

CHANGE IS GOOD...

2011- 2012 MEDIA KIT



All good things don't have to come to an end... but they *do* need to keep up with the changing marketplace. Even some of the world's most talented artists feel the need to reinvent themselves on occasion—to experiment with different techniques, styles or color palettes—and the artists behind the most requested magazine in the art industry are no different. Which is why we're thrilled to announce that an all-new *Art Business News* is getting ready to come your way this fall!

Over the past 35 years, you've come to know and love *Art Business News* for its comprehensive coverage of the art business and some of the most competitive marketing programs available. And nothing about that will change. What *will* change is the look of the magazine and its marketing reach.

With a brand-new, New York City-based editorial team at the helm, the "new" *Art Business News* will offer a splashy new look and a far-reaching editorial scope that will appeal to artists, galleries, collectors and art aficionados from around the world.

Even more exciting is that the magazine has re-teamed with Artexpo—the world's largest fine art trade show—in order to connect our marketing partners with an additional 50,000 art industry insiders each year. And that's just in-person at upcoming Artexpo events in New York, Miami and Chicago. Add to this the increased exposure our partners will receive through targeted marketing to Artexpo's online fan base of more than 35,000 artists, galleries and industry leaders and you've got *every* corner of the art market covered—all at prices that can't be beat!

Read on to learn more about how you can be a part of this all-new *Art Business News* adventure. We look forward to working with you to make the art world better together!

Eric Smith Jennifer M. Wood

ABN Publisher ABN Editor-in-Chief

eric@artbusinessnews.com jenn@artbusinessnews.com

THE SCOOP...

EXPERT ADVICE

EXCLUSIVE MARKET COVERAGE

As the most requested magazine in the industry, *Art Business News* stays true to its mission of reporting the latest industry news and emerging trends driving the fine art market. The magazine's editors

collaborate with industry leaders to develop cutting-edge editorial that will keep readers ahead of the curve.



ONGOING COLUMNS, DEPARTMENTS & FEATURES

INSIDE THE FRAME

Industry analysis from *ABN Publisher Eric Smith* and Editor-in-Chief *Jennifer M. Wood*.

NEWS BRIEFS

The latest news shaping the fine art market.

INDUSTRY PERSPECTIVES

The industry's most respected experts offer their opinions on pressing market issues.

EMERGING ARTISTS

A look at the artists of tomorrow whose names you need to know today.

FIRST WORKS

Celebrity artists recollect their earliest creations.

PICTURE GALLERY

Images from the world's top art events.

Q&AS

Exclusive conversations with industry icons and trendsetters.

SOCIAL MEDIA

A look at the ways the Internet is changing the industry—and how you can stay on the cutting edge.

10 TO WATCH

From publishers to galleries and art fairs to individual artists, *ABN* gives you the lowdown on up-and-coming artists and businesses.

SECRETS OF...

The world's most accomplished art market insiders share their recipes for success.

SHADES OF GREEN

Tips on how to "go green" in your art and business, regardless of your preferred color palette.

BUSINESS SENSE

Art experts tackle the industry's toughest business questions to help you strategize for the future.

UNIQUE STRATEGIES

Ongoing coverage of untapped markets that offer a bright—and lucrative—future.

ABN EDITORIAL CALENDAR

NOVEMBER/DECEMBER 2011

50 EMERGING ARTISTS • THE ART OF ONLINE PROMOTION
SECRETS OF SUCCESSFUL GALLERY OWNERS
2012 ART FAIRS: LINE UP YOUR YEAR • SPOTLIGHT ON: MIAMI SOLO
SPECIAL DISTRIBUTION: MIAMI SOLO

JANUARY/FEBRUARY 2012

TOP 10 CITIES FOR ART INDUSTRY PROS • ARTEXPO NEW YORK:
PREVIEW • 10 BEST TRICKS FOR CLOSING THE SALE
STRATEGIZING FOR 2012 • LANDING A PUBLIC ART COMMISSION

MARCH/APRIL 2012

SPOTLIGHT ON: ARTEXPO NEW YORK • TOP 10 SMALL-TOWN
GALLERIES • GENERATING BUZZ ON A BUDGET
SEDUCING THE BUYER • CREATING AN ART HOTSPOT
SPECIAL DISTRIBUTION: ARTEXPO NEW YORK

MAY/JUNE 2012

TOP 25 ART VACATION SPOTS • FINDING UNTAPPED MARKETS
ESTABLISH YOUR NICHE • KNOW WHAT YOU'RE WORTH
BIGGEST BUYING TRENDS • THE UNASSUMING COLLECTOR

JULY/AUGUST 2012

10 COOLEST WORK/LIVE LOFTS • BRANCH OUT, BRING CLIENTS IN
TECHNOLOGIES AND TRENDS FOR ARTISTS ON THE CUTTING-EDGE
ART GOES HOLLYWOOD

SEPTEMBER/OCTOBER 2012

20 ART INDUSTRY DREAM JOBS • GEARING UP FOR THE HOLIDAY
SELLING SEASON • EDUCATING COLLECTORS
MIAMI SOLO PREVIEW
SPECIAL DISTRIBUTION: ART EXPO CHICAGO

PEOPLE FACES & THINGS... ■ ■ ■

THE MOST TRUSTED NAME IN THE INDUSTRY

Art Business News continues to lead the art world with innovative content and progressive programs that will inspire an exciting new era of art. Packed with the trusted art market coverage readers have been relying on for 35 years, *Art Business News* is the magazine of today's forward-thinking art professionals.

MEET THE ABN STAFF & CONTRIBUTORS



Eric Smith, Publisher

ERIC SMITH is a true art world insider with years of industry experience. Smith is the CEO of Artexpo New York and former Vice President of Summit Business Media, the world's leading producer of art shows and art-related trade publications. Smith also spent several years as Director of Martin Lawrence Galleries, where he managed more than 20 galleries in California, Colorado and Hawaii and quickly developed a passion for modern and contemporary art, selling Warhol, Rosenquist, Rauschenberg, Oldenburg and Keith Haring.



Jennifer M. Wood, ABN Editor-in-Chief

JENNIFER M. WOOD comes to *ABN* with more than a decade of successful arts publishing experience. Since 2000, she has steered the creative vision of *MovieMaker Magazine*, the world's best-selling independent movie magazine. A publishing expert with an extensive background and books, magazines and new media, Wood is the author of six books, including the best-selling Mr. Cheap's budget living series. She is a blogger for Condé Nast Traveler and a regular contributor to Time Out New York, Script Magazine and Rue Morgue.



Rebecca Pahle, ABN Associate Editor

REBECCA PAHLE spent her formative years in North Carolina, where she studied history and film at UNC-Charlotte and learned to appreciate the artistry that goes into really good

banana pudding. She moved to New York City in 2008 and has served as the Associate Editor of *MovieMaker Magazine* since 2009.



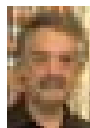
Rick Barnett, ABN Contributing Editor

With extensive specialty retail expertise, Barnett brings a wealth of successful experience. As the former Senior Vice President of Retail Development for Media Arts Group Inc., Barnett designed and developed a world-wide retail chain of 400+ exclusive Thomas Kinkadee galleries. Barnett also owned seven Thomas Kinkadee galleries in Monterey/Carmel and Southern California. Barnett has hosted television shows in the United States, Canada and the U.K. and has been the on-air host for numerous trade media communication programs.



Craig Kausen, ABN Contributing Editor

Craig Kausen is the President & CEO of Linda Jones Enterprises and Chuck Jones Galleries. He is also the Chairman of the Board of the Chuck Jones Center for Creativity. As a former computer engineer and college instructor in computer science and engineering, Kausen continues his interests in computer technology today.



Michael Pacitti, ABN Contributing Editor

Michael Pacitti, IDEC, CPF, has worked in the art, design and framing industry for more than 25 years. He is currently associated with the Color Marketing Group and the Color Association of the United States (C.A.U.S.), where he

has been teaching seminars on color and design to interior designers and custom picture framers throughout North America, Europe and China for 25 years.



Robert Reeder, ABN Contributing Editor

Robert Reeder is a successful Internet enterprise pioneer in the art industry. He was the Vice President of ArtSelect, Inc., the world's premiere online custom frame shop and art gallery, from 1997 to 2008. Reeder is currently COO for Artexpo Studio, where he manages business and product development, Internet marketing strategy and team-building.



Litsa Spanos, ABN Contributing Editor

Litsa Spanos started Art Design Consultants, Inc. (ADC) in 1991 with only two customers. Since then, she has increased her customer base to more 2,000. Her award-winning, retail/wholesale art gallery specializes in corporate and residential art consulting.



Dale Stephens, ABN Contributing Editor

Dale Stephens has more than 25 years of experience in the printing industry. He has worked as an independent graphic designer, a color separation photographer and was responsible for color control for MIU Press in Iowa and American Graphics in Atlanta. He is currently Director of Production at Artexpo Studio, where he researches and manages photo-capturing, image reproduction and production efficiencies to deliver the highest print quality to artists.

PRICES THAT CAN'T BE BEAT...

AD RATES

BASIC PRICING

Spread	\$2,495
Full page	\$1,495
½ page	\$795
¼ page	\$395

PREMIUM POSITIONS

Back Cover	\$1,995
Inside Front	\$1,795
Page One	\$1,695
Table of Contents	\$1,595

FREQUENCY BONUS:

Sign up for one year of print advertising in *Art Business News* and get a bonus ad for FREE!

■ CLASSIFIED ADS

If you're trying to make your skills and services available to others, classified ads in *ABN* are a cost-effective and powerful way to reach your audience. Price: \$125 per column inch.

AD REQUIREMENTS

■ FORMAT

PDF FORMAT (Preferred)

- Press optimized PDF and PDF/X1-A
- Fonts, high-resolution images must be embedded
- Images must be 266-300 dpi
- Images must be 4-color process. Please convert any pantone/spot colors and RGB colors to CMYK process
- Bleed ads should include 1/8 inch on all sides and crop marks offset by 12 pts.
- Live/text area should be inset 1/4 inch from trim on all sides.
- To guarantee color, all ads **MUST** be submitted with a SWOP standard proof by close of copy deadline. Proofs for e-mailed ads can be sent via regular mail. *Art Business News* assumes no responsibility for the reproduction of ads submitted without a proof.

Screens

- 4-color - 133-line with 280% max density
- 2-color - 133-line with 160% max density
- Black-and-white - 120-line
- For web press, compensate for 20% dot gain in midtone to dark areas.
- PRESS COLOR ROTATION: black, cyan, magenta, yellow

■ PRODUCTION CHARGES

- Creating ads
- Handling additions or changes to ads (Contact advertising department for quote.)

■ PRODUCTION MATERIALS

- For FTP instructions, contact your ad rep.
- All digital ad materials will be destroyed after three months
- A SWOP standard proof **MUST** be submitted by close of copy deadline. Proofs for e-mailed ads can be sent via regular mail. *Art Business News* assumes no responsibility for the reproduction of ads submitted without a proof.
- Send ad materials, including proof to:

Attn: Advertising • *Art Business News*
27 West 24th Street, Suite 9D
New York NY 10010
ads@artbusinessnews.com

■ ISSUE AND CLOSING DATES

- **Materials are due one month prior to issue date**
- Space reservation cannot be cancelled after the closing date
- If new ad copy is not received by the 5th of the month preceding the date of issue, the publisher reserves the right to bill for space ordered and will repeat an ad of the same size if available.

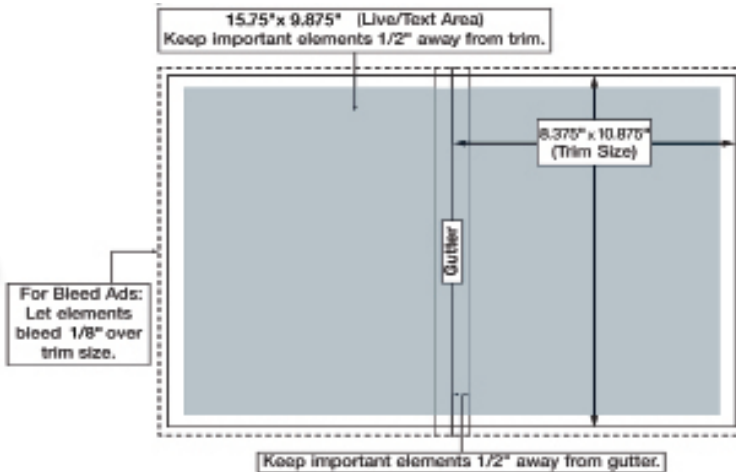


CHECK OUT THESE SPECS...

AD SIZES & MECHANICAL REQUIREMENTS



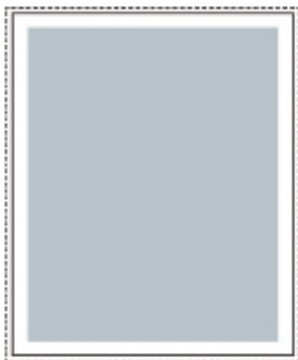
■ SPREAD



◀ bleed:
17" x 11 1/8"

trim:
16 3/4" x 10 7/8"

■ FULL PAGE



◀ no bleed
7 1/4" x 9 3/4"

bleed:
8 5/8" x 11 1/8"

trim:
8 3/8" x 10 7/8"

■ HALF HORIZONTAL



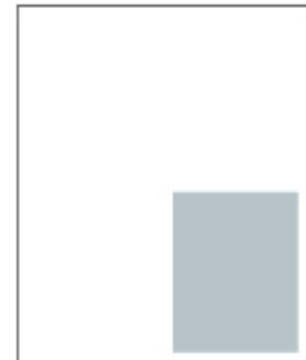
◀ horizontal:
no bleed
7 1/4" x 4 3/4"

■ HALF VERTICAL



◀ vertical:
no bleed
3 1/2" x 9 3/4"

■ QUARTER



◀ no bleed
3 1/2" x 4 3/4"