

ANTIQUE COLLECTING



At the heart of the antiques and art market



from the editor

Antique Collecting magazine started with two collectors sitting at a kitchen table 52 years ago. Both were passionate about antiques but could find no source of information for buying and selling.

From a type-written pamphlet in 1966, it has evolved into one of the most-respected antiques magazine in the UK, written by some of the foremost experts in the field.

While it is now read across the globe, it has retained the same passion for its subject and that sense of being at the heart of a close-knit community.

For that reason it is only available by subscription. And, while reaching out to the next generation of art and antique lovers, we are delighted to count some of those original subscribers among our readers. So whether you are looking for your next customer, or that next undiscovered consignment, *Antique Collecting* is the ultimate platform.

Georgina Wroe
Editor



About *Antique Collecting*



Heart of the Market

Antique Collecting has been at the heart of the antiques and art market for over 50 years, acting as a single point of reference for a highly-engaged readership. Today, as the sector continues to evolve, we publish a forward-thinking magazine that reflect these changes.

With its fresh design capturing all the excitement of the modern marketplace, we remain the go-to source for expert insight and advice. From Qianlong ceramics to mid-century Danish design, we've got it covered.



Essential Reading

Antique Collecting caters for an affluent readership who are dedicated to antiques and art. Covering a wide range of areas, our expert writers offer invaluable insight and editorial integrity across informative articles, the latest market news and buying guides. From experienced collectors and buyers, to the younger design-conscious, it is simply a must-read.



Leading experts

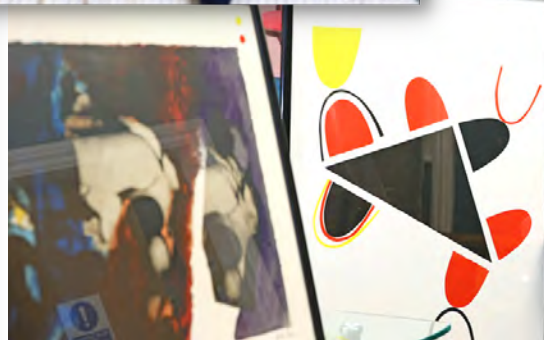


Our columnists are respected experts in the antiques and art world, including many familiar faces such as **Lennox Cato** (left), **Marc Allum** (above), **Charles Hanson** (below left) and **Christina Trevanion** (below right)



Writers & Contributors

We also regularly feature articles by leading auctioneers, galleries and dealers from across the UK and internationally.



Antique Collecting Readers

Readership

Across 32 countries, our readers are some of the best informed and knowledgeable in the world.

Educated, affluent and highly engaged, they are passionate about antiques, the arts and culture.

Distribution - hits the target

Antique Collecting is subscription-only.

All research points to the desirability of capturing subscribers. A Royal Mail survey found that **51% of subscribers agreed they take time to the read a title cover to cover**, compared to only 28% of non-subscribers. Furthermore, **33% of subscribers hold on to their magazines for longer**, as opposed to just 12% of non-subscribers.

Reader insight

45% spend between £500 and £5,000 on one-off purchases

95% regularly buy antiques

64% regularly attend auctions - with 41% attending two to nine auctions a year

Serious, qualified buyers and collectors

1% has spent more than £50,000 on an item during the past year



Testimonials

Readers & Advertisers



After reading about a William De Morgan tile selling for £4,750 in the magazine, I sent a similar tile (which cost \$10 in Las Vegas), to the same UK auction house. It went on to sell for £3,500. Had it not been for the write up in your excellent magazine I would never have sent it in!

Barry Anderson, Las Vegas

As an auctioneer I thrive on the theatre, drama and romance of what I do and *Antique Collecting* magazine certainly delivers a similar knowledge with the same passion – celebrating amazing antiques which tell a story. Antiques come alive with the *Antique Collecting* magazine

Charles Hanson, auctioneer and TV personality

‘For me the magazine is nothing less than an oasis in a desert

Neil Saunders, subscriber

The magazine looks better and better every time we see it and really is a credit to the team

Matt, Wilkinsons Auctioneers Ltd

The ad looks great, and the editorial is even better, so I just wanted to say thank you very much!

Deborah Foster, Nelson & Forbes Ltd



Print Advertising *Opportunities*



Loyalty & Renewals

Antique Collecting has impressive advertising renewal rates. Long-term and regular advertisers, from international brands to smaller businesses, consider the magazine and website essential elements on their annual marketing plans.

Options & Opportunities

As a premium media brand with a loyal and affluent readership, *Antique Collecting* offers flexible options tailored to your advertising schedule. Across both print and online we can align advertising to your business needs - from competitive digital packages to exclusive page positions.



Forward Features

List

2022

FEBRUARY ISSUE

Collecting Guide: Sickert's prints, angle poise lamps
The Expert collector: German cabinetmaker Jean-Henri Riesener (1734-1806)
Saleroom Spotlight: tbc
In the Loupe: Jewel of the month Amethyst
Watch focus: Rolex Deep Sea Special

MARCH

Coinciding TEFAF Maastricht, Salon du Dessin
Collecting Guide: John Makepeace
The Expert Collector: The Huguenots in Britain
Saleroom Spotlight: tbc
In the Loupe: Jewel of the month Aqua
Watch focus: Omega Speedmaster

APRIL

Coinciding with The Decorative Antiques & Textiles, Battersea, with which we are media partners and at which there will be increased distribution
Collecting Guide: Mid-century special
The Expert Collector: Stereoscopes
Saleroom Spotlight: tbc
In the Loupe: Jewel of the month Crystal
Focus on: Antique cufflinks
Watch focus: Audemars Piguet

MAY

Coinciding with The Petworth Park Antiques and Fine Art Fair, TEFAF New York
Collecting Guide: Wedgwood's Jasperware everything you need to know
Focus on: Staffordshire dog figurines
Saleroom Spotlight: tbc
In the Loupe: Jewel of the month Emerald
Watch focus: Rolex GMT, Ref. 1675

JUNE/JULY (Combined issue)

THE LONDON ISSUE

Coinciding with Masterpiece, Mayfair Art Weekend and our media partnership with Olympia Art and Antiques Fair and London Art Week. Increased distribution at Olympia and London Art Week.
Collecting Guide: Studio Pottery
Focus on: Grosvenor School of Art
Saleroom Spotlight: tbc
In the Loupe: Jewel of the month Light Siam
Watch focus: Rolex Submariner, Reference 16800



AUGUST

THE GARDEN ISSUE

Coinciding with The Cotswolds Decorative Antiques and Art Fair
Collecting Guide: Victorian garden statuary
Focus on: Tolix chairs
Saleroom Spotlight: tbc
In the Loupe: Jewel of the month Peridot
Watch focus: Longines Vintage Chronograph

SEPTEMBER

Coinciding with Tribal Art London, Parcours des Mondes and our media partnership with the LAPADA Art and Antiques Fair. Increased distribution at the LAPADA Fair.
Collecting Guide: Harvest jugs
The Expert Collector: Gillows of Lancaster
Saleroom Spotlight: tbc
In the Loupe: Jewel of the month Sapphire
Watch focus: Audemars Piguet Royal Oak

OCTOBER

Coinciding with Frieze London and Frieze Masters, our media partnership with The Decorative Antiques and Textiles Fair, Battersea. Increased distribution at the Decorative Fair Collecting Guide: Magnum photography
Focus on: Stubbs
Saleroom Spotlight: tbc
In the Loupe: Jewel of the month Rose
Watch focus: TAG Heuer Autavia

NOVEMBER

THE ASIAN ART ISSUE

Coinciding with Asian Art in London, media partners with The Winter Art & Antiques Fair at Olympia
Collecting Guide: Buddhist art, what you need to know
Focus on: Japanese armour
Saleroom Spotlight: tbc
In the Loupe: Jewel of the month Topaz
Watch focus: Cartier Santos-Dumont

2023

DECEMBER/JANUARY (combined magazine)

THE CHRISTMAS ISSUE

Coinciding with BRAFA Brussels, The London Antique Rug and Textile Art Fair (LARTA), media partners with The Decorative Antiques & Textiles, Battersea, where there will be increased distribution
Collecting Guide: Hosting a Regency Christmas
The Expert Collector: Ski posters
Focus on: Predictions for 2023
Saleroom Spotlight: tbc
In the Loupe: Jewel of the month Montana
Watch focus: Zenith Chronomaster Original

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digital

We offer in-depth and engaging platforms, across our website, social media and newsletters - **reaching a combined audience of thousands.**

The latest news from the top auction houses, dealers and must-visit events - an essential resource for lovers of antiques and art

Long-read guides and articles focused on buying and collecting antiques and art

Fascinating interviews with leading dealers and auctioneers

Growing website audience with **monthly visitor numbers upwards of 20,000** enjoying full, open access with no paywall, unlike our competitors

@AntiqueMag



+ 10,000 followers

@antiquemag



3,500 followers

@AntiqueMag



3,000 followers

Read online

Antique Collecting magazine is also available to read as a digital download or online at issuu.com



Rates *and* tech specs

Print

Outside Back Cover	£1,650
Inside Front/Back Cover	£1,375
Full Page Advertorial Specified Position	£1,350
Full Page Specified Position	£1,250
Half Page Horizontal Insertion	£575
Half Page Vertical Insertion	£575
Quarter Page Insertion	£315



Print specifications

Full Page (please ensure a 5mm bleed)	261 x 286mm
Full Page Edit Size	192 x 256mm
Half Page	216 x 148mm
Half Page Edit Size	192 x 128mm
Quarter Page	93 x 128mm
Eighth Page	93 x 64mm

Print requirements

All images are to be 300 DPI. CMYK and PDFs must be high resolution print ready with the stated amount of bleed



Online

Website Billboard advert (per month)	£250
Website Sidebar advert (per month)	£175
Social Media Package: A combination of 3 posts in total on either Instagram, Twitter and/or Facebook	£250



www.antique-collecting.co.uk

2022 SCHEDULE

ISSUE MONTH	IN CIRCULATION W/C	COPY REQUIRED
FEBRUARY	24th JANUARY	7th JANUARY
MARCH	21st FEBRUARY	4th FEBRUARY
APRIL	21st MARCH	4th MARCH
MAY	18th APRIL	1st April
JUNE/JULY	6th JUNE	20th MAY
AUGUST	18th JULY	1st JULY
SEPTEMBER	22nd AUGUST	5th AUGUST
OCTOBER	19th SEPTEMBER	2nd SEPTEMBER
NOVEMBER	17th OCTOBER	30th SEPTEMBER
DECEMBER/JANUARY	28th NOVEMBER	11th NOVEMBER



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