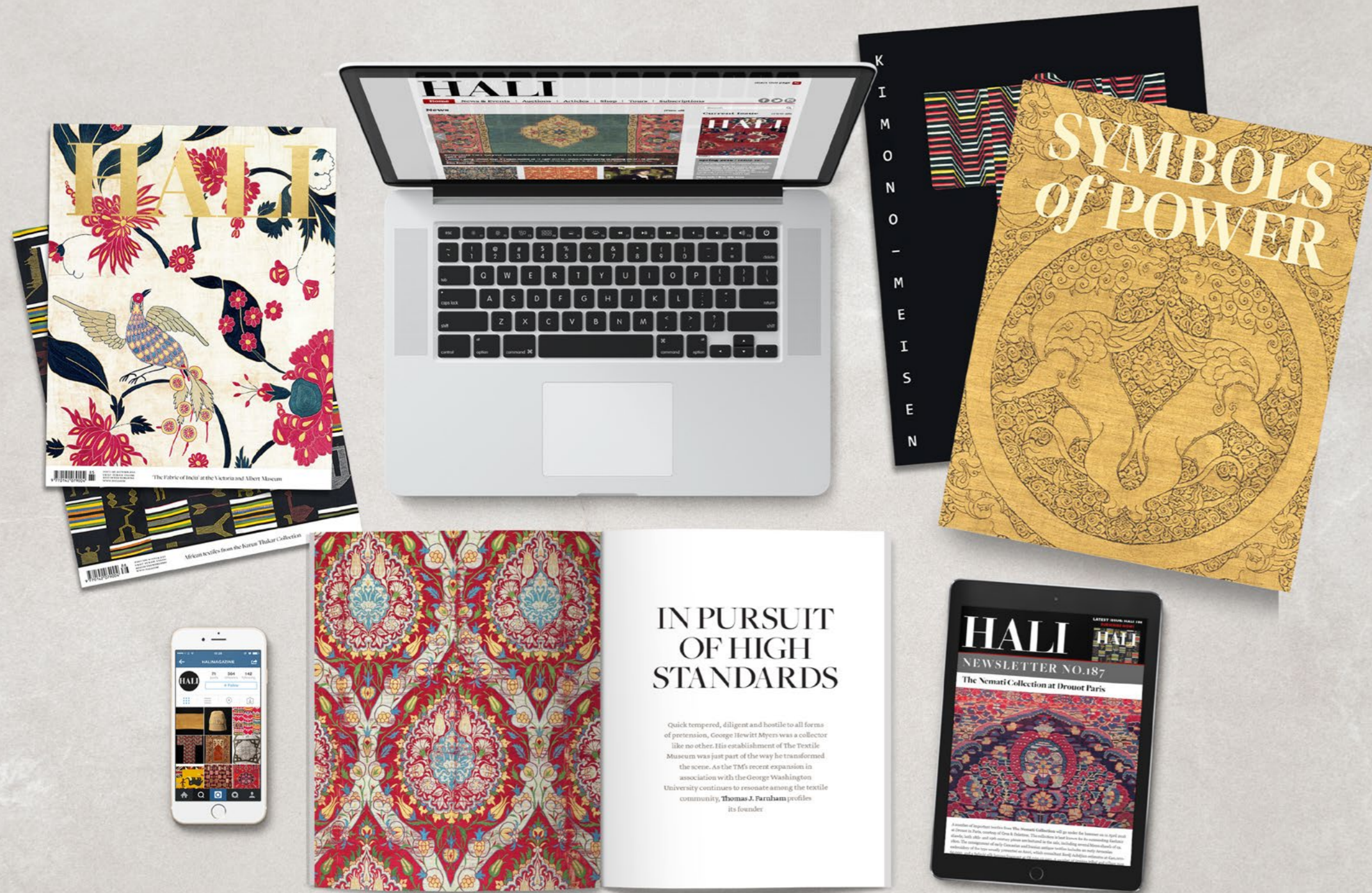




HALLI
MEDIA PACK

2016



Preface

Since 1978, HALI has been the single most influential force in the international rug and textile art market. HALI is a publishing and events company offering a multi-platform approach to partnerships, marketing and advertising. We can provide access to an international network of collectors, dealers, galleries, museum curators and interior designers. HALI magazine is the essential expert resource for any audience interested in textile art. Our readers keep up with the latest news on hali.com and engage with us through our regular newsletters and social media. With unequalled expertise and a reputation built over thirty-five years we provide a range of services including event management, book publishing, website design and catalogue design.

HALI offers a competitively priced book/catalogue packaging and production service for high-quality publication projects. We work with museums, publishers and private clients, both collectors and the specialist trade. The contacts we have established, also offer our partners the opportunity to distribute their publications via bookstores.



HALI magazine

HALI is an international magazine published four times per year, covering the textile arts of all cultures and periods in an eclectic mixture of articles which range from sumptuously illustrated scholarly features to lively, provocative reviews of exhibitions and books. Through our unprecedented access to the best public and private collections around the world, HALI allows unique insight into the role that rugs and textiles have played through the history of the human race.

The magazine plays a pivotal role in its field, covering trends, leading tastes and forming opinions. Comprehensive editorial coverage is devoted to promoting the market through auction reports, fair reviews and an illustrated and actively researched price guide. HALI is a must-read if you have made carpets and textiles your business or pleasure.



2016 Schedule

Issue	Advertising deadline	On sale	Show distribution
Spring	15 March	7 April	London Antique Rug & Textile Art Fair, HALI at Olympia, ARTS East, Asian Art in Brussels, Atlanta Area Rug Market
Summer	10 June	7 July	The Rug Show @ Javits, NYICS, Whitehawk Antique Indian & Ethnographic Art Show, Tribal Art London, Parcours des Mondes
Autumn	9 September	7 October	ARTS San Francisco, Volkmann-Treffen, Asian Art in London
Winter	9 December	20 December	Atlanta Area Rug Market, Domotex Hannover, The Decorative Antiques & Textiles Fair, The San Francisco Tribal & Textile Arts Show, The Rug Show in LA



Contents

Compass

All the latest news and guidance to must-see events worldwide including exhibitions, auctions, fairs and conferences. Concise anecdotal studies of intriguing textiles, plus interviews, profiles and comments from the most influential people in the textile art market.

Features

Exclusive and lavishly illustrated in-depth articles by experts in their field delve into the latest academic research, new discoveries and conservation projects, bringing a strong focus to current activity surrounding the finest antique carpets and textiles in the world.

Review

Comprehensive reports on and reviews of exhibitions, fairs, auctions, events and publications.

Marketplace

The long-standing Auction Price Guide serves as an invaluable tool to collector, dealer, amateur and connoisseur alike, while further specialist coverage provides a contextual reference for current market trends.



Circulation

HALI Magazine is the definitive resource for collectors, museum professionals, dealers, interior designers and all those with an interest in textile art. HALI is now read in more than 25 countries worldwide with a readership in excess of 20,000 across print and digital formats. With a print run of more than 5,000 each quarter and 95% receiving the magazine by paid for subscription, you can ensure your advertising is being seen.

In addition the magazine provides real reach and visibility for our advertisers with our newsstand and museum bookshop distribution.

We also offer targeted exposure at key fairs, events and exhibitions worldwide giving you access to active buyers and collectors.

Additional collecting interests of our readers and research areas covered in the magazine include: Tribal, Islamic, Native American and Asian Art.

Circulation:	5,000
Readership:	20,000
Geographical breakdown	
Europe	41%
North America	39%
Asia	9%
Pacific Rim	4%
Rest of World	7%

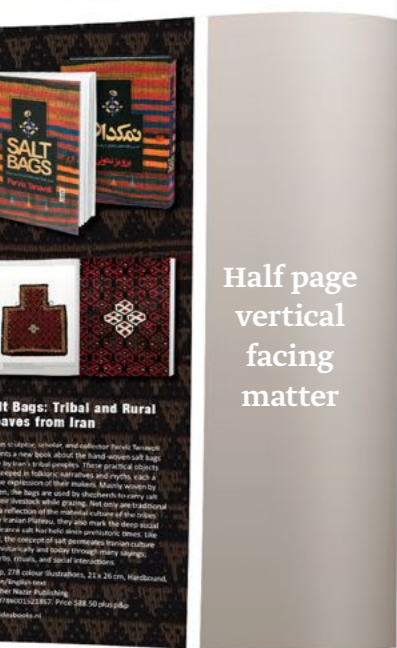


Ratecard

RATES	£	\$	€	RATES	£	\$	€
DISPLAY				NETWORK			
Back cover	4435	8870	6653	Full page	1350	2700	2025
Inside front cover	3255	6510	4883	6/12 (1/2 page)	720	1440	1080
Inside back cover	2660	5320	3990	3/12 (1/4 page)	420	840	630
Page 2 & 3 (as DPS only)	5050	10100	7575	2/12 page	300	600	450
Page 1	2955	5910	4433	1/12 page	165	330	248
Double-page spread	2990	5980	4485	LOOSE INSERTS			
Full page facing matter	1880	3760	2820	Price on application. Please consult your HALI representative.			
Full page	1570	3140	2355	CONTRACT DISCOUNTS			
Half page facing matter	1195	2390	1793	4 x issues	10%		
Half page	1055	2110	1583	8 x issues	20%		
Quarter page	710	1420	1065	Agency discount	10%		
BOOK & CALENDAR							
1/4 page	850	1700	1275				
1/8 page	450	900	675				

Double-page spread

Full page facing matter



Half page vertical facing matter



Half page horizontal facing matter



Advertising specifications

Advertising sizes

DISPLAY	Depth x width (in mm)
Full page, bleed	310 x 225
Full page, trim	300 x 225
Full page, type safe*	276 x 201
Half page horizontal	136 x 201
Half page vertical	276 x 98
Quarter page	136 x 98

BOOKS & CALENDAR	Depth x width (in mm)
1/4 horizontal	66 x 201
1/8	66 x 98

NETWORK	Depth x width (in mm)
Full page	66 x 201
6/12 page vertical	182 x 132.5
6/12 page horizontal	119.5 x 201
3/12 page vertical	182 x 64
3/12 page horizontal	57 x 201
2/12 page vertical	119.5 x 64
2/12 page horizontal	57 x 132.5
1/12 page	57 x 64

* Please make sure that all texts and logos on the advert stay within the type safe area of 280 x 203 mm

Acceptable formats

Adverts can be supplied on disc (CD or DVD) and should be sent to the HALI address with a DuPont Digital Cromalin produced on DP10G board using the DP Euro Offset Gloss DP10 standard curve. This proof is the international printing benchmark. HALI cannot accept liability for colour discrepancies if this proof is not supplied by advertisers.

Files under 12MB may be emailed to hali.production@hali.com. Please send files over 12MB via WeTransfer/Hightail to the same address.

You may send your ad in the following formats:

- PDF (high resolution/press optimized - PDF/x-3)
- InDesign file package accompanied by all relevant fonts and high-resolution images (minimum 300 dpi)
- Photoshop PDF

Advertising design services

We offer advertising design services. If you would like us to design your advert please note the following:

Images

For single logos and/or images, please supply:

- CMYK high-quality (300 dpi) Photoshop EPS or TIFF files at the actual page size. All images should be evenly lit and in focus.
- Logos can also be supplied as vector files (Illustrator or PDF).
- If a cut out is required please make sure that the background is neutral - preferably white or a colour that contrasts with the rug.

- A colour bar should be included to aid colour proofing.
- Please note that rugs and textiles should be photographed flat, either on a wall/screen or directly from above.

Text

For rugs and textiles a full description and the dimensions should be supplied with the image(s). If new text is required (address, telephone number etc.), please ensure that it is supplied in good time in order for it to appear in the advertisement.

Production charges

- Design and creation of a full-page advert and scans: £250/\$490 + scans @ £10/\$20 per scan and Cromalin up to three scans
- Design and creation of an advert that is less than a full page: £100/\$195 + scans @ £10/\$20 per scan up to two scans
- Cromalin from digital artwork or amendments to repeat adverts £100/\$195

Extra charges

- Fifth colour (per colour) £300/\$585

If you have any queries please contact: Kanittha Mairaing T. +44 (0)20 7657 7214 E. kanittha.mairaing@hali.com



Digital

Hali.com offers instant news stories, expert reviews and opinion pieces on current exhibitions, fairs and auctions from the antique carpet, rug and textile art world. The platform is updated regularly with image-based content that is unique to the web, creating a real hub for collectors, dealers and enthusiasts.

HALI is supported by weekly emailed newsletters reaching an extensive global audience interested in textile art.

Immediate content can be found across our social media channels including Facebook, Twitter and Instagram, ranging from the latest auction news to exhibition openings and exclusive access to museum archives.

Analytics

Page views	48,000
Visitors per month	18,000
Newsletter subscribers	9,000
Social media followers	9,000

Digital ratecard

RATES	£	\$	€
DISPLAY			
Leaderboard	500	722	640
Skyscraper banner	400	578	512
Side banner	250	433	384

ADVERTISING SIZES	Depth x width (in pixels)
DISPLAY	
Leaderboard	60 x 468
Skyscraper banner	235 x 405
Side banner	235 x 135

NEWSLETTER

Single story	1000	1700	1500
Multi-story newsletter	250	500	375

Acceptable formats

You may send your ad as a JPEG or PNG (screen resolution 72dpi, RGB) at the exact advertising size. Please email the banner files to hali.production@hali.com or david.young@hali.com.

 www.hali.com
 [@halimagazine](https://www.instagram.com/halimagazine)
 Hali Publications
  [@HALIMagazine](https://twitter.com/HALIMagazine)

If you have any queries please contact:
 David Young
 T. +44 (0)20 7657 1209
 E. david.young@hali.com



Newsletter

The HALI newsletter is sent out by email to opt-in subscribers on a weekly basis. It offers the latest and most relevant news stories in our world and provides the opportunity for advertisers to create an immediate impact.

HALI offers advertisers the chance to sponsor newsletter content, which allows rich, in-depth coverage for your collection, auction, exhibition or event.

RATES	£	\$
Multi-story sponsor:	250	425
Single-story sponsor:	1,000	1,700

Acceptable formats

Multi-story
One image (JPEG format 600 pixels wide x 900 deep), 200 words and one website link

Single story
HTML at 600 pixels wide. Alternatively images, text and website links.

Please email the files to hali.production@hali.com or david.young@hali.com.



HALI Events

With a wide-ranging network of contacts from over 35 years in the carpet, rug and textile art world, HALI is ideally positioned to deliver bespoke events to a targeted audience. This can include a marketing partnership or the organisation and production of exhibitions, auctions and fairs worldwide. Currently we organise HALI at Olympia, creating a showcase for textile art with dealers for an international art-buying audience. The annual Carpet Design Awards, organised by HALI and hosted at Domotex Hannover, has become the main event at the largest trade fair of its kind.

HALI also organises cultural tours twice a year which include unrivalled access to private collections and museum archives, courtesy of HALI's connections and standing in the field.

HALI offers long-term collaborations as well as the production of one-off events.

For more information on
HALI please contact:

Sales and marketing

David Young
Head of Sales and Marketing
T: +44 (0) 207 657 1209
E: david.young@hali.com

Raquel Diaz Downey
Senior Sales
T: +34 (0) 96 356 5614
E: raquel.diazdowney@hali.com

Office

Hali Publications Ltd.
8 Ability Plaza
Arbutus Street
London E8 4DT, UK

www.hali.com



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