

The Art of Excellence

Art & Antiques is tailored to readers who are actively involved in the international art market. Our editorial policy places special emphasis on the interests of the serious art aficionado—a collector whose passion is acquiring and living with art, antiques and high-end collectibles. Our internationally recognized writers, many of whom are experts in their fields, speak with the voice of authority as they explore the significance and nuances of masterpieces that span the history of art and design—from ancient to contemporary. As we enter our fourth decade, we will continue to provide our readers with insight into connoisseurship, sophisticated analysis of the global art business and lively, jargon-free critical essays. In addition, *Art & Antiques* will publish exciting news stories about the art world, including the business of art, the museum world and recent discoveries in art history.



Our Subscribers

Our circulation strategy is not about how many people subscribe, it's about who we have as subscribers. To achieve this goal we have significantly refined our subscription and newsstand prices, and have developed proprietary mailing lists that match our desired subscriber.

Over the past three years, *Art & Antiques* has been fine-tuning our circulation, and has been aggressively expanding its national and international newsstand distribution.

Demographics and Reader Involvement

With more than 2-million in total assets, *Art & Antiques* Subscribers occupy the high-end of the burgeoning art and antiques market. The average value of their primary residence is \$810,000 and 37% own secondary real estate.

Subscriber Income and Assets

Average household income: \$628,000
 Average household assets: \$2.1 Million
 Average value primary residence: \$810,000
 Own secondary real estate: 37%
 Purchase new *Art & Antiques* (4x per year minimum): 46%
 Average art collection value: \$203,000

Subscriber Demographics

Average age: 59.6
 Female/Male: 61% Female / 39% Male
 Professional/Managerial: 62%
 Education
 College degree + : 94%
 Postgraduate study: 45%

Dedicated and Involved Readers

Average subscription length: 4.7 years
 Average issue reading time: 1.5 hours
 Save 3 out of 4 issues: 71%

Source: Litchfield Research

“Our readers represent the core of the affluent, active collector market.”

Purchased in the Past Year

- 67% Paintings & Drawings
- 63% Antique Furniture & Furnishings
- 47% Carpets & Rugs
- 44% Prints: Etchings, Lithographs, etc.
- 37% Sculpture



Collector Activities in the Past Year

- 81% Visited art galleries and/or antiques dealers
- 64% Attended an art show or auction
- 33% Retained an interior designer or decorator

Collector Areas of Interest

- 86% Decorative Arts**
- 54% Porcelain & Ceramics
- 46% Glass
- 36% Carpets & Rugs
- 34% Silver & Metalwork
- 20% Asian Art
- 18% Native American Art

75% Paintings

- 36% Contemporary
- 30% Impressionist
- 25% 19th-century
- 17% Modern
- 13% Old Masters
- 13% Asian
- 13% Western U.S.

74% Antiques and Antique Furniture

- 35% American 18th- and 19th-century
- 28% English 18th- and 19th-century
- 22% French and Continental
- 19% Art Nouveau & Art Deco
- 15% Contemporary
- 14% Asian

35% Sculpture

34% Silver & Metalwork

29% Antique Jewelry

27% Rare Books

26% Works on Paper: Autographs, Maps, etc.

18% Photographs

17% Modern Jewelry



Bonus Distribution at Shows and Events

From tribal and folk art to Old Masters and contemporary art, the world art market has never been more dynamic. Attendance at art fairs around the globe has dramatically increased, and prices in almost all sectors of the art market are on the rise.

Art & Antiques delivers a motivated and untapped audience by virtue of its broader focus on collecting across different genres and periods. With the new *Art & Antiques*, we wish to attract nothing less than the most committed and knowledgeable collectors of fine and decorative arts from around the world—individuals who possess the means to acquire the very best.

Bonus Distribution: Shows and Events

Art & Antiques is distributed at leading art and antiques shows across the country, delivering an annual bonus circulation of more than 10,000 issues—a major benefit to advertisers. Our 2018 schedule includes:

February

San Francisco Tribal & Textile Arts Show
The Naples Art, Antiques and Jewelry Show
The Palm Beach Jewelry, Art & Antique Show
The Palm Springs Fine Art Fair
The Marin Show

March

Charleston Antique Show
Asia Art Fair
The Pier Antiques Show

April

AD 20/21
AIPAD Photography Show (New York)
Chicago International Antique & Jewelry Show
Dallas Art Fair
Philadelphia Antiques Show
The New York Antiquarian Book Fair

May

Art Miami New York
International Fine Art Fair (New York)

June

Art Basel

Summer (July / August)

ArtHamptons
Art Aspen
Art Santa Fe
Art Southampton
Baltimore Summer Antiques Show
New York Antique Jewelry & Watch Show

September

Asia Art Fair
Expo Chicago
The Houston Fine Art Fair

October

Antiques, Art & Design at the Armory
Boston Home Decor Show
International Fine Art and Antique Dealers Show (New York)
New York City Jewelry and Watch Show
The San Francisco Fall Antiques Show

November

American Art Fair
Boston International Fine Art Show
Dallas International Art, Antique & Jewelry Show
Delaware Antiques Show
IFPDA Print Fair (New York)
New York Art, Antiques & Jewelry Show
Palm Beach Jewelry & Watch Show
The Pier Antiques Show
The Salon Art & Design Show
SOFA Chicago

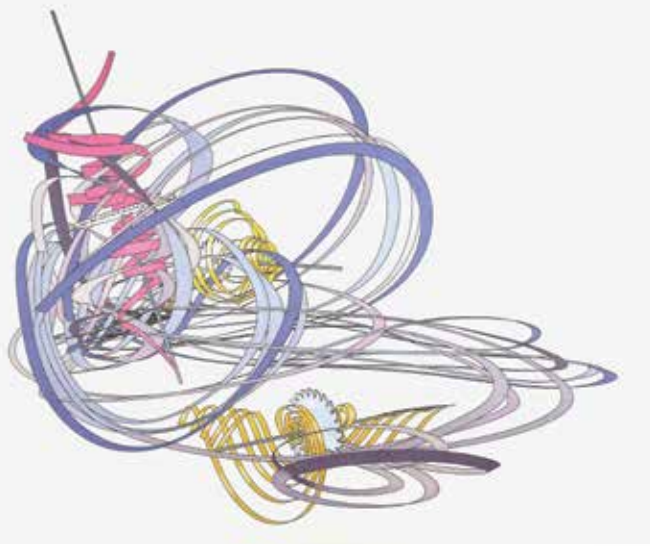
Winter (December / January)

Art Basel Miami Beach
Art Miami
Los Angeles Art Show
The Metro Show
New York Ceramics Fair
Original Miami Beach Antique Show
Outsider Art Fair (New York)

Please note that show distribution is subject to change annually.



2018 Editorial Departments



FEBRUARY

Closes Dec. 20
Ad Materials Due Dec. 22

MARCH

Closes Jan. 24
Ad Materials Due Jan. 26

APRIL

Closes Feb. 21
Ad Materials Due Feb. 23

MAY

Closes Mar. 21
Ad Materials Due Mar. 23

JUNE

Closes Apr. 25
Ad Materials Due Apr. 27

JULY/AUGUST

Closes May 23
Ad Materials Due May 25

SEPTEMBER

Closes July 25
Ad Materials Due July 27

OCTOBER

Closes Aug. 22
Ad Materials Due Aug. 24

NOVEMBER

Closes Sep. 26
Ad Materials Due Sep. 28

DECEMBER/JANUARY

Closes Oct. 24
Ad Materials Due Oct. 26

OBJECTS OF DESIRE

Treasures to covet, some to acquire, spanning antiquities to contemporary art.

IN PERSPECTIVE

Previews, reviews and analyses of what's hot—and cold—in the art market to inform collectors whether it's time to buy or sell.

COLLECTING

An in-depth look at a specific art or collectibles category and the fine distinctions that affect price and value.

COLLECTOR HOME TOUR

Top collectors in a wide variety of art and design fields open their homes to Art & Antiques and discuss their acquisitions, passions, and experiences.

ARTIST PROFILE

The most compelling, provocative artists of our time discuss their philosophy and technique.

CITY FOCUS

Must-visit destinations, both domestic and International, for the au courant collector.

ESSAY

Critics explore key trends and pressing issues in the art world.



2018 Material Requirements and Specifications

Display Advertising Size Requirements

Space Unit	Trim Size (W x H)	Live Area	Bleed (W x H)	Non-Bleed (W x H)
1/4 page*	3.75" x 4.687"	N/A	N/A	
1/2 page vert*	3.75" x 9.687"	N/A	N/A	
1/2 page horiz*	7.87" x 4.687"	N/A	N/A	
Full page	9" x 10.8125"	8.5" x 10.3625"	9.25" x 11.06"	7.87" x 9.687"
2-pg spread**	18" x 10.8125"	17.5" x 10.3625"	18.25" x 11.06"	16.875" x 9.687"

* If a half-page ad does not have a solid background color, it must then include a border. A hairline border (.25 point rule) is recommended. If an ad requiring a border does not include a rule line, the publisher will add the rule as necessary.

**Spreads that have cross over type should allow at least 1/2" safety from gutter on both pages of the spread. Any images that cross over should be double burned 1/32" on each side to ensure correct alignment.

Oversized live matter and/or text is accepted with the understanding that the Publisher cannot be responsible should same be trimmed off the page.

Address

Please mail and advertising material to:

Art & Antiques, Production Coordinator
 Attn: Mark Snyder
 6531 Elmo Street
 Tujunga, CA 91042
 p. 310.403.3147

Upload ad materials at:

<http://www.artandantiquesmag.com/ads>

Advertising Materials

Art & Antiques prefers to receive **PDF/X-1a: 2001** files. Please send all digital materials with a calibrated contact proof. Please review the submissions guidelines or call the *Art & Antiques* production coordinator at 310.403.3147. We can also offer professional assistance to develop and produce your ad.

Advertising materials will be held for one year. Should you require that files be returned, please submit a written request within 9 months of submitting materials. Only the digital PDF file will be returned.

Contact Proof Requirements

Art & Antiques strives for the highest print reproduction quality for both advertising and editorial content. For us to achieve that high quality, *Art & Antiques* requires that a contact proof be submitted with each advertising submission. All contact proofs should be made according to the manufacturer's SWOP.

Application Data Sheet. For a current list of SWOP Application Data Sheets and output requirements, please visit www.swop.org.

Acceptable color proofs for new advertising materials are limited to:

- Kodak Approval
- Fuji FinalProof
- Kodak Matchprint Digital Halftone
- Fuji PictroProof
- Kodak Veris (Formerly Creo Veris)
- DuPont Waterproof Thermal
- Kodak Matchprint Inkjet/ProofPro (Canon, Epson, HP)
- DuPont Cromalin
- Latran Prediction (Formerly Polaroid PolaProof)
- Agfa Sherpa
- EFI/Best ColorProof (Canon, Epson, HP)
- CGS ORIS (Canon, Epson)
- GMG colorProof (Canon, Epson, HP)
- ColorBurst (Epson)

All proofs must be made from the original digital file, include trim/bleed marks, a color control bar, ID of proofing system used, calibration date/time, and target output profile.

Art & Antiques will not accept film-based halftone proofs, color lasers, acetate color keys, tear sheets, blue lines or any proof other than those mentioned above.



(Continued)

All contract proofs are required to be supplied with a 6 mm calibrated color bar showing 5%, 25%, 50%, 75%, 95%, and 100% tone values for each process color. Additionally, three-color gray balance values should be included as described by SWOP.

Digital File Submission

- Submit Macintosh formatted media and files. PC media and files **will not** be accepted.
- Send all materials via FTP or email if file size permits.
- All other media: Please call the Production Coordinator ahead of time to ensure media is acceptable.

General Guidelines

- All black ink density must be no higher than 300
- Trap all artwork when required to 0.003".
- Ensure that all images are a minimum of 300 ppi at 100% of final placement size.
- Convert all spot/special colors to four-color process.
- Please provide CMYK files and images only. Do not submit files in RGB, or files containing additional channels.
- Use 12-point offsets for registration marks.
- All ads should be built with either Macintosh PostScript Type 1 fonts or OpenType fonts with PostScript outlines (.otf). **TrueType fonts will not be accepted. If TrueType fonts are used in any ad material publisher is not responsible for output or print issues relating to dropped or altered fonts or art.**

Advertising Art Material

All Advertising art material needs to be supplied as: **PDF/X-1a:2001**

When document is built in:
InDesign CS3 or higher

Please export document as a **PDF/X-1a:2001**

In the Marks & Bleeds tab please check "All Printers Marks" and "Use Document Bleed Settings"

When document is built in:

Adobe Photoshop
Photoshop CS5 (6.0 or higher)

Please make document size include bleed

Ensure that all Photoshop files are a minimum of 300 ppi at 100% of final placement size (600 ppi if text elements are embedded.)

Rasterize all fonts.

When document is built in:

Adobe Illustrator Files
Illustrator CS5 (9.0 or higher)

Embed all images and save all Illustrator files in EPS format.

Keep path complexity to a minimum when possible.

Outline all fonts.

Contract and Copy Regulations

Publisher will not be responsible for errors in key numbers and incorrect advertising material or omission from advertisers' index unless received in advance of publication closing date.

Miscellaneous

The Publisher reserves the right to decline any advertising for any reason. Advertising which, in the opinion of the Publisher, imitates or could be confused with editorial matter will require modification and/or have the word "Advertisement" inserted on the center top of the ad. This is a condition to which the advertiser agrees. Advertiser agrees to indemnify, defend and save harmless the Publisher from any actions or claims based on or arising out of anything contained in such advertising, or of the unauthorized use of any person's name or photograph, or any sketch, map, words, labels, trademarks or copyrighted matters of libelous statements, in connection with advertising purchased according to terms of current card.



Advertising Sales Representatives

PUBLISHER

ASIA, CANADA, AND EUROPE
PHILLIP TROY LINGER PUBLISHER
818.448.2598,
troy@artandantiquesmag.com

SALES REPRESENTATIVES

CALIFORNIA, ARIZONA, PACIFIC NORTHWEST
LORNA DRYDEN
323.466.3555,
lorna@artandantiquesmag.com

NYC, NORTHEAST
KATHLEEN CULLEN
917.825.1269,
kathleen@artandantiquesmag.com

SOUTHWEST, LA, MS, AL, FL
JACK MILLER
972.599.9707,
jack@artandantiquesmag.com

MIDWEST, SOUTHEAST
KIRK RIGGS
678.772.1292,
kirk@artandantiquesmag.com

UNITED KINGDOM
ANTHONY J. LAW
+44 (0) 1883 348082,
anthony@artandantiquesmag.com



Art & Antiques Worldwide Media LLC
1319cc Military Cutoff Road #192
Wilmington, North Carolina 28405
tel: 910.679.4402
fax: 919.869.1864
info@artandantiquesmag.com

