

The Bulletin

**CHRISTCHURCH
ART GALLERY
TE PUNA O
WAIWHETU**



The Bulletin is a collectible magazine produced quarterly by the Christchurch Art Gallery Te Puna o Waiwhetu that has a very strong Christchurch readership as well as significant national and international exposure. The first issue was published in February 1979 by the then Robert McDougal Art Gallery. Redesigned in 1998, the Bulletin is an award winning, image-rich publication that details and reviews the Gallery's exhibitions and events and provides in-depth focus on current issues in art.

The Bulletin strives to connect people with art – emotionally and intellectually. It celebrates art and the creative art spirit by offering a quarterly magazine that is both informative, collectable, useful and of the highest quality to its readers. Readers of the Bulletin are active participants in the arts, have an understanding and appreciation for the visual arts and see the arts as an essential way of enhancing the quality and their experience of life.

Magazine Specs

Publication Issued - Quarterly

Print Run – 4000 plus per quarter

Readership frequency 20000 to 24000

Size – 260 x 280 mm landscape.

Paper stock – Cover 200 gsm media satin finish and 115 gsm media satin finish stock able to reproduce high quality art images.

Pages – 60 to 64 pages plus outside cover

Membership Delivery - Postal delivery - sealed clear plastic shrink wrap

Binding – Stapled

Availability – back issues available and a downloadable pdf version is available on line www.christchurchartgallery.org.nz

Editorial content – The Bulletin is produced by the Christchurch Art Gallery under the watchful eye of senior curator, Justin Paton, who is widely published as an art critic. Until recently he was curator of contemporary art at [Dunedin Public Art Gallery](http://www.dunedinpublicartgallery.org.nz). From 2000 until 2005 he was Editor of New Zealand's longest-running journal of Arts and Letters, *Landfall*

<http://www.awapress.com/authors-justin-paton> , <http://www.victoria.ac.nz/VUP/authorinfo/jpaton.html>

Reader Profile

Bulletin readers have an interest and involvement with the visual arts by way of collecting, viewing and experiencing art on a regular basis. Readership is split into three major categories Friends Membership, art and educational institutions and corporate sector. Friends membership consists of gallery supporters and arts patrons. The friends membership is mature, intelligent, financially independent, engaged within the community and sympathetic. Art and education readers consist of directors, curators, lecturers, editors, principals, artists and students. The corporate readers consist of CEO's, directors, design agency clients, board members, business owners and wealthy individuals.

Coverage.

75% Christchurch Local - Friends of the Gallery, Corporate clients, Christchurch City Council, Dealer galleries, Educational institutions, Artists, Arts professionals, Art Collectors and specific Cafes. Direct mail. Wastage – limited.

21% National – Corporate clients, Government Ministers, Dealer galleries, Educational institutions, Artists, Arts professionals, Art Collectors, Major magazine Editors, Museums, Art Galleries, Major Newspapers, Design agencies and Friends of the Gallery

4% International International – Artists, Arts professionals, Art Collectors, Art magazine Editors, Museums, Art Galleries and Design agencies. 60% to Australia 40% Other - Scotland, UK, USA, South Africa, Berlin, Singapore, Japan and Spain, Canada, Germany

Advertising Space

The Bulletin is able to offer one exclusive advertising space to an appropriately aligned high quality brand and brand identity.

Rate card

Exclusive Offer – 1 x premium full colour page only! – 2nd page in from front cover. Rate - \$2000 per page.
Single page ad can be split in half or quarters to produce 2 to 4 advertising spots. Please ask about our special rates.

Additional benefits

- ◆ Limited number of additional copies can be supplied to the client. Exclusive access for clients - not already on the database
- ◆ Loose insert available exclusive to brand/product/company.

Exposure

- ◆ Bulletin Cover image utilised for What's On DL flyer (40,000) and The Press - newspaper A2 insert (93,500)
- ◆ Christchurch international and domestic Koru lounges
- ◆ Selected Christchurch Cafés – Phantom distribution
- ◆ Strategy Design and Spectrum Print clients

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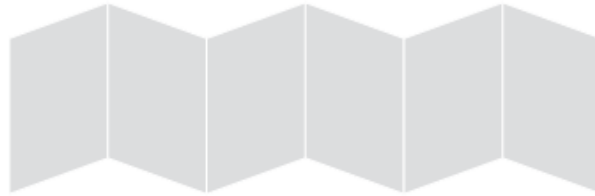
Bulletin
Christchurch Art Gallery
Te Puna o Waiwhetu

Summer
December 2008 —
February 2009

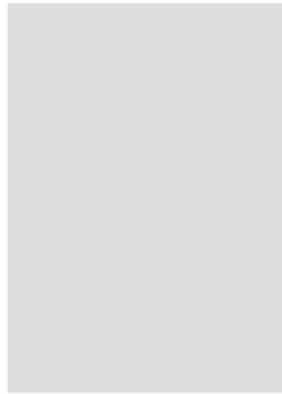


Christchurch Art Gallery
Quarterly promotion

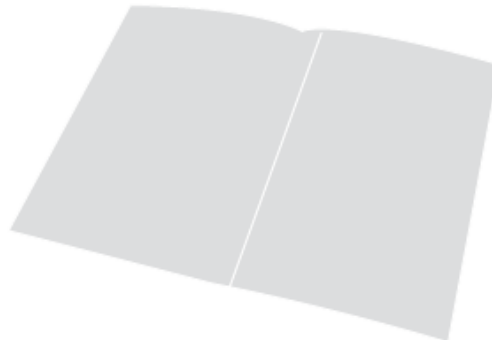
WHAT'S ON GUIDE



NEWSPAPER INSERT



THE BULLETIN



WEB MICROSITE



New Bulletin Format



Previous Bulletin Format

