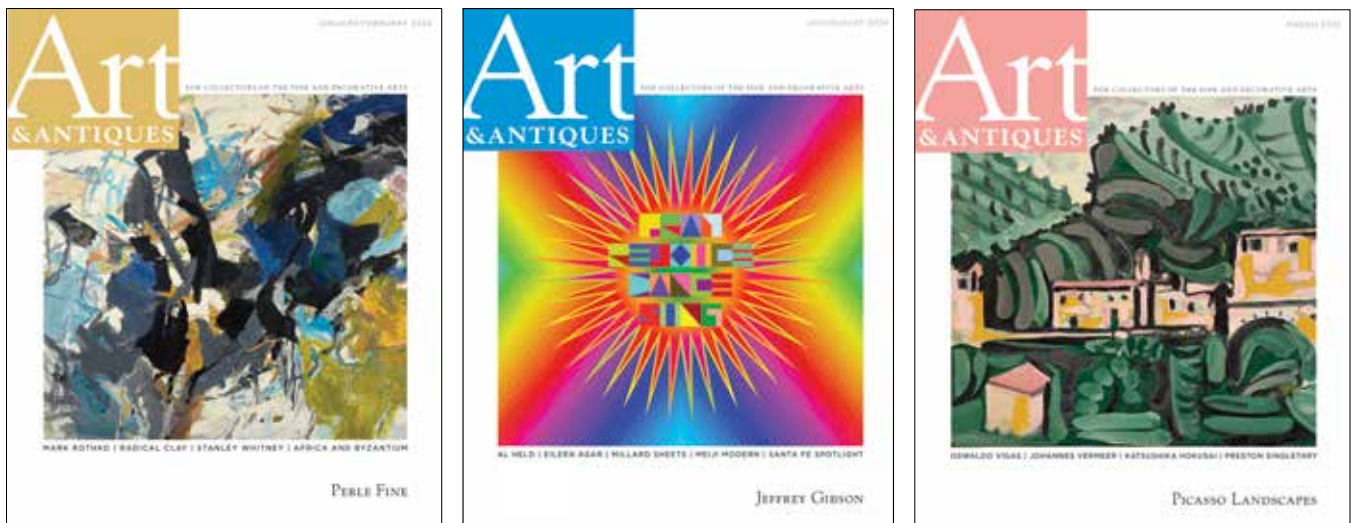




Art
& ANTIQUES
2025 Media Kit



The Art of Excellence

Art & Antiques is aimed at 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. The magazine speaks with the voice of authority and explores the significance of masterpieces that span the history of art and design, from ancient to contemporary. In our fourth decade, we continue to provide our readers with insight into connoisseurship and sophisticated analysis of the global art business.

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.

Art & Antiques constantly fine-tunes its newsstand circulation, and has been 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 which is a major benefit to advertisers. Our 2025 schedule includes:

January/February

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

March/April

Charleston Antique Show
Outsider Art Fair
AIPAD Photography Show (New York)
Dallas Art Fair
Philadelphia Fine Art Fair
The New York Antiquarian Book Fair
Art Expo

May/June

Art Miami New York
Chicago Antiques + Art + Design Show
Art Basel (pending)

Summer

July / August

Intersect Aspen
Art Santa Fe
Objects of Art Santa Fe
Baltimore Art, Antique & Jewelry Show

September/October

Expo Chicago
IFPDA Print Fair (New York)
The San Francisco Fall Art & Antiques Show
New York City Jewelry & Watch Show

November/December

American Art Fair
The Salon Art & Design Show
SOFA Chicago
Delaware Antiques Show
The Winter Show
Art Basel Miami Beach
Art Miami
Los Angeles Art Show
Miami Antiques + Art+ Design Show
Original Miami Beach Antique Show

Please note that show distribution is subject to change annually.

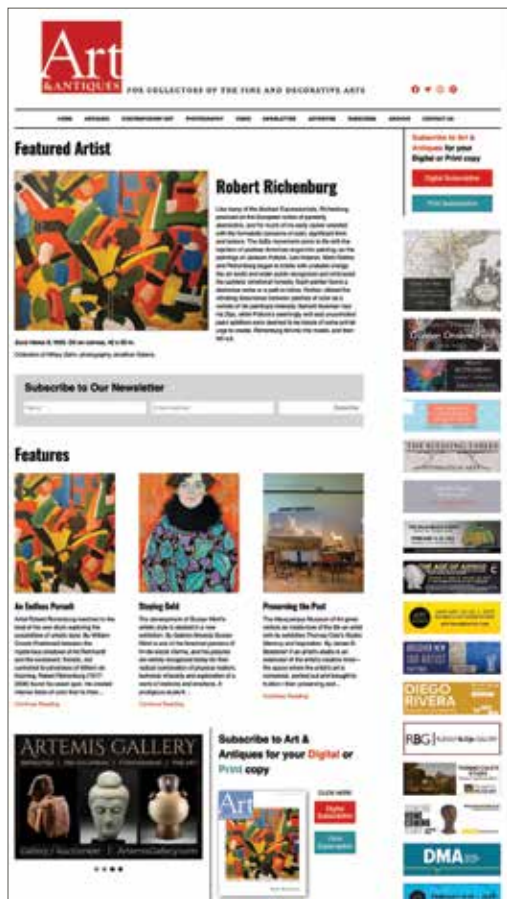


Art & Antiques Digital Publication & E-Newsletters

Art & Antiques has developed into an industry leader over the past four years by adding our monthly digital publication and increasing our informative e-newsletters to a bi-weekly schedule.

The publications e-newsletters are broadcast twice per month to over 9000 e-letter subscribers. This allows the publication and its advertisers to keep its audience up to date with timely information throughout the month in addition to its print and digital publications.

Art & Antiques has partnered with Zinio digital magazines for the broadest International reach for its current and developing readership. Zinio is the number one rated digital platform for International digital magazines covering a host of wide ranging categories.



There are more opportunities to reach your clients on the Art & Antiques website

Art & Antiques has quickly elevated to a prime position on Zinio's digital platform giving our publication International recognition in the world of Fine Art from issue to issue. Digital subscriptions are available annually or for single issue purchases and all ads are linked to advertiser's online content with just a click of the mouse.



Readers can purchase a digital magazine with instant delivery to their electronic libraries and have immediate access across multiple devices, instantly, at an affordable price.

We strive to keep our customer base pleased with the highest quality publications for our print subscribers, timely and informative bi-weekly e-newsletters, and deliver the most cutting edge International platform available for our digital subscribers.

Enjoy!



2025 Editorial Departments



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.



2025 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

Email ad materials to:
artantiquesprod@gmail.com

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 WeTransfer.com 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 CC 12.0 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

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JANUARY/FEBRUARY

Closes Dec. 6

Ad Materials Due Dec. 8

MARCH/APRIL

Closes Feb. 7

Ad Materials Due Feb. 9

MAY/JUNE

Closes Apr. 5

Ad Materials Due Apr. 8

JULY/AUGUST

Closes Jun. 7

Ad Materials Due Jun. 10

SEPTEMBER/OCTOBER

Closes Aug 9

Ad Materials Due Aug 12

NOVEMBER/DECEMBER

Closes Oct 9

Ad Materials Due Oct 11

JANUARY/FEBRUARY

Closes Dec. 9

Ad Materials Due Dec. 11



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