

INSTRUCTIONS:

Please print out, completely fill out our reader survey and the form below (to be eligible to win one of our collectors' prizes), and mail both pages to the address below.

Mail to: American Art Collector
PO Box 2320
Scottsdale, AZ 85252

PLEASE FILL OUT TO BE ELIGIBLE FOR PRIZES:

** American Art Collector will email the selected winners.*

FULL NAME

STREET ADDRESS

APT.#

CITY

STATE

ZIP

EMAIL ADDRESS*



**THANKS FOR PARTICIPATING IN THE
AMERICAN ART COLLECTOR SURVEY!**



AMERICAN art COLLECTOR SURVEY

Previews of Works for Sale at Upcoming Shows Coast to Coast



American Art Collector wants to get to know you better. Please fill out our reader survey and you will be eligible to win one of our collectors' prizes. This information will remain confidential and will be used to help American Art Collector effectively serve our readers' needs. The survey is also available on our web site, www.americanartcollector.com/survey.

1. Male Female
2. Your age: 21-30 31-40
 41-50 51-60
 Over 60
3. Single Married
4. How many children do you have?
 None 1 2 3 4 +
5. Your highest education:
 High School
 University Degree
 Postgraduate Study
6. Employment: Managerial level
 Owner/Partner, Self-Employed
 Other
7. What is your household's combined annual income?
 Under \$249,999 \$250,000-\$499,999
 \$500,000-\$749,999 \$750,000-\$999,999
 \$1 million +
8. What is the average value of your primary residence?
 Under \$499,999 \$500,000-\$999,999
 \$1-\$1.49 million \$1.5-\$1.99 million
 \$2 million +
9. Beyond your primary residence, how many other residences do you own?
 1 2 3 4 +
10. The average amount of total assets you own:
 Under \$999,999 \$1-\$2.49 million
 \$2.5-\$3.99 million \$4-\$5.49 million
 \$5.5 +
11. Have you purchased fine art in the past year?
 Yes No
12. Do you expect to purchase fine art in the next:
 3 months 6 months
 9 months 12 months
13. If yes, what is the amount you expect to spend on fine art in the next year?
 Under \$24,999 \$25,000-\$49,999
 \$50,000-\$74,999 \$75,000-\$99,999
 Over \$100,000
14. What is the average amount of money spent each year on jewelry?
 Under \$24,999 \$25,000-\$49,999
 \$50,000-\$74,999 \$75,000-\$99,999
 \$100,000 +
15. What is the average amount of money spent each year on automobiles?
 Under \$49,999 \$50,000-\$149,999
 \$150,000-\$249,999 \$250,000-\$349,999
 \$350,000-\$449,999 \$500,000 +
16. How many times do you fly each year to attend fine art events?
 1-3 4-6
 7-9 10 +
17. How many museums have you traveled to this year?
 1-3 4-6
 7-9 10 +
18. On average, how many fine art events do you attend each year?
 1-3 4-6 7-9
 10-12 13-15 16 +
19. Where do you pick up your copy of *American Art Collector*?
 Subscriber Barnes & Noble
 Borders A gallery
20. How long have you been a subscriber to *American Art Collector*?
 0-1 year 2 years 3 years +
21. How many people view your copy on average?
 1-2 3-4
 4-5 6 +
22. How thoroughly do you read *American Art Collector*?
 Cover to cover
 Most of the articles
 Some of the articles
23. What do you like best about *American Art Collector*?
 Getting inside collectors' homes
 Finding out about new artists
 The *Calling Coast to Coast* section
 Previews of new paintings and upcoming shows
 The *Savvy Collector's Preview Guide*
 The SOLD! section
24. Have you purchased a piece of art based on an advertisement in the magazine?
 Yes No
25. Do you look at the advertisements and use them as a resource?
 Yes No Sometimes
26. How often do you visit our web site, www.americanartcollector.com?
 Regularly Sometimes Rarely Never
27. If you are a subscriber, do you read the Virtual Version of the magazine emailed to you each month?
 Regularly Sometimes Rarely Never
28. Are you: A collector An artist Both
29. If you are a collector, how many years have you been collecting fine art?
 1-5 years 6-10 years 11-15 years
 16-20 years 21 years +



Our collectors' prizes include comprehensive fine art books such as *History of Art* by H. W. Janson and complimentary renewed subscriptions.