

Advertising in Glean NL

Glean, formerly HART, is the leading magazine for contemporary art in Belgium and beyond since 2006, is read by thousands of artists, collectors, professionals and art lovers.

Glean NL (in Dutch) appears six times per year. All our articles are also published on our website, with additional free content. We believe that advertisements from interesting organizations, initiatives and brands are a valuable addition for our loyal and curious audience. Glean is the ideal channel to increase both brand awareness and visitor numbers.

We offer the following advertisement options:

- advertisements in the printed issue
- inserts in the printed issue
- banners on the website
- year buttons on the website
- banners in the newsletter

You can advertise in Glean for as little as € 350. All rates are excluding 21% VAT. Glean can design your ad for you. Pricing starts at €150.

PRINT

Please submit your ad as a hi-res .tiff or .jpg file (300 dpi resolution or higher). Do not include bleed or crop marks.

DIGITAL

Please submit your banners as .jpeg, or .png (RGB) or as an animated gif. Calm animations only, flickering images are not possible. Please note that 8% of the Glean newsletter audience uses Outlook, which does *not support animated gifs*. If you submit an animated gif for the newsletter, make sure to include all relevant information in the first image.

Max. file size: 200KB

Additional requirement: please add an alt tag (description of the banner for SEO) and the url the banner is referring to.

Web banners and year buttons are published online within two business days. Below you can find our deadlines for advertisements, inserts and newsletter banners.

PUBLICATION DATES

SUBMISSION DEADLINES

| issue | date | reservation | advertisement | insert | newsletter |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Glean NL 1 | Thu 12.10.2023 | Mon 25.09.2023 | Wed 27.09.2023 | Mon 02.10.2023 | Mon 09.10.2023 |
| Glean NL 2 | Thu 09.11.2023 | Fri 20.10.2023 | Mon 23.10.2023 | Thu 26.10.2023 | Mon 06.11.2023 |
| <i>Glean 2 (EN)</i> | <i>Thu 14.12.2023</i> | <i>Mon 27.11.2023</i> | <i>Wed 29.11.2023</i> | <i>Mon 04.12.2023</i> | <i>Mon 11.12.2023</i> |
| Glean NL 3 | Thu 08.02.2024 | Mon 22.01.2024 | Wed 24.01.2024 | Mon 29.01.2024 | Mon 05.02.2024 |
| <i>Glean 3 (EN)</i> | <i>Thu 21.03.2024</i> | <i>Mon 04.03.2024</i> | <i>Wed 06.03.2024</i> | <i>Mon 11.03.2024</i> | <i>Mon 18.03.2024</i> |
| Glean NL 4 | Fri 12.04.2024 | Fri 22.03.2024 | Mon 25.03.2024 | Fri 29.03.2024 | Mon 08.04.2024 |
| Glean NL 5 | Fri 10.05.2024 | Fri 19.04.2024 | Mon 22.04.2024 | Fri 26.04.2024 | Mon 06.05.2024 |
| <i>Glean 4 (EN)</i> | <i>Thu 13.06.2024</i> | <i>Mon 27.05.2024</i> | <i>Wed 29.05.2024</i> | <i>Mon 03.06.2024</i> | <i>Mon 10.06.2024</i> |
| Glean NL 6 | Thu 04.07.2024 | Mon 17.06.2024 | Wed 19.06.2024 | Mon 24.06.2024 | Mon 01.07.2024 |
| <i>Glean 5 (EN)</i> | <i>Thu 05.09.2024</i> | <i>Mon 19.08.2024</i> | <i>Wed 21.08.2024</i> | <i>Mon 26.08.2024</i> | <i>Mon 02.09.2024</i> |
| Glean NL 7 | Thu 03.10.2024 | Mon 16.09.2024 | Wed 18.09.2024 | Mon 23.09.2024 | Mon 30.09.2024 |
| Glean NL 8 | Thu 07.11.2024 | Fri 18.10.2024 | Tue 22.10.2024 | Fri 25.10.2024 | Mon 04.11.2024 |
| <i>Glean 6 (EN)</i> | <i>Thu 05.12.2023</i> | <i>Mon 18.11.2023</i> | <i>Wed 20.11.2023</i> | <i>Mon 25.11.2023</i> | <i>Mon 02.12.2023</i> |

DISCOUNTS

When booking multiple adverts per year, you are entitled to a discount:

- 2 adverts: 5% discount
- 4 adverts: 10% discount
- 7 adverts: 15% discount
- 10 adverts: 20% discount

If you advertise in both print and online, you get a 30% discount on the banner.

SUBMISSIONS

Email advertenties & banners to:

advertising@glean.art

Send inserts in 3.000 copies with special mention *insert GLEAN magazine* to:

Die Keure, attn. Nick Verplancke
Kleine Pathoekeweg 3, Loskade 3
8000 Brugge

INQUIRIES

Thessa Krüger
advertising@glean.art

ADMINISTRATION & BILLING

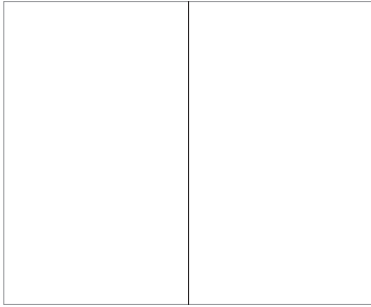
Glean Art BV
146 rue du Midi
1000 Brussels

VAT: BE0877.757.651
IBAN BE69 0014 7251 6378

Magazine

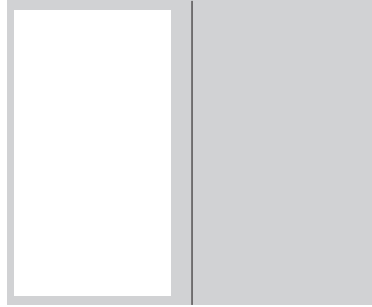
The dimensions of Glean NL are: 200 mm × 325 mm.

For a preferred placement of a spread or full page, the surcharge is 10%. Glean can design your ad for you. Pricing starts at €150.



Spread
W 400 × H 325 mm + 3 mm bleed

€ 4.000 (commercial rate)
€ 3.000 (cultural sector rate)



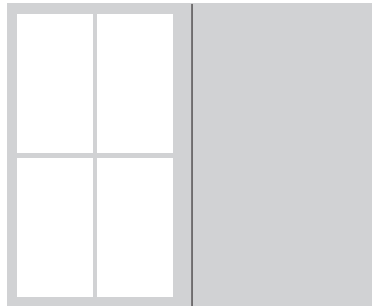
Full page
W 172 × H 312 mm

€ 2.500 (commercial rate)
€ 1.690 (cultural sector rate)



1/2 page
W 172 × H 154 mm

€ 1.500 (commercial rate)
€ 1.000 (cultural sector rate)



1/4 page
W 84 × H 154 mm

€ 750 (commercial rate)
€ 560 (cultural sector rate)

Inserts

You can have your flyer or postcard inserted into Glean magazine. The number of inserts we allow for each issue is limited.

A5 flyer (1 sheet)
148 × 210 mm

€ 2.000 (commercial rate)
€ 1.400 (cultural sector rate)

A6 flyer (1 sheet)
106 × 148 mm

€ 1.700 (commercial rate)
€ 1.100 (cultural sector rate)

Other sizes or multiple pages: please ask for a quote.

Glean can design your insert for you. Pricing starts at €150.

Please submit ± 3,000 copies of your insert (exact quantity to be confirmed on order) with special mention *insert GLEAN magazine* to:

Die Keure, attn. Nick Verplancke
Kleine Pathoekeweg 3
Loskade 3
8000 Brugge

Website

The standard duration of web banners is 4 weeks. For longer or shorter periods we can provide a custom rate. Since we do not use an advertising network for our web banners, they should not be affected by ad blockers.

To ensure your banner is legible we advise you to make the text large enough and to spread it over multiple frames in a gif if necessary.

Year buttons show your logo in black and white. The duration of year buttons is one year.

Web banners and year buttons can go online within two business days. Glean can design your banner for you. Pricing starts at €150.



Large
W 180 × H 360 px
Submit as W 270 × H 540 px
(= 1,5× resolution)
Duration 4 weeks

€ 1.100 (commercial rate)
€ 600 (cultural sector rate)



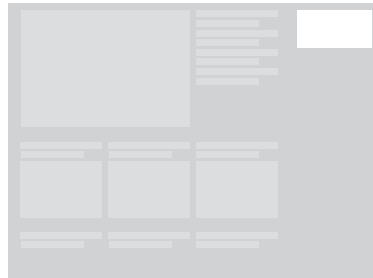
Medium
W 180 × H 240 px
Submit as W 270 × H 360 px
(= 1,5× resolution)
Duration 4 weeks

€ 950 (commercial rate)
€ 450 (cultural sector rate)



Small
W 180 × H 120 px
Submit as W 270 × H 180 px
(= 1,5× resolution)
Duration 4 weeks

€ 750 (commercial rate)
€ 350 (cultural sector rate)



Jaarbutton
W 180 × H 90 px
Submit as W 270 × H 135 px
(= 1,5× resolution),
in black and white
Duration 1 year

€ 750 (cultural sector only)

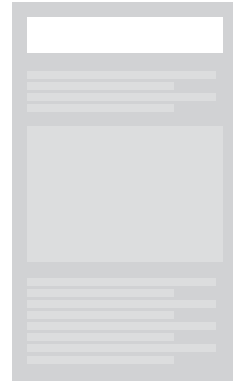
Newsletter

Glean sends out one newsletter per month. It is always sent out in the first week of the month coinciding with the publication of the latest issue of the magazine.

Calm animations only, flickering images are not possible. Please note that 8% of the Glean newsletter audience uses Outlook, which does not support animated gifs. If you submit an animated gif for the newsletter, make sure to include all relevant information in the first image.

Newsletter banners should reach us by the first Monday of the month.

Glean can design your newsletter banner for you. Pricing starts at €150.



Newsletter banner
W 550 × H 100 px
Submit as W 825 × H 150 px
(= 1,5× resolution)

€ 950 (commercial rate)
€ 450 (cultural sector rate)

Advertising in Glean EN

Advertising in Glean
18 March 2024

Glean, formerly HART, is the leading magazine for contemporary art in Belgium and beyond since 2006, is read by thousands of artists, collectors, professionals and art lovers.

Glean EN appears four times per year: in September, December, March and June. All our articles are also published on our website, with additional free content. We believe that advertisements from interesting organizations, initiatives and brands are a valuable addition for our loyal and curious audience. Glean is the ideal channel to increase both brand awareness and visitor numbers.

We offer the following advertisement options:

- advertisements in the printed issue
- inserts in the printed issue
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- year buttons on the website
- banners in the newsletter

You can advertise in Glean for as little as € 350. All rates are excluding 21% VAT. Glean can design your ad for you. Pricing starts at €150.

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- 7 adverts: 15% discount
- 10 adverts: 20% discount

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SUBMISSIONS

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INQUIRIES

Thessa Krüger
advertising@glean.art

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VAT: BE0877.757.651
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Art is slow attention

GLEAN

PUBLICATION DATES

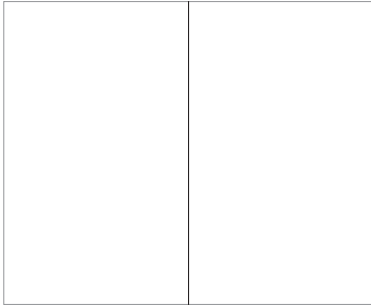
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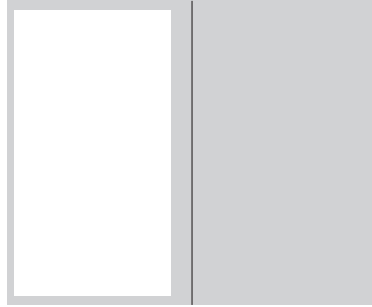
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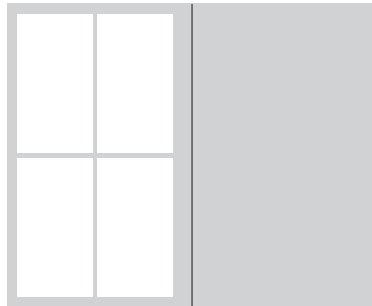
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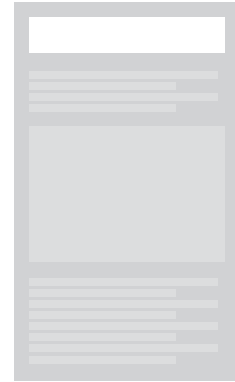
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