

Brochure Advertising 2023

What is Spring Fling?



artists and makers taking part, £233,942 was spent in studios. Of these visitors, 36% heard about the event from the brochure.

View the 2023 Facts here <https://issuu.com/springfling/docs/factsdoc2022>

Spring Fling is the most successful event of its kind in Scotland. An annual contemporary visual art and craft open studios event that takes place across Dumfries and Galloway, it was set up in 2003 to support and promote the region's professional artists and makers and their businesses.

Whilst the event is about opening an individual workspace to visitors, the success of Spring Fling involves a team effort with artist and makers, the voluntary Board of Directors, and the wider tourism sector all working together to make the weekend a unique experience. It requires commitment from each individual artist and craft maker to ensure that work is produced to a high quality and that the public enjoy visiting a welcoming and interesting studio where an artist or maker is prepared to talk about his or her practice. In Autumn 2015, Spring Fling CIC evolved into Upland Arts Development CIC. Upland now provides a year-round creative and professional development programme for its members, with Spring Fling as its annual flagship event.

Spring Fling 2021's purely digital brochure received over 1000 impressions and 847 reads with 91% of audiences saying they would be returning for Spring Fling 2022. View the 2021 Facts here: <https://issuu.com/springfling/docs/factsdoc2021>

In 2022 we returned to a fully physical event with printed brochure. Spring Fling had another successful year in terms of visitor numbers (total: 26,847 visits). With 96

Why advertise in the Spring Fling brochure?

The brochure is the event's primary marketing tool. Every inch of it is carefully prepared, from the commissioning of a different cover illustration each year to the proofing and distribution. Around 10,000 copies will be produced in 2023. These will be distributed across Scotland and further afield.

The cost of print production continues to rise. However, we believe it is important to make sure that our primary promotional tool remains consistent in terms of quality. This year, advertising rates have risen slightly to take into account the rising cost of delivering all promotional elements of the event; but we are pleased to be able to offer a **discount** for repeat advertisers who have placed advertisements in any SF brochure from 2019 to 2022.

The layout of Spring Fling 2023 brochure will be similar to that of the 2022 brochure which you can view here:

https://issuu.com/springfling/docs/spring_fling_2022_low_res_issuu

Types of Advertising



General advertising: Adverts are either full, half, 1/4 or 1/8 page format in the advertising section of the brochure. 1/2 page adverts are also allowed in the route sections. The latter are limited to 2 adverts per route and will be on a first-come-first serve basis. Businesses/events advertising in the route sections should be on that route/in that area. We will continue to offer advertising in the designated advertising area of the brochure and therefore offer something for everyone in terms of advertising needs.

Gallery advertorials:

Gallery advertorials are for galleries within Dumfries and Galloway. These are featured in the route pages of the route that gallery is on. This aims to provide brochure users and visitors to the event with a comprehensive insight into that area/route and give businesses an enhanced advertising opportunity. All other advertising conditions will still apply. Please see the rates and information below.



CAMPUS LINE

University of Glasgow, Glasgow, G12 8QQ
 0141 206 3000
 www.gla.ac.uk

THOMAS TOSH

14 Buchanan Street, Glasgow, G1 2PL
 0141 206 3000
 www.thomastosh.co.uk

Dumfries & Galloway Life

For everyone who loves South West Scotland

An inspiring, entertaining and informative read each month, featuring the best of Dumfries & Galloway. From its people and places to arts and culture, food and drink, history, wildlife, walking, homes and gardens, plus style and retail, leisure and sport, business, and award-winning photography

Subscribe to have the magazine delivered direct to your door every month: call 01228 612760 for our latest subscription offers

The region's favourite magazine is proud to be media partner of Spring Fling 2020

www.dumfriesandgallowaylife.co.uk
<http://www.facebook.com/DumfGallLife> and [twitter @GandGLife](https://twitter.com/GandGLife)



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Dumfries & Galloway Life

THE REGION'S FAVOURITE MAGAZINE

KIM AYRES

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www.kimayres.com | www.kimayres.com

From intimate portrait photography to dramatic set piece narrative photos of large groups, I love to work with people to create photos where they can be the hero, the heroine or even witness of their own epic. Imagine when you can still see your studio, you can trust me to deliver the most dramatic of how to create striking images on the hour every hour while open across the weekend. Put exclusive special offers for visitors only. Also see examples of my work, ask questions, start discussions and let your imagination run wild.

CLUENCE STUDIO

214 High Street, Leeds, LS1 3BE
 0113 244 1111 | www.cluencestudio.co.uk
 0113 244 1111 | www.cluencestudio.co.uk

A professional photographer and creative studio, Cluence Studio is a leading provider of professional photography and creative services in Leeds. We offer a wide range of services including portrait photography, wedding photography, corporate photography, product photography, and more. Our team of experienced photographers and creative professionals work together to deliver high-quality, creative results for our clients. We are based in a modern, creative studio in the heart of Leeds, and we are proud to be a leading provider of professional photography and creative services in the region.

Who we are

Head of Studio
 Sarah Brown, Chair
 Anna McCall, Vice-Chair
 Sue Wilson, Treasurer
 Chris Bailey
 Christine Eves

Staff
 Amy Marston, Creative Director
 Lauren Marston, Assistant Director
 Sue McLaughlin, Finance and Admin Officer
 Catherine Morgan, Project Assistant

2013 National Panel
 Irene Turner
 Carol Walker
 Lucy Wardell
 Rebecca Grogan
 Mary Whitmore
 Louise Briggs

Design & Print

Realisation
 Tara O'Brien

Spring Ring App
 Galskells

Web Development
 David Eddy, Design Office

Photography
 Colin Tennant
 Colin Henderson

TV
 Scottish Festival 16

Media Partner
 Business & Lifestyle Life

Upland is also registered to a dedicated number of our artists and visitors who offer their expertise and experience through the year across a range of projects.

Become an Uplander

If you are a professional artist or maker and have a connection to Dunfermline and surrounding areas, you can apply to become part of Upland.

www.upland.co.uk
www.upland.co.uk
www.upland.co.uk

Marketing to you monthly

Upland

1000 Edinburgh Arts Centre
 of Edinburgh Road
 (DUNF) (DUNF)

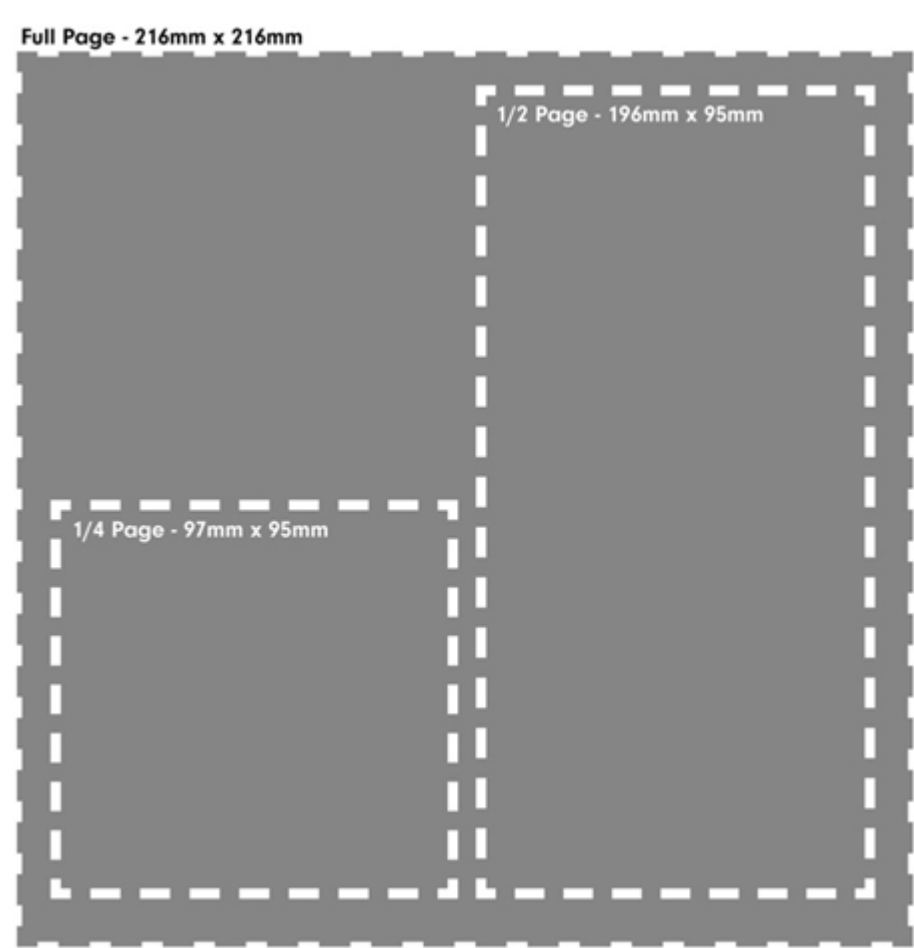
www.upland.co.uk
www.upland.co.uk
www.upland.co.uk

Facebook - www.upland.co.uk
Twitter - www.upland.co.uk
Instagram - www.upland.co.uk

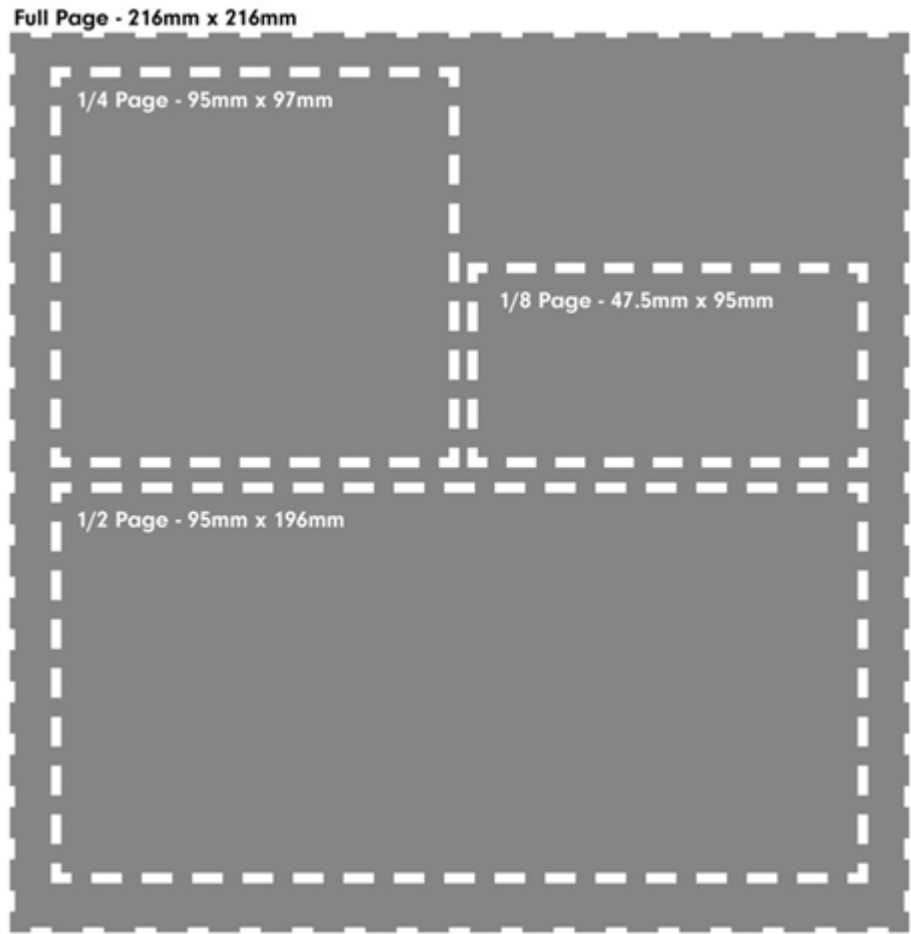
www.upland.co.uk
www.upland.co.uk
www.upland.co.uk

Advertisement Dimensions

We offer both horizontal and vertical adverts. Please see below the sizes and orientations available.



Vertical



Horizontal

Advertising Rates (VAT not applicable)

Inside front cover – full page	216mm high x 216 mm wide (includes 3mm bleed) Please note - do not place text close to the spine as could get lost in binding - at least 25 mm away from spine.	£2,250 (this may be eligible for sponsorship match funding, see below)
Full Page	216mm high x 216 mm wide (includes 3mm bleed)	£885.00 (on your route) £835.00 (advertisers' area)
1/2 page	Vertical 196mm high x 95mm wide (requires no bleed) Horizontal- 95mm high x 196mm wide	£485.00 (on your route) £435.00 (advertisers' area)
1/4 page	97mm high x 95mm wide (requires no bleed)	£335.00 (advertisers' area) (route listing not offered)
1/8 page	47.5mm high x 95mm wide (requires no bleed) – horizontal orientation only	£235.00 (advertisers' area) (route listing not offered)
Gallery Advertorials	196mm high x 95mm wide (requires no bleed). Different format to adverts, with more text & information. Includes a dot on the map, SF website promotion, social media/newsletter promo and promotion as part of your route	£535.00 (on your route only)

Galleries are also welcome to take out an advert in the main advert section as per the costs.

Repeat advertisers are entitled to a 15% discount – anyone who has advertised in the last 3 years (2019- 2022)

Advertising Policies

Individual artists	Advertising by individual artists and makers is only open to Upland Professional Members (for more information on becoming a member visit: www.weareupland.com/members/become-an-uplander)
	Their adverts cannot only promote their Spring Fling open studio and/or any other event on during the SF weekend.
	Artists not taking part in Spring Fling 2023 are limited to 1/8 page.
Other businesses	Tourist businesses and attractions, venues, sponsors, funders and permanent galleries are welcome to advertise non art/craft related events.
Visual arts and crafts events	Visual arts and crafts bodies can advertise events but they must not take place over the same weekend as Spring Fling 2023

Disclaimer: final decisions regarding the acceptance of advertising by any individual, business or event will be at the discretion of the Upland staff.

Booking your advert

Make your booking with Chris Bridgman, Events & Exhibitions Co-ordinator Email: chris@weareupland.com

Remember adverts in the Route sections of the brochure are limited in number and are allocated on a first-come-first-served basis.

All adverts and Gallery advertorials must be booked and paid for by **12noon on Friday 2nd December 2022.**

Artwork, and information for advertorials must be provided by **5pm, Friday 13 January 2023**

Technical Specifications

Please supply adverts by email to chris@weareupland.com.

Artwork should be high resolution (300dpi print quality) and submitted in either: PDF, EPS, TIFF or JPG formats. If you need help designing an advert, we can help you in house (POA).

Web: www.spring-fling.co.uk – www.weareupland.com

Spring Fling Open Studios is an Upland Arts Development Community Interest Company (SC350101) event.