

the Artist's magazine

2009 RATES & SPECIFICATIONS

Circulation

Published 10 times a year • Member, Audit Bureau of Circulations • Average paid circulation: 120,000

Retail/Direct Response: Black & White or 4 Color						
	1x	3x	6x	10x	16x	20x
Full page	\$8,640	\$8,208	\$7,776	\$6,912	\$6,048	\$5,184
2/3 page	\$6,566	\$6,237	\$5,909	\$5,252	\$4,596	\$3,939
1/2 page	\$5,184	\$4,925	\$4,666	\$4,147	\$3,629	\$3,110
1/3 page	\$3,627	\$3,446	\$3,264	\$2,902	\$2,539	\$2,176
1/4 page	\$2,763	\$2,625	\$2,487	\$2,210	\$1,934	\$1,658
1/6 page	\$1,899	\$1,804	\$1,709	\$1,519	\$1,329	\$1,139

National Display: 4 Color						
	1x	3x	6x	10x	16x	20x
Full page	\$11,655	\$11,072	\$10,490	\$9,324	\$8,159	\$6,993
2/3 page	\$9,090	\$8,636	\$8,181	\$7,272	\$6,363	\$5,454
1/2 page	\$7,227	\$6,866	\$6,504	\$5,782	\$5,059	\$4,336
1/3 page	\$5,130	\$4,874	\$4,617	\$4,104	\$3,591	\$3,078
1/4 page	\$3,960	\$3,762	\$3,564	\$3,168	\$2,772	\$2,376
1/6 page	\$2,732	\$2,595	\$2,458	\$2,185	\$1,912	\$1,639

Covers				
	1x	3x	6x	10x
Cover 2	\$14,250	\$12,850	\$12,100	\$11,400
Cover 3	\$13,600	\$12,250	\$11,550	\$10,900
Cover 4	\$15,500	\$13,950	\$13,200	\$12,400

Inserts				
	1x	3x	6x	10x
Reply Card	\$5,526	\$5,250	\$4,421	\$3,868
2 pages	\$10,368	\$9,850	\$8,294	\$7,258
4 pages	\$20,736	\$19,699	\$16,589	\$14,515
8 pages	\$41,472	\$39,398	\$33,178	\$29,030
12 pages	\$62,208	\$59,098	\$49,766	\$43,546

School/Workshops: Black & White or 4 Color						
	1x	3x	6x	10x	16x	20x
Full page	\$7,576	\$7,197	\$6,818	\$6,061	\$5,303	\$4,545
2/3 page	\$5,909	\$5,613	\$5,318	\$4,727	\$4,136	\$3,545
1/2 page	\$4,698	\$4,463	\$4,228	\$3,758	\$3,288	\$2,819
1/3 page	\$3,335	\$3,168	\$3,001	\$2,668	\$2,334	\$2,001
1/4 page	\$2,574	\$2,445	\$2,317	\$2,059	\$1,802	\$1,544
1/6 page	\$1,775	\$1,687	\$1,598	\$1,420	\$1,243	\$1,065

Classifieds						
	1x	3x	6x	10x	16x	20x
Full page	\$4,751	\$4,513	\$4,276	\$3,801	\$3,325	\$2,708
1/3 column	\$2,111	\$2,006	\$1,900	\$1,689	\$1,478	\$1,203
1/6 column	\$1,320	\$1,254	\$1,188	\$1,056	\$924	\$752
1/12 square	\$733	\$696	\$660	\$587	\$513	\$418

Workshops/Call for Entries

\$125 per listing for 40 words or less. \$.50 each additional word. \$25 addition of company logo. \$50 for font changes or border. \$25 spot color charge.

Contact account manager for gallery & museum rates

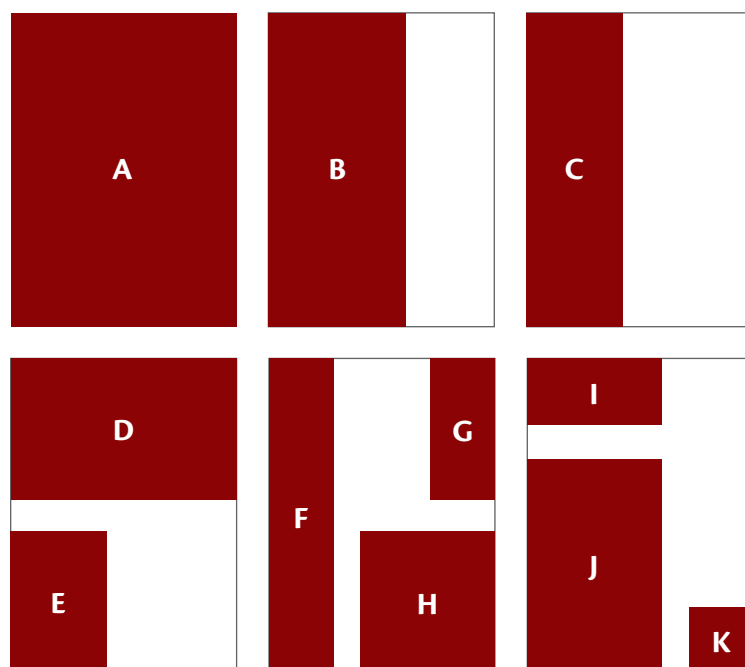
Gross rates listed only

Spread Specs

Live: 15" x 10"

Bleed: 15¾" x 11"

Trim: 15½" x 10¾"



- A** Full page
Live area 7" x 10"
Bleed size 8" x 11"
Final trim size 7¾" x 10¾"
- B** 2/3 page
4¾" x 10"
- C** 1/2 page vertical
3¾" x 10"
- D** 1/2 page horizontal
7" x 4¾"
- E** 1/4 page
3¾" x 4¾"
- F** 1/3 page vertical
2½" x 9¼"
- G** 1/6 page vertical
2½" x 4½"
- H** 1/3 page square
4¾" x 4¾"
- I** 1/6 page horizontal
4¾" x 2¾"
- J** 1/2 page island
4¾" x 7¾"
- K** 1/12 page square classified
2½" x 2½"

Advertising Sales Manager

Tricia Green
513-531-2690 ext. 11374
Fax 513-531-0798
tricia.green@fwmedia.com

Display Account Manager

Kristin Roark
513-531-2690 ext. 11381
Fax 513-531-0798
kristin.roark@fwmedia.com

Classified Account Manager

Suzanne Meyer
513-531-2690 ext. 11380
Fax 513-531-0798
suzanne.meyer@fwmedia.com

Advertising Sales Coordinator

Cherie Ilg Haas
513-531-2690 ext. 11219
Fax 513-531-0798
cherie.haas@fwmedia.com

2009 Editorial Calendar

January-February

25TH ANNIVERSARY: LOOKING FORWARD

A look at the present and future craze of dragon art and Manga and a look back at early issues of The Artist's Magazine.

PLUS: GOING GREEN A report on ways to make studios eco-friendly.

SPACE RESERVATION: October 7, 2008

MATERIALS DUE: October 14, 2008

ON SALE: December 9, 2008

May

ART ON PAPER, ART MADE OF PAPER Classic, Japanese, and handmade papers—from painting in conventional media on paper to cutting and pasting fragments of found papers to create a collage—we examine the myriad and exciting possibilities of art on (and of) paper.

PLUS: How to crate, pack and ship paintings

MEDIAPEDIA: Drawing Materials

SPACE RESERVATION: February 3, 2009

MATERIALS DUE: February 10, 2009

ON SALE: April 7, 2009

BONUS DISTRIBUTION: NAMTA

September (Workshop Issue)

THE STATE OF ART EDUCATION Why is education in the arts of vital importance to civilization and culture; how school systems here and abroad have changed the face of art education; what artists can do to influence public policy and make a difference in their own neighborhoods.

MEDIAPEDIA: Printmaking Materials and Presses

SPACE RESERVATION: June 9, 2009

MATERIALS DUE: June 16, 2009

ON SALE: August 11, 2009

December (Workshop Issue)

COMPETITION ISSUE We showcase the forty award-winning works of our annual art competition.

March (Workshop Issue)

AGE IS JUST A NUMBER Having posted a call to artists 60 and over, we showcase the works and stories of artists whose talent & vitality are ageless.

MEDIAPEDIA: Acrylics

SPACE RESERVATION: December 1, 2008

MATERIALS DUE: December 8, 2008

ON SALE: February 10, 2009

BONUS DISTRIBUTION: CHA Winter Show

June (Workshop Issue)

INTERNATIONAL ISSUE, PEACE The art world is increasingly international, and some of the most provocative works emanate from Asia and Africa. We report on the international scene while profiling artists whose works encourage fellowship among nations.

PLUS: How to stage an open studio

MEDIAPEDIA: Watercolor

SPACE RESERVATION: March 10, 2009

MATERIALS DUE: March 17, 2009

ON SALE: May 12, 2009

October

LAND A GALLERY We interview major dealers at galleries in the Northeast, Midwest, South and West. We get answers that will help our readers succeed in a crowded marketplace.

PLUS: ART FOR THE STAGE How to get started in stage and set design.

ALSO: Federal Tax law as it applies to artists.

MEDIAPEDIA: Pastel

SPACE RESERVATION: July 7, 2009

MATERIALS DUE: July 14, 2009

ON SALE: September 8, 2009

PLUS: Inside the Competition A short essay on the jurying process

April

ANNUAL PORTRAIT ISSUE The mystery of the human face has attracted artists since prehistoric times. We profile two of today's best portrait artists.

PLUS: Best business practices and advice for contracting and living on portrait commissions.

MEDIAPEDIA: Oil Pastel

SPACE RESERVATION: January 5, 2009

MATERIALS DUE: January 12, 2009

ON SALE: March 3, 2009

July/August

STUDIO MAKEOVERS We show how artists can revamp studios on a budget and what a difference artists who donate surplus art materials can make in students' lives.

PLUS: GET ORGANIZED A guide to systems of organization and studio and office furniture.

MEDIAPEDIA: Colored Pencil

SPACE RESERVATION: April 7, 2009

MATERIALS DUE: April 14, 2009

ON SALE: June 9, 2009

BONUS DISTRIBUTION: CHA Summer Show

November

WHAT IS DIGITAL ART EXACTLY? How the practice of making art is changing—will digital art replace traditional artmaking; what systems and programs are artists and designers using, and what effect will digital art have on the craft and business of art?

MEDIAPEDIA: Oil

SPACE RESERVATION: August 4, 2009

MATERIALS DUE: August 11, 2009

ON SALE: October 6, 2009

SPACE RESERVATION: September 8, 2009

MATERIALS DUE: September 15, 2009

ON SALE: November 10, 2009