MORE THAN A MAGAZINE • A COMPLETE MARKETING TOOL
MORE THAN JUST A MAGAZINE

A unique monthly Print and Digital Showcase specially designed to bring living representational artists, galleries and active art collectors together in one place.

When *American Art Collector* was launched in 2005, astute galleries, collectors and dealers were quick to see how it was completely different from other art magazines.

**The Key to the Magazine’s Success**

Instead of publishing profiles of artists and images of paintings that were sold long ago, *American Art Collector’s* monthly format is based on previewing the best new art to be hung in upcoming shows across the country. This means readers are the first to know about what’s available from America’s finest living artists, giving them a distinct advantage over other collectors. Magnificent, large-scale images of new works in each issue allow collectors to judge the quality of the art on the pages of the magazine before the shows even open.

The result is that *American Art Collector’s* magazine and website have quickly become the resources that top collectors and galleries turn to every month to find the finest new art coming available.

**Featuring the Art Most Collectors Want**

*American Art Collector* focuses on showing the new work of thousands of the most talented living artists painting traditional fine art in America today. Each issue is full of insight and information specially designed to assist collectors in making intelligent and sound choices about the art they want to add to their collections.

*"[The March] issue featured our ads for Adam Vinson’s March exhibition, Song and Dance. A collector from New York state was reading the magazine and saw the ad with the painting Life Is A Banquet. He called on the day the exhibition was opening and asked if it was available; we said it was and he said, ‘I’ll take it.’"

- Steve Diamant, president, Arcadia Contemporary
AN INTERACTIVE MARKETING TOOL YOU CAN USE TO SELL MORE ART AND INCREASE CASH FLOW BY REACHING ACTIVE ART COLLECTORS COAST TO COAST.

Comprehensive Coast-to-Coast Coverage
No other magazine features new representational art from the East Coast to the West Coast and everything in-between. Evidence of this truly national coverage is visible in every issue and gives active collectors the opportunity to see—and buy—new art from all over the United States. Every month collectors can preview the latest works that select galleries and museums are about to exhibit.

Open Your Business Doors Coast to Coast—and Now Even Worldwide Online
Even if you currently sell in only one specific area, now you can reach more collectors nationwide by advertising in a prestigious monthly magazine that is seen by art collectors coast to coast. Instead of waiting on walk-in traffic that peaks during one season, advertising in American Art Collector allows you to reach active collectors of the type of art you sell year-round. An advertisement in American Art Collector ensures that you will reach a national audience of eager collectors interested in acquiring new work by artists working today.

Galleries Find New Collectors
Traditionally, no matter where a business is located, there is usually a period when sales slow down. Not anymore! American Art Collector is turning these slow months into prosperous times as collectors across the country see the new works that distinct galleries, museums and dealers are about to show—without the need to visit the city.

Collectors Find New Galleries
Savvy collectors who read the magazine are constantly on the hunt for new artists and the galleries that represent them. American Art Collector offers a choice of fine art like no other publication and brings together emerging and established artists, galleries, museums and collectors like no other magazine ever has. American Art Collector is the magazine to be seen in.

Be Seen Worldwide
Because the digital magazine retains all the same ads as the Print magazine means your ad can not only be seen nationwide—but also worldwide by international buyers.

7530 E. Main St., Ste.105, Scottsdale, AZ 85251 • PO Box 2320 Scottsdale, AZ 85252-2320 • Tel: 866-619-0841 • Fax: 480-425-0724 • coordinator@AmericanArtCollector.com • www.AmericanArtCollector.com
SHOW YOUR WORK IN THE PLACE WHERE IT’S CERTAIN TO BE SEEN BY ACTIVE COLLECTORS ON THE HUNT FOR NEW ART EVERY MONTH

Print and Digital Versions are Identical
The Digital Version of the magazine is the entire publication, cover to cover, that can be downloaded and used for your own marketing purposes. This allows eager collectors to view new artwork from top representational artists working today before the magazine hits newsstands, so they can plan their collecting strategies.

As you can see, advertising in American Art Collector doesn’t stop with the printed page. Every advertisement included in the Digital Version of the magazine is completely live, so your advertisement will be linked to your website. This brings new collectors directly to your website and to your business each month.

Unique Editorial Content
The magazine’s unique editorial format provides Previews of what major artists are painting for their upcoming shows. Because each monthly issue is in collectors’ hands before shows open, buyers are able to contact galleries directly.

Special Features Help You Target Your Advertising Dollars
In every issue we focus on a major subject or genre of fine art that we believe appeals to the majority of art collectors. Build your advertising campaign by identifying which of these spotlight features best suits the art you want to market.

Covering the Major Art Destinations
Our special Art Lover’s Guides alert collectors to the major shows opening in art destinations during their peak season. The section includes previews of new paintings and sculpture, exhibition dates, art walk details and area maps to lead collectors to your business.

» PREVIEWS OF NEW WORKS COMING UP FOR SALE BEFORE THE SHOWS OPEN.

» PRINT AND DIGITAL VERSIONS GIVE COLLECTORS INSTANT—AND CONSTANT—ACCESS TO THE WHOLE MAGAZINE AND YOUR ADVERTISEMENT.

» Special Sections focus on the different genres of Painting so you can plan your annual marketing budget. See our Editorial Calendar to find which sections suit you best.

» Affordable ad rates mean you can advertise more frequently throughout the year.

» Videos in every issue take collectors into artists’ studios to see the latest works being created.

70% OF OUR AUDIENCE ALSO READS THE DIGITAL VERSION.
*Statistics taken from American Art Collector’s Spring 2014 Readers Survey.
ADVERTISING PROVIDES YOU WITH EXTENSIVE EXPOSURE IN BOTH THE PRINT AND DIGITAL MAGAZINE

American Art Collector is always ahead of the curve in creating innovative ways to market your advertising to choice collectors. To help you achieve better results with your advertising dollars, we offer this extensive Triple Impact Advertising Package that includes print and website exposure, allowing you to reach more collectors faster. Along with your Full-Page print ad in our magazine, we also place your ad each month on our website’s Virtual Art Walk on our homepage as complimentary added value. The Digital Version is emailed to our subscribers each month before the printed publication hits newsstands, increasing the shelf life of your advertising. To take advantage of these strategic marketing tools, simply reserve your ad space in the magazine, provide your complete ad materials and collectors will see your ad in these three distinct locations.

1. Reserve Ad Space in the Magazine
   Your advertisement will appear in the Print Version of the magazine and be seen by subscribers and newsstand buyers as soon as the magazine is published each month.

2. Your Ad Also Appears Automatically in the Full Digital Version so Collectors Have Instant and Constant Access To All the Content
   The Digital Version, featuring your advertisement, reaches subscribers much earlier than the printed edition. This means collectors can quickly search through the pages online for the new art they want so you can make sales sooner. In addition, your advertisement will have a live link to your website so you receive inquiries direct from the collector.

3. Your Full-Page Ad Automatically Appears Online on Our Interactive Virtual Art Walk
   Subscribers and online visitors can scroll through the moving Virtual Art Walk and click on the image of your Full-Page ad to directly link to your website and your new show. Visitors also can search for your business by state.
SOCIAL MEDIA

Dedicated to maintaining a strong presence on social media sites, American Art Collector continually markets to a broader audience. We proudly retain the largest social media following of all art publications in the country. See how we are gaining new followers by sharing artwork on several national platforms!

Search: American Art Collector
563,000+ fans as of September 2018

» Here we post fresh pieces of art that will be showcased at galleries, museum exhibitions and auctions that have been previewed in the magazine. We tag each clients’ Facebook page to connect our audience directly to your business.

» We spread the word about upcoming art fairs and events.

» Look for live shots from events that American Art Collector attends.

» Posts dedicated to our media sponsorships.

REACH
Average post reach is 5,000 views*
A very popular post will break 10,000 views. Weekly reach routinely breaks 24,000 views.

POST LIKES
Most posts exceed 75 page likes
Average post likes is 150
Average engagement (combined likes, comments, shares) is 200
Average post shares are 12

www.instagram.com/americanartcollector
Account started September 2012
1,774 posts – 73,280 followers as of September 2018

» You will find images of artwork that we preview in the magazine.

» Look for live shots from events that American Art Collector attends.

www.twitter.com/artmags
Account started March 2014
5,403 tweets currently – 9,635 followers as of September 2018

» Here we post about previewed shows opening across the country.

» Look for newsy art topics and an open dialogue with our followers.

www.pinterest.com/collectart
Account started in February 2014
3,252 pins – 1,749 followers as of September 2018
17 boards currently populate our page.

» Our Pinterest boards are dedicated to the many genres of art that we showcase throughout the year—figures, the nude, wildlife, landscapes, marine, seascapes, sculpture, glass, still life and more.

» Each piece of artwork pinned is linked back to the gallery, museum or artist homepage, which connects our audience directly to the source.

*Statistics current as of September 2018
**In 2014, American Art Collector’s Facebook page added 277,000 fans.

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Plan Your Marketing Around These

**SPECIAL SPOTLIGHT ISSUES**

**Are Your Subjects Here?**
We know what subjects collectors on the hunt are searching for. That’s why we have created these special issues focused on the best-selling subjects and art genres.
If these are your subjects, then these are the issues you should be seen in.

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<td>Cityscapes</td>
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<td>Landscapes</td>
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<td>Planes, Trains &amp; Automobiles</td>
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<td>Women Artists</td>
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**Where Do You Live?**
Don’t wait for walk-in traffic! Be seen in these best-selling Art Destination issues and open your doors to collectors coast to coast.

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<th>DESTINATION</th>
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**Do You Participate in One of These Special Exhibitions or Events?**
Being an active member of your group or exhibiting at events brings special benefits when you participate in these issues showcasing upcoming shows.

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<th>SPECIAL ART EXHIBITIONS/EVENTS</th>
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<td>International Guild of Realism’s Juried Exhibition</td>
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<td>Leigh Yawkey Woodson Art Museum’s Birds in Art</td>
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<td>Oil Painters of America’s National Juried Exhibition</td>
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<tr>
<td>Oil Painters of America’s Western Regional Exhibition</td>
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<td>PAPSE Annual Paint Out</td>
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<td>Sculpture in the Park</td>
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*tentative issue based upon 2018 show dates
2019 EDITORIAL CALENDAR
Plan Your Marketing Year Around Our Specially Focused Features

JANUARY
ADVERTISING DEADLINES
Space Booking: November 9 | Ad Materials Due: November 16
SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Still Lifes
» Art Lover’s Guide to SCOTTSDALE & VICINITY
» Celebration of Fine Art Feature
ADDITIONAL DISTRIBUTION
» LA Art Show, Los Angeles, CA (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» FOG Design + Art, San Francisco, CA (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ
» Arizona Bonus Distribution

FEBRUARY
ADVERTISING DEADLINES
Space Booking: December 7 | Ad Materials Due: December 14
SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Cityscapes
» Collector’s Focus: Winter Lands
» Art Lover’s Guide to CALIFORNIA
ADDITIONAL DISTRIBUTION
» LA Art Show, Los Angeles, CA (Media Sponsor)
» Art Palm Springs, Palm Springs, CA (Media Sponsor)
» Southeastern Wildlife Expo, Charleston, SC (Media Sponsor)
» Palm Beach Jewelry, Art & Antique Show, West Palm Beach, FL (Media Sponsor)
» Naples Art, Antique & Jewelry Show, Naples, FL (Media Sponsor)
» California Bonus Distribution

MARCH
ADVERTISING DEADLINES
Space Booking: January 7 | Ad Materials Due: January 18
SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Florals & Botanicals
» Collector’s Focus: Women Artists
» Art Lover’s Guide to COLORADO
» Art Lover’s Guide to WASHINGTON, D.C., & MID-ATLANTIC STATES
ADDITIONAL DISTRIBUTION
» Architectural Digest Home Design Show, New York, NY (Media Partner)
» art on paper New York, New York, NY (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» La Quinta Arts Festival (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Light Chasers Annual Exhibition, Sarasota, FL (Media Sponsor)
» Washington, D.C., and Mid-Atlantic States Bonus Distribution
» Colorado Bonus Distribution
2019 EDITORIAL CALENDAR Continued

APRIL
ADVERTISING DEADLINES
Space Booking: February 8 | Ad Materials Due: February 15

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Seascapes, Rivers & Lakes
» Collector’s Focus: Emerging Artists
» Art Lover’s Guide to TEXAS

ADDITIONAL DISTRIBUTION
» Scottsdale Art Auction, The Legacy Gallery, AZ (Media Sponsor)
» The Art of the Portrait Conference, Atlanta, GA (Media Sponsor)
» Art Market San Francisco, San Francisco, CA (Media Sponsor)
» Winter Park Paint Out, Winter Park, FL (Media Sponsor)
» Texas Bonus Distribution

MAY
ADVERTISING DEADLINES
Space Booking: March 8 | Ad Materials Due: March 15

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Art of the Horse
» Collector’s Focus: Wildlife Art
» Art Lover’s Guide to SANTA FE & VICINITY
» Oil Painters of America 28th annual National Juried Exhibition Feature
» American Women Artists’ Exhibition Feature

ADDITIONAL DISTRIBUTION
» Oil Painters of America National Juried Exhibition (Media Sponsor)
» Looking West: An Exhibition Highlighting Works by American Women Artists, Steamboat Art Museum, Steamboat Springs, CO (Media Sponsor)
» Canyon Road Spring Art Festival, Santa Fe, NM (Media Sponsor)
» Santa Fe, NM, Bonus Distribution
» Equestrian Galleries Bonus Distribution

JUNE
ADVERTISING DEADLINES
Space Booking: April 8 | Ad Materials Due: April 19

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Marine Art
» Collector’s Focus: Coastlines
» Art Lover’s Guide to the MIDWEST

ADDITIONAL DISTRIBUTION
» California Art Club’s Gold Medal Juried Exhibition, CA (Media Sponsor)
» American Impressionist Society’s 3rd annual Small Works Showcase (Media Sponsor)
» Marine Galleries Bonus Distribution
» Midwest Bonus Distribution
2019 EDITORIAL CALENDAR Continued

JULY

ADVERTISING DEADLINES
Space Booking: May 10 | Ad Materials Due: May 17

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Sculpture
» Art Lover’s Guide to CAPE COD & THE ISLANDS
» Sculpture in the Park Feature

ADDITIONAL DISTRIBUTION
» Market Art + Design, Bridgehampton, NY (Media Sponsor)
» ART Santa Fe, Santa Fe, NM (Media Sponsor)
» Sculpture in the Park, Loveland, CO (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Door County Plein Air, Fish Creek, WI (Media Sponsor)
» Festival of Arts, Laguna Beach, CA (Media Sponsor)
» Plein Air Easton, Easton, MD (Media Sponsor)
» Cape Cod & the Islands Bonus Distribution

AUGUST

ADVERTISING DEADLINES
Space Booking: June 7 | Ad Materials Due: June 14

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Portrait Art
» Art Lover’s Guide to MAINE
» Portrait Artists Directory

ADDITIONAL DISTRIBUTION
» Seattle Art Fair, Seattle, WA (Media Sponsor)
» ArtAspen, Aspen, CO (Media Sponsor)
» Baltimore Art, Antique & Jewelry Show, Baltimore, MD (Media Sponsor)
» Long’s Park Art Festival, Lancaster, PA (Media Sponsor)
» National Oil & Acrylic Painters’ Society’s Best of America Small Paintings Exhibition (Media Sponsor)
» REVEAL International Contemporary Art Fair, Saratoga Springs, NY (Media Sponsor)
» Maine Bonus Distribution

SEPTEMBER

ADVERTISING DEADLINES
Space Booking: July 8 | Ad Materials Due: July 19

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Landscapes
» Art Lover’s Guide to the PACIFIC NORTHWEST
» Leigh Yawkey Woodson Art Museum’s Birds in Art Exhibition Feature
» Plein Air Painters of the Southeast Paint Out Feature
» Oil Painters of America Western Regional Exhibition Feature
» American Impressionists Society’s 20th annual National Juried Exhibition

ADDITIONAL DISTRIBUTION
» Texas Contemporary, Houston, TX (Media Sponsor)
» Birds in Art, Leigh Yawkey Woodson Art Museum, Wausau, WI
» American Impressionist Society’s 20th annual National Juried Exhibition (Media Sponsor)
» Oil Painters of America Western Regional Exhibition (Media Sponsor)
» Jackson Hole Fall Arts Festival, Jackson, WY
» Plein Air Painters of the Southeast Paint Out (Media Sponsor)
» National Oil & Acrylic Painters’ Society’s Best of America (Media Sponsor)
» Pacific Northwest Bonus Distribution
OCTOBER
ADVERTISING DEADLINES
Space Booking: August 9 | Ad Materials Due: August 16

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Planes, Trains & Automobiles
» Collector’s Focus: Visions of the Fall
» Art Lover’s Guide to CHARLESTON
» International Guild of Realism’s Juried Exhibition Feature

ADDITIONAL DISTRIBUTION
» Boston International Fine Art Show, Boston, MA (Media Sponsor)
» International Guild of Realism’s Juried Exhibition (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Historic Canyon Road Paint Out & Sculpt Out, Santa Fe, NM (Media Sponsor)
» Laguna Beach Plein Air Painting Invitational, Laguna Beach, CA (Media Sponsor)
» Charleston Bonus Distribution

NOVEMBER
ADVERTISING DEADLINES
Space Booking: September 9 | Ad Materials Due: September 18

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Art of the Nude
» Collector’s Focus: Small Works & Miniatures
» Art Lover’s Guide to NORTH CAROLINA
» Oil Painters of America Eastern Regional Exhibition Feature

ADDITIONAL DISTRIBUTION
» Waterfowl Festival, Easton, MD (Media Sponsor)
» Oil Painters of America Eastern Regional Exhibition (Media Sponsor)
» Beaux Arts, Scottsdale Artists School, Scottsdale, AZ (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» North Carolina Bonus Distribution

DECEMBER
ADVERTISING DEADLINES
Space Booking: October 7 | Ad Materials Due: October 18

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: The Figure in Art
» Art Lover’s Guide to CANADA
» Art Lover’s Guide to FLORIDA

ADDITIONAL DISTRIBUTION
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Florida Bonus Distribution
» Canada Bonus Distribution
AMERICAN ART COLLECTOR’S DEMOGRAPHICS

Find out who is reading the nation’s most dynamic art magazine on the market today.

Reader Demographics

- **Gender**: 50.1% Male, 49.8% Female
- **Age Range**: 7% 41-50 yrs, 30% 51-60 yrs, 4% 31-40 yrs, 2% 21-30 yrs, 57% Over 60 yrs
- **Marital Status**: 71% Married

**Employment**
- Owner/Partner: 10%
- Self-Employed: 30%
- Managerial Level: 17%
- Retired: 40%
- Other: 3%

**Annual Household Income**
- $175,000-$249,999: 72.2%
- $250,000-$499,999: 13.3%
- $500,000-$749,999: 5.1%
- $750,000-$999,999: 4.7%
- $1-$1.99 million: 3.7%
- $2 million+: 1%

**Assets**
- Average primary residence value
  - Under $499,999: 58.1%
  - $500,000-$999,999: 28.3%
  - $1-1.49 million: 6.8%
  - $1.5-1.99 million: 4.7%
  - $2 million+: 2.1%

**Net Worth**
- $500,000-$999,999: 64.2%
- $1-$2.49 million: 21.7%
- $2.5-$3.99 million: 7%
- $4-$5.49 million: 3.5%
- $5.5 million+: 3.5%

**Education**
- College+: 82%

Circulation & Subscriber Information

- **Total Readership**: 131,000
- **Average reader per copy of American Art Collector**: 3.8

**Subscribers' Collecting Insights**

- **% of readers surveyed subscribe to the magazine directly**: 91.6%
- **% have subscribed to AAC 4+ years**: 48.1%
- **% of subscribers read AAC cover to cover**: 58%

**Readers' Collecting History and Habits**

- **Years Collecting**
  - 1-5 years: 15.2%
  - 6-10 years: 14.6%
  - 11-15 years: 12.1%
  - 16-20 years: 14%
  - 21 years+: 43.9%

- **% of those surveyed have been collecting fine art 21+ years**: 44%
- **% have been collecting fine art for 6+ years**: 84.6%
- **% of our audience will attend at minimum 4 fine art events**: 63.5%
- **% of our audience will travel to a minimum of 4 art museums**: 27.8%

**Online Insights**

- **% of our audience reads the Virtual Version of the magazine**: 70%
- **% of Virtual Version readers share the magazine with 2+ people**: 93%
- **% of our readers visit the AAC website each month**: 75%

**Additional Information**

- **27% of our readers own a 2nd Home**
- **14% of our audience has a net worth in excess of $2.5 MILLION**

**Notes**

- **Statistics taken from American Art Collector’s Spring 2014 Readers Survey. This Survey was made available in the March 2014 issue and online at www.AmericanArtCollector.com.**
2019 Deadlines

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<tr>
<td>August</td>
<td>June 7</td>
<td>June 12</td>
<td>June 14</td>
<td>July 22</td>
</tr>
<tr>
<td>September</td>
<td>July 8</td>
<td>July 17</td>
<td>July 19</td>
<td>August 27</td>
</tr>
<tr>
<td>October</td>
<td>August 9</td>
<td>August 14</td>
<td>August 16</td>
<td>September 20</td>
</tr>
<tr>
<td>November</td>
<td>September 9</td>
<td>September 16</td>
<td>September 18</td>
<td>October 25</td>
</tr>
<tr>
<td>December</td>
<td>October 7</td>
<td>October 16</td>
<td>October 18</td>
<td>November 22</td>
</tr>
</tbody>
</table>

Advertising Rates & Sizes

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
<th>MAKE UP*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,400</td>
<td>$3,200</td>
<td>$3,100</td>
<td>$3,000</td>
<td>$2,900</td>
<td>$350</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$5,600</td>
<td>$5,300</td>
<td>$5,200</td>
<td>$5,100</td>
<td>$5,000</td>
<td>$450</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
<td>$200</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
<td>$200</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,300</td>
<td>$1,200</td>
<td>$1,100</td>
<td>$200</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$4,200</td>
<td>$4,200</td>
<td>$350</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,200</td>
<td>$4,200</td>
<td>$350</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$4,500</td>
<td>$4,500</td>
<td>$350</td>
<td></td>
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<td></td>
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</tbody>
</table>

* Rate for in-house design services

MATERIAL SIZES

<table>
<thead>
<tr>
<th>MATERIAL SIZES</th>
<th>AREA</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>Bleed 16.75&quot;</td>
<td>11.00&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trimmed 16.50&quot;</td>
<td>10.75&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Live Area 16.00&quot;</td>
<td>10.25&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>Bleed 8.50&quot;</td>
<td>11.00&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trimmed 8.25&quot;</td>
<td>10.75&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Live Area 7.25&quot;</td>
<td>10.25&quot;</td>
<td></td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7.125&quot;</td>
<td>4.77&quot;</td>
<td></td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.46&quot;</td>
<td>9.75&quot;</td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.46&quot;</td>
<td>4.77&quot;</td>
<td></td>
</tr>
</tbody>
</table>

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

One client purchased three works for my upcoming show after seeing my advertisement page... American Art Collector played an invaluable role in connecting my work to a national audience of collectors, leading to numerous direct sales within days of publication.

— J Louis, artist

7530 E. Main St., Ste.105, Scottsdale, AZ 85251 • PO Box 2320 Scottsdale, AZ 85252-2320 • Tel: 866-619-0841 • Fax: 480-425-0724 • coordinator@AmericanArtCollector.com • www.AmericanArtCollector.com
PRINT & DIGITAL MAGAZINE 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 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 under 32 MB, you can upload through our website. Go to www.americanartcollector.com/upload and log in using the access code, which can be received by contacting our Advertising Traffic Department.

» Enter the artist name and title of work, select the file from your computer and click Upload.

» If the file size is over 32 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.

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

Ad Sizes

**Full Page Ad**
- **BLEED:** This area will be trimmed off when printed.
- **TRIM:** This is the size of the ad once the Bleed has been trimmed.
- **LIVE AREA:** Keep any important elements of the advertisement within this area to be certain that those elements are not too close to the gutter, in jeopardy of getting trimmed, etc.

**SPREAD**
- **Bleed:** 16.75” x 11”
- **Trimmer:** 16.5” x 10.75”
- **Live Area:** 16” x 10.25”

**HALF PAGE**
- **Horizontal:** 7.125” x 4.77”
- **Vertical:** 3.46” x 9.75”

**QTR. PAGE**
- **Horizontal:** 3.46” x 4.77”

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

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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