

# ART PAPERS + advertise

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effective with January/February 2011 issue

ART PAPERS is about contemporary art. That's all we've been about for more than thirty years—stubbornly, unpredictably, and reliably. Looking simultaneously at art communities across the USA and around the world, ART PAPERS scans the event horizon to challenge accepted notions and articulate new debates. Recognized as the independent critical voice that best covers all regions of the USA, we undauntedly assert a unique global perspective on what shapes art now.

Informed, inquisitive, and accessible, ART PAPERS is the essential, independent guide to contemporary art.

**FREQUENCY** Bi-monthly (6 issues/year)

**CIRCULATION** 30,000 per issue based on a pass-along of 3.  
Readers in over 60 countries.

## DISTRIBUTION

ART PAPERS is distributed by Armadillo, Central Books, Ingram Periodicals Inc., Levant, LMPI, Media Solutions, Source Interlink, and Ubiquity. Our magazine is available at mass retailers, independent bookstores, newsstands and contemporary museum shops across the U.S., Canada, Europe, the Middle East, Asia and Australia.

## CONTEMPORARY ART FAIRS + ACADEMIC CONFERENCES

NEW YORK ART BOOK FAIR, New York: November 5–7, 2010  
ART BASEL MIAMI BEACH, Miami: December 2–4, 2010  
CAA, New York: February 9–12, 2011  
ARMORY SHOW, New York: March 2–6, 2011

**COVER PRICE** Single Copy \$ 7  
One Year (6 issues) \$ 35  
Student/Senior Rate \$ 30  
Canada/Mexico (one year) \$ 45  
Foreign (one year) \$ 65

## READERSHIP PROFILES

Female 55% Male 45%

11% under 25  
27% ages 25-35  
39% 35-44  
19% 45-54  
4% 55 and over

Education:  
94% College Graduates  
12% Current Students  
(including post graduates)

Occupation:  
45% Creative Professionals  
33% Business/Management  
10% Educators  
12% Students

Visited Last Year:  
99% Museum/Gallery  
82% Theater  
24% Auction House  
67% Art Fair  
37% Antique Dealer  
87% Bookseller  
89% Lecture/Symposium

Household Income:  
52% \$49,999 or less  
24% \$50,000–99,999  
24% over \$100,000

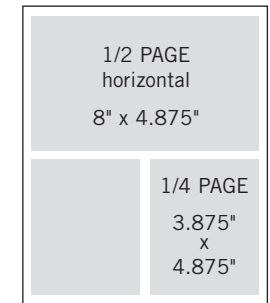
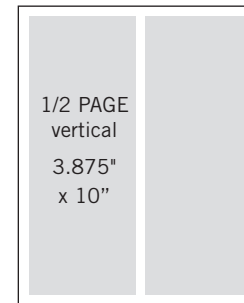
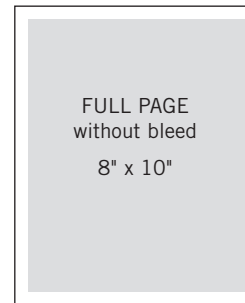
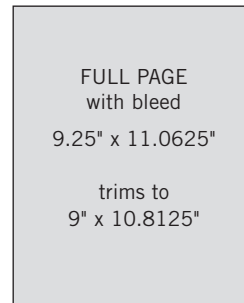
## RECENT RECOGNITION

Recipient of Inaugural Arts Writing Award, The Andy Warhol Foundation for the Visual Arts

“Invaluable intelligence about the art world” —Nicholas Serota, Director, Tate

“Smart and well-written ART PAPERS covers what's exciting in local scenes around the country—everything from the latest exhibitions to backyard sculpture and performance art—with a minimum of artspeak and a maximum of clarity.”

—Utne Magazine's 2003 Independent Press Award recognizing ART PAPERS as Best Arts/Literary Coverage



ADVERTISING RATES	COLOR				BLACK + WHITE			
		1x	3x	6x		1x	3x	6x
	BACK COVER	2750	2500	2250	FULL PAGE	1400	1300	1200
	FULL PAGE	1700	1600	1500	1/2 PAGE	800	750	700
	1/2 PAGE	950	900	850	1/4 PAGE	550	500	450
	1/4 PAGE	650	600	550	+ Preferred placement add 15%			

- Advertising contracts, ad submission checklists, and digital file submission instructions: [www.artpapers.org/advertise](http://www.artpapers.org/advertise)
- 15% advertising commission to recognized agencies only if paid within 30 days of billing date.
- \$75 service charge on all ads submitted in an incomplete format or for any materials received three days after deadline.
- Art Papers can create your ad. The ad design fee is \$150 for a single ad with text and one image (includes one revision).

## ADVERTISING DEADLINES

January/February issue:  
March/April issue:  
May/June issue:  
July/August issue:  
September/October issue:  
November/December issue:

## RESERVATION

Nov 15  
Jan 15  
March 15  
May 15  
July 15  
Sept 15

## MATERIALS

Nov 20  
Jan 20  
March 20  
May 20  
July 20  
Sept 20

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