AMERICAN art COLLECTOR

A COMPLETE MARKETING TOOL TO PROMOTE CONTEMPORARY REPRESENTATIONAL ART

2024 MEDIA KIT

www.AmericanArtCollector.com • Advertising (866) 619-0841 • Subscriptions (877) 947-0792

/ ANALYTICS / DEMOGRAPHICS / CIRCULATION

OUR MAGAZINE

American Art Collector is devoted to contemporary American realism. When *American Art Collector* entered the market 17 years ago its main focus was to introduce previews of art events wherein collectors could purchase art. This was a unique perspective within the market, which had largely been covered by reports and reviews that appeared in publications long after the artwork had sold. We created an opportunity between artists and collectors to acquire, converse and develop relationships with galleries and artists prior to the opening of the show. We have accomplished our vision and, with more than 15,000 subscribers monthly and a popular social media following of more than 1.2 million followers, we are the voice of contemporary American realism.

OUR SUBSCRIBERS

American Art Collector subscribers collect contemporary realist art as well as other historical and contemporary genres. The magazine's renewal rate is 96% with an annual new growth rate of 30%. *American Art Collector* is the only magazine devoted to just contemporary realism and its collectors. Our subscribers are well educated with a passion for new artists and new collections. They travel to six shows per year on average and they spend more than $100,000 annually on contemporary art. They are the people you want to have see you and buy from you.

OUR PRINT & DIGITAL DISTRIBUTION (annual circulation)

- **Print Subscribers:** 180,000+ (15k per issue)
- **Year-over-year growth:** 10%
- **Show copies:** 25,000
- **Galleries:** 19,000
- **Museums:** 4,000
- **Social Media:** FB: 545,000 IG: 85,500
- **Email subscribers:** 36,000+
- **Website:** 10,000 + visits per month
- **Newsstand:** 70,000+ (Barnes & Noble/Books a Million CAN (6k per month) and online (5k digital issues per month)

INTERNATIONAL ARTIST PUBLISHING LLC

- **Social Media:** 1,300,000+ followers
- **Magazine Subscribers:** 80,000+ monthly
- **Email list:** 160,000+ (85,000 increase in 2023)

10% INCREASE IN FOLLOWERS

Native American Art | Western Art Collector | American Art Collector | American Fine Art Magazine | International Artist

OUR COLLECTORS

100% of our readers have been influenced by the magazine when buying art.

92% of our collectors spend up to $25,000 on their collections each year. **SUBSET: 15% will spend $150,000+.**

85% of our readers have been subscribers for 5+ years. **SUBSET: 50% have been subscribers for 10 + years.**

88% of our readers attend 4-6 events each year. **SUBSET: 70% will attend an event in the next 3 months.**

90% of our readers attend gallery shows—81% attend museum shows, 66% attend auctions and art fairs, 60% attend art walks.

85% of our readers are married or in a domestic partnership.

55% of our readers are male and 45% are female.

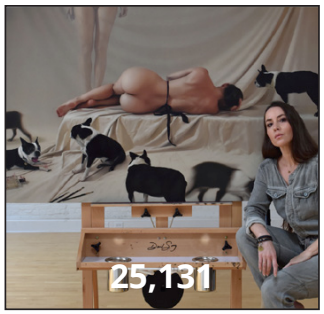
/ Top 5 *interests of our subscribers:*

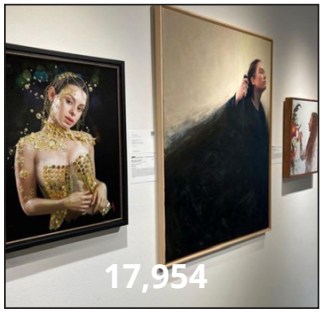
1. contemporary art
2. jewelry/watches
3. collector cars
4. coins
5. antiques

P.O. Box 2320 Scottsdale, AZ 85252-2320 • Tel: 866-619-0841 • Fax: 480-425-0724 • coordinator@AmericanArtCollector.com • www.AmericanArtCollector.com

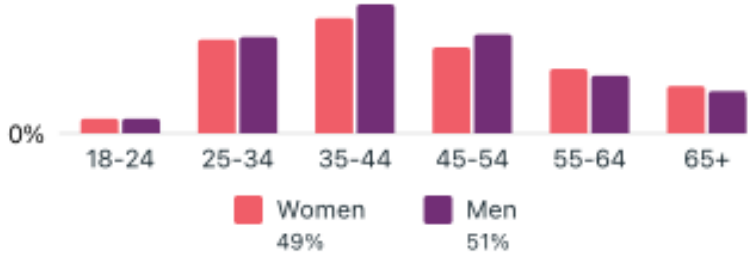
AMERICAN art COLLECTOR

SOCIAL MEDIA INSIGHTS

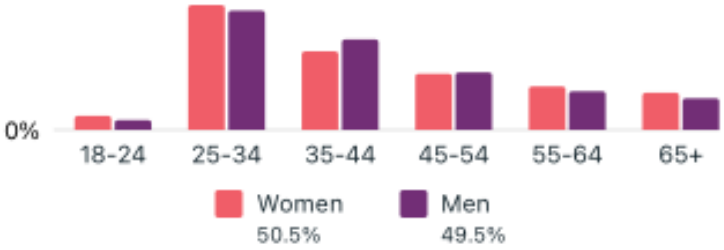




Instagram: Age & Gender **Followers: 85.5k**



Facebook: Age & Gender **Followers: 528k**
Page Follows: 544k



2023 Total followers: 629.5K
2022 Total followers: 615K

188,055
Users saw a piece of content

16,109
Users visited profile looking for more info or from a post prompt

44,895
Engagements

8.5%
More post reach since last quarter

1,685
New followers

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2024 EDITORIAL CALENDAR

JANUARY ISSUE 219

Special Advertising Sections

» Collector's Focus: Still Lifes
» The Art Lover's Guide to Collecting Fine Art in Arizona

Additional Distribution:

» Celebration of Fine Art, Scottsdale, AZ
» Scottsdale Gallery Association Gold Palette ArtWalk, Scottsdale, AZ
» FOG Design + Art, San Francisco, CA
» Charleston Gallery Association, Charleston, SC
» Art Palm Beach, West Palm Beach, FL
» Washington Winter Show, Washington, DC

Advertising Deadlines

Space Booking: **November 15th**
Materials Deadline: **November 20th**

FEBRUARY ISSUE 220

Special Advertising Sections

» Collector's Focus: Cityscapes
» The Art Lover's Guide to Collecting Fine Art in California

Additional Distribution:

» Intersect Palm Springs, Palm Springs, CA
» The Palm Beach Show, Palm Beach, FL
» Celebration of Fine Art, Scottsdale, AZ
» Scottsdale Gallery Association Gold Palette ArtWalk, Scottsdale, AZ
» Southeastern Wildlife Exposition, Charleston, SC
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC
» LA Art Show, Los Angeles, CA
» The Autry Masters of the American West, Los Angeles, CA
» Intersect Palm Springs, Palm Springs, CA
» ArtFest Fort Myers, Fort Myers, FL

Advertising Deadlines

Space Booking: **December 15th**
Materials Deadline: **December 20th**

MARCH ISSUE 221

Special Advertising Sections

» Collector's Focus: Florals & Botanicals
» Collector's Focus: Women Artists
» The Art Lover's Guide to Collecting Fine Art in Colorado

Additional Distribution:

» Pastel Society of New Mexico, Enchanted Colors, El Prado, NM
» Lighthouse Art Center Plein Air Festival, Tequesta, FL
» Celebration of Fine Art, Scottsdale, AZ
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC
» Sculpture Tucson, Tucson, AZ
» Alliance for the Arts All Florida Exhibition, Fort Myers, FL
» Scottsdale Gallery Association Gold Palette ArtWalk, Scottsdale, AZ

Advertising Deadlines

Space Booking: **January 22th**
Materials Deadline: **January 26th**

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2024 EDITORIAL CALENDAR Continued

APRIL ISSUE 222

Special Advertising Sections

» Collector's Focus: Seascapes, Rivers & Lakes
» Collector's Focus: Modern Art
» The Art Lover's Guide to Collecting Fine Art in Texas

Additional Distribution:

» Oil Painters of America National Exhibition and Convention, Witchita, KS
» Art Market San Francisco, San Francisco, CA
» Boston Design Week, Boston, MA
» Olmsted Plein Air, Atlanta, GA
» Americans in Paris, New York, NY
» Scottsdale Gallery Association Gold Palette ArtWalk, Scottsdale, AZ
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC
» American Artists Professional League Spring Members Show
» Artexpo New York, New York, NY
» American Impressionist Society's Small Works Showcase, St. Simons, GA

Advertising Deadlines

Space Booking: **February 16th**
Materials Deadline: **February 21st**

MAY ISSUE 223

Special Advertising Sections

» Collector's Focus: Wildlife
» Collector's Focus: Wild at Heart (Pets)
» Collector's Focus: Art of the Horse
» The Art Lover's Guide to Collecting Fine Art in Santa Fe & Vicinity

Additional Distribution:

» Portrait Society of America's Art of the Portrait Conference, Atlanta, GA
» Canyon Road Spring Art Festival, Santa Fe, NM
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC
» Scottsdale Gallery Association Gold Palette ArtWalk, Scottsdale, AZ

Advertising Deadlines

Space Booking: **March 18th**
Materials Deadline: **March 21st**

JUNE ISSUE 224

Special Advertising Sections

» Collector's Focus: Marine & Coastlines
» Collector's Focus: Pastels
» The Art Lover's Guide to Collecting Fine Art in the Great Lakes Region

Additional Distribution:

» International Guild of Realism's National Juried Exhibition
» Pastel Society of New Mexico Signature Member Show
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC

Advertising Deadlines

Space Booking: **April 15th**
Materials Deadline: **April 19th**

2024 EDITORIAL CALENDAR Continued

JULY ISSUE 225

Special Advertising Sections

» Collector's Focus: Sculpture
» Collector's Focus: Art of the Nude
» The Art Lover's Guide to Collecting Fine Art in New England, Cape Cod & the Islands

Additional Distribution:

» National Oil & Acrylic Painters' Society Best of America Small Works
» American Artist Professional League Summer Studio Auction
» Tehachapi Arts Commission Exhibition and Sale, Tehachapi, CA
» ART Santa Fe, Santa Fe, NM
» Seattle Art Fair, Seattle, WA
» Intersect Aspen, Aspen, CO
» Festival of the Arts of Laguna Beach, Laguna Beach, CA
» California Art Club's Gold Medal Exhibition
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC

Advertising Deadlines

Space Booking: **May 15th**
Materials Deadline: **May 17th**

AUGUST ISSUE 226

Special Advertising Sections

» Collector's Focus: Portrait Art
» The Art Lover's Guide to Collecting Fine Art in Washington, D.C., & the Mid-Atlantic States

Additional Distribution:

» Oil Painters of America's Masters Show
» Sculpture in the Park, Loveland, CO
» National Oil & Acrylic Painters' Society Best of America National Juried Exhibition
» Festival of Arts of Laguna Beach, Laguna Beach, CA
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC
» American Artist Professional League Realism on the Hudson, Beacon, NY
» Art Market Hamptons, Bridgehampton, NY

Advertising Deadlines

Space Booking: **June 19th**
Materials Deadline: **June 21st**

SEPTEMBER ISSUE 227

Special Advertising Sections

» Collector's Focus: Landscapes
» The Art Lover's Guide to Collecting Fine Art in New York

Additional Distribution:

» American Impressionist Society's National Juried Exhibition
» Reno Tahoe International Art Show, Reno, NV
» American Artist Professional League $500 & Under Show
» Art on Paper, New York, NY
» Star Valley Arts Council Plein Air Competition
» Scottsdale Gallery Association's Gold Palette ArtWalk
» Oil Painters of America's Eastern Regional Juried Exhibition
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC

Advertising Deadlines

Space Booking: **July 17th**
Materials Deadline: **July 20th**

2024 EDITORIAL CALENDAR Continued

OCTOBER ISSUE 228

Special Advertising Sections

» Collector's Focus: Works on Paper
» The Art Lover's Guide to Collecting Fine Art in Charleston, SC, & Vicinity

Additional Distribution:

» Omstead Plein Air Georgia Colors Competition
» Boston International Fine Art Show
» Historic Canyon Road Paint & Sculpt Out, Santa Fe, NM
» Laguna Plein Air Painters' Invitational, Laguna Beach, CA
» Scottsdale Gallery Association's Gold Palette ArtWalk, Scottsdale AZ
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC
» Baltimore Art, Antique & Jewelry Show, Baltimore, MD
» Oil Painters of America's Western Regional Exhibition
» Texas Contemporary, Houston, TX
» Catalina Island Conservancy's Wild Side Art Show and Sale, Newport Beach, CA

Advertising Deadlines

Space Booking: **August 16th**
Materials Deadline: **August 22nd**

NOVEMBER ISSUE 229

Special Advertising Sections

» Collector's Focus: Small Works & Miniatures
» Collector's Focus: Fine Art Photography
» The Art Lover's Guide to Collecting Fine Art in North Carolina

Additional Distribution:

» Scottsdale Artists' School's Beaux Arts, Scottsdale, AZ
» American Artists Professional League Grand National Exhibition, New York, NY
» ART San Diego
» SOFA Chicago
» Scottsdale Gallery Association Gold Palette ArtWalk, Scottsdale, AZ
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC

Advertising Deadlines

Space Booking: **September 18th**
Materials Deadline: **September 20th**

DECEMBER ISSUE 230

Special Advertising Sections

» Collector's Focus: Figurative Art
» The Art Lover's Guide to Collecting Fine Art in Florida

Additional Distribution:

» Red Dot Miami
» SPECTRUM Miami
» Scottsdale Gallery Association Gold Palette ArtWalk, Scottsdale, AZ
» Charleston Gallery Association First Friday ArtWalk, Charleston, SC

Advertising Deadlines

Space Booking: **October 17th**
Materials Deadline: **October 18th**

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AMERICAN art COLLECTOR

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LET US PROMOTE YOUR FINE ART CAREER WITH AN ARTIST FOCUS!

Your marketing team has become an invaluable 'partner' in my art connections and promotion of my career and artworks. The personal attention and guidance for moving my career ahead has been wonderful. Great people. Great Work! —Laura Pollak, artist

YOUR ARTIST FOCUS PACKAGE

Advertising • Social Media • Online Gallery SPACES and a feature in our Artist Focus Section.

American Art Collector is the premier contemporary art magazine. For 16 years we have introduced top artists to collectors within our pages resulting in direct sales. This is an opportunity for you to have TWO pages dedicated to YOU within the magazine.

Our **Artist Focus** program is specifically designed to connect artist with collectors through all of our media platforms. Your advertising page will be placed in the front half of the magazine while your editorial coverage will be placed in our Artist Focus section. The editorial consists of 3 images of your work along with 250 words of copy. You will submit the copy and our editors will style it for spelling and grammar. Your article features your contact information, email address, website, social media channels, as well as gallery representation.

This is a powerful package for artists. You will be among the elite list of artists that have been featured in our monthly Artist Focus.

WE OFFER TWO SIZE OPTIONS TO CHOOSE FROM:

- **Full-page Editorial Feature Includes:** 3 images of your work and approximately a 250 word interview
- **Half-page Editorial Feature Includes:** 2 images of your work with approximately 125-200 word interview

+ ADVERTISING PROGRAM INCLUDES:

- Full-page or half-page advertisement in our print and digital issues
- All social media linked directly to you in our monthly digital magazine
- A dedicated social media post to our 615,000 followers
- Inclusion in our online Gallery Coast-to-Coast Artwalk

WE MAKE IT EASY FOR YOU TO SHOWCASE YOUR STORY.
Our team will guide you through the entire process.
Contact us for your own Artist Focus today!

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AMERICAN art COLLECTOR

PRINT AD MATERIAL SPECIFICATIONS

Accepted ad file formats

Whichever format you choose, all images and files must be 300 dpi at 100% scale. Images should be in CMYK. We accept RGB and Spot Color files and images, but we must convert them to CMYK, which will slightly affect the color.

InDesign CS6 or lower

Please include all fonts and images used.

PDF files

When creating a PDF use the PDF/X1a:2001 setting.

Illustrator CS6 or lower

Please save image as an .eps file. Convert fonts to outlines.

Photoshop files

Please save image as a .psd, .tiff or .eps file. Include all fonts used.

TIP: When using BLACK as your background color, create a "Rich Black" by using the following percentages: 30C, 20M, 20Y, 100K.

Submitting files by shipping

Use a shipping service that gives a tracking number like FedEx, UPS or DHL. We accept files on CD-ROM.

Submitting files electronically

- **When emailing artwork** please keep in mind that our email is limited to 10MB per email (including your attachments). Use file compressing programs like StuffIt or ZIP to lower the size of your files.
- **If the file size is over 10 MB**, we recommend the files be sent to **traffic@americanartcollector.com** through a file sharing website such as **www.WeTransfer.com**, **www.hightail.com** or **www.dropbox.com**.

Accepted proofs

In order to help ensure correctness and accuracy of color, please provide a proof of your ad.

We accept contract proofs. The contract proof is a color proof that is looked on as a contract between the printer and client as the final proof before going to press. Currently the de facto standard for a contract proof is a Matchprint or laminate proof although some high-end digital proofs are considered good enough to accurately predict color from the press.

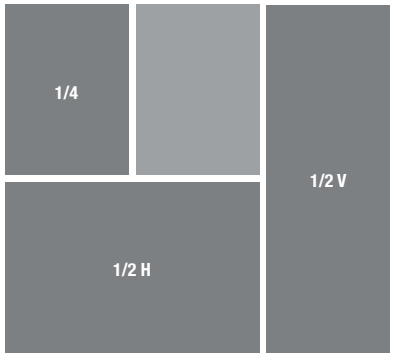
- A contact proof is not the same as a contract proof (unless it's a typo).
- The contract proof is the one that says to the printer "Everything looks good, let's go to press."

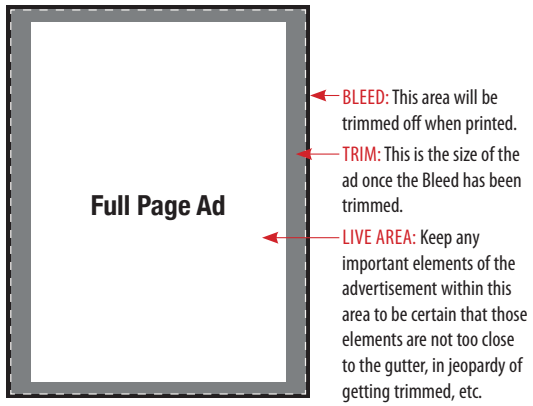
If you cannot provide a contract proof, we can accept a color target. A color target is any printout of the ad or image(s) in the ad that you are happy with, which we can use to verify color. We cannot guarantee an exact match, but we will make every effort to match the color target.

Color adjustments can only be made to workable files that include all high-res images and fonts.

Attn: If a color calibrated proof is not provided with 4-color ads, the publication cannot be held responsible for correctness of color.

Ad Sizes





SPREAD	WIDTH	HEIGHT
Bleed	16.75"	11"
Trimmed	16.5"	10.75"
Live Area*	16"	10.25"

FULL PAGE	WIDTH	HEIGHT
Bleed	8.5"	11"
Trimmed	8.25"	10.75"
Live Area	7.25"	10.25"

HALF PAGE	WIDTH	HEIGHT
Horizontal	7.125"	4.77"
Vertical	3.46"	9.75"

QTR. PAGE	WIDTH	HEIGHT
	3.46"	4.77"

Amendments

Any amendments required to your file at plate stage will incur an additional charge.

* Text should fall within the Full Page live area width for each page.

Need assistance creating your advertisement?

Call our Advertising Department to inquire about our affordable design services. (866) 619-0841

Having trouble submitting your advertisement?

We can help. At *American Art Collector* we strive to make the process of submitting your advertisement as easy and smooth as possible. Feel free to contact our Advertising Traffic Department to help with any questions you may have. Please email us at **traffic@AmericanArtCollector.com**

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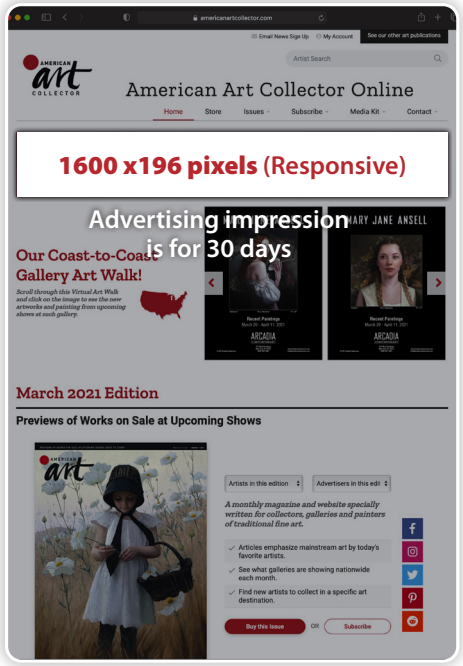
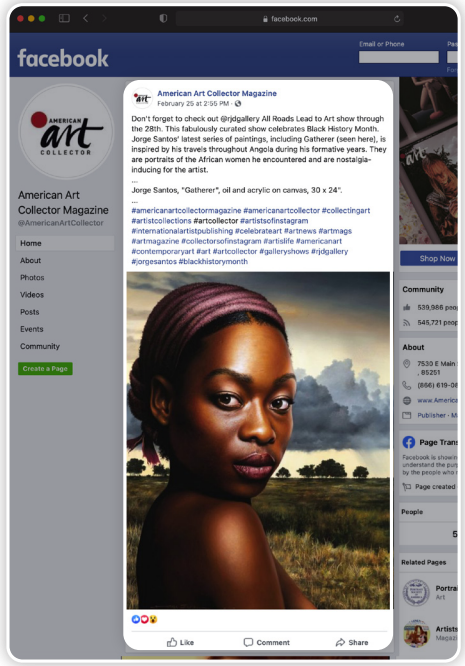
ADDITIONAL ADVERTISING - DIGITAL OFFERINGS

Did you know that 57% of private sales happened online this year? We know how important our magazines are in drawing collectors to your galleries and shows. *American Art Collector* now offers a digital bundle to help grow your online presence. **STARTING AT $3000**

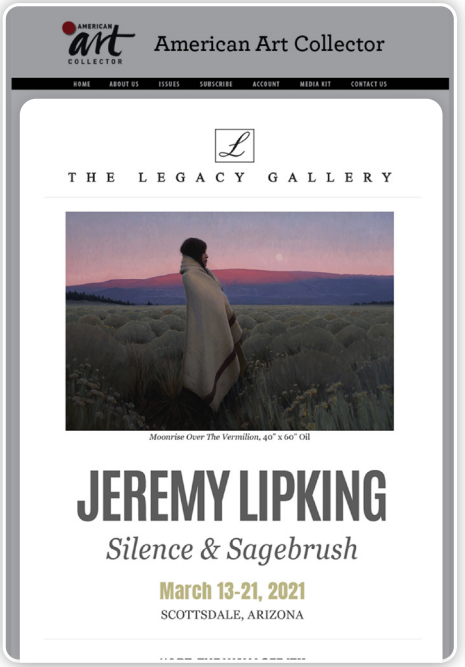
BANNER AD
www.AmericanArtCollector.com



SOCIAL MEDIA POSTS
Instagram & Facebook



EMAIL CAMPAIGN
Our 36k+ email list



This powerful package will ensure that our collectors see your business.
HERE ARE THE NUMBERS...

DISTRIBUTION	MONTHLY	VIEWS WITH SHARES
Email Subscribers	36,000	48,750 (.25 shares)
Digital Subscribers	15,000	360,000 (x2 viewers)
Facebook	545,000	1,200,000 (likes & shares)
Instagram	85,500	188,000 (likes & shares)
Grand Total	**687,000**	**1,796,750**

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ADDITIONAL ADVERTISING OPPORTUNITIES

The AMERICAN ART COLLECTIVE PODCAST

200% GROWTH IN 1 YEAR

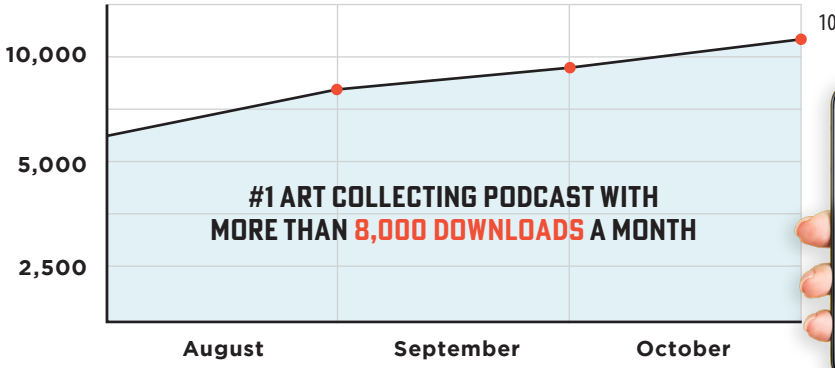
International Artist Publishing launched *The American Art Collective* podcast in 2020. It has become the fastest-growing artists and collecting podcast channels globally, climbing to #1 in the collector market with more than 130,000 followers. A new episode launches every Tuesday. We have more than 220 podcasts to choose from.

TOP TRENDING PODCAST INTERVIEWS

The AMERICAN ART COLLECTIVE PODCAST

Just like our magazines' subscribers, we are actively marketing and growing our audience

DOWNLOADS PER MONTH IN 2023 (1300 PER WEEK AVERAGE)



SPONSOR OUR PODCAST AND INCREASE YOUR EXPOSURE!

The *American Art Collective* is available on Apple Podcasts, Spotify and Audible. Statistics show that an engaged follower will listen to the full ad reads from the host and act upon them. We have over 130,000 unique followers with almost 8-10,000 downloads per month.

How do you gain more exposure?
We have created tiered podcast sponsorship packages that will include a 20 second ad read by our hosts of each episode.

Contact your account executive today and see what we can do to further enhance your sales with our podcast sponsorships.

20-SEC SPONSORSHIP PACKAGES (PER YEAR)

.....3-Show
.....6-Show
..... 12-Show

Listen on Apple Podcasts | LISTEN ON SPOTIFY | LISTEN ON audible

AMERICAN art COLLECTOR

Customer Testimonials

"American Art Collector helps put its advertisers front and center. Show previews and frequent opportunities to comment on the marketplace or individual works of art synergistically work with advertising to maximize exposure for our gallery."

Blue Rain Gallery

"In my decades as a gallery owner, American Art Collector Magazine is one of the few publications where our advertising has resulted in immediate and quantifiable results. There have been numerous occasions when collectors told us that they were calling the gallery specifically because of an advertisement or an article that appeared in the magazine and sparked their interest in an artist or a specific work."

Steve Diamant—*Gallery Principal,* Arcadia Gallery

"We enjoy the relationship with American Art Collector and appreciate the professionalism of the staff. My first ad was in 2005 and we have advertised every year since." **Rick Reinert**—*Reinert Fine Art*

"Advertising with AAC has always yielded our gallery the best statistical results over all other marketing strategies or platforms. They clearly understand the market they serve and they excel at it! We're very proud to be part of American Art Collector each month and look forward to continued shared success in the future."

Richard J Demato—*Gallery Principal,* RJD