



NEWS LETTER

WWW.HVAF.ORG.UK

ISSUE NO.5 SPRING

IT'S FOR YOU!

Conference Edition

MARKETING YOUR ART

With LinkedIn

MEMBER CONFERENCE

Your Art Journey

WORKSHOPS & EXHIBITIONS

IN THIS ISSUE...

As you have probably guessed by now, our quarterly Newsletter is growing. Not only does it focus on upcoming events with which our Members can get involved, but also looks at advice and tips provided by our Members. If you would like to contribute, please email your article to news@hvaf.org.uk. Unfortunately there are no guarantees your words and pictures will be included - but they may well be!

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5 GREAT REASONS TO BE A MEMBER

WHO CAN JOIN HERTS VISUAL ARTS?

We welcome all artists and makers living and/or working in or near Hertfordshire.

Sculptors, Painters, Glassworkers, Fine Artists, Photographers, Textile Artists, and many, many more.

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

1. NETWORK AND COLLABORATE

2. MEMBER-ONLY EVENTS

3. NEWSLETTERS

4. OUR WEBSITE

5. SOCIAL MEDIA



FIND OUT MORE:

WWW.HVAF.ORG.UK/ARTISTS/JOIN-MEMBERSHIP-BENEFITS

DIARY DATES

- March 1st : **OS Registration Opens**
- March 25th : **Hints and Tips**
- April 22nd: **OS Registration Closes**

During 2022 we hope to bring you a range of events, both on-line and in-person. Visit our Website for more information and watch out for our email Newsletters too.

PUBLICATION DATES

Our new format magazine-style quarterly Newsletter provides updates, news, event information, hints and tips. A more in-depth look at art, and, of course, our regular featured artist.

All information including articles, copy and images to be emailed to news@hvaf.org.uk.

Dates:

- April: Compile issue 6
May: Deadline for copy – 10th
June: Issue 6 published
July: Compile issue 7
August: Deadline for copy - 10th
Sept: Issue 6 published

In the next two issues we hope to focus on marketing your art in galleries and exhibitions, including HVAF events, as well as how to get the best out of our Website.



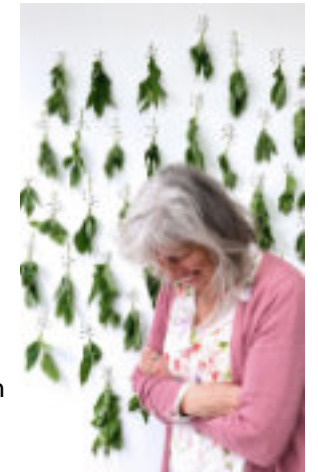
WELCOME

Whether we are looking to develop an art business, or are really about exploring our own inspiration with no commercial outcome, we artists are all on a journey.

At our 6th Annual Conference, the second one we've hosted on Zoom, we explored the creative challenges we all face. Our discussion groups were inspiring with so many delegates telling their own stories. We were transfixed by our two guest speakers: Elizabeth Murton from the University of Hertfordshire shed a beam of light on the best way to approach galleries, as well as giving us some great exhibition tips; Dawn Wills of Decisions Marketing helped disperse the myths about social media and how to gain some really tangible benefits from sharing art using these free platforms.

We are looking at 2022 with all the uncertainty of the last two years. One thing I have learnt is that we all need to be flexible as not everything can go to plan. Maybe because of COVID, or for other reasons, we are very excited about the events we are working towards, including the Big Art Fair and, of course, Open Studios. Read on. Find out. Get involved.

Sally Taylor




MARKETING YOUR ART - PAGE 14

Each quarter we will look at ways we can promote our artwork, and in this Newsletter we get a glimpse of how to use LinkedIn as a promotional tool.

WELCOME TO *New & Returning Members*

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

ALEX	DEVLIN	E. HERTS	MEIRU	LUDLOW	N. HERTS
BEATRICE	GIOCOMINI	N. HERTS	OPHELIA	PUSCAS	N. HERTS
BEE	MILLAR	N. HERTS	LANIA	AIDLEY	HARPENDEN
CAROL	MOUNTFORD	N. HERTS	RUTH	DAVIS	N. HERTS
CHRIS	REES	N. HERTS	SANDRIA	SAVORY	ST ALBANS
EMMA	DE SOUZA	S.W. HERTS	SARAH	BISSETT	E. HERTS
GERALDINE	EDGINGTON	ST ALBANS	SARAH	BULLER	DACORUM
HEATHER	TANNER	E. HERTS	SHIRLEY	KEEBLE	N. HERTS
IVONE	PATRIOTA	N. HERTS	SHVETA	MAINI	E. HERTS
JULIE	LEAMING	ST ALBANS	SIBA	CARRICK	N. HERTS
MAGS	MURRAY	ST ALBANS	VANESSA	BRYSON	N. HERTS
MARK	TANTI	N. HERTS			



Membership
HINTS & TIPS

DATES FOR YOUR DIARY

Our next dates are:

March 25th: 7pm
 May 25th: 7pm
 July 25th: 7pm
 Sept 25th: 7pm
 Nov 25th: 7pm

We have now run a few Zoom sessions which have been useful for Members to learn more about the benefits and function of our Website. The sessions are run via Zoom, every two months.

To get the best out of the training, you will need a good internet connection with a connected speaker and camera.

WHAT'S INCLUDED

Items discussed during the sessions include:

- How your membership works
- The membership year and what to expect
- How to prepare and upload images to your on-line 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 OG team and what they are about.

FIND OUT MORE:

WWW.HVAF.ORG.UK/ABOUT/ORGANISING-GROUP



IS IT TOO EARLY TO THINK ABOUT SEPTEMBER?

Planning for our flagship event, when we turn Hertfordshire yellow, gets underway at the beginning of the year when the team start looking for venues, chatting to Members at area meetings and sending out the Call for Artists.

This year we are reverting to a printed Area Coordinators. Our 2021 online Brochure was great, but many feel that something tangible, which can be flicked through, used to plan visits, and kept for future reference is invaluable. With digital printing we don't need such a long lead time and our main focus will be on ensuring there are plenty of venues, making sure everyone's details in the Brochure and on the Website are correct, that opening times all match and everyone has plenty of yellow branding.

FIND OUT MORE:

WWW.HVAF.ORG.UK/OPEN-STUDIOS

HERTS OPEN STUDIOS

Ideas can be chatted through at area meetings, collaborations sought and advice provided. Take this time to find a venue, checking out HVAF's Website for ideas.

Sharing a venue during Herts Open Studios can be a lot of fun. Several artists showing in one venue not only brings diversity, it provides inspiration and motivation. Being together to chat to visitors, to help each other with promoting/marketing the event, and to learn about each other's work is really worthwhile and rewarding.

Once artists have registered their interest, the task is to find the venue, whether your own studio or a shared space, and then sign up to take part! It's at this point when the exciting fun starts, adding information to the HVAF Website, and a wonderful image of your art. Do share ideas with other Members on social media and to the wider world too; we have some great marketing graphics downloadable from the Website, and signage that can be purchased.

TIMELINE FOR OPEN STUDIOS

- March 1st – Registration opens
- April 22nd - Registration closes
- July 16th - OS is launched at the Big Art Fair





OPPORTUNITY FOR HVAF ARTISTS

Would you like to take part in the First St Albans Visual Arts Festival?

Would you like the opportunity to display your artwork in public in an open space in St Albans?

Location: The Vintry Garden, Wax House Gate, St Albans (adjacent to St Albans Cathedral) AL1 1BY

Date: Saturday 30 April from 10.00am to 5.00pm

Event: An outdoors Art Trail in the beautiful grounds of the gated, walled, Victorian Garden in the heart of St Albans and adjacent to the Cathedral and the City Centre.

Event Organisers: St Albans Arts Team and its Arts Development Officers, based at the Eric Morecambe Centre, Rothamsted Park, Harpenden, in partnership with Herts Visual Arts Forum.

Medium: Your artwork can be any medium, whether 2D or 3D and be installed with any suitable method. Images can be displayed on easels, sculptures can be secured in the ground or hung from trees – the only limit is your imagination!

Is there an exhibition limit: No, there is plenty of space in the Vintry Garden. We can arrange a site survey or you are welcome to visit to check out the space.

Costs: There is no charge to you as an artist. The event is covered by the St Albans Arts Team's public liability/public indemnity insurance and all the health and safety documentation will be done by us.

The aim is to give you an opportunity to display and promote your work to the public and of course the benefits of being



Book by 16TH MARCH



a member of Herts Visual Arts Forum. It is like an open-air Open Studios but in the Spring!

- All we ask is that you are available during the day(s) to curate your artwork and be responsible for it.
- We will advertise the Art Trail on social media, as well as the Visual Arts Festival platform and other partners, including St Albans Bid.
- There will also be additional events happening at the same time in the City Centre, and this is a chance to be part of that buzz!
- One point to consider – there is no nearby parking to the Vintry Garden, apart from the car parks in the City Centre. We can advise you on the nearest ones, so your artwork needs to be portable.
- Any queries please email: chris.blanch@1life.co.uk. I don't have a contact number as I am working from home most of the time.

Come onboard, come out of lockdown and let's promote our artistic talents this Spring!



BECOME A COORDINATOR!

It is important that everyone knows what is being planned for all of our amazing activities throughout the year.

Areas around the county are represented by an Area Coordinator who is the main point of contact for local Members. They have their fingers on the pulse of the Organising Group, keep in touch with local artists, and share information.

Our monthly Organising Group meetings are currently being held on

Zoom on the last Monday of the month at 6pm. If you would like to find out more, please contact enquiries@hvaf.org.uk

BEHIND THE SCENES

Join the chat in our Private HVAF Members only Facebook group, be part of our support group on Instagram, chat with Members on Twitter - there are so many ways of finding out what's going on around the county, so many opportunities to meet, connect and share.

Follow the story on Facebook


(@hertfordshirevisualarts), Twitter (@HVAF) and Instagram (@hertsvisualarts, @hertsvisualartschair).

HVAF NEWSLETTER:

Email: news@hvaf.org.uk

Write to us!

As we come out of COVID restrictions, who or what inspired you this year, this month? Have you visited any exhibitions and have some thoughts? Share your stories with us!




PROMOTE YOUR BUSINESS DIRECTORY ADVERT ONLY : £20 / ENTRY



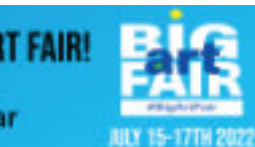
BECOME A MEMBER TODAY!
www.hvaf.org.uk/artists/join-membership-benefits



#HertsOpenStudios
10 Sept - 2 Oct

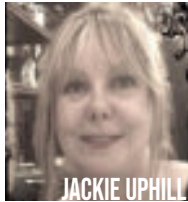
BECOME A SPONSOR OF OUR ANNUAL BIG ART FAIR!
Thousands of in-person visitors
Over 2,000 website views in July last year



JULY 15-17TH 2022

Meet your

AREA COORDINATOR



JACKIE UPHILL

SOUTH WEST HERTS/NORTH LONDON: swherths@hvaf.org.uk

HERTFORD/EAST HERTS:

eherts@hvaf.org.uk



MAGGIE BIRCHALL

HARPENDEN/NW HERTS:

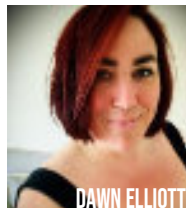
harpenden@hvaf.org.uk



DEBBIE HUGHES

ST ALBANS AREA:

stalbans@hvaf.org.uk



DAWN ELLIOTT

BARNET/N LONDON:

VACANT

DACORUM:

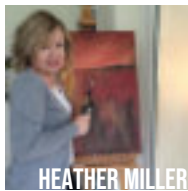
dacorum@hvaf.org.uk



VACANT

CENTRAL HERTS:

welwynhatfield@hvaf.org.uk



HEATHER MILLER

NORTH HERTS
nherts@hvaf.org.uk



VAL LAWSON

FIND OUT MORE:

WWW.HVAF.ORG.UK/ARTISTS/LOCAL-AREA-MEMBERS-NETWORKING



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



Creative England is a not-for-profit organisation that supports the creative industries in England. The film and TV industry supports more than 180,000 jobs and contributes more than £12 billion to the economy annually.

The Filming in England team, funded by the British Film Institute (BFI), works in partnership with the British Film Commission (BFC) to support feature film and high-end TV Dramas shooting outside London. The Filming in England team are the first port of call for productions looking to film in England. Our national team offers a free comprehensive production support service and are on hand to help at every stage of production, from early feasibility to post production.

The Filming in England team manage a bespoke and confidential crewing service, liaising closely with all productions to help find the best local, available and skilled crew. Please visit www.filminginengland.co.uk/crew-and-facilities to register. This crew database is used directly by productions to search across the regions and is also the best way to hear about what's crewing up and where. Crew calls are sent out based on location, availability and skillset. Once you've registered you'll receive job updates e-mail and the @filminengland Twitter account is also used to post out information relating to jobs and industry events.

If you have any questions, please email production@creativeengland.co.uk

FIND OUT MORE:

WWW.HVAF.ORG.UK/ABOUT/ORGANISING-GROUP



Photo by unsplash.com/@kalvisuals



WWW.HVAF.ORG.UK

3 Great things we do

- 1 Online Galleries
- 2 Year-round events
- 3 Vibrant networks

FIND OUT MORE
ENQUIRIES@HVAF.ORG.UK

**Artists • Artisans
Designers & Makers**

EXHIBITIONS & WORKSHOPS

Explore below upcoming workshops run by our Members. All Members can add their workshops from their Account home page



Art in Potters Bar

CREATIVE WEAVING ON THE RIGID HEDDLE LOOM

23 February to 30 March

Baldock Arts & Heritage Centre



An introduction to the wonderful traditional craft of hand weaving. Learn all about how to design and make your own woven fabrics.

ON LINE VIDEO TUTORIAL PAINTING ANIMALS WITH BRUSHO



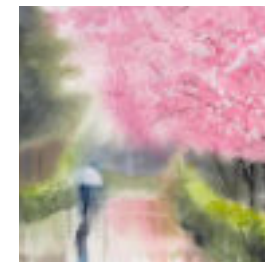
On-line Workshop

Welcome to this new series of Brusho on-line classes with Sally Taylor, creating beautiful animals using Brusho Watercolour Powders - of course!

SPRING BLOSSOM-WATERCOLOUR

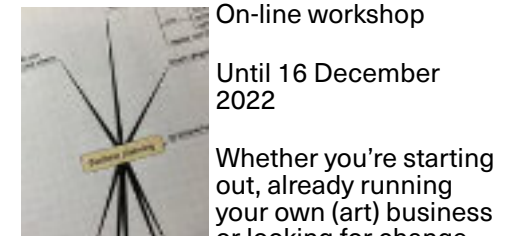
On-line video tutorial

Until 31 March



Learn how to use watercolour wet on wet and wet on dry techniques to create this lovely Spring scene of cherry blossom on a wet day.

WHO ARE YOU? WHAT DO YOU WANT?



On-line workshop

Until 16 December 2022

Whether you're starting out, already running your own (art) business or looking for change, why not do a bit of direction-finding to focus on your plans and what it means to you?

Life Drawing

Monday Mornings
9.30am - 12noon
Friday Mornings
9.30am - 12noon
Wednesday Evenings
6.30pm - 8.30pm

Find Out More

Exhibitions

Call For Art
"Journey to Extinction"
Wildlife Exhibition
7th - 29th May
Preview Fri 6th 6.30 - 9.30pm
Submission details:

nudetincan.com

Workshops

Nude Tin Can
125 Hatfield Road
Fleetville
St Albans
Herts AL1 4JS
info@nudetincan.com
Tel: 07519 743 452

Book Now

FIND OUT MORE:

WWW.HVAF.ORG.UK/WORKSHOPS-EXHIBITIONS

FIND OUT MORE:

WWW.HVAF.ORG.UK/WORKSHOPS-EXHIBITIONS/WORKSHOPS



MARTIN BUSHELL

Martin Bushell is a self-taught artist from Hatfield currently working on unusual objects in 3D. A professional musician all his life, Martin discovered a natural aptitude for sculpture after attending an evening pottery class at a local school. His first attempts at turning a pot on the wheel ended in failure, but this first experience of handling clay led to a passion for sculpting.

The pottery was soon abandoned but Martin continued to hone his skills and later went on to take commissions. Some of his portrait busts are now in private collections around the country.

His work developed over time, and he discovered an interest in the more informal (and sometimes surreal) themes of public sculpture found in Europe, particularly in France and Spain.

FEATURED ARTIST

"I loved the joy and optimism of the sculpture in Europe, but it was a peculiar piece on Park Lane that first sparked my imagination. It was an elephant balanced on its trunk. I was sitting in traffic and the sculpture at the roadside brought a smile to my face."

Martin creates quirky and fun objects that have humorous themes and appear to have popped out of a parallel universe. He uses polymer clay for small sculptures and likes to experiment with patinas on cold-cast bronze. He sometimes uses recycled household objects from his box of useful-one-day-parts.

"I am very optimistic about this coming year, and I have a long-term goal to encourage and nurture a public sculpture culture in Hertfordshire. My dream project is to create uplifting public sculpture in every key town in the county."

In 2021, Martin took part in HVA Open Studios in Letchworth, where he exhibited a series of maquettes to illustrate his ideas for public sculpture for the area.

"OS21 was a great opportunity and platform

MARTIN BUSHELL

for testing ideas. I wanted to get feedback from the general public, not only about the work, but the idea of having my sculpture out there in public places. To help the visualisation of my proposals, I also Photoshopped some of the pieces onto landmarks in Herts. The public's response to it was overwhelmingly positive with many great suggestions for suitable locations. Happily, the exhibition also generated a couple of commissions."

Martin has started the application process for the 4th plinth on Trafalgar Square, London - a fitting home for his brand of off-the-wall work.



BIRD IN HAND - HAMPTON COURT

*"We deserve to smile after the *s...* everyone has been through".*



HEAD IN THE CLOUDS



MAGGOT PEOPLE

CONTACT DETAILS:

- Instagram: www.instagram.com/martinjamesbushell/
- Website: www.sculption.co.uk

FIND OUT MORE:

WWW.HVAF.ORG.UK/GALLERIES/MARTIN-JAMES-BUSHELL



MARKETING YOUR ART - *LinkedIn*

LinkedIn is the largest business directory in the world, with a powerful search facility which helps you find the people you want to connect with. Yet, LinkedIn is considered the poor relation of the artist's social media family. The platform was born on May 5th, 2003 in California as a job finding website where people could upload their CVs. In its first year, it had 1 million users, and has grown over the succeeding years to now boasting 29 million accounts.

One of the key questions is how to create greater traffic to our art business by using this social media platform. Let us step back a minute and consider how marketing works. There are lots of different ways businesses share their news, such as tradeshows, brochures, and hoardings and, in the modern era, through Google. The thinking is to generate awareness, interest, and then interaction to build an intention leading to a sale. Too businessy for you? Possibly. However, this is how people buy, and they buy art in exactly the same way as an office administrator buys stationery.

1. They see your work somewhere, maybe an exhibition or an online portfolio. It may be the style that catches their interest
2. They like what they see and spot your art in other places too
3. The person now wants to know more about the artist, what makes them tick, what other work they have and how easy it is to get in touch with them
4. They make an effort to visit your gallery or exhibition because they have heard that is where they can see your work in

5. You are at the exhibition and meet them. You build a rapport, and they are then more interested in owning a piece of your art.

We have travelled 5 steps so far and not a penny has changed hands. This interaction is all to do with awareness, building trust and finding out if the artist is credible. I hate to say it, but this process is used to market anything and everything, from washing powder to chocolate bars – identifying a need, convincing that this product will do the job better than any other and making sure the interested person can find out where to buy it.

Let's look at this all from a different standpoint. Who is your customer? Where



do they live? What motivates them? Are they retired or working? What sort of job do they have? Understanding your customer is how we build rapport, develop empathy and connect.

Understanding your customer is about sharing stories, building trust with them and helping them appreciate that your art speaks to them – that they can identify with it. It could be colour, style, or subject that resonates with them.

A MARKETING TOOL

LinkedIn's account holders range in age from 16 to 64, the working population. They spend on average 2 hours and 25 minutes a day using social media. Not one of us will have any success with any marketing if we try to speak with everyone, so it's more effective to concentrate on the area of your choice. By identifying a specific type of person it's easier to see how your artwork will suit them. In my simple scenario it's the boss's boss who responds to the bright colours of landscapes. How do I know this? Because in a LinkedIn group we both belong to – a walking group - I have posted an image of my latest sketches drawn when I was last out walking, these images she liked. We started a conversation and are now connected.

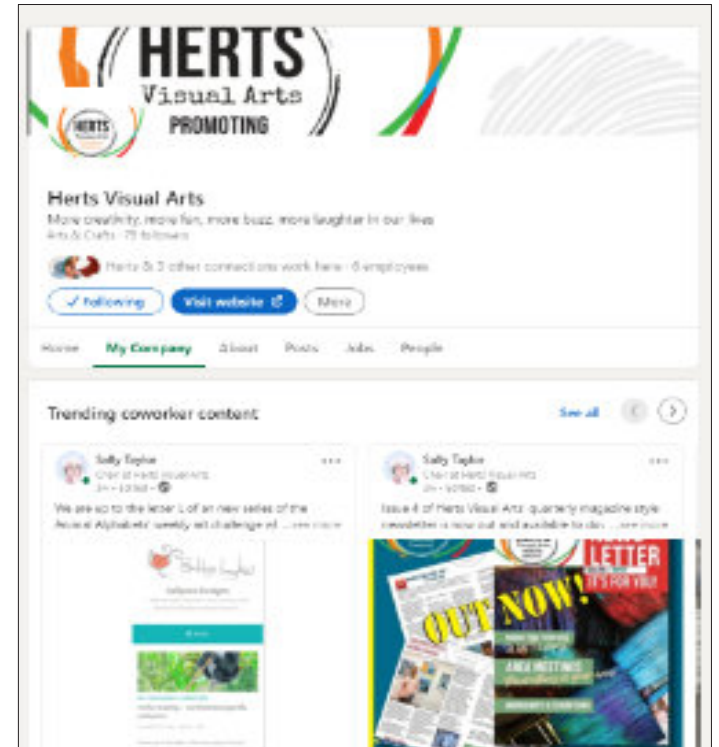


FIRST IMPRESSIONS COUNT

Build your credibility as the expert you are. No-one else

does exactly what you do. If your art style is bright, colourful abstracts or retro pop art, find some LinkedIn groups which resonate with you and start joining in the conversations.

Once the conversations start, connect. Personal connections have a ten times success rate, because you are building a relationship. These connections can be people you have worked with in the past, businesses you have bought from, or your neighbours. When attending trade shows, chat to people, ask them if they are on social media, and is it okay to connect. Then connect.



HVAF'S SIXTH CONFERENCE

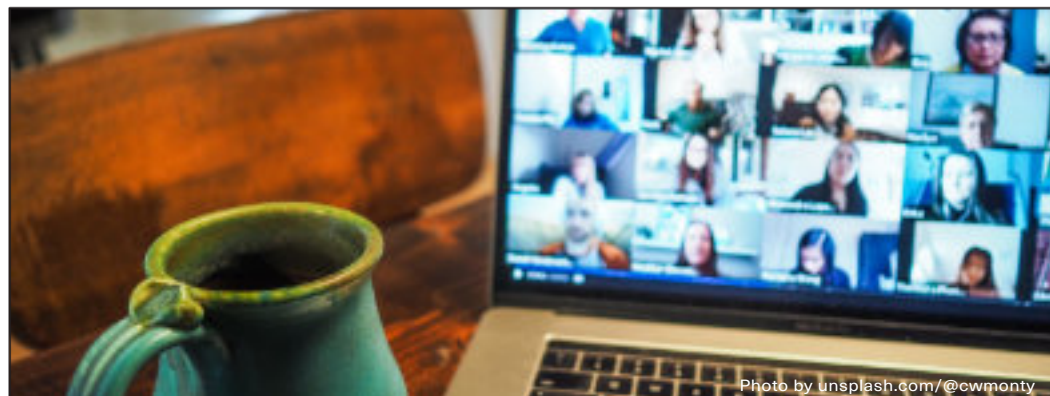


Photo by unsplash.com/@cwmonty

January saw Herts Visual Arts host its 6th Annual Conference, and the second one held online through Zoom. Over 70 delegates attended the day, listening to two guest speakers and two members' stories. In this issue of our Quarterly Newsletter, we are discussing Elizabeth Murton's presentation "Exhibiting and Presenting to Galleries"

The theme of this year's event was 'Your Art Journey', delving into opportunities that galleries and exhibitions hold for all

artists. Elizabeth Murton from the University of Hertfordshire's Creative Arts shed light on the best approach and the types of galleries that exist.

There are two types of galleries: commercial and non-commercial.

Commercial galleries make a profit from the artwork they sell. They can be a chain of galleries which work together to promote their artists' art. This art is curated by a committee that includes other artists, critics and a gallery representative which look at the work, artists' previous exhibitions, etc. There are also independent commercial galleries where the relationship is between the owner and the individual artist, where agreement is reached between the parties as to how the artwork is acquired

and sold by the gallery and payment made to the artist. Be watchful for vanity galleries which focus on rental fees and do little to promote the work of the exhibiting artist.

Some galleries receive funding from grants or donations, and these are often set up by a community of artists who come together to show their work and split the costs and responsibilities.

Gallery owners and curators are passionate about art, often focusing on the specific types of art they can display and which they know, from tried and tested experience, will sell.

To find the gallery that is right for you requires some thought, planning and, most importantly, research. Are they selling the type of art you make? Is their display space appropriate for the

#HVAFMEMBERS

size of your pieces? Do they work with emerging or established artists? Are they local or not? Are you prepared to travel to visit the galleries? Can you attend any private views they might hold?

Following galleries on social media is a good way to learn more about them, and liking and commenting on their posts may help establish the beginning of a relationship with them. Visit the gallery and chat with the owner, but don't be too pushy as this may well put them off. Whatever you do, don't send unsolicited emails. The larger galleries will have their submission process on their website, so have a look and follow their guidelines.

A good way to get some recognition is to respond to open calls and competitions. Always use great photography; consider engaging a professional photographer as they will take the most interesting and successful photos of your work. Keep your images up to date – a folder on your computer with a high resolution, print-ready, photograph of your work, and some low-resolution ones too which will be useful for websites and social media. Keep a record of where each piece of artwork is stored (or where it is on display), along with size and



price. You will also need an Artist's Biography – don't forget to tailor this for each submission you make.

Be proactive and visit local art exhibitions and galleries, and take part in HVAF organised events such as The Big Art Fair and Herts Open Studios.

Doing these simple steps may help you make 2022 your art year.

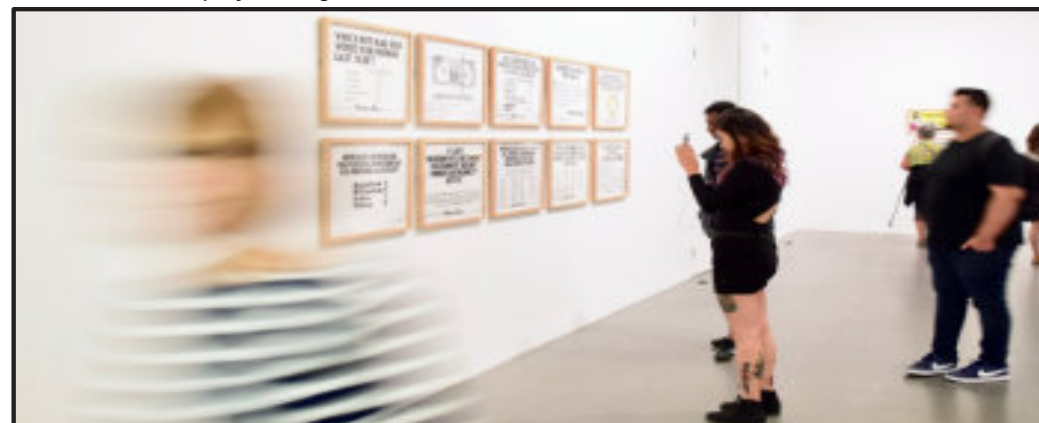


Photo by iSAW Company on Unsplash

FIND OUT MORE:

WWW.HVAF.ORG.UK/ARTISTS/JANUARY-CONFERENCE/CONTENT

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 has been able to promote 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
- Featured in our 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.

1/2 PAGE: £75 / ISSUE
Landscape, 90 x 138mm.

1/4 PAGE: £45 / ISSUE
Portrait, 70 x 90 mm.

DIRECTORY: £20 / ENTRY
Landscape, 138 x 20mm.

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

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, 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 SOCIAL MEDIA POSTS ON INSTAGRAM AND FACEBOOK



The Big Art Fair 2020 Sponsors Award

The Big Art Fair 2020 Sponsors Award



**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, with over 1,500 of these returning visitors.

**FIND OUT MORE:
WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP**



Herts Open **STUDIOS**

#HertsOpenStudios

10TH SEPTEMBER - 2ND OCTOBER 2022

Call for artists

Register your interest in taking part in Herts Visual Arts Flagship event.

Artists taking part gain:

- Promotional exposure through our social media channels
- Featured in our newsletters
- Potential to be featured in our press release
- Access to use key branding materials



FIND OUT MORE:

WWW.HVAF.ORG.UK/OPEN-STUDIOS