

Watercolor artist

2009 RATES & SPECIFICATIONS

Circulation

Published 6 times a year • Member, Audit Bureau of Circulations • Average paid circulation: 52,500

Retail/Direct Response: Black & White or 4 Color					
	1x	3x	6x	12x	18x
Full page	\$3,535	\$3,358	\$3,182	\$3,005	\$2,828
2/3 page	\$2,660	\$2,527	\$2,394	\$2,261	\$2,128
1/2 page	\$2,100	\$1,995	\$1,890	\$1,785	\$1,680
1/3 page	\$1,470	\$1,397	\$1,323	\$1,250	\$1,176
1/4 page	\$1,120	\$1,064	\$1,008	\$952	\$896
1/6 page	\$770	\$732	\$693	\$655	\$616

National Display: 4 Color					
	1x	3x	6x	12x	18x
Full page	\$4,770	\$4,532	\$4,293	\$4,055	\$3,816
2/3 page	\$3,720	\$3,534	\$3,348	\$3,162	\$2,976
1/2 page	\$2,955	\$2,807	\$2,660	\$2,512	\$2,364
1/3 page	\$2,100	\$1,995	\$1,890	\$1,785	\$1,680
1/4 page	\$1,620	\$1,539	\$1,458	\$1,377	\$1,296
1/6 page	\$1,120	\$1,064	\$1,008	\$952	\$896

Covers			
	1x	3x	6x
Cover 2	\$5,724	\$5,438	\$5,152
Cover 3	\$5,724	\$5,438	\$5,152
Cover 4	\$6,200	\$5,891	\$5,581

Inserts			
	1x	3x	6x
Reply Card	\$1,540	\$1,463	\$1,232
2 pages	\$2,940	\$2,793	\$2,352
4 pages	\$5,880	\$5,586	\$4,704
8 pages	\$11,760	\$11,172	\$9,408
12 pages	\$17,640	\$16,758	\$14,112

School/Workshop: Black & White or 4 Color					
	1x	3x	6x	12x	18x
Full page	\$3,339	\$3,172	\$3,005	\$2,838	\$2,671
2/3 page	\$2,604	\$2,474	\$2,344	\$2,213	\$2,083
1/2 page	\$2,069	\$1,965	\$1,862	\$1,758	\$1,655
1/3 page	\$1,470	\$1,397	\$1,323	\$1,250	\$1,176
1/4 page	\$1,134	\$1,077	\$1,021	\$964	\$907
1/6 page	\$784	\$745	\$706	\$666	\$627

Classifieds					
	1x	3x	6x	12x	18x
Full page	\$2,657	\$2,524	\$2,391	\$2,125	\$1,860
1/3 column	\$1,181	\$1,122	\$1,063	\$945	\$827
1/6 column	\$738	\$701	\$664	\$590	\$517
1/12 square	\$410	\$390	\$369	\$328	\$287

Workshops/Call for Entries

\$60 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

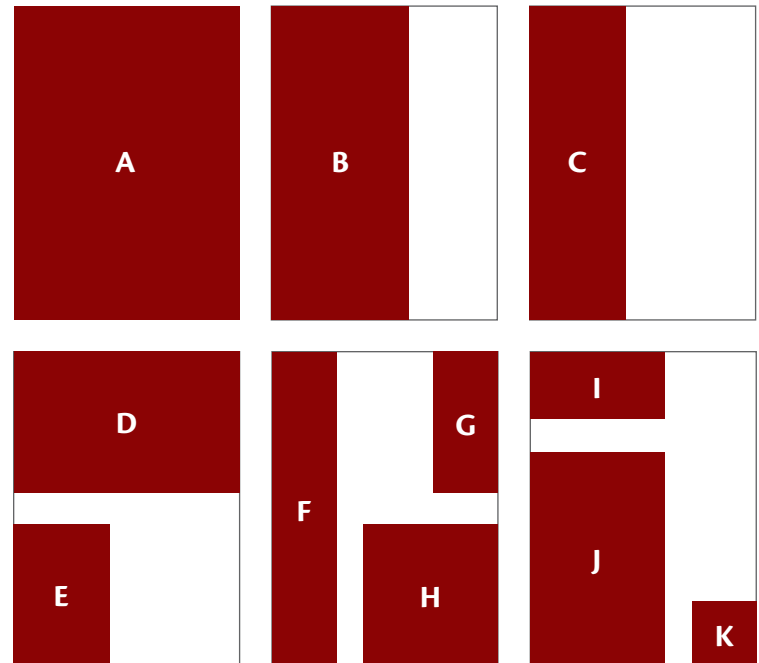
Gross rates listed only

Spread Specs

Live: 15" x 10"

Bleed: 15³/₄" x 11"

Trim: 15¹/₂" x 10³/₄"



- A** Full page
Live area 7" x 10"
Bleed size 8" x 11"
Final trim size 7³/₄" x 10³/₄"
- B** 2/3 page
4³/₄" x 10"
- C** 1/3 page vertical
3³/₈" x 10"
- D** 1/2 page vertical
7" x 4⁷/₈"
- E** 1/4 page
3³/₈" x 4⁷/₈"
- F** 1/3 page vertical
2¹/₈" x 9¹/₄"
- G** 1/6 page vertical
2¹/₈" x 4¹/₂"
- H** 1/3 page square
4⁵/₈" x 4⁷/₈"
- I** 1/6 page horizontal
4⁵/₈" x 2³/₈"
- J** 1/2 page island
4⁵/₈" x 7³/₈"
- K** 1/12 page square (classified)
2¹/₈" x 2¹/₈"

Advertising Sales Manager

Tricia Green

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

Classified Account Manager

Suzanne Meyer

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

Display Account Manager

Kristin Roark

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

Advertising Sales Coordinator

Cherie Ilg Haas

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

2009 Editorial Calendar

Special Series: Art Around the World

This year-long series takes readers on a creative journey around the world, where they will be introduced to new landscapes, peoples and cultures in the inspiring tales of native artists, and artists visiting these countries for the first time. They will start in England, the country where watercolor painting became a popular and accepted painting medium, and make an unexpected turn to countries such as China and India that are enjoying a booming art market.

February

MIX IT UP WITH WATERMEDIA COLLAGE

Artists demonstrate how to incorporate collage into watermedia paintings—a guide to supports, specialty papers and mediums.

PLUS: BEST OF 2008 We'll spotlight the paintings that won the top awards of the major watercolor society exhibitions so that readers can see the trends and styles that are garnering artistic praise this year.

ALSO: Comments from the jurors for their takes on what made the winning paintings so special.

SPACE RESERVATION: October 21, 2008

MATERIALS DUE: October 28, 2008

ON SALE: December 23, 2008

August

STUDIO TOURS Three top watercolor artists open their studio doors and share their lists of must-have supplies and best design ideas. Whether they're building a top-of-the-line studio or converting a basement workshop, artists on every budget will find inspiration for their own painting spaces with these tips on choosing lighting, furniture, tools, etc.—with plenty of eco-friendly alternatives, of course.

SPACE RESERVATION: April 21, 2009

MATERIALS DUE: April 28, 2009

ON SALE: June 23, 2009

April (Workshop Issue)

OPPORTUNITIES FOR LEARNING Workshops are the mainstay of continuing education for watercolor painters. We'll report on some of the best options, including a one-day artist's demonstration, an extended workshop class at an artist retreat.

PLUS: A look at some alternative options, including classes and seminars offered by museums, local art clubs and Elderhostel.

SPACE RESERVATION: December 16, 2008

MATERIALS DUE: December 23, 2008

ON SALE: February 24, 2009

October

ART MARKETING 101 Art professionals share strategies for creating a portfolio that gets noticed, competing for gallery space and marketing online. Plus, expert advice for the artist on pricing her work.

SPACE RESERVATION: June 23, 2009

MATERIALS DUE: June 30, 2009

ON SALE: August 25, 2009

June

2009 COLOR FORECAST We report on the new color sets and paint lines debuting this year and ask artists for their strategies for introducing new colors to their palette and using mediums and special effect paints, such as iridescent, wisely.

PLUS: We examine the palettes of the great watercolor masters.

SPACE RESERVATION: February 17, 2009

MATERIALS DUE: February 24, 2009

ON SALE: April 21, 2009

December

TAKING DIGITAL PHOTOGRAPHS OF PAINTINGS This in-depth report will not only help artists choose the best camera for their needs and budget, but also give everything they need to know to shoot picture-perfect reproductions every time.

PLUS: IDEAS FOR CREATING DIGITAL ART... or digital studies for traditional paintings—and the software necessary to do it.

ANNUAL "ONES TO WATCH" FEATURE This feature introduces readers to the painters emerging onto the watercolor stage this year, as judged by the country's premier art exhibition jurors, instructors and gallery owners.

SPACE RESERVATION: August 25, 2009

MATERIALS DUE: September 1, 2009

ON SALE: October 27, 2009