

CHANGE IS GOOD...

2013 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 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 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.

Add to that the magazine's online reach—including more than 30,000 opt-in email subscribers and social networking pages that attract an additional 5,000-plus readers—and there's simply no better way to get your message across to every corner of the art industry than through *Art Business News*.

Want even more readers? The magazine is teaming up with some of the world's most important art events—including 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 beyond. 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
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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's* editorial team

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

PICTURE GALLERY

Images from the top art events 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 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 preferred 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

WINTER 2013

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 ART WEEK

- AD DEADLINE: NOV. 4, 2013

SPRING 2014

• 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

- AD DEADLINE: FEB. 18, 2014

SUMMER 2014

• 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

- AD DEADLINE: JUNE 6, 2014

FALL 2014

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

SPECIAL DISTRIBUTION: SPECTRUM

- AD DEADLINE: AUG. 16, 2014



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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, 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.

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.

Linda Mariano, ABN Contributing Editor



With a career that spans 30 years, Linda is a leader in marketing, brand management, e-commerce and promotion initiatives for major retailers, specialty retail, art industry, licensing partnerships, media and entertainment, as well as entrepreneurial business environments. Now through her own company, LM² Art Marketing & Licensing, Linda brings her years of experience to help outstanding artists and art industry leaders set and achieve high goals. LM² Art Marketing & Licensing works with exceptional artistic talent, helping each artist work toward achieving his or her fullest potential and, as a result, develops iconic worldwide brands.

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.

Ashley Tedesco, ABN Contributing Editor



Ashley had a promising finance career in Silicon Valley in front of her when she decided her heart was really in the art business. As a gallery director, regional director in charge of seven retail locations, and Director of Training and Retail Development for the Thomas Kinkade Company (and a talented painter in her own right), she now has more than 20 years experience in the art world. She's a strategist who can provide them with the latest information on the art business to make the best decisions about their careers. "I'm passionate about inspiring others to pursue their dreams," she says.

Rick Barnett, ABN Contributing Editor



With extensive specialty retail expertise, Mr. Barnett brings a wealth of successful experience as the former Senior Vice President of Retail Development for Media Arts Group Inc. He designed and developed a worldwide gallery group and also owned seven galleries in Monterey/Carmel and Southern California. Rick Barnett is a guest lecturer, best selling author, and has hosted television shows in the United States, Europe, Canada, and the U.K.



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.

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 get your fourth ad for 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*
8760 Breckenridge Oval,
Broadview Heights OH 44147
ABNads@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.

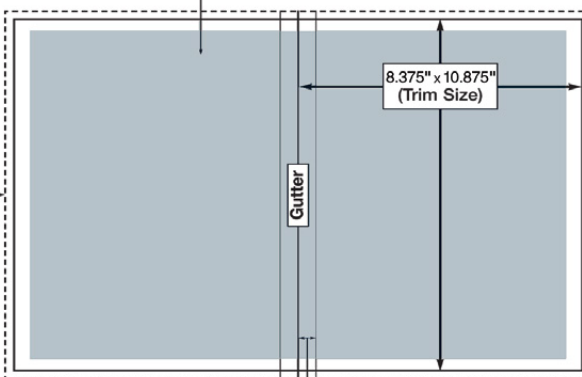


CHECK OUT THESE SPECS...

AD SIZES & MECHANICAL REQUIREMENTS

■ SPREAD

15.75"x 9.875" (Live/Text Area)
Keep important elements 1/2" away from trim.

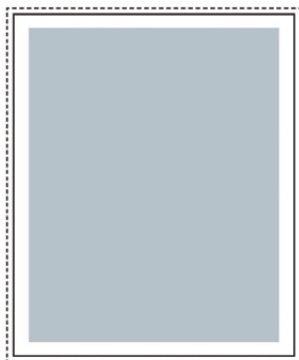


◀ bleed:
17" x 11 1/8"

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

For Bleed Ads:
Let elements
bleed 1/8" over
trim size.

■ FULL PAGE

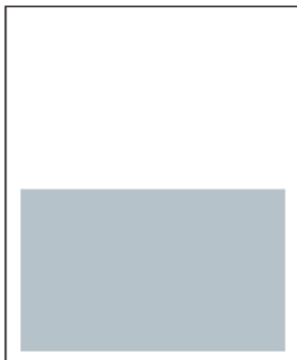


◀ no bleed
7 1/4" x 9 3/4"

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

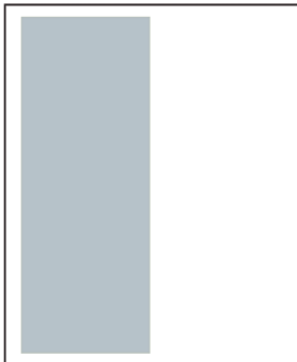
trim:
8 3/8" x 10 7/8"

■ 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"