

# ANTIQUQUE

## COLLECTING



2018 Media Pack

COLLECTING GUIDES *Wayne Husted*



## Wayne's World

While researching his latest magnum opus, *Antiques Roadshow specialist Andy McConnell* *crosses one* *th century* *to late to* *book, he* *insight*

Click, click, then suddenly bang! Right before you, was the most extraordinary discovery, framed as a Henry Moseley...  
 The Flax 'Wor' It demanded inclusion in the book. It had been sold for 100 to collectors who had described it as 'Boskio' on the basis of the Boskio article I saw off straight away seeking more info on the designer.

### THE SEARCH

Boskio's colorful output is widely known; there are several books about it and to collectors are well. But no sign of The Flax. It was a difficult search. Then, being guided my query on Facebook and asked the Boskio Collector Group members about it, someone suggested "Why not ask Wayne Husted?"

Wayne Husted was Boskio's most public artistic director, 1952-63, producing more than 1000 designs during his tenure. These included some of the largest, most vital mid-century 'decors', some more than a meter tall and all serious eye-poppers.

However, time was against me. Husted's time at Boskio was more than 60 years ago. What were the chances he was still of this world, never mind the glass-making world? Well, nothing ventured, nothing gained.



From top: Husted's colorful output is widely known; there are several books about it and to collectors are well. But no sign of The Flax. It was a difficult search. Then, being guided my query on Facebook and asked the Boskio Collector Group members about it, someone suggested "Why not ask Wayne Husted?"

MARKET REPORT *Oak and country*



## Heart of Oak

Period oak looks terrific in traditional and modern interiors, but it's not going to stay this cheap for long

Four more years in the doldrums, early oak is starting to pick up. While rare, quality high-end pieces with provenance have always commanded high value, according to dealers the oak market is starting to reawaken, with even more signs the once-maligned high-dens are coming back into fashion.



### THE GLORY DAYS

Some 100 years ago, for 25 years, the oak market was in a healthy, strong position. It showed that, "In the market, there's a lot more oak than a year. It was a time when the category had great growth. But, along with the vintage market, oak was also showing a lot of interest when values started to rise."

The market's recent sale was a Christie's auction, with an estimate of £250,000-£400,000. "It was an unusual price and not the usual price I'd see in the market. I'd find a market that was a little bit higher than the average, but the market was a little bit higher than the average."

Early oak is starting to pick up. While rare, quality high-end pieces with provenance have always commanded high value, according to dealers the oak market is starting to reawaken, with even more signs the once-maligned high-dens are coming back into fashion.



### SWEDISH MODERN style

1. The best of Swedish Modern design is the one that is most accessible to the average collector. It's the one that is most accessible to the average collector. It's the one that is most accessible to the average collector.

GERMAN ORIGINS  
 The German furniture industry is known for its high-quality, functional designs. The German furniture industry is known for its high-quality, functional designs.

CLASS MOVEMENT  
 The class movement in furniture design is a response to the needs of the working class. The class movement in furniture design is a response to the needs of the working class.

Because production was somewhat limited, pieces are relatively rare, meaning it is a great place to start a collection - especially if you like beautiful wood and artisan craftsmanship.



# ABOUT ANTIQUÉ COLLECTING

## Heart of the market

*Antique Collecting* has been at the heart of the antiques and art market for more than 50 years, acting as a single point of reference for a passionate and highly engaged readership. Today, as the sector continues to evolve - driven by technology, buying patterns and changing tastes - we're continuing to produce a forward-thinking magazine that

reflects these changes. We've recently refreshed our design to create a publication that captures the excitement of the modern marketplace, while remaining 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 affluent readers 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.

## ABOUT OUR READERS

### Readership

When it comes to collecting and buying, 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.

### Targeted distribution

As a subscription-only publication, our highly targeted distribution ensures *Antique Collecting* is directly delivered to readers' homes each month.

### 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 each year
- Serious, qualified buyers and collectors
- 1% has spent more than £50,000 on an item during the last year



(Source: *Antique Collecting* reader survey)

## ANTIQUÉ COLLECTING ONLINE

Website - [www.antique-collecting.co.uk](http://www.antique-collecting.co.uk)

The Antique Collecting website is attracting a growing audience, with visit numbers currently standing at 15,000 per month.

The website is a lively mix of news, articles, expert guides and events - making it a recognised essential resource for lovers of antiques and art.

## Social Media

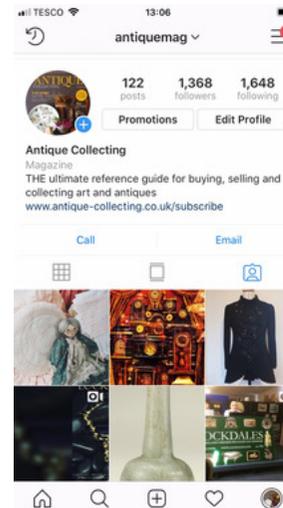
Aligned to the Antique Collecting website are our social media channels. Our social channels are utilised to communicate with an engaged audience - joining in the conversation and driving visitors to the Antique Collecting website.

## Digital Magazine

The print edition of *Antique Collecting* is also available as a digital subscription, allowing readers to enjoy the magazine anywhere on mobile devices.



**Antique Collecting Magazine**  
9 December at 20:10  
Find out about the colourful ceramics of Jean Lurçat <http://bit.ly/2rwG6B7> and why there is growing demand for works by Picasso's contemporary. #art #ceramics



**Antique Collecting**  
@AntiqueMag  
Find out here [bit.ly/2OvCYOL](http://bit.ly/2OvCYOL) why there's never been a better time to buy early #antique oak than now. #interiors



5:19 AM - 8 Nov 2018

4 Retweets 10 Likes



## ADVERTISING OPPORTUNITIES

### Loyalty & Renewals

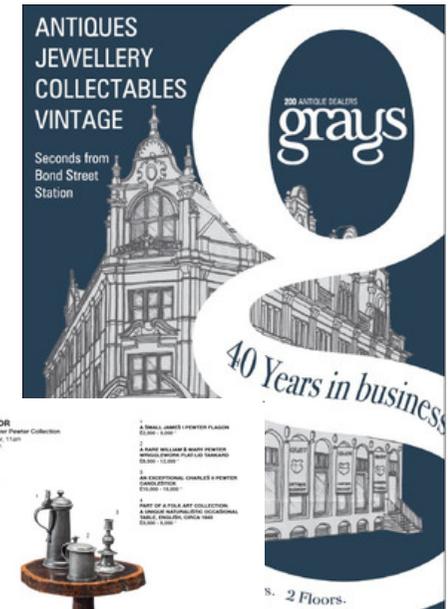
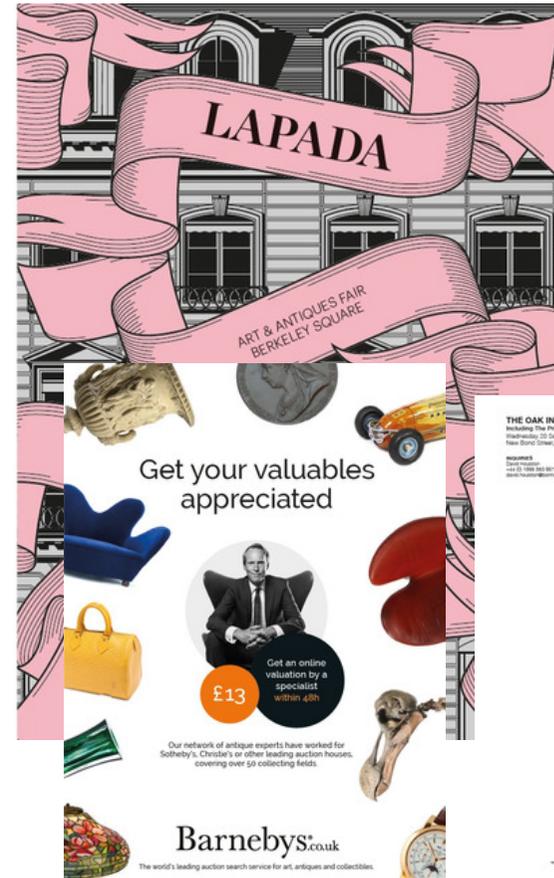
*Antique Collecting* has impressive renewal rates. Long-term and regular advertisers, from international brands to smaller businesses, consider the magazine and website essential elements in their annual marketing plans.

### 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 digital we can tailor adverts to your business needs - from competitive digital packages to premium page positions.

### Contact Us

Please contact Jo Lord to discuss our flexible advertising solutions.  
Telephone: 01394 389950  
Email: jo.lord@accartbooks.com



<b>Inside Front/Back Cover</b> £1,375	<b>Half Page Horizontal Insertion</b> £575
<b>Outside Back Cover</b> £1,650	<b>Half Page Vertical Insertion</b> £575
<b>Full Page Specified Position Advertorial</b> £1,350	<b>Quarter Page Insertion</b> £315
<b>Full Page Specified Position</b> £1,250	<b>Online advertising</b> Billboard advert - £250 per month Sidebar advert - £175 per month