

# ARTEFACTS

## ARTEFACTS HAS QUICKLY BECOME AN ESSENTIAL COMMUNICATION TOOL FOR THE ARTS WORLD IN THE WEST MIDLANDS.

The magazine, which is free to members of the Friends of Birmingham Museum and Art Gallery, reflects the Museums' collections, exhibitions, expertise and diversity.

Including reviews of exhibitions, reports and an essential guide to "what is on" in the local arts world.

Published on a quarterly basis, not only is Artefacts a free pick up for visitors within Birmingham Museum and Art Gallery and at Birmingham Museums Trust's Heritage Sites, it is also mailed to all members of the Friends of Birmingham Museums and is available through subscription.

The magazine is part of the Friends' membership package which includes free entry to all charging

exhibitions in the Gas Hall, free entry to Birmingham Museums Trust's Heritage Sites, an exclusive events programme, occasional invites to exhibition and new gallery previews, as well as a number of other discounts and special offers.

The membership, which mainly lives in the West Midlands conurbation, are some of the most influential and avid exhibition visitors, academics, professionals and collectors. The readership profile is aged 40 plus, with time and income to afford a social or professional connection with the arts.

4,000 copies are currently distributed to the Friends membership, within Birmingham Museum and Art Gallery, and at the Trust's Heritage Sites for visitors.

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