

CHANGE IS GOOD...

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 an all-new *Art Business News*!

Over the past 36 years, you've come to know and love *Art Business News* for its comprehensive coverage of the art business and for offering some of the most competitive marketing programs available. And nothing about that has changed. What *has* changed 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* offers a splashy new look and a far-reaching editorial scope that appeals to artists, galleries, collectors and art aficionados from around the world.

Even more exciting is that the magazine is teaming up with some of the industry's most prestigious art shows and conferences—including Artexpo, the world's largest fine art trade show—in order to connect our marketing partners with an additional 50,000-plus art industry insiders each year. And that's just in-person!

Add to this the increased exposure our partners will receive through *Art Business News*' online outreach—which includes an opt-in e-mail list of more than 30,000 plus thousands of social media fans, friends and followers—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!

Sincerely,
Jennifer M. Wood
Editor-in-Chief
Art Business News



Contact

Eric Smith

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Rick Barnett

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THE SCOOP...

EXPERT ADVICE

EXCLUSIVE MARKET COVERAGE

As the art industry's news leader since 1977, *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

PERSPECTIVES

Industry analysis from *ABN* Editor-in-Chief Jennifer M. Wood

INSIDE THE FRAME

The latest news and trends shaping the fine art market

INDUSTRY POV

Respected industry 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

The world's most successful artists recollect their earliest creations

Q&AS

Exclusive conversations with industry icons and trendsetters

PHOTO GALLERY

Images from top art events from around the globe

SOCIAL MEDIA

A look at the ways the Web is changing the industry

10 TO WATCH

From art fairs to artists, get the lowdown on industry up-and-comers

SECRETS OF...

Accomplished art market insiders share their recipes for success

SHADES OF GREEN

Tips on how to "go green" in your art, regardless of your color palette

BUSINESS SENSE

Art experts tackle tough questions to help you strategize for the future

UNIQUE STRATEGIES

Coverage of untapped markets that offer a bright—and lucrative—future

GET SCHOOLED

The best and brightest educational opportunities

ABN EDITORIAL CALENDAR

MAY/JUNE 2012

• TOP ART VACATION SPOTS • ARTEXPO NEW YORK POST-SHOW SPECTACULAR • YOUR TOP 10 PRIORITIES FOR CREATING A MARKETING PLAN THAT WORKS • EFFECTIVE COMMUNICATION

SPECIAL DISTRIBUTION: SURTEX • NEOCON

JULY/AUGUST 2012

• TOP ART SCHOOLS, WORKSHOPS & MORE • BRANCH OUT, BRING CLIENTS IN • TECHNOLOGIES AND TRENDS FOR ARTISTS ON THE CUTTING-EDGE • CREATING AN ART HOTSPOT

SEPTEMBER/OCTOBER 2012

• 25 ART INDUSTRY DREAM JOBS • GEARING UP FOR THE HOLIDAY SELLING SEASON • EDUCATING COLLECTORS • SEDUCE THE BUYER

SPECIAL DISTRIBUTION: ART EXPO CHICAGO

NOVEMBER/DECEMBER 2012

• TOP 50 EMERGING ARTISTS • UNTAPPED MARKETS • GENERATING BUZZ ON A BUDGET • 2013 ART FAIRS: LINE UP YOUR YEAR • BIGGEST BUYING TRENDS • KNOW WHAT YOU'RE WORTH

SPECIAL DISTRIBUTION: MIAMI SOLO

JANUARY/FEBRUARY 2013

• TOP 10 CITIES FOR ART INDUSTRY PROS • ARTEXPO NEW YORK: PREVIEW • HOW TO BE A CLOSER • STRATEGIZE YOUR YEAR • LANDING A PUBLIC ART COMMISSION

MARCH/APRIL 2013

• SPOTLIGHT ON: ARTEXPO NEW YORK • TOP 50 EMERGING ARTISTS • FINDING UNTAPPED MARKETS • ESTABLISH YOUR NICHE • WHAT GALLERY OWNERS AREN'T TELLING YOU • CREATIVE MARKETING

SPECIAL DISTRIBUTION: ARTEXPO NEW YORK

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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, Contributing Editor

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 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, Editor-in-Chief

JENNIFER M. WOOD comes to ABN with more than a decade of 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. She is a blogger for *Condé Nast Traveler* and a regular contributor to *Time Out New York*.



Rebecca Pahle, Managing 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 Managing Editor of *MovieMaker Magazine* since 2009.



Rick Barnett, Contributing Editor

As the former Senior Vice President of Retail Development for Media Arts Group Inc., RICK BARNETT designed and developed a worldwide 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 U.S., Canada and the U.K. and has been the on-air host for numerous trade media communication programs.



Craig Kausen, 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.



Linda Mariano, Contributing Editor

With a career that spans 30 years, LINDA MARIANO is a leader in marketing, brand management, e-commerce and promotion initiatives. Through LM² Art Marketing & Licensing, she brings her years of experience to help artists and industry leaders achieve their goals.



Michael Pacitti, Contributing Editor

MICHAEL PACITTI 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, where he has been teaching seminars on color and design throughout North America, Europe and China for 25 years.



Litsa Spanos, 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.



Robert Reeder, 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.



Dale Stephens, 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.

Contact

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PRICES THAT CAN'T BE BEAT...

AD RATES

BASIC PRICING

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

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 your sixth ad is FREE!



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*
130 Seventh Avenue, #107
New York NY 10011
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 copy deadline, the publisher reserves the right to bill for space ordered and will repeat an ad of the same size if available.

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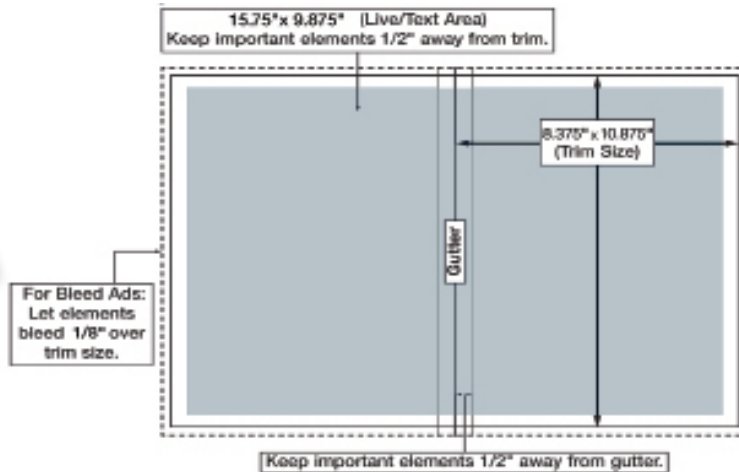
rick@artbusinessnews.com

CHECK OUT THESE SPECS...

AD SIZES & MECHANICAL REQUIREMENTS



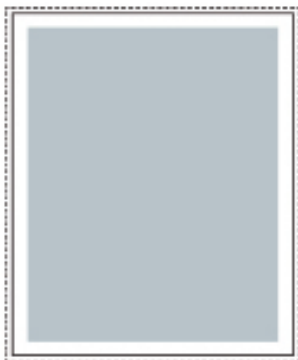
■ SPREAD



◀ 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



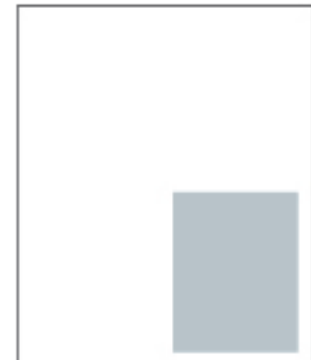
◀ horizontal:
no bleed
7 1/4" x 4 3/4"

■ HALF VERTICAL



◀ vertical:
no bleed
3 1/2" x 9 3/4"

■ QUARTER



◀ no bleed
3 1/2" x 4 3/4"

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