

variant

...the free, independent, arts magazine. In-depth coverage in the context of broader social, political & cultural issues.

Editorial contact:
Leigh French

Advertising contact:
Owen Logan

Flat 1/2, 189b Maryhill Road
Glasgow, G20 7XJ, Scotland, UK

t: +44 (0)141 333 9522
e: variantmag@btinternet.com
skype: leighfrench
www.variant.org.uk

Advertising Information 2012

Variant is an intentionally free arts and culture magazine with a cross-disciplinary approach to publishing.

Variant magazine is published three times a year as a tabloid newspaper with no cover price. Ordinarily, Variant has a print run of 10,000 copies per issue, distributed throughout the UK & Ireland through the support of over 420 venues & organisations.

Variant can offer you direct access to audiences in all of the UK & Ireland's major arts & cultural centres, students & academics in the arts & social sciences, arthouse cinema goers, and the breadth of international artists, arts & academic bodies who subscribe with each issue.

Variant has competitive ad rates with a number of special discounts and can also provide design work for your ad. For details, please refer to our Advertising Rates Card.

Variant shows that there is a real need & desire for a magazine with the independence to be critical that addresses cultural issues in their broader social & political contexts, promoting debate within cultural areas which are otherwise ignored, hidden, suppressed or censored. Highly praised for this cross-disciplinary approach, Variant is a multi-layered project which brings creative practices and academic discourses together to critically engage our conditions of culture.

Forthcoming issue

Variant, issue 43, spring 2012

Advertising Copy Date:
Monday 30th April

Publication Date:
Monday 14th May

Issue Covers:
mid-May to & including July

To advertise contact

Owen Logan

t • +44 (0)141 333 9522

email • variantads@btinternet.com

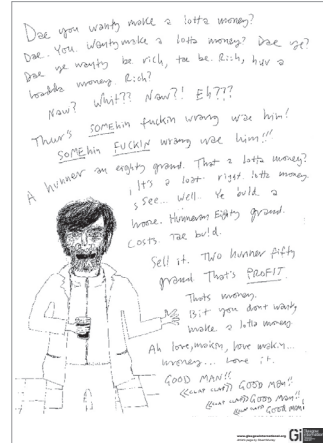
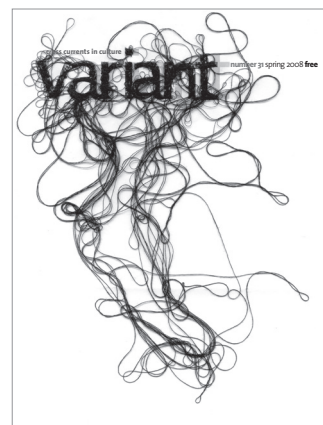
details at • www.variant.org.uk/ads.html

...an independent publication, mixing broad-ranging cultural content with free circulation...

...a kind of feral scholarship, looking to the readership to inform and generate strong, diverse content...

... detailed reviews and critical analysis of cultural issues in their fuller social and political contexts...

Variant is an independent artists' initiative, revenue funded through advertising, subscriptions & public support. Variant, ISSN 0954-8815



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Advertising Rates 2012/13

vol.2 issue 43 spring 2012

Advertising Copy Date:

Monday 30th April

Publication Date:

Monday 14th May

Issue Covers:

mid-May to & including July

vol.3 issue 1 summer 2012

Advertising Copy Date:

Monday 23rd July

Publication Date:

Monday 6th August

Issue Covers:

August to & including November

vol.3 issue 2 winter 2012

Advertising Copy Date:












Monday 19th November

Publication Date:

Monday 3rd December

Issue Covers:

December to & including April 2013

	tall	wide	tall	wide	tall	wide	
sixteenth		40mm 124mm		85mm 60mm			£80 / €100
eighth		85mm 124mm		174mm 60mm		40mm 252mm	£150 / €180
quarter		174mm 124mm		352mm 60mm		85mm 252mm	£250 / €300
half page		174mm 252mm		352mm 124mm			£475 / €575
full page*		352mm 252mm					£900 / €1100
inside front or back cover*			352mm	252mm			£1100 / €1350
back cover*			352mm	252mm			£1250 / €1500
double page spread*			352mm	528mm			£1500 / €1800

* cost includes full colour option

Special Rates

- series discount (3 insertions) or prepaid advert -20%
- full colour (unless otherwise stated) +20%
- copy set & prepared by Variant +15%

Technical

Advertisements can be accepted via email, or on disc in a number of formats (with a hard copy of the ad included):

- As an image file: tiff, jpeg, eps, PDF scaled to print size at 300 dpi (indicate if image is layered)
- As an InDesign or Quark Express file (with relevant fonts and images, logos etc. included)
- Alternatively, for an additional 15% Variant offers an in-house design service. Simply forward text and images to Variant : variantads@btinternet.com

Contact

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Advertising Technical Information 2012/13

Format

Variant is a freely distributed, grayscale with option of full colour, 48 page tabloid newsprint publication, published 3 times a year. Variant also publishes dedicated supplements.

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- As an InDesign or Quark Express file (with relevant fonts and images, logo's etc. included)
- Alternatively, for an additional 15% Variant offers an in-house design service. Simply forward text and images to Variant.

Advertising Rates

DISCOUNT of -20% AVAILABLE FOR PREPAYMENTS or REPEAT BOOKINGS.

Please note Variant does not charge VAT.

Special Rates

- series discount (3 insertions) or prepaid advert -20%
- full colour (unless otherwise stated) +20%
- copy set & prepared by Variant+15%

Copy Deadlines & Publication Dates

(Please note minor changes to the publishing schedule may be announced from time to time.)

vol.2 issue 43 spring 2012

Advertising Copy Date:

Monday 30th April

Publication Date:

Monday 14th May

Issue Covers:

mid-May to & including July

vol.3 issue 1 summer 2012

Advertising Copy Date:

Monday 23rd July

Publication Date:

Monday 6th August

Issue Covers:

August to & including November

vol.3 issue 2 winter 2012

Advertising Copy Date:

Monday 19th November

Publication Date:

Monday 3rd December

Issue Covers:

December to & including April 2013

Payment & Conditions

- Invoices will be sent after publication of the current issue, conditions of payment 30 days net.
- Please check all details in ads before sending, if there are any errors please contact Variant immediately and we will try to work with you on rectifying them.
- Variant is not responsible for errors in ads that derive from damage or corruption of delivered material.
- Ads that are cancelled within 7 days before material deadline will be charged in full.

Please make cheques payable to:

'Variant'

Postal address:

Variant
1/2 189b Maryhill Road
Glasgow, G20 7XJ
Scotland, UK

Or pay with Remittance:

Please contact 'Variant' for advice on paying by bank transfer – you will be required to forward your bank account details for verification.

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Distribution

Variant is available free from...

ABERDEEN: Aberdeen Art Gallery; Aberdeen City Council; Centre for Modern Thought, Uni. of Aberdeen; Gray's School of Art, Robert Gordon Uni.; Peacock Visual Arts; School of Divinity, History & Philosophy, Uni. of Aberdeen • **ABERYSTWYTH:** Aberystwyth Arts Centre • **AULTBEA:** West Coast Arts • **AYR:** Maclaurin Art Gallery • **BALLYVAUGHAN:** Burren College of Art • **BATH:** Hotbath Gallery • **BELFAST:** Arts Council of Northern Ireland; Belfast Exposed Photography; Clements cafe; Community Visual Images; Crescent Arts Centre; Factotum; Linen Hall Library; MFA, Fine Art Dept., Uni. of Ulster; No Alibis Bookstore; Northern Visions; Old Museum Art Centre; Ormeau Baths Gallery; Queen's Film Theatre; Queens Uni. bookshop; The Black Box; The Rogues' Gallery; Catalyst Arts • **BERWICK-UPON-TWEED:** Gymnasium Gallery • **BIRMINGHAM:** Bookshop @ Ikon Gallery; The Concourse, Birmingham Institute of Art & Design, Uni. of Central England; The Custard Factory • **BOLTON:** School of Arts, Media & Education, Uni. of Bolton • **Bradford:** Gallery II, Uni. of Bradford; National Museum of Photography • **BRAY:** Mermaid Arts Centre • **BRECON:** Ardent Gallery • **BRIGHTON:** Arts Council England, South East; BHUWC; Brighton Media Centre; Centre for Continuing Education; Fabrica; Phoenix Gallery; Uni. of Brighton Gallery • **BRISTOL:** Arnolfini; Freeshop; Kebele Community Co-operative; Spike Island Art Space; The Cube • **BURY ST. EDMUNDS:** Bury St. Edmunds Art Gallery • **CAMBRIDGE:** Arts Council England, East; East England Arts; Kettles Yard; The Junction • **CARDIFF:** Centre For Research In Fine Art, Uni. of Wales Institute; Chapter Arts Centre; Ffotogallery Wales; Time Based Arts Dept., Uni. of Wales Institute; Welsh School of Architecture, Cardiff Uni. • **CARLISLE:** Ottakars Bookshop; The Source; Tullie House Museum & ArtsServices • **CHELTENHAM:** Meantime • **CHICHESTER:** Fine Art Dept., Uni. of Chichester; Brewery Arts • **CIRENCESTER:** Brewery Arts • **COLRAINE:** Dept. of Media Studies, Uni. of Ulster • **CORK:** Crawford College of Art; National Sculpture Factory; Triskel Arts Centre; Uni. College Cork • **COVENTRY:** Dept. of English & Comparative Literary Studies + Mead Gallery, Warwick Arts Centre, Uni. of Warwick; Lanchester Gallery Projects, Coventry Uni; Meter Room • **CUMBERNAULD:** Cumbernauld Theatre • **DALKEITH:** Newbattle Abbey College • **DERRY:** Context Gallery; The Pat Finucane Centre; VOID • **DEWSBURY:** Arts Council England, Yorkshire • **DUBLIN:** Broadstone Studios; Centre for Creative Practices; Connolly Books; Create, National Development Agency for Collaborative Arts; Exchange Dublin; Fire Station Artists Studios; Gallery of Photography; Green On Red; Irish Film Centre Bookshop; Irish Museum of Modern Art; Project Art Centre; Sculptors' Society of Ireland; Temple Bar Gallery & Studios; The Arts Council; The Douglas Hyde Gallery, Trinity College • **DUMFRIES:** Gracefield Arts Centre • **DUNDEE:** Generator; Hannah Maclure Centre, Uni. of Abertay Dundee; The Cooper Gallery, Duncan of Jordanstone College of Art; Visual Research Centre, Dundee Contemporary Arts; School of Social & Health Sciences, Uni. of Abertay Dundee • **DUNFERMLINE:** Arts & Theatres Trust Fife • **DURHAM:** She's Got It • **EAST KILBRIDE:** East Kilbride Arts Centre • **EDINBURGH:** AK Press & Distribution;

analogue; Artlink; Autonomous Centre Edinburgh; BBC, Broadcasting House; Cameo; Collective Gallery; Edinburgh College of Art; Edinburgh Printmakers; Edinburgh Sculpture Workshop; Filmhouse; Forest Cafe; Fruit Market Gallery, Bookshop; Inverleith House; L'Institut Francais d' Ecosse; Out of The Blue; Photography, Film & Tv Dept., Napier Uni.; Playhouse; Scottish Arts Council; Scottish National Gallery of Modern Art; Scottish National Portrait Gallery; Scottish Poetry Library; Stills Gallery; The Baked Potato Shop; The Bongo Club; The British Council Scotland; WASPS; Word Power • **EGHAM:** The Media Arts Dept., Royal Holloway, Uni. of London • **ESSEX:** Dept. of Sociology & Anthropology, Uni. of East London; Essex: Uni. of Essex Gallery • **EXETER:** Dept. of Drama, Uni. of Exeter; Spacex Gallery • **FALMOUTH:** The Poly • **FARNHAM:** James Hockey & Foyer Galleries, Uni. for the Creative Arts • **FORT WILLIAM:** West Highland Museum • **GALWAY:** Galway Arts Centre; Kenny's Bookshop; Public Arts, Galway City Council • **GATESHEAD:** BALTIC • **GLASGOW:** Alliance Française De Glasgow; Art History, DACE, Urban Studies, Uni. of Glasgow; Aye-Aye Bookshop; Bibliocafe; Cafe Hula; CCA; Clydeside Press; Dept. of Geography & Sociology, Uni. of Strathclyde; Glasgow Film Theatre; Glasgow Media Access Centre; The Glasgow School of Art; Glasgow Sculpture Studio; Goethe Institut; GoMA / Stirlings Library; Govanhill Baths Community Trust shop; Gusto Relish; Hillhead Library & Learning Centre; Hunterian Art Gallery, Uni. of Glasgow; Intermedia; John Smith & Sons, & learning café, @ Caledonian Uni.; Market Gallery; Mitchell Library, Library Network Distribution; Nice 'N' Sleazy; Offshore Cafe; Project Ability; Radical Independent Bookfair project; Southside Studios; Street Level Photoworks; STUC; Tchai-Ovna Tea House; The 13th Note; The Arches; The Glasgow Print Studios, Shop; Tramway; Trans-Europe Cafe; Transmission Gallery; Unity Bookshop; WASPS • **GREAT TORRINGTON:** The Plough Arts Centre • **HEXHAM:** Queens Hall Arts Centre • **HOVE:** APEC Studios • **HUDDERSFIELD:** Lawrence Batley Theatre • **HUNTLY:** Deveron Arts • **IPSWICH:** The Town Hall Galleries • **IRVINE:** Harbour Arts Centre • **JEDBURGH:** Woodschool • **KEELE:** Keele Uni. Art Gallery • **KILKENNY:** Butler Gallery • **KILLARNEY:** McBride Gallery • **KILMARNOCK:** Dick Institute • **LANCASTER:** Institute for Cultural Research, Lancaster Uni. • **LEEDS:** East Street Arts; Foundation Course, Leeds College of Art & Design; Henry Moore Institute; Kunstfreund Gallery; Leeds City Art Gallery; Gallery & Studio Theatre, Leeds Metropolitan Uni.; Art Gallery + Sch. of Geography, Uni. of Leeds; PSL (Project Space Leeds) • **LERWICK, SHETLAND:** Shetland Arts Development Agency • **LICHFIELD:** Foundation Degree in Heritage & Culture, Tamworth & Lichfield College • **LIMERICK:** Limerick Art Gallery; Real Art Project • **LISKEARD:** Liskerrett Community Centre, Cafe • **LINCOLN:** Sch. of Art & Design, Uni. of Lincoln • **LIVERPOOL:** A Foundation; FACT; News From Nowhere; Open Eye Photographic & Media Arts Gallery; Static Gallery; Tate Liverpool; The Royal Standard • **LLANDAFF:** tactileBOSCH • **LLANDUDNO:** Oriel Mostyn Gallery • **LOCHMADDY, NORTH UIST:** Taigh Chearsabhagh • **LONDON:** 56a Infoshop; Area 10 Project Space; Arts Council England, London; Artsadmin;

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Distribution continued...

artsdepot; Artwords; Beaconsfield; bookartbookshop; Bookmarks; Brady Arts & Community Centre; Camden Arts Centre Bookshop; CARTE, Uni. of Westminster; Chisenhale Gallery; Cockpit Arts; Conor Donlon Books; Cubitt Studios & Gallery; Dept Arts Management, Faculty of Continuing Education, Birkbeck College; Dept. of Fine Art, London Metropolitan Uni.; Exhibitions, St Pancras Hospital; Four Corners Film Workshop; Freedom Press; Gasworks Gallery; Hayward Gallery Shop; Housmans Bookshop; ICA Book Shop; Iniva (Institute of International Visual Arts); Institute of International Visual Arts; Jerwood Gallery; kynastonmcshine; Limehouse Town Hall; Lisson Gallery; Live Art Development Agency; London Review Bookshop; Matts Gallery; New Beacon Books; Paintworks Ltd; Photofusion; Print/Graphic Media Area, Wimbledon School of Art; Pump House Gallery; Resonance FM; Royal College of Art, Students Union; School of Business & Management, Queen Mary, Uni. of London; Raven Row; Serpentine Gallery Bookshop; South London Gallery; Space Station Sixty-Five; The Approach; The Students union, SOAS; The Library, London Metropolitan Uni.; The Spitz; Tram Depot Gallery; ACAVA studios; London Print Studio • LOUGHBOROUGH: Charnwood Arts; Dept. of Social Sciences + Dept. of Politics, International Relations, Loughborough Uni. • MAIDSTONE: Uni. College for the Creative Arts • MANCHESTER: Alternative Documentation Centre, Work For Change; Arts Council England, North West; Castlefield Gallery; Contact Theatre; Cornerhouse, Bookshop; Green Room; Postgraduate Centre, Faculty of Art & Design, Manchester Metropolitan Uni.; Martin Harris Centre for Music & Drama, Uni. of Manchester; Urban Research Collective • MAYNOOTH: Dept. of English, National Uni. of Ireland, Maynooth • MOLD: Oriel Gallery, Clwyd Theatre • NEWCASTLE UPON TYNE: Arts Council England, North East; Globe Gallery; LifeWorkArt, School of Arts & Cultures, Newcastle Uni.; Star & Shadow Cinema; The Biscuit Factory; Tyneside Cinema Bookshop; Waygood Gallery; Well Read Books; Side Photographic Gallery & Cafe; Uni. Gallery, Uni. of Northumbria • NEWTOWN: Oriel 31 • NEWTOWNABBEY: No Alibis Bookstore @ The Uni. of Ulster At Jordanstown • NEWTOWNARDS: Town Hall Arts Centre • NORWICH: Norwich Gallery, Norwich School of Art & Design • NOTTINGHAM:

Broadway; Moot; Sch. of Politics & Sch. of Modern Languages & Cultures, Uni. of Nottingham; Surface Gallery; The Art Organisation Nottingham • OAKHAM: Vale of Catmose College • OXFORD: Cornerhouse, bookshop • PAISLEY: Paisley Arts Centre; Paisley Museum & Art Galleries; School of Social Sciences, Uni. of Paisley • PENRITH: Eden Arts • PENRYN: miss.peapod • PERTH: A.K Bell Library • PLYMOUTH: Plymouth Arts Centre • POOLE: Arts Institute at Bournemouth • PORTADOWN: Millennium Court Arts Centre • PORTSMOUTH: Aspex • PRESTONPANS: Prestongrange Museum • READING: Dept. of Fine Art, Uni. of Reading; Jelly Leg'd Chicken Arts; RISC (Reading International Solidarity Centre) • ROSEDALE: Cultural Foundation • SALFORD: Chapman Gallery, Uni. of Salford • SELKIRK: Scottish Borders' Council • SHEFFIELD: School of Cultural Studies, Blackwell University Bookshop, Sheffield Hallam Uni.; Site Gallery • SLIGO: The Model Arts & Niland Gallery • SOUTHAMPTON: John Hansard Gallery, Uni. of Southampton; Millais Gallery, Southampton Institute; October Books • ST ANDREWS: Fife Contemporary Art • STIRLING: Europa Music; Macrobert Arts Centre; The Changing Room • STOKE-ON-TRENT: Nile House Studio • STORNOWAY, ISLE OF LEWIS: An Lanntair • STROMNESS, ORKNEY: Piers Arts Centre • STROUD: SVA • SUNDERLAND: Northern Gallery For Contemporary Art; Vardy Gallery, Uni. of Sunderland • SWANSEA: Mission Gallery • TOBERMORY, ISLE OF MULL: An Tobar • TORRINGTON: Reel-Indi • ULLAPOOL, WESTER ROSS: The Ceilidh Place • ULEY: Prema • ULVERSTON: LanternHouse • WALSALL: The New Art Gallery Walsall • WATERFORD: Garter Lane Art Centre • WEISDALE, SHETLAND: Bonhoga Gallery • WEST BROMWICH: Multistory • WEST HARROW: Usurp Art Gallery & Studios • WEST LONDON: School of Arts, Brunel Uni. • WESTPORT: Custom House Studios • WOLVERHAMPTON: Lighthouse Media Centre; The Waiting Room, School of Art & Design, Uni. of Wolverhampton • WORTHING: RAG

Variant is the UK & Ireland's only free international arts & culture magazine & is fast becoming the most well read. Published 3 times a year with no cover price, ordinarily, 10,000 copies per issue are distributed extensively throughout the UK & Ireland.

Distribution outlets are as diverse as: artist-run spaces, galleries & museums, performance events, symposiums & conferences, internet cafés, arthouse cinemas, book shops & libraries, pubs & clubs. Complementing this, Variant has a large subscription base which includes major national & international educational institutions.

Variant can offer you direct access to audiences of the UK & Ireland's major art & cultural centres, students & academics in the arts & social sciences, pub/club/arthouse cinema goers, & the breadth of international artists, individuals & arts organisations who subscribe with each issue.

Distribution venues' full contact details, links etc. are also listed on Variant's web site:

www.variant.org.uk/distribu.html

If you wish to stock Variant, recommend a venue, or receive copies to distribute at an event or via social, cultural, familial or occupational networks, please contact:

Variant Distribution
1/2, 189b Maryhill Road,
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We would like to thank everyone involved in all aspects of distributing Variant.

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Issue(s) for insertion:	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Repeat Ad?	Yes / No	If yes, which issue?	<input type="text"/>
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Name and Contact details of person producing your artwork			
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NOTE: Artwork received after this date cannot be guaranteed for publication. An invoice for the full amount below will be issued for space reserved and for which no artwork was received.

Please send copy to:

variantads@btinternet.com

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If artwork is bigger than this, for other options please call Owen on +44(0)141 333 9522.

Alternatively please post a disc to the above address.

Thank you for your valued order

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TOTAL DUE	£ <input type="text"/>

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SIGNED

PRINT NAME:

DATE:

Please e-mail back to variantads@btinternet.com

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2. Advertisements are subject to the publisher's approval and must always be recognisable as such and not resemble editorial matter.
3. All claims made in advertisements must be capable of being supported by appropriate evidence and must be made available to the publisher upon request.
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6. Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser. This includes advert copy that arrives after publication dead-line date.
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8. The publisher will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
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10. The publisher reserves the right to publish the most appropriate copy should copy instructions not be received by the stipulated time.
11. Artwork should be supplied as an electronic image file, via email to variantads@btinternet.com or on CD and posted to the above address, in the following formats: tiff, jpeg, eps, PDF, scaled to print size at 300 dpi (indicate if image is layered). Alternatively, supplied as an InDesign or Quark Express file (with relevant fonts and images, logos etc. included). Variant also offers an in-house design service: copy set and prepared by Variant (artwork, repro work, setting or amendments) +15%. Full colour (unless otherwise stated) +20%.
12. Payment for all advertisements is due on receipt of booking unless a credit account has been opened. Credit can be extended subject to satisfactory credit checks. Credit Account Invoices for display advertisements must be settled within 30 days of issue.
13. By signing the booking form, you commit to the space reserved and agree to the terms and conditions of booking herewith.
14. We regret cancellations cannot be accepted after booking. Space reserved for which no artwork or copy is received by copy deadline date will be charged at the agreed rate as stated on the booking form.
15. Repeat adverts. If Variant are asked to repeat an advert, we will always use the most recent copy published unless instructed otherwise.
16. Series bookings are subject to a discount. A series discount of -20% applies to three ad insertions, and to prepaid ads in advance of publication (discount is not compound). Cancellation of the series at anytime will result in the forfeiture of the discount and may be charged retrospectively on any previous adverts which benefitted from the discount.
17. Neither the publisher or its contractors and sub-contractors shall be liable for any consequential loss arising from non-publication of advert or from any errors or omissions contained in published copy/advert.
18. Material which in the Variant's opinion could be considered offensive to readers will be censored or omitted from the publication. Where possible you will be advised to supply alternative copy. Point 6 shall apply if new copy is not received by copy deadline date.