

NSEAD Advertising Rates 2026/27

NSEAD is the art, craft and design educators' Professional Body.

Our membership spans all sectors and phases, and includes teachers, artist educators, schools, art and design departments and cultural organisations.

NSEAD members receive free and discounted advertising. Contact us for details.

AD MAGAZINE

AD is NSEAD's 36-page, cross-phase and cross-sector magazine. Hardcopies are distributed three times a year with a circulation of over 6,000. Issues are also uploaded as a pdf on the NSEAD website for members, and continue to be available permanently.



AD RATES

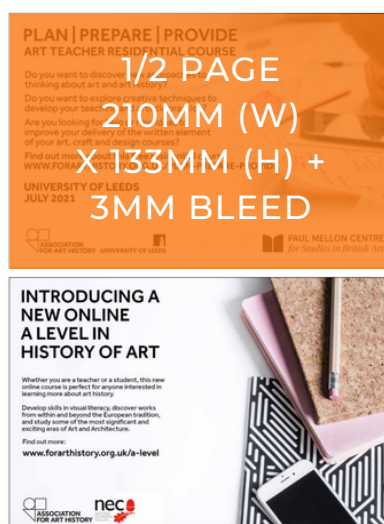
Internal 1/2 page	£320
IFC 1/2 page	£405
Internal Whole Page	£585
Inside Back Cover (IBC)	£760
Inside Front Cover (IFC)	£810
Outside Back Cover (OBC)	£1,140

Advertorials

Internal Whole page	£702
Inside Back Cover (IBC)	£912

Discounted rates for multiple bookings available. Please contact clairesmith@nsead.org for details.

View a sample of a recent AD issue: bit.ly/4gdlu88



NSEAD Digital Channels

NEWSLETTER (EMAIL)

Our newsletter is emailed every fortnight with curated art, craft and design content, events, special offers, jobs, competitions, etc. We only send it to our members and claim excellent delivery rates of over 99% and open rates averaging over 40%. It is possible to book space for the types of content featured below and ad banners in our newsletter.

View an example newsletter: bit.ly/4n0XbNG

REGIONAL NEWSLETTERS (PADLET)

Launched in September 2026, NSEAD Regional Newsletters are hosted on Padlet as dedicated community noticeboards for local members across the UK.

During 2026/27, book a paid advertising package and receive 1 x free regional newsletter advert.

FACEBOOK

Our members' Facebook group 'NSEAD Online' has nearly 5K members and over 4K active monthly members.

It is possible to book postings for job vacancies, events and conferences, art education resources and special offers in this group.

NEWSLETTER (EMAIL) & FACEBOOK RATES

1 x item	£138	
2 x items	£248	10% discount
3 x items	£352	15% discount
4 x items	£442	20% discount

 nsead.org

 info@nsead.org

 01225 810134

NSEAD Digital Channels

NEWSLETTER (EMAIL) & FACEBOOK SPECS

Newsletter (Email) | Content

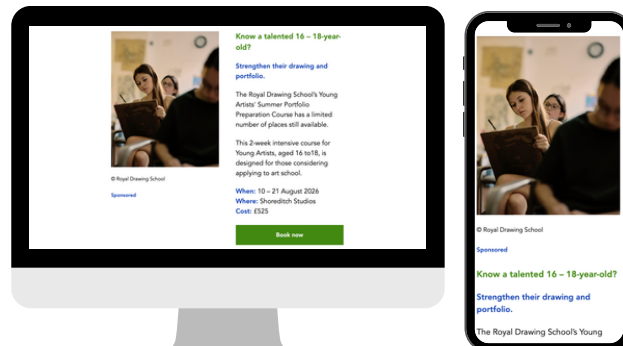
Copy ≤ 100 words

1 x jpg/png image: 1080 x 1350 px (1MB)

2 x hyperlinks (including CTA button)

Or a video link (please note: we cannot embed videos into newsletters)

If you are advertising an event with a specific date/time/cost, please ensure this information is clearly outlined.



NEWSLETTER | CONTENT

Example: Royal Drawing School, 09.07.2026

Facebook | Content

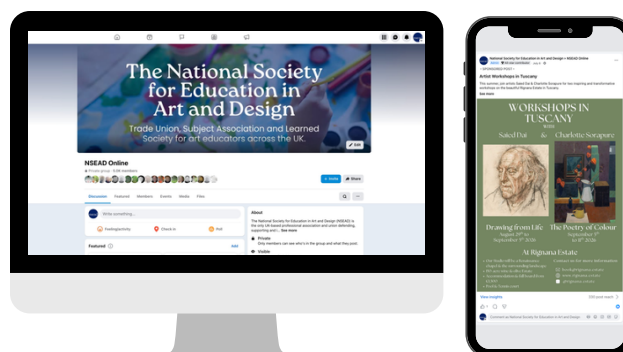
Copy ≤ 100 words

1 x jpg/png image: 1080 x 1350 px or 1080 x 1080 px (1MB)

Or a short video/reel using the same dimensions as above

1 x hyperlink

Please remember to also provide any relevant account usernames that should be tagged.



FACEBOOK | CONTENT

Example: Saied Dai & Charlotte Sorapure , 06.07.2026

Newsletter (Email) | Banner

Copy ≤ 100 words

1 x jpg/png image: 1200 x 400 px (1MB)

1 x hyperlink

Note: All digital adverts, including website, are tagged as **Sponsored**.



NEWSLETTER | BANNER

Example: National Portrait Gallery, 07.05.2026

NSEAD Digital Channels

NSEAD WEBSITE

Our website has over 6.2K active visitors monthly and is optimised for mobile devices. We have dedicated sections on the website, advertising a variety of art education CPD and events, resources and vacancies.

WEBSITE SPECS

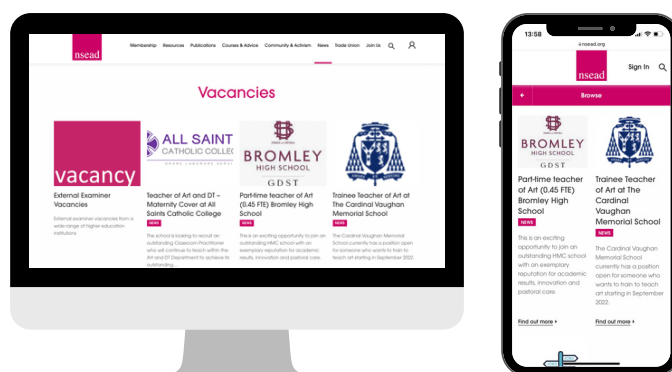
Website | Content

Copy ≤ 250 words

1 x jpg/png image: 1200 x 900 px (1MB)

2 x hyperlinks

Please include a clear headline (approx. 10 words) and ensure any key information (dates, deadlines, venue, etc) is clearly outlined.



WEBSITE | CONTENT

WEBSITE RATES

1 x item	£152	
2 x items	£274	10% discount
3 x items	£388	15% discount
4 x items	£486	20% discount

Website adverts are listed for 3 months, or until the event / application deadline, whichever comes first. Rates for listings with dates longer than 3 months can be discussed with the NSEAD comms team.

Please email clairesmith@nsead.org to discuss your advertising needs and how NSEAD can help you.

Please contact us for information about conference, magazine and other sponsorship opportunities.

Note: NSEAD reserves the right not to publish an advert, news item or banner, or to request that editorial copy edits are made. All adverts will be placed at the discretion of NSEAD.