

ingenu/e

creative talent revealed



information and rates for advertisers
www.ingenuemagazine.co.uk

ingenu/e is the only dedicated arts and culture magazine for the South Downs and High Weald area

ingenu/e covers all fields of creativity: the visual arts such as painting, photography, illustration, printmaking, sculpture, textiles and glass art; contemporary crafts – ceramics, wood art, jewellery etc; the performing arts such as theatre, film, music and dance; literature, poetry and prose; creative courses of all genres, and creative lifestyle items such as furniture design, art cafes, or anyone or anything with a creative bent.

ingenu/e is a free quarterly B5 magazine covering East and West Sussex and West Kent, following the geography of the South Downs and High Weald areas. Before launching in 2013 we conducted some market research and concluded that advertisers wanted the following:

- Good coverage of their local or regional area
- Economical advertising rates
- Exposure via social media such as Facebook, Instagram & Twitter
- Expanding their reach to their target market

We created the magazine to fulfil those objectives for all creative organisations, persons or groups of all artistic genres and leanings.

Outlets include cafés, art centres, libraries, theatres, art galleries, hotels, tourist information centres, visitor centres, music shops, bookshops, museums and other venues favoured by culturally aware people.

Notably the magazine adheres to the principle of advertising covering only 40% of the magazine, enabling the remaining 60% to be dedicated to interesting articles, interviews and comment. There is an online edition of the magazine on our website, with live links to advertisers' websites, and our social media platforms are used to promote advertisers.

Since its inception ingenu/e magazine has grown in size, has an expanding number of subscribers and stockists, an increasing readership through Facebook ads for our online edition and our mailing list is continually growing.

ethos

The raison d'être of the magazine is to promote creative talent of all genres, both emerging and established, while also keeping readers up to date with cultural events across the region.

"if it's not in ingenu/e... it's not happening!"

cover image: The Mediæval Bæbes, from their 'The Procession' Christmas 2023 tour, featured in ingenu/e magazine issue 41; photo by Karla Da Silva

a snapshot of our distribution

- Alfriston
- Amberley
- Ardingly
- Arundel
- Battle
- Bexhill
- Billingshurst
- Brighton & Hove
- Chichester
- Chiddingstone
- Cowfold
- Crawley
- Cuckfield
- Eastbourne
- East Grinstead
- Edenbridge
- Forest Row
- Handcross
- Hastings & St Leonards
- Haywards Heath
- Henfield
- Horsham
- Isle of Wight
- Lewes
- Lindfield
- Littlehampton
- Midhurst
- Partridge Green
- Petworth
- Sharpthorne
- Sheffield Park
- Shoreham by Sea
- Seaford
- Steyning
- Storrington
- Ticehurst
- Tonbridge
- Tunbridge Wells
- Uckfield
- Wadhurst
- West Wittering
- Worthing

advertising rates

Magazine advertising
 Double Page spread £600
 Full page £350
 Half page (landscape or portrait) £180
 Quarter page £90
 Prime sites: Back page £450
 Inside front page £400
 Inside back page £400

full page	1/2	1/4
	portrait	
1/2 landscape		1/4

Discounts and further support

Advertisers who book more than one issue or book ahead for the year (four issues) receive priority editorial attention and feature articles, while also benefitting from generously discounted advertising rates.

Inserts in magazine per 1000: £90 (preferably A5, DL size or similar)

Flyers or brochures per 1000: £80 (delivered to outlets separately along with the magazine)

Website advertising

A short article on our Featured page - 100 words and 1 or 2 images: £95 per quarter | £250 per year

artwork

Complete artwork can be provided as a jpg or pdf file to the following dimensions:
 Full page – 245mm high x 170mm wide. *Please include 3mm bleed, and allow 10mm margin between the text box and trim line.*
 Half page – (portrait) 220mm high x 73mm wide / (landscape) 108mm high x 150mm wide
 Quarter page – (portrait) 108mm high x 73mm wide

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