

# PRINT & DIGITAL MAGAZINE ADVERTISING



## 2018 Deadlines

ISSUE	SPACE BOOKING	AD MATERIAL FOR BUILD	COMPLETE MATERIALS	PUBLICATION DATE
January	November 10	November 15	November 17	December 22
February	December 8	December 13	December 15	January 26
March	January 8	January 10	January 12	February 23
April	February 9	February 14	February 16	March 23
May	March 9	March 14	March 16	April 23
June	April 13	April 18	April 20	May 25
July	May 7	May 9	May 11	June 22
August	June 8	June 13	June 15	July 23
September	July 6	July 11	July 13	August 24
October	August 10	August 15	August 17	September 22
November	September 7	September 12	September 14	October 26
December	October 12	October 17	October 19	November 23

## 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.

*Within days of receiving the November publication, our gallery sold a Mark Beale oil painting because of the artist's statement and images. The exposure in your publication added great credibility for the artist and our gallery. This made it easier for the collector to say 'yes.'*

—Jason Stone, director of galleries, Reinert Fine Art