



WWW.BVMA.ORG.UK



# BVMA Media Pack 2024/5

# WELCOME TO THE BVMA

**T**he British Violin Making Association, formed in 1995, is one of the foremost violin making associations in the world. We primarily work to promote fellowship between those who have an interest in the history and the craft of violin and bow making. We welcome professional and amateur violin makers and restorers alike, as well as all those who share an interest in the subject and the craft. Although our name refers to violin making, we also support restorers, bow makers, bow repairers alongside those who work with other instruments of the violin family. Our members are active participants in the industry, and like to keep on top of new techniques, tools and news. Over the years we have grown to be a well resourced organisation that publishes a quarterly magazine, hosts multiple events throughout the year as well as managing a range of short courses for continued professional development. We hope you'll find this document useful for understanding more about our organisation and what we can do together to promote your company to our membership.



*Geoff Denyer, BVMA Chairman*

## *Who is the average BVMA Member?*

Our members come from a huge variety of backgrounds, but the majority of them are working or have worked as a maker or repairer for violin family instruments or bows. They are spread across the UK and beyond, but regularly attend our events in order to maintain good social contact as well as professional development.



# WHO WE ARE

**The BVMA provides a unique advertising environment, allowing direct access to a niche group of makers and musicians.**

## *OUR MISSION*

We welcome members who are professionally involved in violin making, bow making and restoration work as well anyone who is simply interested in the craft. We strive to be representative of our members and to promote their skills to the public. We also provide opportunity for peer support and further professional development to maintain high standards across the industry.

## *WORKING WITH PARTNERS*

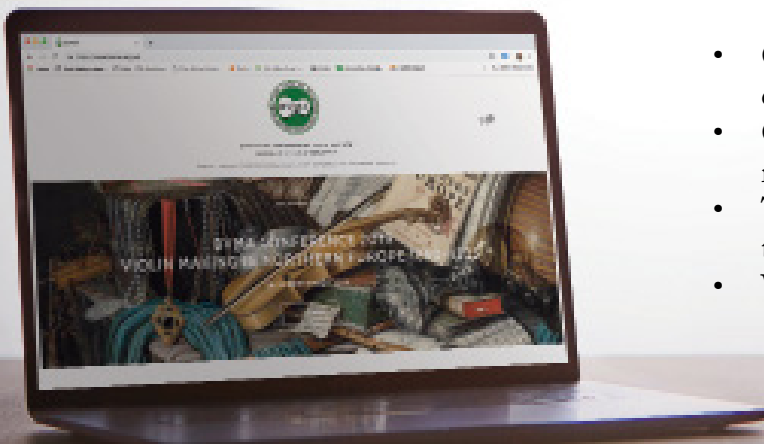
We only work with brands and organisations that align with our aims and offer our membership relevant products or services.

## *Our Aims*

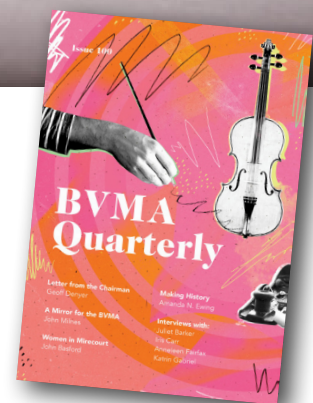
- To develop skills and expertise
- To inform
- To promote the trade to the public

## *Key Stats*

- Our magazine and digital platforms have a combined audience of over 3,000 people
- Our public events reach hundreds of makers, restorers and musicians
- Two-thirds of our membership are UK based, the rest are worldwide
- We have 500+ members



***BVMA Quarterly is published every three months and goes direct to our members' doorsteps***



# ADVERTISING:

## Magazine



### ENGAGING CONTENT

Our quarterly magazine is professionally designed and edited. We publish content about a wide variety of subjects within the industry, including new making techniques, historical research, interviews, tools reviews and event summaries.

Our readers engage with the magazine, regularly writing in with article contributions, suggestions and comments. We know that many of our members read our magazine before safely storing it on their bookshelves, reusing them for reference materials. BVMA Quarterly is the perfect conduit for your company to introduce itself and take a permanent spot in our members' shelves.

### BVMA Quarterly

- A5 Magazine published four times a year
- Printed on environmentally certified and recycled papers using vegetable-based inks
- Posted direct to our members' doorstep
- Design service available

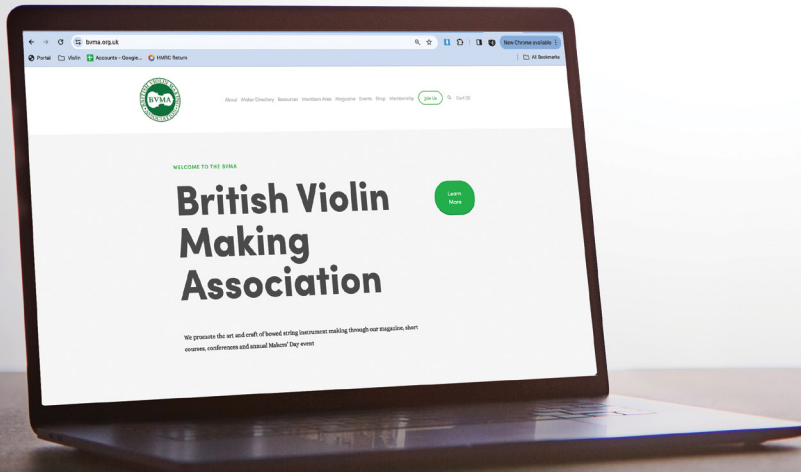
### ADVERTISING RATES

TYPE	SINGLE ISSUE	FULL YEAR
FULL PAGE	£200	£640
HALF PAGE	£120	£380
FLYER INSERT	£250	£800



# ADVERTISING:

## *Online*



### **REACH ONLINE AUDIENCES**

The BVMA website is visited by thousands of people every month. Our website is the hub of our organisation; providing a space to inform members and the public about events, courses, news and resources. Alongside our website we also have a dedicated social media committee member who keeps our Instagram feed filled with beautiful images and engages with the community directly.

Advertising via banners, sponsored content and the directory can be utilised across our platforms to drive customers straight to you.

### ***BVMA Online***

- 2,800+ Instagram followers, and growing rapidly
- 1,600+ unique visitors to our website every month
- 58.7% of our members are UK based, with the rest spread across the world
- More than 2,000 users accessed our directory in 2023

### **ADVERTISING RATES**

<b>TYPE</b>	<b>COST</b>
DIRECTORY (PER YEAR)	£250
BLOG POST	£55
PRODUCT REVIEW	£350
INSTAGRAM GRID POST + STORY	£150
WEB BANNER (PER MONTH)	£100

Images and text for Instagram and blog posts must be supplied by the advertiser. We will inform followers that it is sponsored content. If you would like us to create the content, we can arrange an additional design fee for this.

Product reviews will not be sent to you for approval, but we will only post it if we review your product positively. If we decide we do not like your product you will be refunded and we will not post the review. The review will be 500+ words and include photos.

# ADVERTISING:

## *Events*

The BVMA regularly organises a variety of events, including talks, Makers' Day, short courses and our bi-annual conference.

Sponsorship opportunities include:

- Coming to an event with a stall, so that you can directly meet and market your product
- Providing us with free samples to distribute to visitors or participants relevant to the event's subject
- We can print and distribute flyers to visitors as they arrive
- Networking events sponsored by your brand, advertised with your logo prominently displayed and roller banners etc can be placed at the event itself

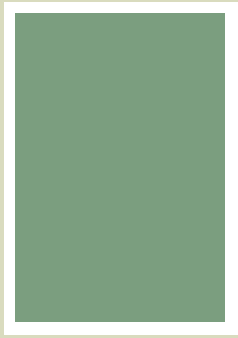


[www.bvma.org.uk/events](http://www.bvma.org.uk/events)

### RATES

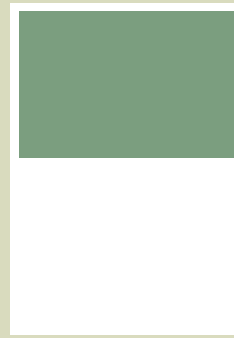
TYPE	COST
CONFERENCE FLYER DISTRIBUTION	£250
CONFERENCE SAMPLE DISTRIBUTION	£200
SPONSORED NETWORKING EVENT	FROM £1,000
MAKERS' DAY TRADER TABLE	FROM £275
SHORT COURSE SAMPLE/FLYER DISTRIBUTION	FROM £200

# PRINTED ADVERTISING SPECS



## FULL PAGE A5

- 148w x 210h (mm)
- 3mm bleed required
- Safe text area: 12mm inside edge of page



## HALF PAGE HORIZONTAL

- 148w x 105h (mm)
- 3mm bleed required
- Safe text area: 12mm inside edge of page

**Artwork format and resolution**  
PDF or JPG. CMYK, 300 dpi

ISSUE	ARTWORK DEADLINE	PRINTED
QUARTERLY 113	01.03.24	05.03.24
QUARTERLY 114	01.06.24	05.06.24
QUARTERLY 115	01.09.22	05.09.22
QUARTERLY 116	01.12.22	05.12.22