



**HERTS**

Visual Arts

PROMOTING  
CREATIVITY

# NEWS LETTER

[WWW.HVAF.ORG.UK](http://WWW.HVAF.ORG.UK)

ISSUE NO.7 **AUTUMN**

**IT'S FOR YOU !**



**MARKETING YOUR  
ART : TIKTOK**

**FEATURED ARTIST  
MITZIE GREEN**

**OPEN STUDIOS 2022**

# IN THIS ISSUE...

**Take a look!** Our latest newsletter has something for everyone ... discover how to market your art, and read about our Featured Artist, Mitzie. You'll also see our usual comprehensive range of interesting information plus an update on our Area Coordinators.

This issue offers lots of thought-provoking details, including:

PAGE 4: WELCOME TO NEW MEMBERS

PAGE 5: BIG ART FAIR REPORT

PAGE 6: CHANTAL'S CREPE PAPER FLOWERS

PAGE 8: AREA COORDINATORS

PAGE 9: CONFERENCE 2023

PAGE 11: WORKSHOPS & EXHIBITIONS

PAGE 12: FEATURED ARTIST

PAGE 14: MARKETING USING TIKTOK

PAGE 16: THE MEMBERSHIP YEAR

PAGE 17: OPEN STUDIOS REPORT

PAGE 18: SPONSORSHIP DEALS IN HVAF

PAGE 19: ADVERTISING OPPORTUNITIES

PAGE 20: 5 GREAT THIS TO EXPLORE

## WHO CAN JOIN HERTS VISUAL ARTS?

We welcome all artists and makers living and/or working in or near Hertfordshire. Our members include Sculptors, Painters, Glass Artists, Fine Artists, Photographers, Textile Artists and many, many more creatives.

We provide a space where Members can create and grow, show their work and get to know each other, with no minimum requirements.

## 5 GREAT REASONS TO BE A MEMBER

1. NETWORK AND COLLABORATE
2. MEMBER-ONLY EVENTS
3. NEWSLETTERS
4. OUR WEBSITE
5. SOCIAL MEDIA



## DIARY DATES

- Nov - Christmas Showcase  
Christmas Showcase Live on Facebook
- Nov 25<sup>th</sup> - Hints & Tips Session on Zoom
- Jan 1<sup>st</sup> - Early Bird Membership Discount starts
- Jan 16<sup>th</sup> 2023 - HVAF Annual Conference

## PUBLICATION DATES

All information including article, and images to be emailed to [news@hvaf.org.uk](mailto:news@hvaf.org.uk)

- Nov: Compile issue 8
- Dec: Deadline for copy - 10<sup>th</sup>
- Jan: Issue 8 published

# WELCOME

*Summer 2022 will be remembered for being extremely hot and very dry! For many of us artists, it was a struggle to keep cool in our studios and workplaces. At times, it was difficult to motivate ourselves to create however our passion for art won through!*

*Although warm, our summer event, the **Big Art Fair** set sales soaring. We welcomed an amazing number of visitors - the best since 2018 when we started this annual event. Read our short review on Page 5 and don't miss next year's event ... mark June 23-25 in your diary.*

*If your art journey includes getting your art 'out there', then read our article on **TikTok**, a social platform which may surprise you.*

*As you'd expect, our newsletter shares so much information on different aspects of creativity; I hope you enjoy reading it.*

*Sally Taylor*



**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/ARTISTS/JOIN-MEMBERSHIP-BENEFITS](http://WWW.HVAF.ORG.UK/ARTISTS/JOIN-MEMBERSHIP-BENEFITS)

**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/OUR-EVENTS](http://WWW.HVAF.ORG.UK/OUR-EVENTS)

# WELCOME TO *New & Returning Members*

WE ARE DELIGHTED TO WELCOME THE FOLLOWING CREATIVES INTO HERTS VISUAL ARTS.

AMY PETTINGILL N. HERTS

JAYNE BERNSTEIN N. HERTS

NATALIA MILLMAN ST ALBANS

YVONNE KERRIGAN N. HERTS

ALEXANDRA TOYNE ST ALBANS

JOHN JAKE JOHNSTON N. HERTS

TRICIA PF WELWYN & HATFIELD

ELENA STOGNEVA N. HERTS

HELEN QUENET WELWYN & HATFIELD

ARYA MAKUALA DACORUM

ARUNA MENE WELWYN & HATFIELD

We've had some fabulous sessions meeting new Members. Together, we've explored the Membership and what it offers. Held on Zoom, these bi-monthly get-togethers are a great way to learn some tricks on using our Website to promote your art. They're great fun too!

To get the best out of these sessions, you will need a good internet connection with use of a speaker and camera.

## WHAT'S INCLUDED

Items discussed during these sessions include:

- How your Membership works
- The Membership year and what to expect
- How to prepare and upload images into you online Gallery
- Taking part in events and the benefits they give
- Becoming involved in your area by attending the area group meetings
- An introduction to the Organising Group (OG) team, its role and activities

**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/OUR-EVENTS/HINTS-AND-TIPS](http://WWW.HVAF.ORG.UK/OUR-EVENTS/HINTS-AND-TIPS)

# WHAT A WEEKEND!

The sun was out and Hitchin was buzzing with art, with 60 HVAF members exhibiting their beautiful work. We all enjoyed a wonderful weekend. This year proved to be our most successful Big Art Fair yet! Here are some of the comments our visitors made:

« ABSOLUTELY AMAZING ART! WHAT A VARIETY OF WORK!

VARIETY OF LOVELY WORK »

We were busy during the entire event, and took a record breaking amount in sales. BAF 22 was our most successful summer exhibition to date.

## AWARDS

This year we enjoyed sharing our Preview Evening with our sponsors, Matt from ConsensusHR, Ken from Dragonfly Digital and Jeremy from Meridian Capital. All chose their favourite artist – Daniella Saavadar, Heather Miller and John Durham – congratulations to you all.

All the Visitors Voting slips were added up on the Sunday, and the award presented to Sally Quorn. Sally displayed some amazing animal paintings.

WONDERFUL  
DESIRABLE  
CREATIVE  
ART

**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/ARTISTS/BIG-ART-FAIR](http://WWW.HVAF.ORG.UK/ARTISTS/BIG-ART-FAIR)


Be inspired by all our artists exhibiting, see examples of their work in our [digital flipbook](#), or view our [video](#)

## BAF 2023

Hot on the heels of this year's success, we are already planning next year's event. The Big Art Fair 2023 will be slightly earlier than previous years due to venue availability.

**PUT 23<sup>RD</sup> - 25<sup>TH</sup> JUNE INTO YOUR DIARY!**

Find us on Social Media, visit our Social Wall: <https://www.hvaf.org.uk/social> or directly follow the #BigArtFair @HertsVisualArts



## MEMBERSHIP HINTS & TIPS

### DATES FOR YOUR DIARY

Nov 25<sup>th</sup>, 7pm  
Jan 25<sup>th</sup>, 7pm  
Dates may change, so please visit the website nearer the time.



# CREPE PAPER FLOWERS

THE ART OF TRANSFORMING TWO DIMENSIONAL PAPER INTO 3 DIMENSIONAL BOTANICAL ART WITH THE ADDITION OF A BIT OF WIRE AND GLUE, PERHAPS A SPRINKLING OF PAINT AND POSSIBLY A DUSTING OF PAN PASTEL.

The paper used is either German or Italian specialist crepe paper ranging in weight from 48 gsm to 180 gsm. Sometimes the paper is "laminated" (two or more layers stuck together) to give it added weight and substance.

Firstly the paper is prepared by stretching slightly to open the gathers in the crepe and then painted if a particular hue is required, using either liquid watercolour or liquid acrylic.

All the petals, leaves, stamen and sepals are then handcut using a template, then "cupped" by stretching the paper using fingers. If pan pastel is required to give the base of the petals some colour then it is done at this point. The leaves are normally cut in two halves and a wire glued to the centre of the leaf to enable natural shaping.



“ if you were to make a dozen of the same flower, each would turn out slightly different ”

Once all the individual parts are ready the fun part can begin. Some flowers have an enormous number of petals, some have distinct petal placements such as swirls or spirals. Others may have fewer petals, but complicated centres requiring long strips of crepe paper that are fringed and then curled in or out depending (they end up looking like very long false eye lashes in interesting colours!)

PVA glue is used to attach all the petals, to covered wire stems in various gauges from 18 to 24. Then the sepals are added and the stem is wrapped using thin strips of crepe paper with the leaves being added (if required).

Even if you were to make a dozen of the same flower, each would turn out slightly different – just like in nature.

email: [chantal@chantals.co.uk](mailto:chantal@chantals.co.uk)

phone: 07887520661

web: [www.chantals.co.uk](http://www.chantals.co.uk)



FIND OUT MORE:

# Meet your **AREA COORDINATOR**



VICTORIA CULE

**SOUTH WEST HERTS/NORTH LONDON:** [SWHerts@HVAF.org.uk](mailto:SWHerts@HVAF.org.uk)

**HERTFORD/EAST HERTS:**

[eherts@hvaf.org.uk](mailto:eherts@hvaf.org.uk)



MAGGIE BIRCHALL

**HARPENDEN/NW HERTS:**

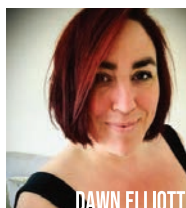
[harpenden@hvaf.org.uk](mailto:harpenden@hvaf.org.uk)



DEBBIE KNIGHT

**ST ALBANS AREA:**

[stalbans@hvaf.org.uk](mailto:stalbans@hvaf.org.uk)



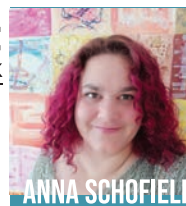
DAWN ELLIOTT

**BARNET/N LONDON:**

VACANT

**DACORUM:**

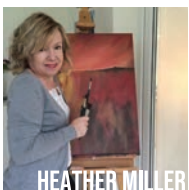
[dacorum@hvaf.org.uk](mailto:dacorum@hvaf.org.uk)



ANNA SCHOFIELD

**CENTRAL HERTS:**

[welwynhatfield@hvaf.org.uk](mailto:welwynhatfield@hvaf.org.uk)



HEATHER MILLER

**NORTH HERTS**  
[nherts@hvaf.org.uk](mailto:nherts@hvaf.org.uk)



VAL LAWSON

**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/ARTISTS/LOCAL-AREA-MEMBERS-NETWORKING](http://WWW.HVAF.ORG.UK/ARTISTS/LOCAL-AREA-MEMBERS-NETWORKING)



WWW.HVAF.ORG.UK

## AREA MEETINGS

#HVAFMEMBERS

Sharing stories and experiences is such an important part of what Herts Visual Arts can offer its members.

Regular meetings with other artists provide a great opportunity for chatting about art and what's happening in HVAF. They are a brilliant way of meeting like-minded people, sharing helpful, practical tips too.

To find out more information about the meetings held in your area, just email your Area Coordinator, who will be happy to help.

#HertsVisualArts



## 2023 CONFERENCE

*Hold onto your seats and fasten your belts as we kick-start the New Year with our Member's conference.*

It's been a while since we've all met up in person, and many of us have missed chatting, learning and growing with our arty pals. Our conference is a great way to feed our creativity. And that's our theme for the year, 'Creativity in Herts'.

Our conference theme and the coming 12 months we will focus on how artists respond to this subject; how we keep our mojo and create against the odds. Keeping or re-igniting that spark of imagination.

- *What's your technique to start the creative process?*
- *Do you plan creating your future?*
- *How do you respond to your environment?*
- *What are your thoughts around exploring materials?*
- *Do you research and what do you find out about?*

*"A really super event today... lots of good resolutions as a result."*

**FIND OUT MORE:**

[WWW.HVAF.ORG.UK/ARTISTS/JANUARY-CONFERENCE](http://WWW.HVAF.ORG.UK/ARTISTS/JANUARY-CONFERENCE)



HVAF will have a keynote speaker, run workshops, hold discussion groups and of course, provide plenty of time to meet, chat and network with other Members.

**Save the date: 16<sup>th</sup> January 2023, 10 am to 4 pm**

More information will be made available on our website, through Area Coordinators and in the monthly emails.

*"Great conference, really engaging agenda, brilliant inspiring speakers. Super to put faces to names too."*

# EXHIBITIONS

## PARAGON

Miroslav Mijatovic (Jejo Art)

Venue: The Holy Art Gallery London

Friday, October 7, 2022 to Sunday, October 16, 2022

Timing: Mon-Wed 10:00 - 13:00 & 14:00 - 17:00; Thu 10:00 - 13:00; Fri 19:30 - 22:00; Sat & Sun 11:00 - 17:00

Cost: FREE



"Paragon" is a new and exciting group show featuring artists from across the globe.

Exhibition in open to public from the 8th October and it's FREE

<https://eventbrite.co.uk/e/paragon-physical-exhibition-in-london-tickets...>

## ART UNEQUALLED

Maggie Birchall

Venue: The Maltings, Ely

Friday, November 4, 2022 to Sunday, November 6, 2022

Timing: 4.30pm-8pm Fri, 10.30am-5pm Sat, Sun

Thrilled to be exhibiting at Art Unequalled in Ely in November. This is a great opportunity to see my work in gold, silver, precious and semi-precious stones and buy or commission Christmas presents.

I usually close my commission book at the end of November so this is perfect timing and in a lovely venue.



## LANGFORD ART & CRAFTS FAIR

Val Lawson

Venue: Langford Village Hall

Saturday, November 12, 2022

Timing: All day

Cost: Free

Join a diverse group of artists, artisans and crafters as we showcase our creative skills with a special focus on ideas for Christmas 2022.

## MARSTON MORETAINE

Jo Franks

Venue: The forest centre and millennium country park

Friday, August 20, 2021 to Saturday, December 31, 2022

Timing: 9-4pm weekdays 9-5pm weekends

Cost: Free



## LINES OF LIGHT

Diane Maclean

Venue: Burghley House

Friday, May 27, 2022 to Monday, October 31, 2022

Timing: Daily

Cost: Tickets for Burghley House and gardens



Solo exhibition of sculptures and installations in the sculpture gardens of Burghley House.

## COCKTAIL - A MIX OF PAINT AND COLLAGE

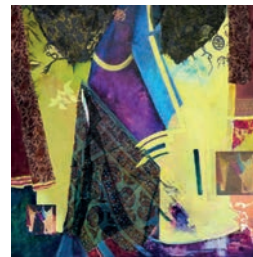
Petra Geggie

Venue: RADLETT CENTRE

Friday, September 2, 2022 to Friday, October 28, 2022

Timing: Mon-Sat 10am- 4pm

Cost: Free entry



Solo exhibition of recent work by Petra Geggie, a 'Cocktail' mix of paint and a variety of collage.

[www.artepaintingallery.biz](http://www.artepaintingallery.biz)

## SOLO EXHIBITION

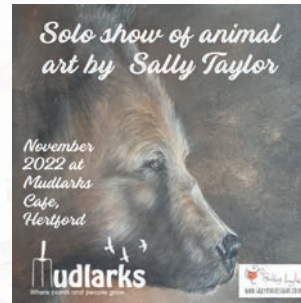
Sally Taylor

Venue: Mudlarks Café, 32 Fore Street, Hertford. SG13 1BY

Tuesday, November 1, 2022 to Wednesday, November 30, 2022

Timing: 10am-4pm

Cost: FREE



Take some time out of your busy schedule and pop over to Mudlarks Cafe in Hertford to view a range of realistic style animal paintings in oils and acrylics.

## GLASSHAUS +

Venue: Parndon Mill Gallery, Harlow, Essex. CM20 2HP

Thursday, September 15, 2022 to Sunday, October 30, 2022

Timing: see website for details

<https://www.parndonmill.co.uk/>

Cost: FREE



# WORKSHOPS

## FOUNDATION HAND CALLIGRAPHY

Joanne Bowes

Venue: THE WORKHOUSE DUNSTABLE

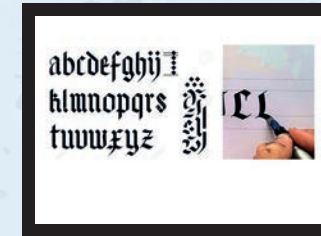
Saturday, October 15, 2022

Timing: 10.30-1.30

Cost: £30

Come and try your hand at Calligraphy. This is an ideal workshop for complete beginners, although those who wish to brush up on basic skills are very welcome!

You will learn how to use a broad edged calligraphy fountain pen to write in the Foundation hand. After practicing the alphabet you will progress on to writing some short sentences.



## LETTER CARVING COURSE

Simon Langsdale

Venue: Parndon Mill, Harlow

Saturday, October 15, 2022 to Sunday, October 16, 2022

Timing: 10am-5pm

Cost: £170.00



## MAKE A SILVER RING

Debbie Armstrong

Venue: The Wynd Gallery, Letchworth

Monday, October 17, 2022

Timing: 6.30-9pm

Cost: £49.10

Make your own silver ring at this short introduction to silversmithing. You'll learn about measuring, cutting, soldering and finishing sterling silver, along with a few different texturing and polishing techniques so you can choose how you'd like to finish your ring. By the end of the workshop, you will have designed and made your own unique piece of jewellery. All materials are provided, no experience needed.

<https://www.eventbrite.co.uk/e/make-a-silver-ring-17-october-tickets-397...>



## DRAWING MAMMALS

Joanne Bowes

Venue: THE WORKHOUSE DUNSTABLE

Saturday, November 5, 2022

Timing: 10.30-4.30

Cost: £50

5 Ashton Square, LU6 3SN 01582 661603



FIND OUT MORE:

# MITZIE GREEN

**If you love art with vibrant colours, textures and free-flowing style, you'll enjoy discovering Mitzie Green's work.**

She loves experimenting and made the most of her extra time during lockdown. She made her own brushes using a variety of fibres such as twine, raffia and plant materials ... using almost anything that was available! Leaves used for printing produced gorgeous results and twigs used with acrylics gave dramatic effects. Mitzie even sacrificed precious buds from her Pieris! These 'small marbles on stalks' offered



unpredictable results; other plentiful twigs like conifers offered an equally good look. Mitzie has a strong bias towards tactile effects and these different materials help her to explore and enjoy the visual dynamics available.

Mitzie has developed a relaxed style for creating her art. "I deliberately look for ways to add marks and imperfections," she explains. *"Making scratches early on helps me, as does using unconventional tools like a wedge."*

Painting in watercolours and inks is also a passion of Mitzie's. *"I love the unexpected colour combinations and the free-flowing nature of these materials suit."*

Mitzie also enjoys teaching, running classes in Gadebridge and Redbourn. *"It's so rewarding to see students' progress and I like the variety of questions."*

Demonstrations are also available upon request.



*I deliberately look for ways to add marks and imperfection*



Contact and further details:  
Website: [mitziegreen.co.uk](http://mitziegreen.co.uk)  
Instagram: [mitziegreen44](https://www.instagram.com/mitziegreen44)  
Email: [mitzie.artist@gmail.com](mailto:mitzie.artist@gmail.com)

# MARKETING YOUR BUSINESS USING TIKTOK

Today it's not only teenagers who are using the app but also comedians, athletes and major brands such as Coca-Cola, Nike and Google who run advertising campaigns on this fast-paced social media network. At the start of 2022, there were 8.9 million active users in the UK alone.

Artists can also use TikTok to promote their creations.

TikTok is easily accessible and is free to download from Google Play or Apple's App Store and shares 15-second video clips with licensed music. Meta (the new name for Facebook which also owns Instagram) has a preference for promoting videos which are an engaging and popular element on social media channels. TikTok therefore is an easy way of sharing artwork, work in progress, tours of exhibitions and other marketing where video would be useful.

The best way to use TikTok is to create short film of your work, either the act of producing it or by stitching progressive photos together (Instagram's Reel creation allows 3 images whereas it is possible to load 19 or more images into TikTok) to produce work in progress short films. It can also be used to show a video of your exhibitions or exhibitions that you have visited. Within the app you can add text, stickers and music which helps to bring the social app to life. Once created, the video can be shared on other social media platforms and, in portrait style, it's ideal for Instagram and Facebook.

Marketing is about connecting with your target customers and TikTok creates useful, shareable video that can be used for other social media channels, finding followers and obtaining likes. Why not give it a go and start using it to promote your next art exhibition, studio show or your work processes?

## GETTING STARTED

1. Download the app and sign up for a free account.
2. Signing up using your email provides you with a bespoke user name – in Figure 1, my peony screenshot, my email is visible which is a great way to promote my profile.
3. You can edit your username in 'Settings', adding a bio, photo and profile video (I haven't added the video yet).
4. Unless you change your settings, everything you post is public. To make changes click the three dots or bars at the top right of your profile (Figure 2). Select 'Settings' and 'Privacy' to alter these.

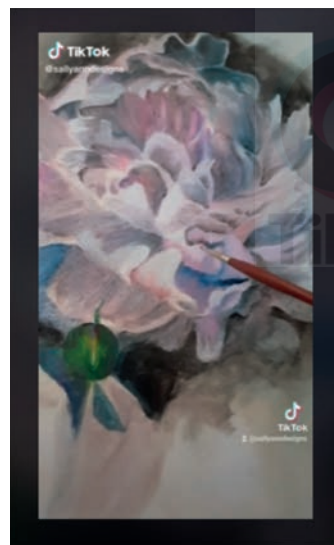


Figure 1: Screenshot of my peony painting

## TIKTOK WAS LAUNCHED 6 YEARS AGO AND QUICKLY BECAME POPULAR WITH TEENAGERS WANTING TO LISTEN TO THE LATEST MUSIC RELEASES.

## VIEWING TIKTOK

From the home screen you will start seeing all sorts of videos – those from accounts you follow and ones selected for you. There are several icons visible to the right of the screen. Figure 3 shows 'Prime Video' then 'Likes', 'Comments', 'Forward' and 'The Music Link'. You can copy any video to just about anywhere.

If you don't want to see a particular type of content on your feed, press and hold on the film and a further set of options appear allowing you to block the content.

## USING TIKTOK

Ready to start? There are two ways I use this application, to compile a video from still photos and to create film a video. Either option works well and can add variety to your feed. Music can be added after the filming is completed.

By selecting your profile you can see your video analytics – the number of people who have been viewing your content, and see who's following you.

There are many filters and effects you can play with and I'd suggest you do just that – play!

### MORE INFORMATION:

<https://www.enterprisenation.com/learn-something/startup-uk-how-to-start-a-business-on-tiktok-guide/>

<https://www.wired.com/story/how-to-use-tik-tok/>

<https://getstarted.tiktok.com/>

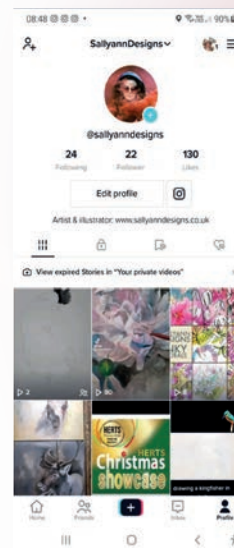


Figure 2: Profile section

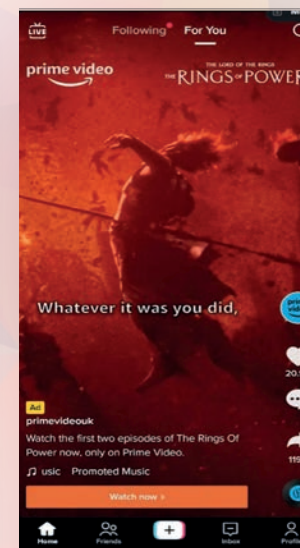


Figure 3: Icons of available actions

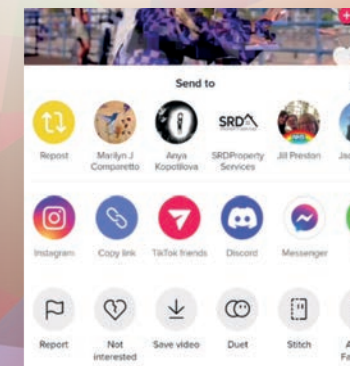


Figure 4: Sharing options

- Additional options:
- Save video
  - Add to favourites
  - Report
  - Not interested



# THE MEMBERSHIP YEAR

HERTS VISUAL ARTS MEMBERSHIP RUNS FROM 1<sup>ST</sup> APRIL THROUGH TO 31<sup>ST</sup> MARCH THE FOLLOWING YEAR, AND FOR 2023 THE FEE WILL REMAIN THE SAME.

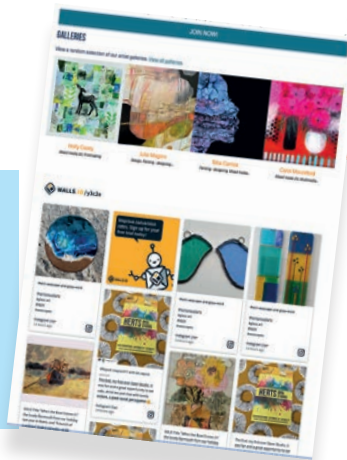
Whenever an artist joins Herts Visual Arts, their Membership is valid from the moment they sign up, and will run to 31st March the next year. New Membership and renewals open on 1st January when there is an early bird discount available. For anyone wanting to join from 1st October they will be eligible for a 50% discount.

## WHAT DO YOU GET?

- A **Gallery page** on our search engine friendly website which includes;
  - Up to 15 images
  - 3 videos
  - A biography
  - Contact details
- Monthly **newsletter** into your inbox which is packed full of HVAF news
- Opportunities to take part in HVAF **organised events** \*
- A place on our website to **promote** your own workshops and exhibitions you are taking part in
- A copy of our printed **quarterly magazine**
- The opportunity to submit articles into our magazine, and become a **Featured Artist**
- Access to our Private **Facebook page** where you can chat with other Members
- Free admission to our **annual conference**
- Attend regular **meet ups** in your area
- Join specialist creative groups such as Textiles, Abstract, Pen Air

Herts Visual Arts is a great place to form long term **connections and friends** helping and supporting you on your art journey.

\* Additional fees will apply for other events



# HERTS OPEN STUDIOS 2022

## WHAT AN AMAZING THREE WEEKS!

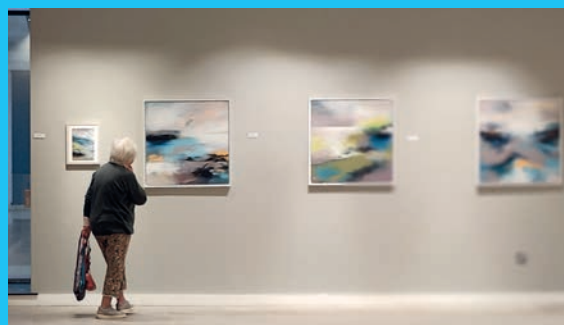
We've just finished this year's Open Studios event, and, having visited some of the venues, I've been blown away by the quality and professionalism of both our artists and their work.

We're already planning Herts Open Studios 2023 which will take place from **16<sup>th</sup> September to 10<sup>th</sup> October**. Save the date, and we look forward to seeing you then.

## HERTS OPEN STUDIOS IS ALL ABOUT:

- Providing a way in which artists can meet a broad spectrum of people who love art
- Connecting personally with audiences who want to know more about particular artists' work
- Allowing Members to network with peers and share experiences, particularly if they are sharing a venue
- Encouraging artists to open their studio doors to let others see them at work
- Encouraging live demonstrations (in-person and online)
- Kick-starting new artist-led workshops (in-person and online)

Herts Open Studios is not about hanging work in galleries – it is all about meeting people to share processes, ideas and creativity.



# SPONSORSHIP & ADVERTISING PACKAGES

We are keen to develop links with local businesses to build on-going relationships, to help foster art in the community, share art more widely and add benefit with more people knowing about our Members.



## WEBSITE SPONSOR £300 / PER YEAR (APRIL - MARCH)

This sponsorship package allows for a business's logo to be visible on the footer of the HVAF Website, with a hyperlink through to the sponsor's own Website.

## EVENT SPONSOR @ £250

HVAF runs a number of events throughout the year, and promotes these in the business community.

### What's included:

- Logo on our event Brochure and/or digital Flipbook
- Participation in Sponsor's Choice Award and attendance at the Private View or in-person events
- Feature in Social Media.

## EVENT SPONSOR @ £25

In this package, the Sponsor's logo is positioned within our digital Flipbook.

## QUARTERLY NEWS MAGAZINE ADVERTISING PRICES

### FULL PAGE: £100 / ISSUE

Portrait, 192 x 138 mm.

### ½ PAGE: £75 / ISSUE

Landscape, 90 x 138mm.

### ¼ PAGE: £45 / ISSUE

Portrait, 70 x 90 mm.

### DIRECTORY: £20 / ENTRY

Landscape, 138 x 20mm.

These advertising options offer an ideal opportunity to promote your business to HVAF Members and visitors. For a directory entry, text and images should be supplied as a graphic.

**Images to be minimum 300 dpi (print) / 800 pixels (web)**



# DO YOU WANT TO REACH HUNDREDS OF HERTFORDSHIRE ARTISTS? WHY NOT ADVERTISE WITH US?

## READERSHIP, AUDIENCE & PURPOSE

The Herts Visual Arts quarterly, magazine style newsletter is the only local, art focused publication aimed at artists and art enthusiasts. We cover a range of topics featuring Member artists, events, marketing and developing our art journeys, as well as materials and related topics.

We have a regular readership which includes artists and interested enthusiasts around the county and beyond.



**OUR MAGAZINE IS SUPPORTED BY SCOCAL MEDIA POSTS ON INSTAGRAM AND FACEBOOK**

**PROMOTE YOUR BUSINESS DIRECTORY ADVERT ONLY: £20/ENTRY**

## WEBSITE VISITORS

The HVAF Website is viewed each quarter with over 60,000 page views. We gain between 6,000 and 9,000 new visitors over a three-month period, and over 1,500 returning visitors.

## FIND OUT MORE:

[WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP](http://WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP)



**HERTS**

Visual Arts

PROMOTING  
CREATIVITY

# 5 GREAT THINGS TO EXPLORE

- 1 Artists, join us now:**  
[www.hvaf.org.uk/artists](http://www.hvaf.org.uk/artists)
- 2 Discover our events:**  
[www.hvaf.org.uk/our-events](http://www.hvaf.org.uk/our-events)
- 3 Enjoy art galleries:**  
[www.hvaf.org.uk/galleries](http://www.hvaf.org.uk/galleries)
- 4 Sign up for news:**  
[www.hvaf.org.uk/news](http://www.hvaf.org.uk/news)
- 5 Find opportunities for sponsors:**  
[www.hvaf.org.uk/galleries](http://www.hvaf.org.uk/galleries)

**FIND OUT MORE**

[enquiries@www.hvaf.org.uk](mailto:enquiries@www.hvaf.org.uk)

**ARTISTS, ARTISANS, DESIGNERS & MAKERS**