

# the BRITISH TAPESTRY group

The British Tapestry Group (BTG) promotes and explores the concept of woven tapestry as a contemporary art form. By raising public awareness through its exhibitions and regional activities, the BTG showcases the combination of craftsmanship and artistic inspiration which is translated into woven works. The BTG membership includes UK and International Tapestry Weavers as well as those who are starting on their weaving journey.

[www.thebritishtapestrygroup.co.uk/](http://www.thebritishtapestrygroup.co.uk/)

## Advertising with BTG

BTG welcomes enquiries from weavers/ individuals /businesses who wish to promote the following:

- Suppliers - weaving equipment and yarns
- Courses - in tapestry weaving and associated textile arts
- Exhibitions - about tapestry weaving and other textile arts
- Books - and educational materials on tapestry weaving and associated textile arts
- Small Ads - such as second-hand equipment for sale

To place an advertisement with the British Tapestry Group contact:

[advertising@thebritishtapestrygroup.co.uk](mailto:advertising@thebritishtapestrygroup.co.uk)

## Options

### **BTG Website - Classified Page:**

This page displays logo imagery and key text which links to your website when clicked.

### **Tapestry Weaver (TW):**

Tapestry Weaver is the BTG Journal and we currently produce two issues a year. TW is sent to all members. In addition, we sell TW at BTG exhibitions and at other events and locations around the UK. A complimentary copy is sent to advertisers advertising in the current issue.

## Advertising Rates

### **Tapestry Weaver:**

**¼ page advertisement:** 2 issues plus free web listing = £120

Portrait layout, colour, size 105mm x 148mm. Images need to be at 300dpi, jpg for printing purposes. 100 word limit. Actual size may vary subject to space available.

The additional Web listing will provide a direct link to your website.

### **BTG Website:**

**Large advert:** 1 - 4months = £45, 1 year = £120,

Logo imagery should be in Landscape format at 2:1 ratio – 600 x 300 pixels, in colour, 300dpi, jpg.

Maximum of 100 words allowed, but the web listing will provide a direct link to your website for fuller information.

Individual Full Members receive a 20% discount.

**Small 'text' advert** up to 100 words 1 - 4 months = £10, 1 year = £30

The text of the advert can contain contact information including a link to your website and a small 'thumbnail' image - maximum 250 pixels on its longest edge.

The small 'text' advert is free to Individual Full Members.

### **Payment options**

The British Tapestry Group have an online PayPal facility at [tapestryuk@yahoo.co.uk](mailto:tapestryuk@yahoo.co.uk)

OR

By cheque, payable to 'The British Tapestry Group' and post to Anna Wetherell, 24 Winfield Road, Sedbergh, Cumbria, LA10 5AZ

OR

By BACS payment directly to the bank with the reference BTG advertising/website/TW/ with your company name and date to:

Nat West Bank: Sort code: 53-61-23; Account no: 63523523

Account name: British Tapestry Group

Please email [treasurer@thebritishtapestrygroup.co.uk](mailto:treasurer@thebritishtapestrygroup.co.uk) for confirmation of your payment.

*revised December 2022 by Siobhan Ratchford, Advertising Manager*

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