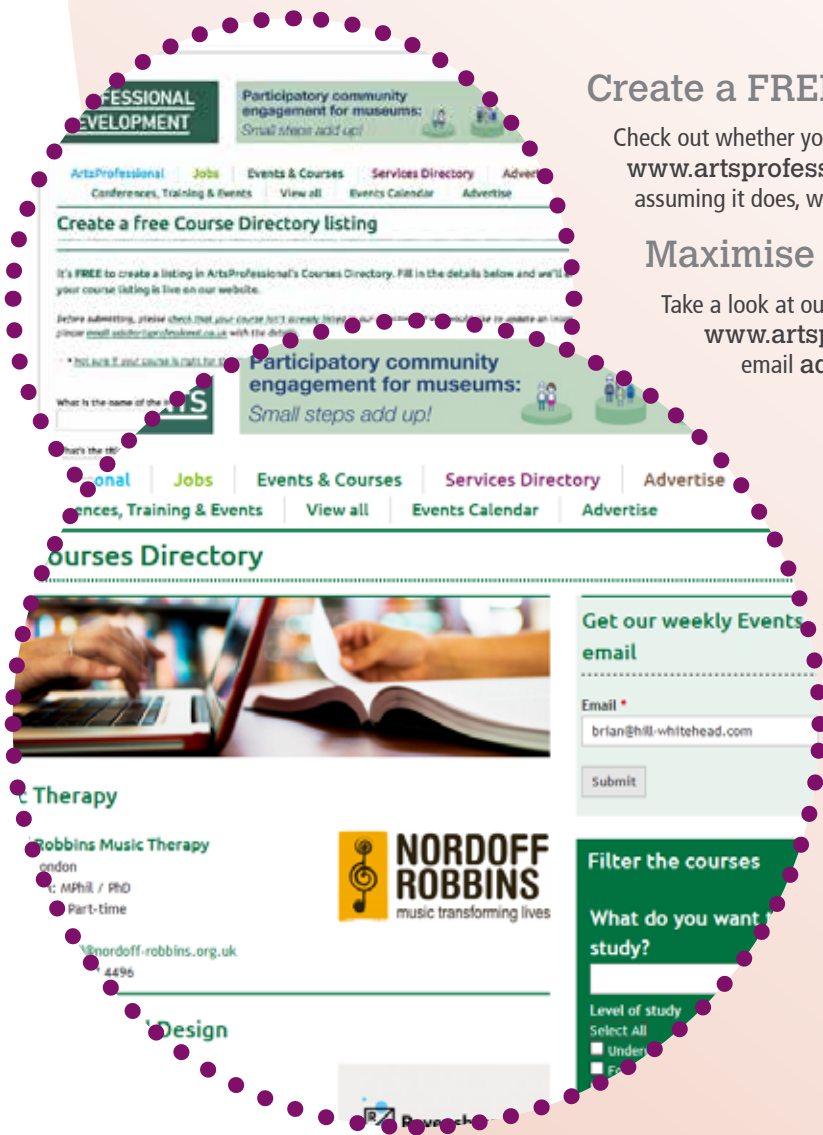
Telephone: 020 7267 4496



## Visual Media and Design



# How to create your FREE or paid course listing



## Create a FREE Basic listing

Check out whether your course is already listed at [www.artsprofessional.co.uk/courses](http://www.artsprofessional.co.uk/courses). If not, then complete the form at [www.artsprofessional.co.uk/freelisting](http://www.artsprofessional.co.uk/freelisting) and we'll do the rest. We will check to ensure your course falls within our 'relevance criteria' and assuming it does, we'll make it live for all to see.

## Maximise exposure with paid-for advertising

Take a look at our range of six advertising packages below (full details on pages 4–5). For a 'Boosted course listing' complete the form at [www.artsprofessional.co.uk/boostedlisting](http://www.artsprofessional.co.uk/boostedlisting) and for all other packages, call Kim Cridland on 01223 200200 or email [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk)

### PAID ADVERTISING PACKAGES

1. **Boosted course listing:** Promote your course via AP email and Twitter
2. **Events package:** Publicise your events, open days and application deadlines
3. **Display package:** Raise your profile with online and email graphics
4. **Advertorial package:** Engage AP readers with a sponsored article
5. **Solus email:** Reach out directly to AP readers with an exclusive email
6. **Design-your-own package:** (contact us for a quote)

**See pages 4–5  
overleaf**

# At a glance package prices and features

It's FREE to create a listing in ArtsProfessional's Courses Directory, at [www.artsprofessional.co.uk/freelisting](http://www.artsprofessional.co.uk/freelisting) but to maximise your exposure book one of our SIX advertising options.

Check your course isn't already listed, then click [www.artsprofessional.co.uk/freelisting](http://www.artsprofessional.co.uk/freelisting) to create your FREE listing.

Your advertising options:

1. **Boosted course listing:** Promote your course via AP email and Twitter
2. **Events package:** Publicise your events, open days and application deadlines
3. **Display package:** Raise your profile with online and email graphics
4. **Advertorial package:** Engage AP readers with a sponsored article
5. **Solus email:** Reach out directly to AP readers with an exclusive email
6. **Design-your-own package:** (contact us for a quote)

## 1. Boosted course listing

Drive traffic straight to your course listing by including details in ArtsProfessional's weekly 'Professional Development' emails and Twitter feed:

**2-month boosted course listing: £100 (credit card only)**

- Included in every weekly 'Professional Development' email for 2 months (8 emails)
- Highlighted twice as a 'Featured course' with logo in 'Professional Development' email
- Tweeted twice from @AP\_Learning

**6-month boosted course listing: £200**

- Included in every weekly 'Professional Development' email for 6 months (25 emails)
- Highlighted 6 times as a 'Featured course' with logo in 'Professional Development' email
- Tweeted 6 times from @AP\_Learning

**12-month boosted course listing: £300**

- Included in every weekly 'Professional Development' email for 12 months (50 emails)
- Highlighted 12 times as a 'Featured course' with logo in 'Professional Development' email
- Tweeted 12 times from @AP\_Learning

To book, visit the website and complete the form at [www.artsprofessional.co.uk/boostedlisting](http://www.artsprofessional.co.uk/boostedlisting)

## 2. Events package

Running an event? Setting a closing date? Make sure AP readers don't miss any dates or deadlines by combining a 6-month boosted course listing with a 4-week premium listing in AP's Events guide:

**£350 to include**

### 6-month boosted course listing

- Details of your course included in every weekly 'Professional Development' email for 6 months (25 emails)
- Highlighted as a 'Featured course' with logo in the 'Professional Development' email 6 times
- Tweeted from @AP\_Learning 6 times

### 4-week Premium Event advert

- Your event advertised in AP's online Events guide, with full copy and logo, for 4 weeks
- Highlighted 4 times with logo at the top of the weekly 'Professional Development' email
- Tweeted from @ArtsPro and @AP\_Learning

To enquire or book, email [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk) or call Kim on 01223 200200

### 3. Display package

Raise awareness of your course and present a bespoke message to AP readers by combining a 6-month boosted course listing with display advertising that sits alongside AP editorial content online and in our emails:

#### £500 to include

##### 6-month boosted course listing

- Details of your course included in every weekly 'Professional Development' email for 6 months (25 emails)
- Highlighted as a 'Featured course' with logo in the 'Professional Development' email 6 times
- Tweeted from @AP\_Learning 6 times

##### 4-week website superbutton

##### 1-week email banner

- Featured in all four bulletins: News, Good Reads, Jobs and Professional Development

##### Tweeted from @ArtsPro

To enquire or book, email [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk) or call Kim on 01223 200200

### 4. Advertorial package

Tell AP readers about the exciting opportunities you offer by combining a 12-month boosted course listing with an article explaining how studying with you can make a real difference to their knowledge, skills and understanding:

#### £700 to include

##### 12-month boosted course listing

- Details of your course included in every weekly 'Professional Development' email for 12 months (50 emails)
- Highlighted as a 'Featured course' with logo in the 'Professional Development' email 12 times
- Tweeted from @AP\_Learning 12 times

##### 1 sponsored article

- Headed with a sponsorship banner featuring your logo
- Published with AP editorial content in the online Features section
- Promoted in AP's 'Good Reads' email
- Tweeted from @ArtsPro

To enquire or book, email [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk) or call Kim on 01223 200200

### 5. Solus email

Give maximum exposure to a range of your institution's courses at the same time with an exclusive email to AP readers – a cost-effective way to raise your profile AND prompt action:

#### £1,000 to include

- Personalised email with your message, logo and images
- Sent direct to the inbox of ALL registered readers of ArtsProfessional email bulletins

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### 6. Design-your-own package

Not seen an option that's perfect for you? Then choose any bespoke combination of ArtsProfessional's advertising options and we'll make sure that our readers hear about your courses. Have a chat with us and we can advise on options within your budget.

#### £ tba

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# THE STATISTICS

# ARTSPROFESSIONAL IN NUMBERS

## Website (1 January – 31 December 2017)

- **56,654** average visitors per month ▲+15%\*
- **68,159** average visits per month ▲+13%\*
- **107,624** average pageviews per month ▲+10%\*

## Twitter (January 2018)

- **56,783** followers @ArtsPro ▲+7%\*
- **11,193** followers @ArtsJobFinder ▲+28%\*
- **1,250** followers @AP\_Learning ▲+14%\*

## Recruitment ad effectiveness (1 January – 31 December 2017)

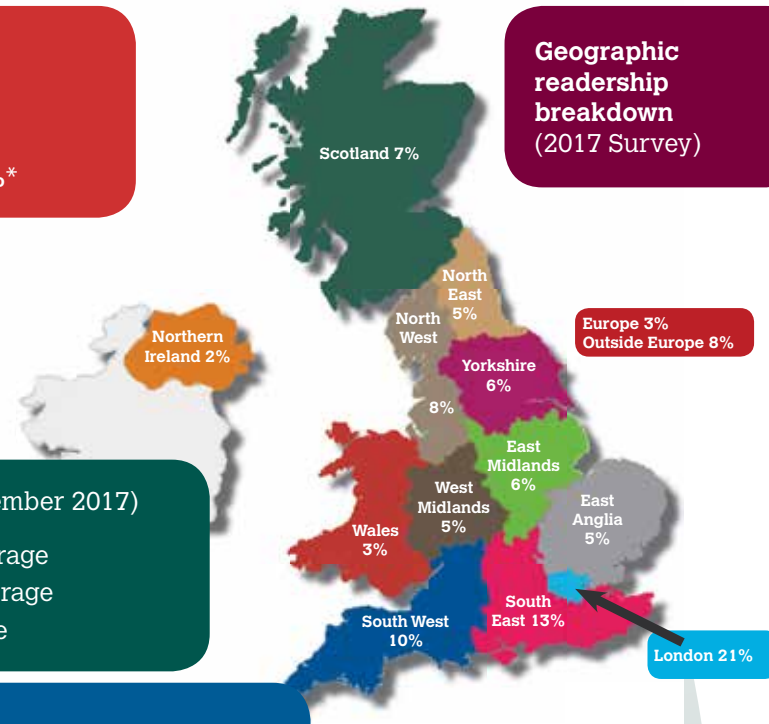
- **324** pageviews on **Premium** job listings on average
- **189** pageviews on **Standard** job listings on average
- **137** pageviews on **Basic** job listings on average

## Facebook (January 2018)

- **3,115** people like us at [www.facebook.com/ArtsProfessional](http://www.facebook.com/ArtsProfessional) ▲+18%\*
- **6,066** people like us at [www.facebook.com/ArtsJobFinder](http://www.facebook.com/ArtsJobFinder) ▲+4%\*

## Email (January 2018)

- **26,411** people get our **jobs** email bulletins ▲+4%\*
- **20,899** people get our **news** and **good reads** email bulletins ▲+8%\*
- **11,153** people get our **professional development** email bulletins ▲+6%\*
- **1,998** people get our new **NewProfessionals** email bulletins ▲+63%\*



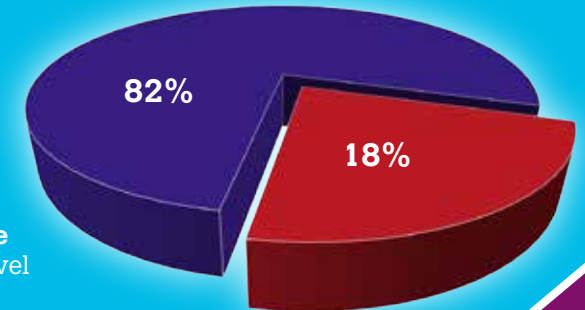
## Did you know?

- **18,179,203** email bulletins have been received by registered readers since January 2013, achieving a **23%** 'open' rate and between **35-40%** for multiple 'opens'
- **17** new people follow us on Twitter every day
- **18** people register on our website every day
- **25** new email bulletin registrations are made every day
- Over **100,000** people from nearly **17,500** organisations are registered on our website
- Over **40,000** individuals are registered to receive one or more of our weekly email bulletins
- From January to December 2017, **585** jobs were advertised on ArtsProfessional website, achieving **117,728** pageviews

For the most up-to-date website, email and social media readership data, please visit [www.artspromotional.co.uk/audience-data](http://www.artspromotional.co.uk/audience-data)

## 2017 Readership profile

- Well over ¾ of our readers describe themselves as **senior or middle management** level



\* all comparisons are against the same period last year unless otherwise stated

## 2017 Readership Survey

- **77%** of respondents find content relevant to their work most weeks
- **67%** of readers regularly visit the website to look for jobs
- **78%** regularly visit the website to read our news stories
- **37%** of readers work across multiple artforms

## Acceptance

- Advertisements for publication at ArtsProfessional.co.uk, supplements, email bulletins and associated social media communication channels are accepted at the discretion of the publishers who reserve the right to withhold publication.
- Advertisements will remain posted until the closing date for applications (in the case of recruitment) or until the end of the contracted period, whichever is the sooner.
- Additional terms and conditions may apply to some ArtsProfessional products, in particular when special offers apply. Any additional terms and conditions will be notified at the time of booking and these will be applied in conjunction with our general terms of business.
- Advertising agency commission is 10% for bona fide pre-registered organisations.

## Liability

- Advertisers and their agents warrant that copy and images do not infringe any law, including copyright, and contain no matter that is libellous or objectionable.

- All advertisements are published on the understanding that the advertiser undertakes to indemnify the publishers from all liability, loss or any expense of any nature arising from publication of the advertisement.
- The publishers are not liable for any loss or damage from error, late publication, non-publication or failure of an advertisement to appear.

## Rights

- Arts Intelligence Limited owns the copyright in all advertisements written or designed by us or on our behalf. Reproduction of any advertisement published by ArtsProfessional or its associated websites, emails and other media is expressly forbidden. This includes re-publication within other websites, emails and electronic media.
- Clients own the copyright in all sponsored feature material submitted for publication and may re-use this as they please. We request that ArtsProfessional is acknowledged and credited as first publisher of the material.

## Payment

- All advertisements are subject to VAT at the appropriate rate, where applicable. If your organisation is a registered charity and you wish to claim VAT exemption you must notify us at the time of booking with confirmation of your registered charity number.
- Electronic bank and credit/debit card payments are welcome. Please call for details.
- Payment terms for invoiced advertisements are strictly 28 days from date of invoice. Failure to remit by the due date will be pursued through legal action and recovery costs including interest on outstanding debts will be reclaimed.

## Cancellation

- In the event of an order cancellation by a client: No charge will be made if written notice is received at least ten working days prior to first publication; 50% payable between six and nine working days inclusive prior to first publication; 100% payable within five working days prior to first publication.
- No refunds will be given for cancellation of prepaid, series advertisements or editorial partnerships.

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Arts Intelligence Limited. A Company registered in England – Number 3451166  
Postal address – PO Box 1010 Cambridge CB24 9WH  
VAT Registration Number GB 740 8821 30. Registered address – Ground Floor 3 Wellbrook Court Girton Cambridge CB3 0NA  
Telephone – 01223 200200 | Email – [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk) | Skype – ArtsProfessional  
Twitter – @ArtsPro | @ArtsJobFinder | @AP\_Learning  
Facebook – [www.facebook.com/ArtsProfessional](http://www.facebook.com/ArtsProfessional) | [www.facebook.com/ArtsJobFinder](http://www.facebook.com/ArtsJobFinder)  
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