LONDON CRAFT WEEK

3–7 May 2017

Putting craftsmanship centre stage of the world's creative capital

LONDON CRAFT WEEK is an annual event that showcases exceptional craftsmanship through a journey-of-discovery programme featuring hidden workshops and unknown makers alongside celebrated masters, famous studios, galleries, shops and luxury brands.

The aim is to experience craft not just as static objects or as brand-led 'fashion' or 'design' but to understand the full context in which they were made, why they are special, meet the creators, and even have a try yourself.

LONDON CRAFT WEEK is independent, not-for-profit and supported by founding partner Vacheron Constantin, sponsors Mulberry, Grosvenor Estates and St James's Market and strategic partners: The Crafts Council, The Heritage Crafts Association, Mayor of London and Walpole.

"London has long had a Fashion Week and a Design Festival. Now there is London Craft Week. A magical combination of imagination, individuality, passion and skill found in the best-made of things."
Guy Salter, *Chairman*

www.londoncraftweek.com

Advertising in the Exclusive London Craft Week Programme Guide

The 2017 edition of London Craft Week will be supported with an approximate 120 page guide (final pages dependent on final number of events etc) which will detail all the events in the 2017 programme.

A beautifully designed book, this easy to use listings guide will be ordered by area of London: Central, North, South, East, West.

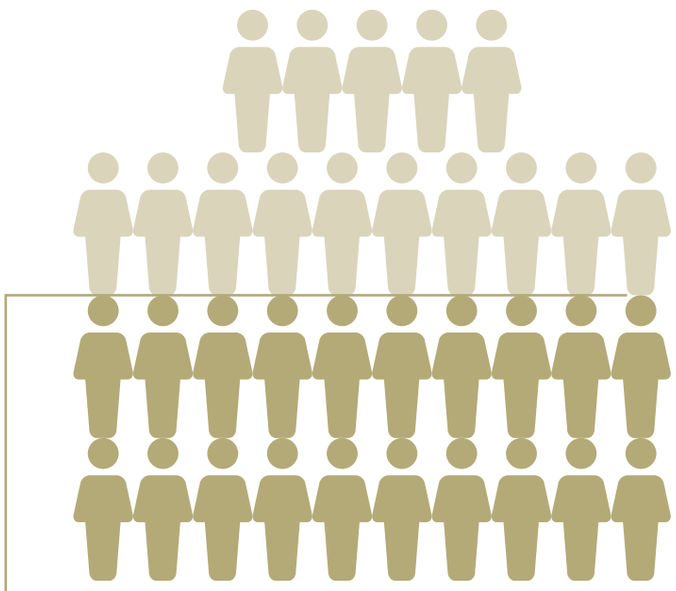
30,000 copies of the guide will be distributed to over 200 programme partners involved in the week, which range from the Goldsmiths Centre to Vacheron Constantin, Cockpit Arts to Linley, the V&A to the Houses of Parliament. The guide will also be distributed through Gold Key Media to a carefully targeted group of private members clubs, patron and collectors groups, first class lounges, high profile restaurants, museums and galleries.

Key facts and figures — 2016

Over

35,000

Discerning visitors



58%

of visitors bought
or intended to buy
or commission during the week

129

Partners

Involvement from

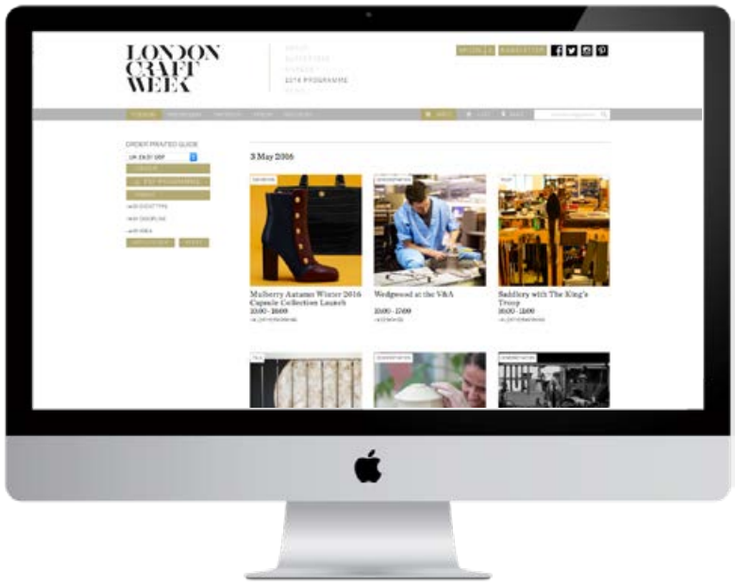
10

different countries

For 2017 we plan to have over

200

individual events



www.londoncraftweekcom attracted over

75,000

unique visitors

30,000

Guidebooks are distributed to members' clubs, luxury hotels, concierge services and high end arts institutions and our established database

Advertising Rates

PRINT

IFC £3000 + vat
Trim size:160 x 230mm; Bleed size: 166 x 236mm

IBC £2500 + vat
Trim size: 160 x 230mm; Bleed size: 166 x236mm

DPS £3000 + vat
Trim size: 320 x 230mm; Bleed size: 326 x 236mm

Full Page £1300 + vat
Trim size: 160 x 230mm; Bleed size: 166 x 236mm

Half Page £ 750 + vat
Trim size: 160 x 115mm; Bleed size: 166 x 121mm

Supply file as:
PDF, 300 dpi, CMYK
Guide size: 160 x 230mm (portrait)

ONLINE

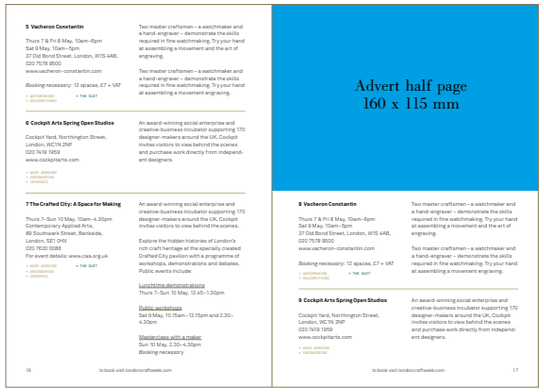
Banner ad on homepage £400 + vat for 8 week period
(rotating 3 ads)

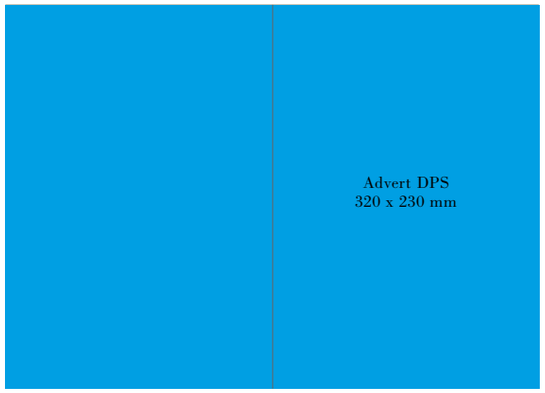
Supply file as:
JPG or PNG, 1440 x 400 @ 96 dpi for the desktop image
JPG or PNG, 600 x 233 @ 96 dpi for the mobile image

Our booking deadline is 3 February 2017.
Deadline for supplying artwork is 10 February 2017.

References

PRINT





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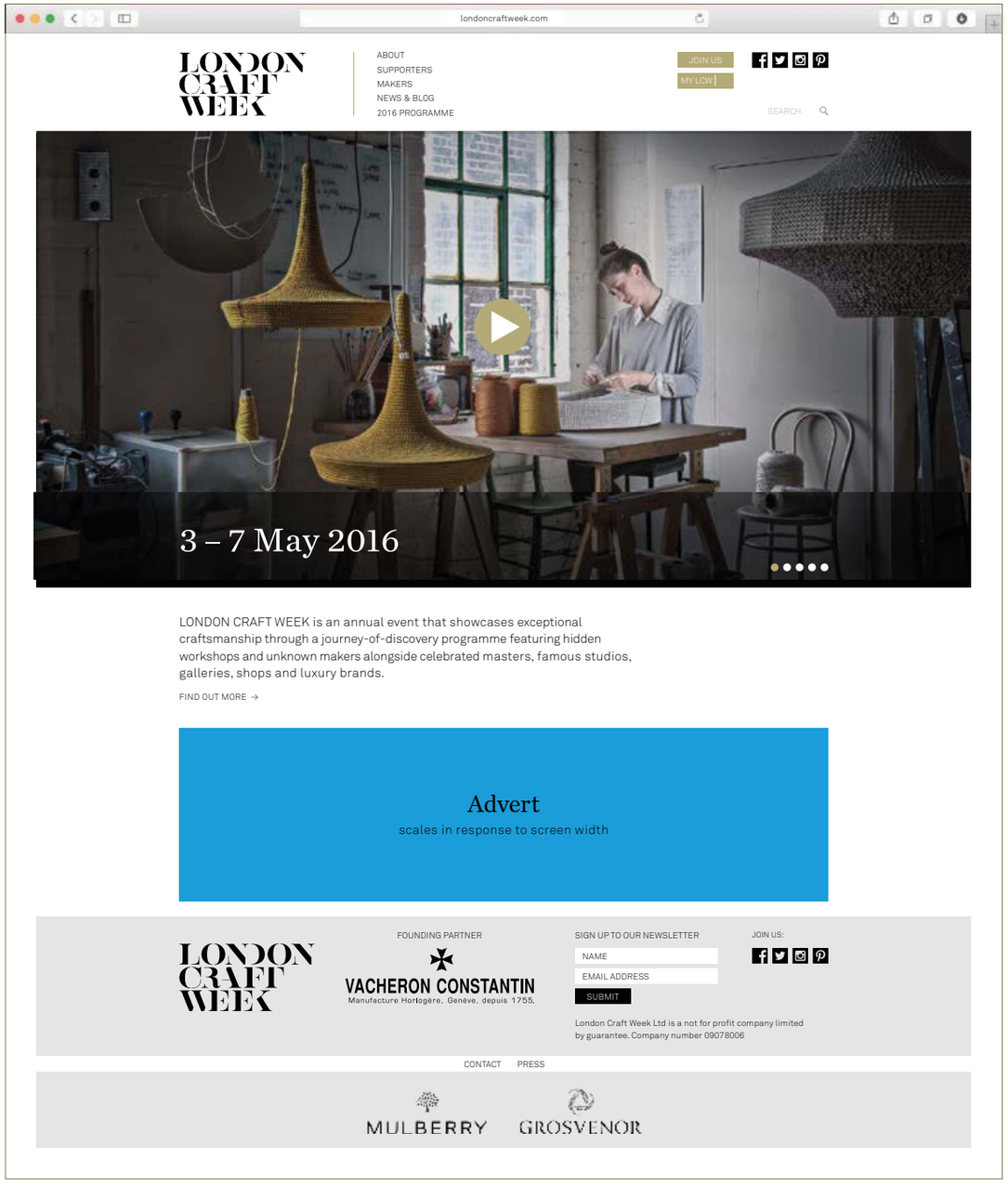

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