

PRINT & DIGITAL MAGAZINE ADVERTISING



2019 Deadlines

ISSUE	SPACE BOOKING	AD MATERIAL FOR BUILD	COMPLETE MATERIALS	PUBLICATION DATE
January	November 9	November 14	November 16	December 28
February	December 7	December 12	December 14	January 25
March	January 7	January 16	January 18	February 22
April	February 8	February 13	February 15	March 22
May	March 8	March 13	March 15	April 22
June	April 8	April 17	April 19	May 24
July	May 10	May 15	May 17	June 21
August	June 7	June 12	June 14	July 22
September	July 8	July 17	July 19	August 27
October	August 9	August 14	August 16	September 20
November	September 9	September 16	September 18	October 25
December	October 7	October 16	October 18	November 22

Advertising Rates & Sizes

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

* Rate for in-house design services

MATERIAL SIZES	AREA	WIDTH	HEIGHT
Double Page Spread	Bleed	16.75"	11.00"
	Trimmed	16.50"	10.75"
	Live Area*	16.00"	10.25"
Full Page	Bleed	8.50"	11.00"
	Trimmed	8.25"	10.75"
	Live Area	7.25"	10.25"
Half Page Horizontal		7.125"	4.77"
Half Page Vertical		3.46"	9.75"
Quarter Page		3.46"	4.77"

* 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