

Can Art Save Lives?

SMart - Socially Marginalised Art – originated over ten years ago as a charity organisation to nurture the delicate human spirit through visual arts projects.

As a magazine, SMart exists as a voice for the individuals who share in the vision of rehabilitation through the arts and as an exposé for disparities that delay social progress. It is a sociological document, an engaged discussion and a positive testimony to the power of creative expression to elevate us, regardless of status, colour or race. The stories herein provide a hint to the answer, because at the tip of a brush, pencil, or pen, can lie purpose and direction for many of the people that we meet. And sometimes, their lives change forever.



ABOUT SMart MAGAZINE

A non-institutional, not-for-profit project first launched in the summer of 1998 at the National Gallery by Neil McGregor - then its Director, presently Director of the British Museum, and long time SMart advocate. The first five issues contained articles from prominent contributors alongside raw contemporary art and stories of lives touched by it.

We strive to create a vibrant platform, a common ground for debate, discussion and expression without geographical boundaries or imaginative limits, through the use of on- and off-line media and supporting events. We believe in the power of art to transform lives, in fact, we believe that *art can save lives!*

Readership and Influence

Well respected

With roots as far back as 1991, SMart is an established charity well known throughout the British art scene. The group has exhibited at esteemed venues such as the British Museum, The National Gallery, The Wallace Collection, The Courtauld Institute, Tate Modern, Tate Britain and The Groucho Club to name but a few. The Magazine is regarded as a source of inspiration, attracting reputable contributors such as Germaine Greer, Peter Blake and Brian Sewell. It has been sold in Waterstones, Royal Festival Hall, most of the main art galleries and museums, as well as independent bookshops.

Opportunities

Participating partners, friends and contributors have the opportunity to be part of regular SMart exhibitions, special events, fund-raising dinners and art workshops. Providing added exposure, networking opportunities, and interesting new experiences.

One of a kind

SMart Magazine is entirely unique in the magazine, art and social commentary space. No other collective offers such a high quality glossy product and socially relevant content. As a free non-denominational, non-political publication run by a reputable charity, it provides advertisers and contributors a white canvas for complete creative license free from the stigma of prejudice and propaganda.

Audience

SMart is created for everyone. With a vast majority of the readership demographic being the socially proactive individual who enjoys art, culture and is interested in current social issues.

Publication dates

Published four times a year, marking each new season. Each issue of SMart magazine is current for three months with an extended shelf life owing to its collectable nature.



For the members, art is not about elitism and mobbery, but rather collective nourishment for the soul.



Display Advertising

How to Supply

SMart is published every quarter in June, September, December and March. Advertising booking deadline is the first Friday two months prior to the issue release:

Issue	Booking deadline	Final Artwork Deadline
June	First Friday of April	1 May
September	First Friday of July	1 August
December	First Friday of October	1 November
March	First Friday of January	1 February

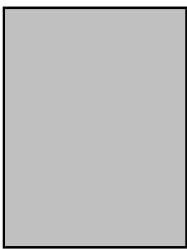
Preferred file format is PDF created and produced according to the latest pass4press (details available at www.pass4press.com). Help with PDF creation is available to advertisers for a fee.

Standards for ads are:

- All fonts embedded (No True Type fonts accepted).
- The correct mode (ie. CMYK or Grayscale). Never RGB or LAB or embedded colour profiles (ie. ICC profiles).
- All spot colours must be converted to CMYK. No file with PMS colours.
- OPI must never be included in the file (see advanced tab in Distiller).
- Resolution: 300 DPI for all submitted images and files.
- All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads. Trim marks should fall outside the bleed area.

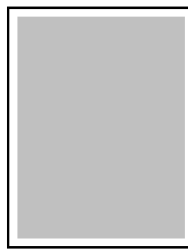
IMPORTANT: Colour-calibrated hard copy proofs printed from the final PDF are advised. Due to the nature of the printing process an exact colour match cannot be guaranteed.

Please supply the digital copy via email, on a CD Rom or DVD. SMart required proofs supplied to the PPA's pass4press standard.



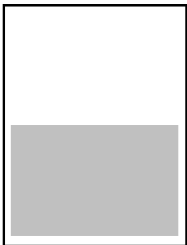
Full Page Bleed

Trim:
300 x 230 mm
Full Bleed:
306mm x 233mm



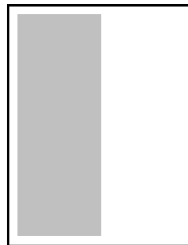
Full Page Type Area

280mm x 210mm



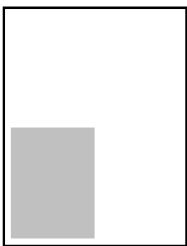
Half Page

Landscape
137mm x 210mm



Half Page

Portrait
280mm x 103mm



Quarter Page

Portrait
137mm x 103mm

for rates contact the office on 07702 497 719



Carrying no fashionable art baggage, homeless people produce art that is free of such duplicity and guile – it is what it is, and, uncluttered by the hows and whys of other men, their images speak at once with honesty. That is their profound appeal. – Brian Sewell, Issue 4



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"Art is Life"