

Why advertise with GEM?

Be associated with GEM

GEM is **the voice for heritage learning**, a **specialist** charitable membership organisation with a **70-year** history.

GEM has about **2,000 members** across the sector and **around the globe**, 90% of whom are professionals working in the UK.

Benefit from GEM's reputation

Delivering and **championing excellence** in heritage education for over 70 years, GEM is the **hub** for heritage learning professionals.

Reach the people who matter

By advertising with GEM, news of your work or services goes **directly** to the professionals and organisations at all levels that want to know.

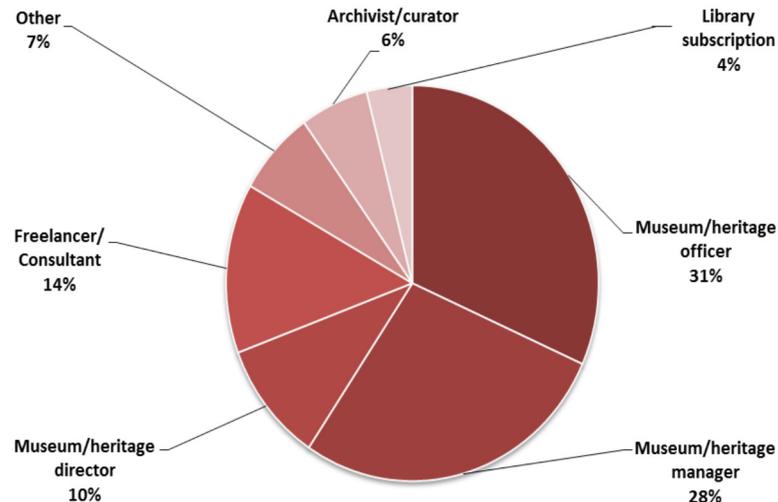
GEM members work across the heritage sector...

- museums
- libraries
- churches
- archives
- science centres
- historic houses
- galleries
- heritage sites

and represent a variety of people & places...

- organisations 43%
- individuals 44%
- students/concessions 9%
- other 4%

GEM members by job type



Case Studies

Vol.1 2008



Rates & specifications

GEM members receive a 10% discount on all listed prices

Display prices

Size	Journal & Case Studies
Quarter page	£145
Half page	£235
Full page	£400
Inside back cover	£460

Dimensions (mm, height x width)

Page area	Journal (B4)	Case Studies (A4)
Quarter page	101 x 68.5	131.5 x 93
Half page (vertical)	206 x 68.5	266.5 x 93
Half page (horizontal)	101 x 141	131.5 x 190
Full page	206 x 141	266.5 x 190
Inside back cover	245 x 171	297 x 210

Display specifications

- All adverts should be created as a PDF or TIFF with a resolution of no less than 300dpi
- Full-colour adverts should be CMYK
- Additional design & typesetting service available

Inserts (max: 317 mm x 221 mm)

Category	Examples	Weight	Price per 1,400 run (UK only) *
Basic	2 x double-sided A4 (4pp)	Up to 40g (approx.)	£225
	DL leaflet		
	A4 square brochure		
	A5 flyer		
	A6 postcard		
Basic plus	CD/DVD (cardboard sleeve)	40-70g (approx.)	£290
	A4 booklet (5-8pp)		
	A4 square brochure (5-12pp)		
	A5 leaflet (10-16pp)		

* For any special requests or to arrange overseas or targeted mail outs, please contact the GEM office for a quote. Particularly large, heavy or bulky objects are subject to GEM's discretion.

eBulletins

Need to get the word out quicker? GEM can send out sponsored e-bulletins to all those that sign up via our website, about relevant news or opportunities for just £56 for members or £97 for non-members (price per bulletin).

Copy dates

The dates by which **finished artwork** should reach the GEM office are as follows:

May Case Studies:

20 Apr (2 May)

November Journal & Case Studies:

19 Oct (1 Nov)

The dates by which the total number of *inserts* must reach the office are shown above in brackets.

Contact us

advertise@gem.org.uk

(01634) 853 424

GEM Office
54 Balmoral Road
Gillingham
Kent, ME7 4PG

Our publications

GEM publishes several **specialist heritage education publications** throughout the year including the annual *Journal of Education in Museums* and *Case Studies* twice a year.

These are distributed to **all members**, and all organisations receive two copies of each publication. Inserts are also included.

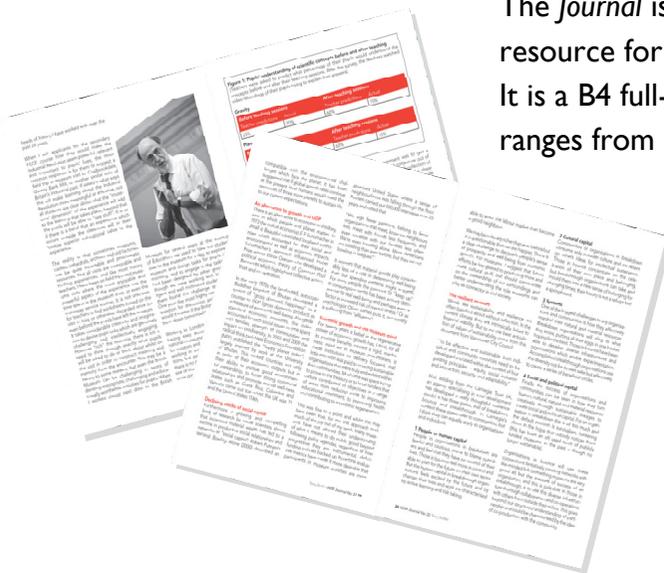
- **Circulation: c. 2,000**
- **Readership: c. 6,500**

GEM *Journal of Education in Museums*

An integral part of the heritage education calendar since 1980, the *GEM Journal of Education in Museums* is published **once a year in November**.

The *Journal* is a valuable and respected resource for heritage professionals. It is a B4 full-colour publication which ranges from 72-96 pages in length.

It brings together a wealth of relevant and current material from contributors at the forefront of heritage education today.



GEM *Case Studies*

GEM Case Studies is published **twice a year in May and November**.

A full-colour A4 publication of approximately 24-30 pages, *Case Studies* is a rich resource for new ideas and an inspiration to all members – from top management to those working directly with audiences.

GEM Case Studies offers examples of best professional practice, new approaches and astute advice from across the heritage sector.

