

25-27 May 2024

SPRINGFLING

Scotland's Premier Art and Craft Open Studios Event



Brochure Advertising 2024

Deadline – Monday 13th November 2023

What is Spring Fling?



45% heard about the event from the brochure.

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 2024. These will be distributed across Scotland and further afield.

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.

In 2023, Spring Fling had another successful year in terms of visitor numbers increasing on the 2022 event figures (total: 31,277 visits). With 100 artists and makers taking part, £243,504.73 was spent in studios. Of these visitors,

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 2023.

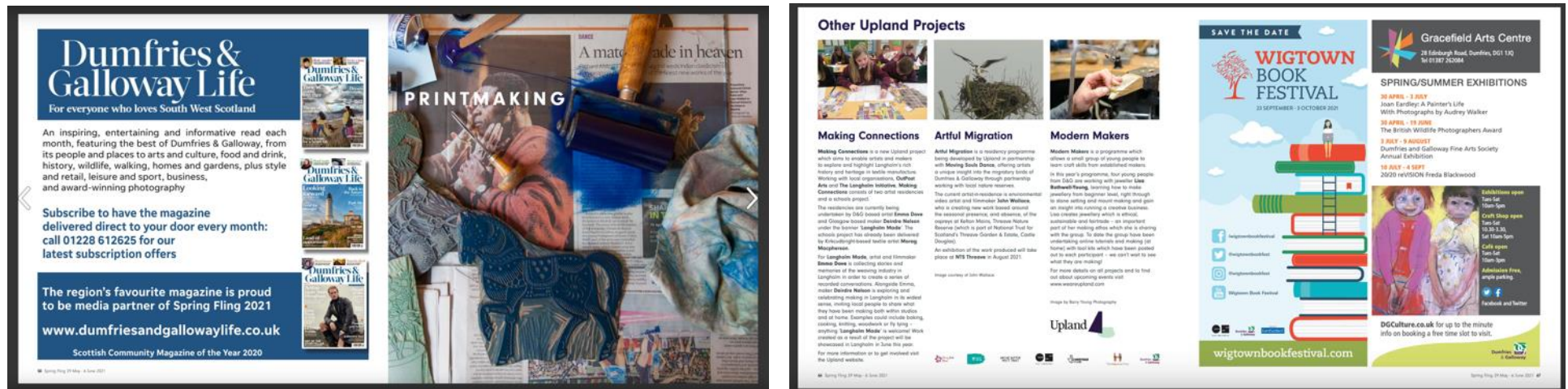
The layout of Spring Fling 2024 brochure will be similar to that of the 2023 brochure which you can view here:

https://issuu.com/springfling/docs/66131_sf2023_brochure_digital

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.



CAMP LINE

Camp Line, Camp Line, Dumfries, Dumfriesshire, DG11 3AD
E: info@campline.org.uk W: www.campline.org.uk
T: (01446) 621000 #campline @campline_line @campline

HMPT

Located in rural south west Scotland, CAMP LINE is an independent arts organisation dedicated to presenting contemporary art and film of international scope for residents of the region and visitors from further afield. We bring the work of artists and filmmakers practicing internationally today to a rural setting, for audiences and visitors from both near and far to encounter, experience and enjoy.

Our next exhibition opens Saturday 31 October 2020. We look forward to welcoming you by pre-booked appointment. You will be able to book one of our hourly slots from mid-October.

Our screenings, workshops and events will continue to take place online for the time being.

Directions: We are located in Mid-Nithsdale in Dumfriesshire, south west Scotland. We are 1.5 miles from the A76. We are two miles south of Thornhill, and about 14 miles north of Dumfries. You will find us at Camp Line, immediately overlooking the beautiful Campie rail viaduct.

Accessibility: We have wheelchair access throughout our building.

Spring Fling, Bookended 1-12 October 2020



THOMAS TOSH

11 East Horse Street, Thornhill, Dumfriesshire, DG11 2LJ
E: info@thomas-tosh.com W: www.thomas-tosh.com @thomas_tosh
T: (01446) 621000 #thomas_tosh @thomas_tosh

HMPT

Autumn 2020
We're open seven days-a-week
Monday-Saturday 9.30am-5pm / Sundays 10.30am-4pm
You can still drop in to our cafe for a socially distanced time. If you want to be sure of a table for lunch please ring us on 01446 331 503

Thomas Tosh is based in the old parish hall in Thornhill, Dumfries & Galloway. It features a cafe, interiors, gift and book departments and gallery.

Directions: We are in the centre of Thornhill, just off the main A76 route. There is free parking throughout the village. By car, we are under half an hour away from Dumfries, on hour-and-a-half from Glasgow, under two hours from Edinburgh, and an hour-and-a-half from Carlisle.

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/DandGLife and twitter @DandGLife



KIM AYRES

01751 961 961 E: kim@kimayres.co.uk @kimayresphotography
W: www.kimayres.co.uk @kimayresphotography @kimayres

From intimate portrait photography to dramatic self-piece narrative photos of large groups, I love to work with people to create photos where they can be the hero, heroine or even villain of their own epic images.

When you can visit my studio, you can expect: Live demonstrations of how to create striking photos - on the hour every hour while open across the weekend. Plus exclusive special offers for visitors only. Also see examples of my work, ask questions, start discussions and let your imagination run wild.

Spring Fling, Bookended 1-12 October 2020



CLUENCE STUDIO

112 King Street, Castle Douglas, DG7 1DE
E: info@cluencestudio.co.uk W: www.cluencestudio.co.uk
T: (01446) 604119 #cluencestudio @cluencestudio

A lovely gallery and studio in Castle Douglas town centre, showing original oil and watercolor paintings by Angus Morrison. Morrison has spent the central years of his lifetime and now lives with his wife and two children in the Highlands and Lowlands. He has also spent time in the USA and Canada. He is a highly accomplished and award-winning artist and has exhibited his work at the Cluence Studio for ten years. Morrison's work is a celebration of nature and people, and is a testament to his artistic vision. He is a member of the Scottish Society of Water Colour Artists and the Royal Scottish Academy of Painting, Sculpture and Architecture.

Information: Cluence Studio is open from 10am to 5pm Monday to Saturday. Cluence Studio is a charity and all proceeds from the sale of art go to the Cluence Studio. We are a registered charity and all proceeds from the sale of art go to the Cluence Studio. We are a registered charity and all proceeds from the sale of art go to the Cluence Studio.

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Spring Fling, Bookended 1-12 October 2020

Who we are

Board of Directors:
Sarah Stewart, Chair
Aislinn McCull, Vice-Chair
Eva Milroy, Treasurer
Clare Dowdy
Grainne Rice



Staff:
Amy Martin, Creative Director
Joanna Macculy, Assistant Director
Ros McGooghie, Finance and Admin Officer
Catharine Macleod, Project Assistant

2020 Selection Panel:
Irene Korman
Carol Sinclair
Lucy Macleod
Rebecca Coggins
Mary Morrison
Louise Briggs

Design & Print:
Alba
Illustration:
Tom O'Brien
Spring Fling App:
CodeArcs

Web Development:
David Kelly Design Office
Photography:
Colin Bennett
Colin Hattersley
PR:
Scottish Festivals PR

Media Partner:
Dumfries & Galloway Life



Upland is also supported by a dedicated number of our artists and makers 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 Dumfries and Galloway you can apply to become part of Upland.

www.upland.co.uk/apply
hello@upland.co.uk
Membership is free

Upland
c/o Gracefield Arts Centre
28 Edinburgh Road
Dumfries
DG1 1JQ
01753 213 218

Upland Arts Development CIC is registered in Scotland as a Community Interest Company. Limited by guarantee for the Scottish Registered office: 28 Edinburgh Road, Dumfries DG1 1JQ.

Facebook / weareupland
Twitter / weareupland
Instagram / upland_cic

weareupland.com



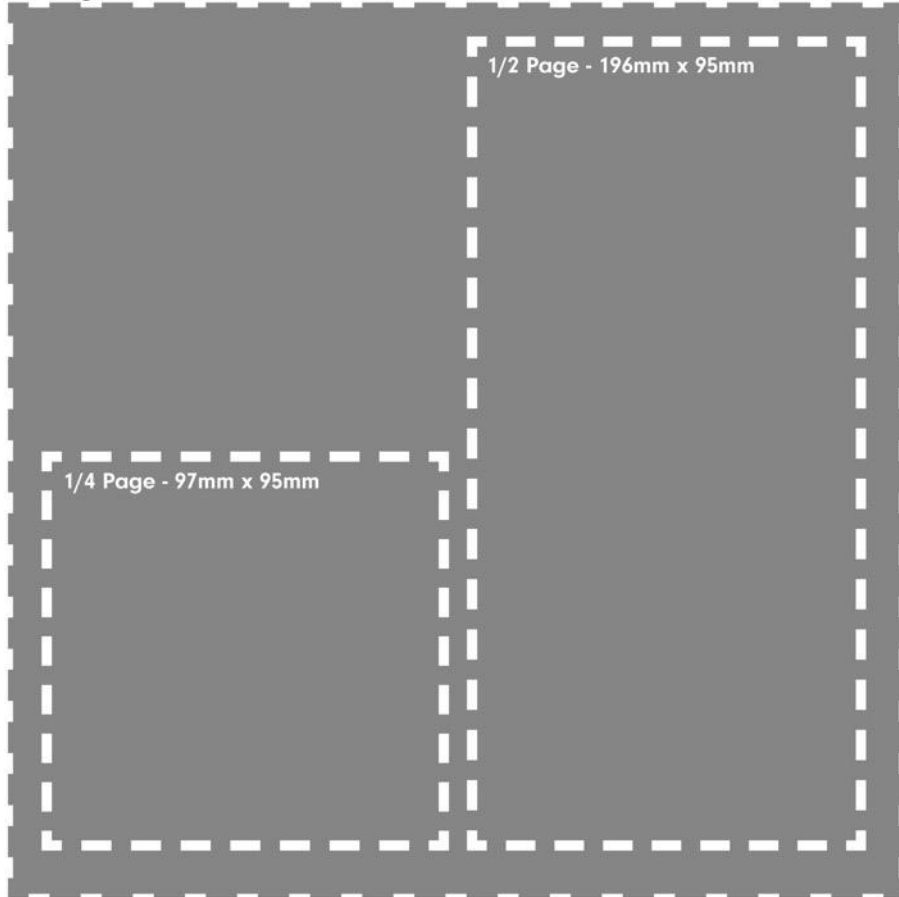
Spring Fling, Bookended 1-12 October 2020

Advertisement Dimensions

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

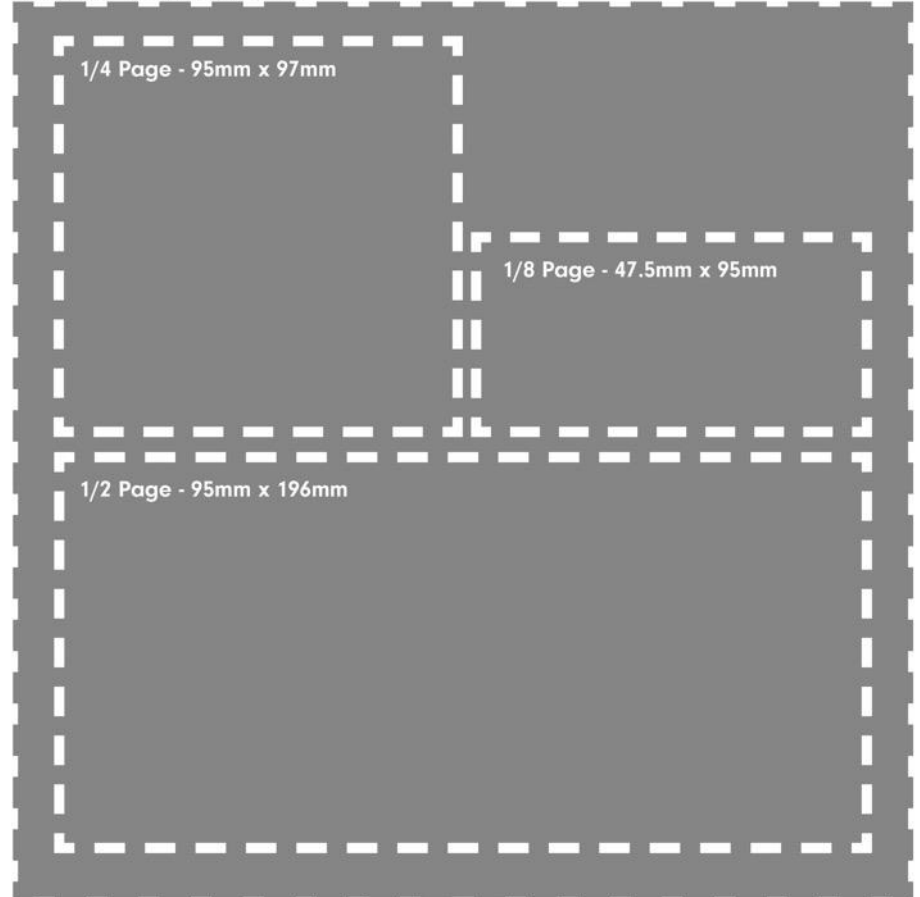
Vertical

Full Page - 216mm x 216mm



Horizontal

Full Page - 216mm x 216mm



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)
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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- 2023)

Advertising Policies

Individual artists	Advertising by individual artists and makers is only open to Upland Professional Members only - 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 2024 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 2024

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

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

All adverts and Gallery advertorials must be booked and paid for by **12noon on Monday 13th November 2023.**

Artwork, and information for advertorials must be provided by **5pm, Monday 15th January 2024**

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).

Contact Details

Chris Bridgman, Events & Exhibitions Co-ordinator / Email: chris@weareupland.com

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