

# CHANGE IS GOOD...

## 2014 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 e-mail 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**  
ABN Publisher  
eric@artbusinessnews.com



**Rick Barnett**  
Managing Director  
Business Development Group  
Phone: (831) 747-0112  
Email: rick@artbusinessnews.com

**Ashley Tedesco**  
Art Business News  
Director of Sales Media Marketing  
Phone: (831) 970-5611  
Email: ashley@artbusinessnews.com

# 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

### 2014 EDITORIAL THEMES & DEADLINES

In each issue, ABN, published quarterly, features artist profiles, industry insider tips, advice to help businesses grow and more. Ongoing columns include:

#### PERSPECTIVES

Industry analysis from ABN's editorial team.

#### INSIDE THE FRAME

The latest news and trends shaping the fine art market

#### 15 MINUTES

Q&A with industry leaders.

#### ART BEAT

What's hot in the art world right now.

#### DRAWING THE LINE

ABN expert reviews of new products, books and more.

#### CALENDAR

A list of upcoming shows and events..

#### SECRETS OF..

Accomplished art market insiders share their recipes for success

#### PARTING SHOT

A snapshot of excellence in the art world..

## ABN EDITORIAL CALENDAR

### FALL 2014 — NOT YOUR EVERYDAY ART ISSUE

ABN will showcase artists and galleries that are pushing boundaries with extraordinary new works, new genres, new gallery shows and settings and more. Plus, the second part of ABN's Top Artists, completing the story on our picks of the brightest artists on today's art scene.

**- AD DEADLINE: AUGUST 7, 2014**

### WINTER 2014 — "BEST OF" ISSUE

We'll highlight the best of 2014's shows, artists, and galleries and the most highly anticipated ones for 2015.

**- AD DEADLINE: OCT. 18, 2014**

### SPRING 2015 — BUSINESS ISSUE

Kick-start your business this spring with articles for gallery owners and artists alike. As an artist, find out how to get noticed by galleries and better market your art. As a gallery owner, learn how to find new artists, improve your marketing strategy and organize a successful gallery opening.

**- AD DEADLINE: MARCH 7, 2015**

### SUMMER 2015 — TRAVEL ISSUE

With summer on the horizon, check out these hot spots for artists, gallery owners and art enthusiasts. Read about artist getaways, summer workshops and ABN's top picks for destinations bound to inspire creativity. Plus, don't miss ABN's Top Artists, the first of a two-part story on our picks of the brightest artists on today's art scene.

**- AD DEADLINE: MAY 26, 2015**



**Rick Barnett**  
Managing Director  
Business Development Group  
Phone: (831) 747-0112  
Email: rick@artbusinessnews.com

**Ashley Tedesco**  
Art Business News  
Director of Sales Media Marketing  
Phone: (831) 970-5611  
Email: ashley@artbusinessnews.com

# 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.

**Christine Schrum, ABN Contributing Editor**



Christine Schrum is Editor-in-Chief of *DECOR Magazine* and contributes regularly to *Art Business News*. She has extensive experience in the fine art industry, particularly in art show marketing and production, social media, blogging and magazine writing. She is currently Director of Content and Social Media for Redwood Media Group, purveyor of fine art shows and publications including Artexpo New York, SPECTRUM Miami, Art San Diego, Decor Expo Showcase, *Art Business News* and *DECOR Magazine*.

**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, LM<sup>2</sup> Art Marketing & Licensing, Linda brings her years of experience to help outstanding artists and art industry leaders set and achieve high goals. LM<sup>2</sup> 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.

**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.



**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 Kinkadee 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.

**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	\$595
(Meet The Artist)	
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 quarterly print advertising in *Art Business News* and the fourth 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: ABNads@madavor.com

Contact your sales rep for mailing address

### ■ ISSUE AND CLOSING DATES

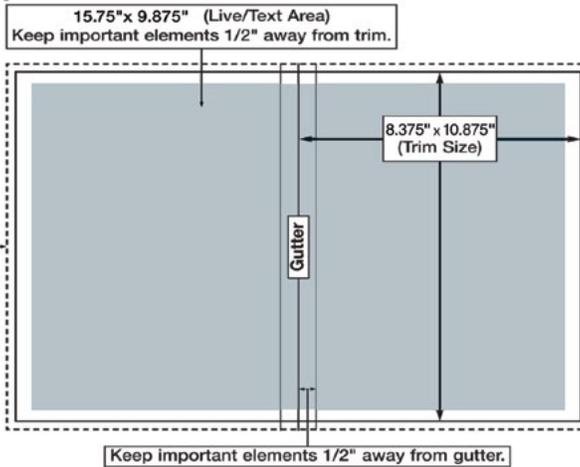
- **Materials are due one month prior to issue date**
- Space reservation cannot be cancelled after the closing date
- If new ad copy is not received by the 5th of the month preceding the date of issue, the publisher reserves the right to bill for space ordered and will repeat an ad of the same size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

# CHECK OUT THESE SPECS...

## AD SIZES & MECHANICAL REQUIREMENTS



### ■ SPREAD

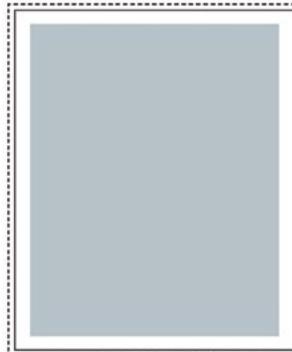


◀ bleed:  
17" x 11 1/8"

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

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

### ■ FULL PAGE

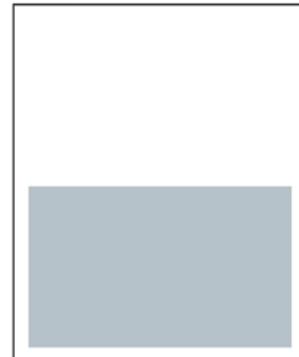


◀ no bleed  
7 1/4" x 9 3/4"

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

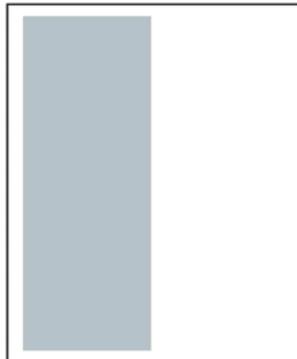
trim:  
8 3/8" x 10 7/8"

### ■ HALF HORIZONTAL



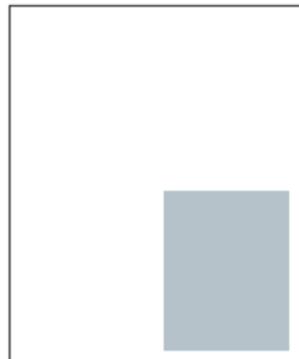
◀ horizontal:  
no bleed  
7 1/4" x 4 3/4"

### ■ HALF VERTICAL



◀ vertical:  
no bleed  
3 1/2" x 9 3/4"

### ■ QUARTER

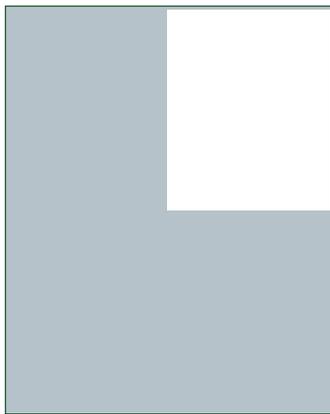


◀ no bleed  
3 1/2" x 4 3/4"

# SPECS... CONT'D

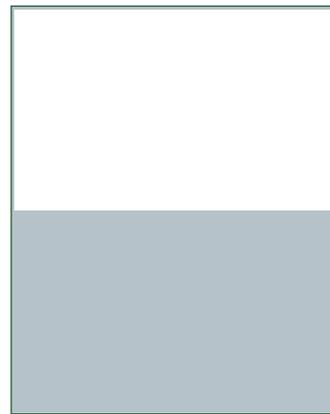
## AD SIZES & MECHANICAL REQUIREMENTS

### ■ MEET THE ARTIST 1/4 PAGE



◀ no bleed  
3 1/2" x 4 3/4"

### ■ MEET THE ARTIST 1/2 PAGE



◀ no bleed  
7 1/4" x 4 3/4"

### Meet The Artist entries require the following information:

- Artist name, website
- Artwork title
- Artist Bio Description (approximately 100 words)
- Headshot: high-resolution/300 dpi (dots per inch) - 3"x 5"
- Artwork image: high-resolution/300 dpi (dots per inch) - 3"x 5"

[View our online Advertiser form ▶](#)