

MODERN PAINTERS

A QUARTERLY JOURNAL OF THE FINE ARTS

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Founded by Peter Fuller

Mr Vasif Kortun - Director
Third International Istanbul Biennial
Istanbul, Turkey

23rd July 1992

Dear Mr Kortun

In view of the 1992 Istanbul Biennial, I have pleasure enclosing advertising rates and readership profile.

Now in our fifth year, we are still Britain's best selling contemporary art magazine - the only art magazine with an audited circulation. We have a growing number of ABC1 subscribers, including established and private collectors, who enjoy the up-to-date, controversial and informative editorials. We are also increasing our circulation immensely in Europe and the USA which is all the more encouraging.

We are currently preparing the Autumn issue of Modern Painters. This will be available in bookshops, museums, newsagents and by subscription as from early September through to end of November. It is in this issue that we would be very pleased to offer you advertising space for the promotion of the Biennial.

I do hope that Modern Painters would be the first and foremost magazine that you will choose to promote the 1992 Istanbul Biennial. All the major international art fair organisers believe that the most effective method of announcing the fairs is by way of advertising in Modern Painters. This is because Modern Painters is excellent value for money. Because we are a quarterly, your one advertisement will have a shelf life of three months, and alone it will cover the important months of September, October, November.

Therefore the cost of one full page colour advertisement in Britain's leading contemporary art magazine would be the equivalent to (£1200 divided by 3 months) £400 per month in any other monthly magazine.

The British and European readers of Modern Painters would be delighted to learn that a major metropolitan centre, such as Turkey will be staging its 3rd international art fair.

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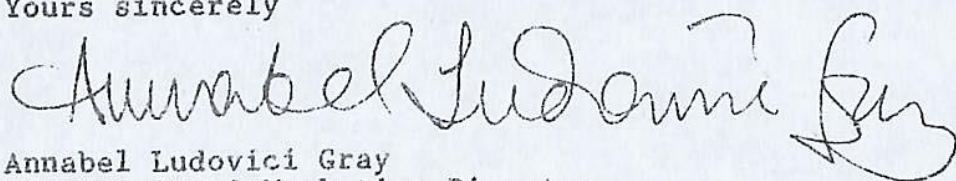
I am confident that our readers would be an ideal target for you should you wish to attract a wider audience. Our regular readers, as in the dealers and collectors, do rely on information about forthcoming international art fairs and exhibitions through the advertising pages of Modern Painters.

Please do contact me as soon as possible should you think you might be interested in a prominent advertising position in our prestigious magazine.

You may contact me by telephone on 081-995-1909, or by fax 081-742-1462.

I look forward to hearing from you.

Yours sincerely



Annabel Ludovici Gray
Advertising & Marketing Director