

The Pastel Journal

2009 RATES & SPECIFICATIONS

Circulation

Published 6 times a year • Member, Audit Bureau of Circulations • Average paid circulation: 22,700

Retail/Direct Response: Black & White or 4 Color					
	1x	3x	6x	12x	18x
Full page	\$1,840	\$1,661	\$1,567	\$1,475	\$1,380
2/3 page	\$1,400	\$1,265	\$1,193	\$1,122	\$1,050
1/2 page	\$1,100	\$995	\$940	\$885	\$830
1/3 page	\$775	\$698	\$660	\$620	\$580
1/4 page	\$540	\$489	\$460	\$430	\$405
1/6 page	\$400	\$368	\$346	\$324	\$305

National Display: 4 Color					
	1x	3x	6x	12x	18x
Full page	\$2,475	\$2,220	\$2,100	\$1,980	\$1,895
2/3 page	\$1,930	\$1,735	\$1,635	\$1,545	\$1,445
1/2 page	\$1,530	\$1,380	\$1,300	\$1,225	\$1,440
1/3 page	\$1,089	\$975	\$920	\$865	\$815
1/4 page	\$760	\$680	\$645	\$610	\$570
1/6 page	\$560	\$505	\$480	\$450	\$425

Covers			
	1x	3x	6x
Cover 2	\$2,750	\$2,475	\$2,365
Cover 3	\$2,585	\$2,310	\$2,200
Cover 4	\$2,970	\$2,695	\$2,530

Inserts			
	1x	3x	6x
Reply Card	\$924	\$830	\$785
2 pages	\$2,948	\$2,650	\$2,508
4 pages	\$4,420	\$3,980	\$3,755
8 pages	\$5,895	\$5,300	\$5,010
12 pages	\$9,930	\$5,965	\$5,635

School/workshops: 4 color					
	1x	3x	6x	12x	18x
Full Ppage	\$1,445	\$1,309	\$1,265	\$1,215	\$1,095
2/3 page	\$1,100	\$990	\$935	\$895	\$845
1/2 page	\$869	\$781	\$735	\$755	\$675
1/3 page	\$610	\$550	\$520	\$525	\$480
1/4 page	\$462	\$415	\$395	\$365	\$340
1/6 page	\$315	\$290	\$265	\$275	\$255

Classifieds					
	1x	3x	6x	12x	18x
Full page	\$1,375	\$1,310	\$1,240	\$1,130	\$990
1/3 page	\$610	\$580	\$550	\$480	\$350
1/6 page	\$380	\$360	\$345	\$295	\$245
1/12 page	\$215	\$200	\$190	\$165	\$140

Workshops/Call for Entries

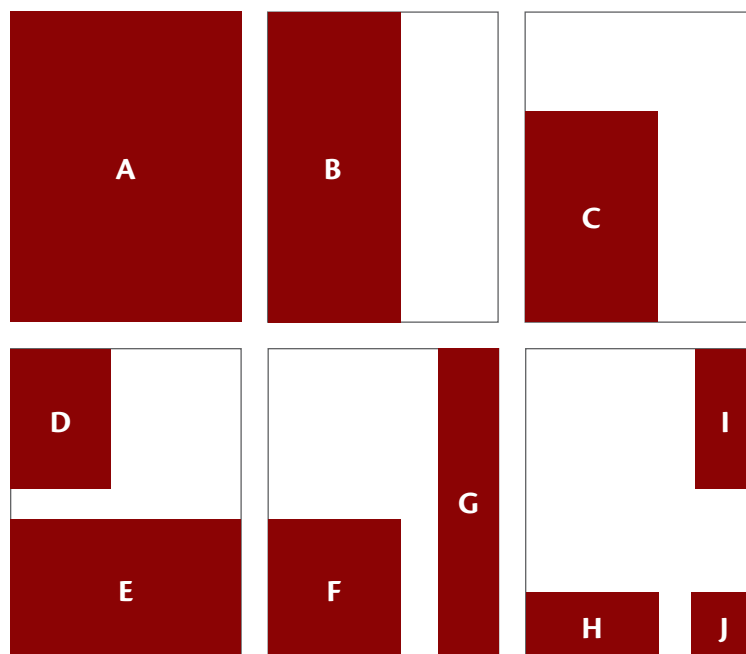
\$35 per listing for 40 words or less. \$50 each additional word. \$15 addition of company logo. \$25 for font changes or border. \$15 spot color charge.

Contact account manager for gallery & museum rates

Gross rates listed only

Spread Specs

Live: 15¼" x 10" Bleed: 16¼" x 11" Trim: 16" x 10¾"



- A** Full page
Live area 7¼" x 10¾"
Bleed size 8¼" x 11"
Final trim size 8" x 10¾"
- B** 2/3 page
4⅝" x 10"
- C** 1/2 page vertical (island)
4⅝" x 7⅝"
- D** 1/4 page
3½" x 4⅞"
- E** 1/2 page horizontal
7" x 4⅞"
- F** 1/3 page square
4⅝" x 4⅞"
- G** 1/3 page vertical
2⅝" x 9¼"
- H** 1/6 page vertical
2⅝" x 4½"
- I** 1/6 page horizontal
4⅝" x 2⅝"
- J** 1/12 page square classified
2⅝" x 2⅝"

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2009 Editorial Calendar

Special Anniversary Series: 10 Pastel Heroes (every issue)

HAPPY 10th ANNIVERSARY to The Pastel Journal (1999-2009). To celebrate our vibrant history, we'll revisit some of the fantastic pastel artists who've appeared in the magazine over the past 10 years. Look for the "Pastel Hero" feature in every issue throughout the year! Hawaii, and Louisiana Bayou are all possibilities.

Plus: Exhibitions & Workshops in every issue

January/February

THE INTERNATIONAL ISSUE In this issue, we go global to celebrate the talent of artists around the world—with features about pastel artists working across four different continents. Discover the subjects that inspire these painters.

SPECIAL REPORT: FRENCH IMPRESSIONS

Pastel-workshop teachers share their stories about teaching and painting overseas in a part of the world that has long inspired artists—the South of France.

SPACE RESERVATION: November 11, 2008

MATERIALS DUE: November 18, 2008

ON SALE: January 13, 2009

March/April

THE ANNUAL PASTEL 100 COMPETITION ISSUE For this annual competition issue—now celebrating 10 years!—we devote 108 pages to the year's best 100 pastel paintings. Jam-packed with full-color art, it's no wonder this edition is the most anticipated issue of the year.

SPACE RESERVATION: January 2, 2009

MATERIALS DUE: January 9, 2009

ON SALE: March 10, 2009

May/June

FLORAL REVIVAL In this issue, we'll visit a classic subject—flowers—and showcase original approaches to this enduring favorite.

PLUS: THE SAME, BUT DIFFERENT Discover how three artists—Leslie Lillian Levy, Rainie Crawford and Claudia Seymour—bring their own, original style to the same collection of still life objects in this "Round Robin" still life event.

NEW! Studio Smarts with Deborah Secor

SPACE RESERVATION: March 10, 2009

MATERIALS DUE: March 17, 2009

ON SALE: May 12, 2009

July/August

WHISTLER & DEGAS — THE 175TH BIRTH ANNIVERSARIES! We celebrate these two masters of art—both of whom did fantastic work in pastel. We'll explore their lives and works and the influence of these two painting masters on today's pastel artists.

PLUS: MAKING A SPLASH How-to help for capturing the mood and motion of water in the landscape—from quiet ponds to rushing rivers.

A NEW LOOK! (AUGUST 2009) Since we're in the celebration mode, we decided to dress up with a mini-makeover. We'll freshen up the magazine with re-designed columns and features, while still keeping to this guiding principle—the art is the star!

SPACE RESERVATION: May 12, 2009

MATERIALS DUE: May 19, 2009

ON SALE: July 14, 2009

September/October

NURTURED BY NATURE Landscape artists, plein air painters, wildlife artists, floral and botanical artists—they all forge a deep connection with nature and the land. We'll explore this longstanding relationship.

PLUS: GOING GREEN We'll do a "greening up" of the typical pastel studio.

SPACE RESERVATION: July 14, 2009

MATERIALS DUE: July 21, 2009

ON SALE: September 15, 2009

November/December

IN LIVING COLOR Color is an artist's primary tool for artistic expression. In this issue, we'll look at the variety of ways that an artist's approach to color impacts his/her art.

PLUS: STUDIO AS INSPIRATION When an artist turns his/her eyes to their own studio as a subject for painting, the result is often an interior or still life painting that offers an intimate glimpse into an artist's working life.

STUDIO SMARTS with Deborah Secor

SPACE RESERVATION: September 8, 2009

MATERIALS DUE: September 15, 2009

ON SALE: November 10, 2009