

# ICOM News

The magazine for the international museum community



3 languages • Print and digital editions • 3 issues a year

# ICOM News

The magazine for the international museum community

Created in 1948, *ICOM News* magazine is published by the International Council of Museums (ICOM) and designed for museum professionals around the world, including curators, directors, architects, and more. The magazine is published in three languages (English, French and Spanish) and distributed in 136 countries.

## A reference for museum professionals

ICOM News provides the reader with reports, analytical articles, interviews with museum experts and a world of practical information beneficial to museums.

## Features

- Museum News
- Case Study
- In Focus
- Special Report
- Heritage in Danger
- ICOM Community
- Publications

## ICOM News online

In 2011, *ICOM News* reached out to an even broader audience with a new digital edition!

**ICOM** is the only international organisation representing museums and museum professionals on a global level. Established in 1946, its network now spans 136 countries and includes more than 32,000 members.

### Visibility

Circulation: 32,000  
24,000 online visits (2014)  
Total estimated readers: 81,600

**MUSEUM NEWS**

**Museums on the big screen**  
Frederick Wiseman is an American film-maker who has made his mark on cinematography through documentaries depicting the inner workings of a wide variety of institutions. Many of his films focus on cultural institutions, such as *La Comédie-Française ou l'Amour joué*, *Ballet* (American Ballet Theatre), *La Danse - The Paris Opera Ballet and Al Berkeley*. In his most recent film, *National Gallery*, he observes the day-to-day work of the staff of the National Gallery in London, UK, bringing to light the work of its curators, conservator-restorers, docents, educators, administrators and more.

**Opening**  
In November, the Van Gogh Museum in Amsterdam, the Netherlands, unveiled the new presentation of its permanent collection to the public. The new design focuses on the artist's story, with his personal life and art elucidated through drawings and letters that have rarely been shown to date, while providing more space for his masterpieces. According to the museum, this presentation aims to clarify some of the myths surrounding Vincent Van Gogh, such as his illness, the war and his suicide, and to shed light on the ideas and ambitions behind his art. The new display is the work of Dutch exhibition designer Mies van der Roep and graphic designer Marjolein Tolenaar.

**Projects**  
The Castle Museum in Weimar, Germany, hosted an educational project in autumn 2013, organised by Klaus Stifting Weimar and Stifting Zuhören, inviting students aged 13-15 to create a 'young' audioguide for the museum's exhibits.

**Awards**  
Produced by the MAPI (Pre-Columbian and Indigenous Art Museum) in Montevideo, Uruguay, Leticia Pippa's play, *Talento y libro de horas los historias* (Tukano and the book of all stories), has been nominated for the Florence Award, which is granted by the

**Events**  
*The Musée de l'Alchimie* (Museum and Alchemist's collection) was held at the Cité de la musique in Paris, France, on 21 November 2014. Organized by the Fondation Suisse Life and the Fondation Résonance Prévoyance, the event brought together cultural and health professionals to discuss how best

**TRAVELLING EXHIBITION**  
**HAIDA LIFE SPIRIT ART**  
A UNIQUE AND IMMERSIVE WAY TO EXPERIENCE HAIDA CULTURE  
A travelling exhibition produced by the Canadian Museum of History and the McCord Museum, in partnership with the Haida Gwaii Museum.

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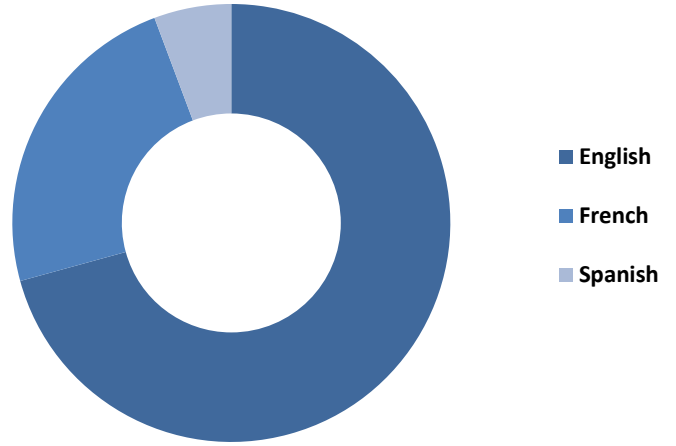


# ICOM News

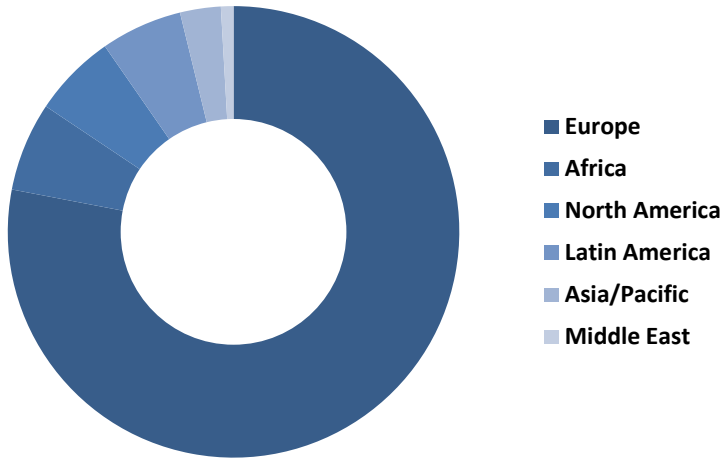
The magazine read by museum professionals

In each issue, *ICOM News* contributors analyse contemporary museum trends and discuss challenges and issues of interest to a wide range of museum professionals around the world.

Circulation: 32,000  
5 continents  
81,600 total readers (estimate)



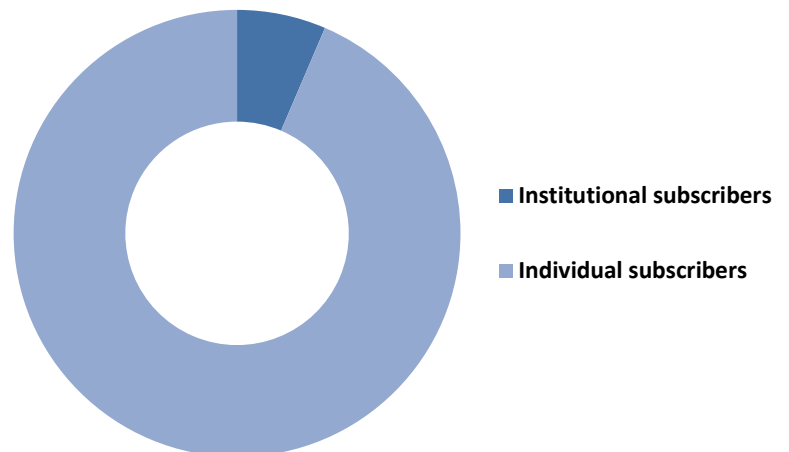
3 languages .....



All ICOM members receive *ICOM News*, in addition to subscribers and online readers around the world, making up a diverse readership of museum professionals, working on a variety of topics.

..... 136 countries

*ICOM News* readers include collections and research professionals, as well as museum directors and administrators, various department managers and visitor services professionals.



..... A readership made up of museum experts



# ICOM News

## Advertising rates for 2015

15% discount for ICOM members!

Size	Price per issue (euros)	Bleed	Format (mm) Non bleed	Live
1 page	3,200	208x272	203x267	178x237
1/2 vertical	1,900	106.5x272	101.5x267	89x237
1/2 horizontal	1,900	208x138.5	203x133.5	178x118.5
1/3 vertical	1,200	73x272	68x267	59.5x237
1/3 horizontal	1,200	208x94	203x89	178x79
1/4 vertical	900	56x272	51x267	44.5x237
1/4 box	900	106.5x138.5	101.5x133.5	89x118.5
Business card	500	N/A	N/A	57x56

*As mentioned in the terms and conditions, all advertisements must be produced in English, French and Spanish. If you would like ICOM to provide this service, please contact us for details.*

### Cover placement by language

	English	French	Spanish
Front inside cover	€2,500	€1,100	€800
Back inside cover	€2,200	€900	€700
Back cover	€2,900	€1,400	€900

### Technical specifications

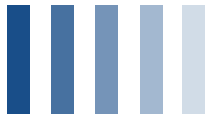
**Format:** PDF  
**Resolution:** 300 dpi  
**Colour:** CMYK  
**Languages:** English, French and Spanish  
**Proofs:** Cromalin

## 2015 submission deadlines and publishing dates

8 April.....29 April  
 7 July.....28 July  
 1 December.....22 December

### Contact

France Edition. Tel. +33 4 68 66 94 75. Email: [francedit@francedit.com](mailto:francedit@francedit.com)



# Terms and Conditions

ICOM is now offering advertising space available in its magazine, ICOM News. If an Advertiser or a representative acting on behalf of the Advertiser purchases an advertising space, the Advertiser fully accepts the present terms and conditions. The Advertiser's purchase is subject to these terms and conditions.

The present terms and conditions prevail over any document produced by the Advertiser.

## Article 1- DESCRIPTION OF THE OFFER

ICOM is offering professionals an advertising space in which the Advertiser may present his/her products or services. These spaces are designed for an audience of individuals and/or professionals. The advertising spaces shall only include text, images and/or videos provided by the Advertiser. The Advertiser agrees to submit to ICOM the contents of the advertisement at least ten (10) working days before the date that ICOM News goes to press. ICOM shall ensure that the advertisement published by the Advertiser does not violate ICOM's statutory purpose and the editorial guidelines of its publication. ICOM reserves the right to refuse, at any time, an insert that by its nature, text or presentation appears to be contrary to the spirit of its publications, its statutory purpose and/or the laws in effect.

## Article 2- CLIENT: ADVERTISER / AGENCY

If the Advertiser chooses to use the services of an agency, the latter shall first receive a written mandate. In such cases, the Advertiser is solely responsible for the acts of his/her agent.

## Article 3- OBLIGATIONS OF THE ADVERTISER

The Advertiser ensures that all photographic images accurately represent the advertised product/service and that they are not likely to mislead the public.

The Advertiser agrees to provide accurate information that is not likely to mislead the public, is not fraudulent and does not imply the sale of counterfeit or stolen goods and respects trade mark laws and other intellectual property rights. The Advertiser ensures that the information does not constitute prohibited false advertising or parasitism, and does not violate, as a general rule, the rules on competition. The Advertiser shall expressly declare that he/she holds all necessary rights and authorisations especially those concerning photographic images. The Advertiser certifies that his/her advertisement shall not contravene any legislation or regulation (in order of importance) in force, especially those in relation to advertising, competition and intellectual property, and it contains no libellous or harmful allusions towards others or any discriminatory content. The Advertiser will not hold ICOM liable for the form or content of the information posted in his/her space, will compensate ICOM for any damage suffered, guarantees ICOM against any disorder, claim or action on the content of the information and/or its distribution, which will be the concern of the Advertiser only. The Advertiser will provide a version of the advertisement in each of the official languages of ICOM (English, French and Spanish).

## Article 4- ICOM'S OBLIGATIONS

For maintenance reasons, ICOM reserves the right to suspend temporarily and without prior notice access to advertising spaces, providing the Advertiser will not under any circumstances receive payment for damages or the anticipated termination of services. ICOM disclaims any liability for the loss of customers or profits or the loss of transmitted data. In all circumstances, ICOM shall be held responsible only in the case of gross negligence and within the limit of the price originally paid for the service by the Advertiser, excluding tax. By making space available, ICOM encourages the development of a relationship between the Advertiser and his/her potential customers. Under no circumstance shall ICOM be part of any professional relationship that might develop between the two parties. Neither shall it be responsible for any dispute that might arise between the two parties. As a general rule, ICOM is held to a mere obligation of best-efforts. ICOM does not guarantee in any way the commercial efficiency of its service.

ICOM cannot guarantee that other Advertisers will not be present on adjacent or nearby spaces during the same period. However, ICOM shall do its best to avoid this scenario, provided that the Advertiser expressly specifies to ICOM the list of advertisers that he/she does not wish to appear in advance.

#### Article 5- RATES

Rates, unless otherwise provided in writing by ICOM, are those indicated in the order form. ICOM reserves the right to modify the rates, even for current orders, with a 30-day notice period.

#### Article 6- CONDITIONS OF PAYMENT AND INVOICING

The advertising spaces are invoiced before the advertising space is published in ICOM News.

If a space is purchased by an agent on an Advertiser's behalf, ICOM will abide by the payment instructions given by the Advertiser in the notification of mandate with regard to the sending and payment of invoices. The original invoice will be automatically sent to the Advertiser.

The latest date for payment is the date of publication of ICOM News.

#### Article 7- LATE PAYMENT

Any payment made past the date specified in the contract will result in a billing of charges at a rate equal to one and a half (1.5) the legal rate pursuant to the French law no. 92-1442 of 31 December 1992, as amended. This rate is calculated on the total amount due exceeding that deadline. Any delay of payment past the due dates gives ICOM the right to suspend the execution of any order placed by an Advertiser or their agent who might not have paid his dues. In case of recovery of unpaid bills by judicial enforcement, this amount will increase by 15% as a lump sum penalty in accordance with articles 1226 and in accordance with the French Civil Code.

#### Article 8- DISPUTES

These terms and conditions are subject to French legislation. If a dispute occurs and no amicable settlement is reached, jurisdiction will be conferred to the Tribunal de Paris.



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