

# ART PAPERS + advertise

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effective with January/February 2008 issue

ART PAPERS is about contemporary art. That's all we've been about for 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** 27,000 per issue based on a pass-along of 3.  
Readers in over 40 countries.

**DISTRIBUTION** ART PAPERS is distributed by Armadillo, Bernhard DeBoer, Central Books, Ingram Periodicals Inc., 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 and Australia.

## CONTEMPORARY ART FAIRS

Art Forum, Berlin; September 29-October 3, 2007  
FIAC, Paris: October 18-22, 2007  
Toronto International Art Fair, Toronto; October 25-29, 2007  
ARTissima 14, Turin; November 9-11, 2007  
Art Basel Miami Beach, Miami; December 6-9, 2007

**COVER PRICE** Single Copy \$ 7  
One Year (6 issues) \$ 35  
Student/Senior Rate \$ 30  
Canada/Mexico (one year) \$ 45  
Foreign (one year) \$ 65 (\$80 airmail)

## READERSHIP PROFILES

Female 55% Male 45%

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

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

Education:  
94% College Graduates  
12% Current Students  
(including post graduates)  
Visited Last Year:  
99% Museum/Gallery  
82% Theater  
24% Auction House  
67% Art Fair  
37% Antique Dealer  
87% Bookseller  
89% Lecture/Symposium

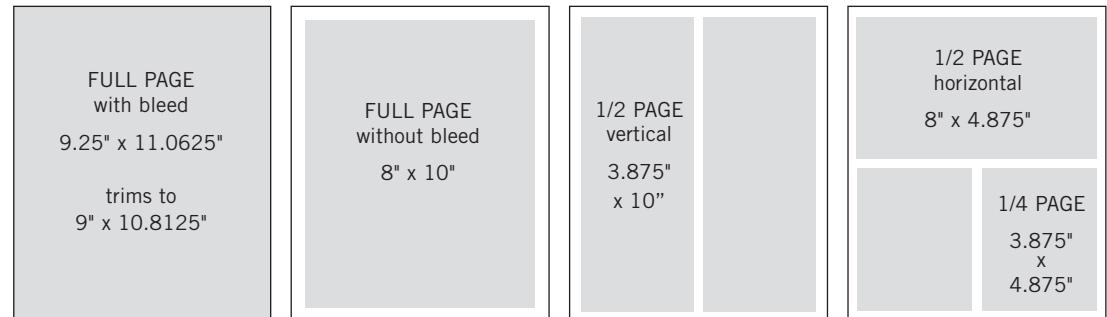
## RECENT RECOGNITION

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	1x	3x	6x	BLACK + WHITE	1x	3x	6x
	BACK COVER	2500	2250	2100	FULL PAGE	1300	1200	1100
	FULL PAGE	1575	1475	1375	1/2 PAGE	700	650	600
	1/2 PAGE	900	850	800	1/4 PAGE	460	430	400
	1/4 PAGE	600	550	500	+ Preferred placement add 15%			

## 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

## ART RESOURCE GUIDE RATES

ART PAPERS Magazine offers affordable classified advertising in its Art Resource Guide section. Listings are \$1.50/word, \$10 minimum. Annual contracts are available for \$250.00 and include a 40-word listing in six issues. For more information, please visit [www.artpapers.org/advertise/ad\\_classified.htm](http://www.artpapers.org/advertise/ad_classified.htm)

- 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 build your ad. The ad design fee is \$150 for a single ad with text and one image. (includes one revision)

## ADVERTISING SALES REPRESENTATIVES

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