





## ADVERTISING IN TABLEAU

Galleries, fairs and auction houses are the primary advertisers of Tableau Fine Arts Magazine. In addition, Tableau specifically targets advertisers in the lifestyle segment, for example cultural tourism, cars, jewellery and watches. In view of its audience, the magazine is a good 'platform' for investment and insurance products and for banks. Tableau can get across commercial messages in various ways. The editorial team, for example, can produce booklets and thematic guides that can be sealed with the magazine in collaboration with partners. There is also collaboration in the field of readers offers, contests, subscriber actions, promotional inserts and advertorials. Pelican Magazines also offers attractive package deals in combination with other Pelican titles, such as Residence, Elegance, En France, Nautique and CARROS Magazine.

**Reservations:** [order@pelicanmags.nl](mailto:order@pelicanmags.nl)

**Advertising material:** certified PDF files with a colour proof

**Send material to:** [materiaal@pelicanmags.nl](mailto:materiaal@pelicanmags.nl)

**Details:** quotations for inserts are made on request

**For more information** please contact the Pelican Magazines Sales Department, tel. +31 (0) 20 758 1000.



## PRICES AND TECHNICAL SPECS

<b>1/1 page</b>	€ 2,500
<b>1/2 page</b>	€ 1,875
<b>1/4 page</b>	€ 1,000
<b>Cover 2</b>	not available
<b>Cover 3</b>	€ 2,750
<b>Cover 4</b>	€ 3,000
<b>2/1 page</b>	€ 5,000
<b>Opening spread</b>	€ 5,750
<b>All other positioning requests</b>	+10%

<b>Basic size</b>	116 pages	
<b>Average printed circulation</b>	20,800 (HOI 2010)	
<b>Paper inner pages</b>	100 grams woodfree satinated mc	
<b>Paper cover</b>	250 grams woodfree satinated mc	
<b>Cover finish</b>	Glossy UV coating	
<b>Printing method</b>	Sheet and rotation offset	
<b>Bleed</b>	5 mms all around	
<b>Trim size</b>	230 x 297 mm (w x h)	
<b>Type area</b>	200 x 267 mm (w x h)	
<b>Print</b>	Full colour	
<b>Finish</b>	Perfect bound	

## 2012 CALENDAR

	Reservations	Material	Issue Dates
1	30-01-2012	02-02-2012	02-03-2012
2	26-03-2012	27-03-2012	27-04-2012
3	21-05-2012	22-05-2012	22-06-2012
4	30-07-2012	31-07-2012	31-08-2012
5	24-09-2012	25-09-2012	26-10-2012
6	12-11-2012	13-11-2012	14-12-2012

# Tableau

FINE ARTS MAGAZINE

Tableau Fine Arts Magazine is published by Pelican Magazines



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