

Painting World[®]

magazine

Media Kit 2021-2022

◆ Full Advertising Information & Rates ◆



Painting World Magazine Media Kit

Contact Information:

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www.paintingworldmag.com

What is Painting World Magazine?

Painting World Magazine brings its readers the best painting and mixed media tutorials from some of the top artists worldwide in the decorative arts industry.

We are focused on creating a community full of people who inspire each other and share great ideas!

Our readers can learn about decorative painting, mixed media, tole painting, rosemailing, primitives, modern painting and more!

Painting World Magazine is published six times per year, every other month beginning with the January-February New Year Issue.

Our site, www.paintingworldmag.com as well as our social media networks are updated on a regular basis.

By advertising with Painting World Magazine you can reach a vast audience everywhere they are looking!

Our Platforms Include:

- Painting World Magazine print and digital editions
- Amazon.com® digital subscriptions
- Bi-Weekly Email Newsletters
- Top Social Media Networks

Who reads Painting World Magazine?

- 86% Women
 - 22% under age 55; 36% between age 55-64; 42% age 65+
 - Interests: Home & Garden Decor, Hobbies, Arts & Entertainment, Gifts, Seasonal Items & Decor, Cooking, Crafting
 - Most live in the United States and Canada
 - Circulation: ~10,000+ print & digital
 - 18,000+ Social Media Followers
 - 7,500+ Blog Subscribers
- Subsequent issues will continue to grow, we're the leading magazine in the industry!

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Annual Advertising Calendar

| Issue | Ad Deadline | Themes | Publish Date |
|---------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------|--------------|
| February 2021 | March 3, 2021 | Vintage Valentine's / Early Spring / Art Deco / Friendship / Easter Gifts: Cards, Decor, Use- ful or Unique | 2/01/21 |
| April 2021 | December 23, 2020 | Spring / Gardening / Home Decor / Picnics Planting, Picnic, and Home Decor Surfaces | 04/01/21 |
| June 2021 | December 23, 2020 | Tropical / Beach / Ocean / Travel Useful or Trendy surfaces | 06/01/21 |
| August 2021 | December 23, 2020 | Harvest / Autumn / Thanksgiving / Hallow- een / Woodland and Streams Kitchen Collection surfaces | 08/01/21 |
| October 2021 | March 3, 2021 | Ornaments--Vintage Holiday / Art Deco / Snowman / Elves / Santa Door Decor | 10/01/21 |
| December 2021 | March 3, 2021 | Holiday / Winter / Snow scapes- Country and City Home Decor | 12/01/21 |

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Advertising Rates

All costs are net | All ads are 4-color | Rates listed are prices PER ISSUE
Design services are available. Pricing is in addition to rates below.

| Size | 1x | 3x | 6x |
|------------------------------|--------|--------|--------|
| Full Page Back Cover | \$1499 | \$1299 | \$1099 |
| Full Page Inside Front Cover | \$1399 | \$1299 | \$1199 |
| Full Page Inside Back Cover | \$1299 | \$1199 | \$1099 |
| 2 Page Spread | \$2399 | \$2199 | \$1999 |
| 1 Page | \$1199 | \$1099 | \$999 |
| 2/3 Page | \$849 | \$749 | \$649 |
| 1/2 Page | \$699 | \$599 | \$499 |
| 1/3 Page | \$529 | \$429 | \$329 |
| 1/4 Page | \$449 | \$349 | \$249 |
| 1/6 Page | \$259 | \$199 | \$159 |

* If you are doing multiple ads, ask us about a multi-ad discount.*Ask about advertising on our blog.

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Advertising Design Services

We're pleased to be able to offer top-notch design services at the most reasonable prices available. Our graphic artists can create an advertisement that reflects your personality and will effectively draw readers to your business!

Contact Info: 937.343.4440
info@paintingworldmag.com

| Size | Design * | Logo Design | Copy Add-on |
|------------------------------|----------|--------------------|-------------|
| Full Page Back Cover | \$500 | Full Color = \$500 | \$150 |
| Full Page Inside Front Cover | \$500 | B/W = \$350 | \$150 |
| Full Page Inside Back Cover | \$500 | | \$150 |
| 2 Page Spread | \$500 | | \$150 |
| 1 Page | \$350 | | \$130 |
| 2/3 Page | \$250 | | \$130 |
| 1/2 Page | \$250 | | \$130 |
| 1/3 Page | \$150 | | \$120 |
| 1/4 Page | \$120 | | \$110 |
| 1/6 Page | \$110 | | \$100 |
| 1/12 Page | \$100 | | \$50 |

*Includes 2 concepts and 1 round of revisions. Printing service's available upon request.

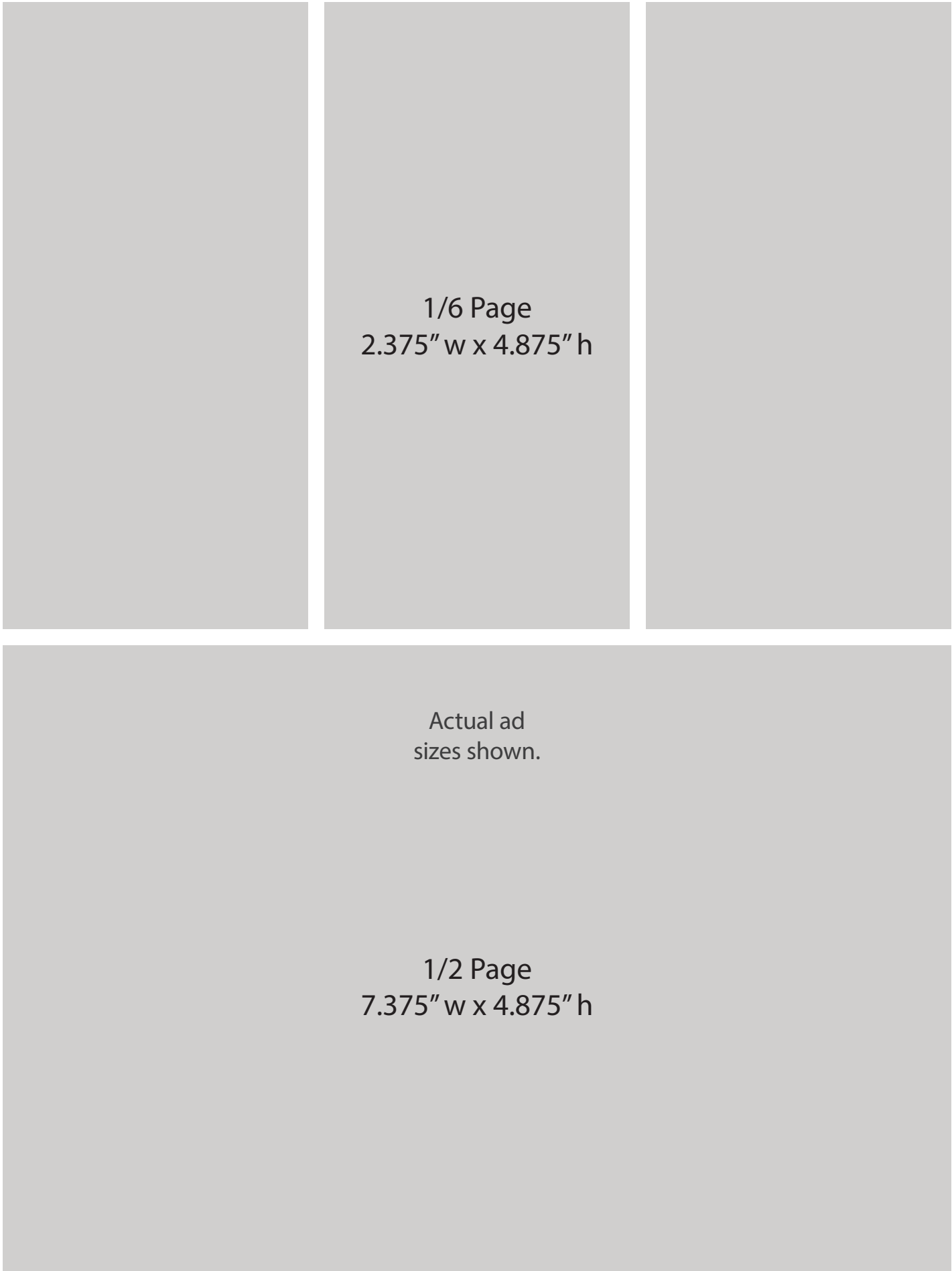
Painting World Magazine Media Kit

Print Ad Sizes

Trim 8.375" x 10.875"

| Size | Orientation | Dimensions WxH <small>(excluding bleed, add .125" for full bleed)</small> |
|------------------------------|----------------|------------------------------------------------------------------------------|
| Full Page Back Cover | FULL | 8.375" x 10.875" |
| Full Page Inside Front Cover | FULL | 8.375" x 10.875" |
| Full Page Inside Back Cover | FULL | 8.375" x 10.875" |
| 2 Page Spread | FULL x2 | 16.75" x 10.875" |
| 1 Page | FULL | 8.375" x 10.875" |
| 2/3 Page | 2/3 Horizontal | 7.375" x 6.5" |
| 1/2 Page | 1/2 Horizontal | 7.375" x 4.875" |
| 1/3 Page Vertical | 1/3 Vertical | 2.375" x 9.875" |
| 1/3 Page Horizontal | 1/3 Horizontal | 7.375" x 3.25" |
| 1/4 Page | 1/4 Vertical | 3.625" x 4.875" |
| 1/6 Page | 1/6 Vertical | 2.375" x 4.875" |
| 1/12 Page | 1/12 Squared | 2.375" x 2.375" |

Ask about advertising on our blog. The blog is published every ten days.



1/6 Page
2.375" w x 4.875" h

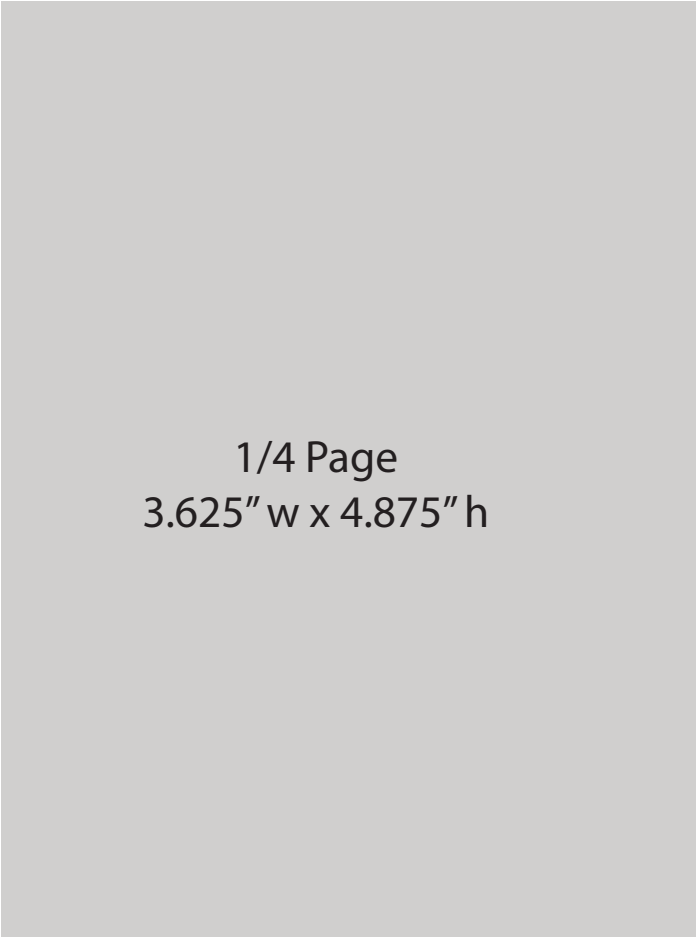
Actual ad
sizes shown.

1/2 Page
7.375" w x 4.875" h

2/3 Page
7.375" w x 6.5" h

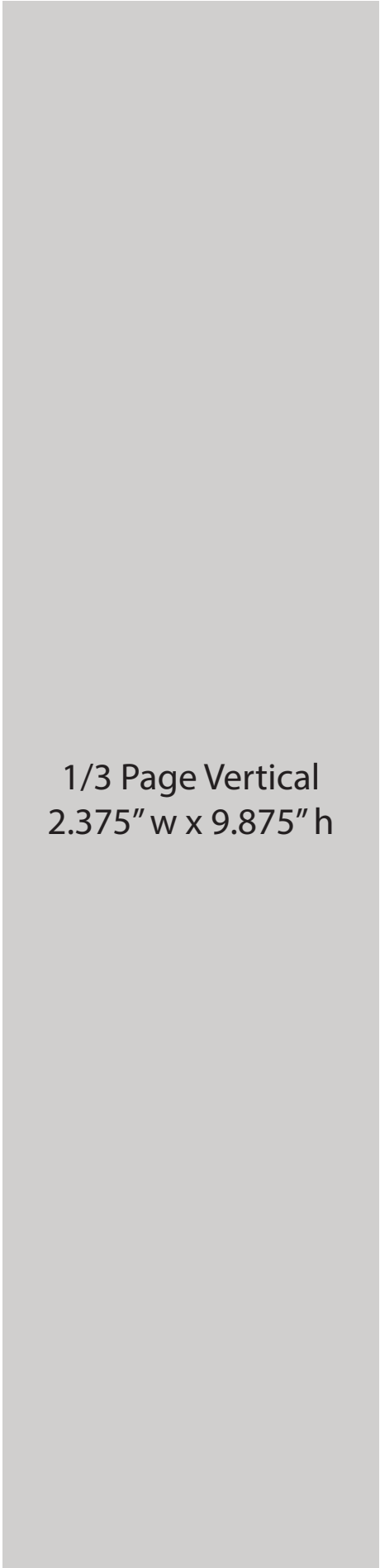
Actual ad
sizes shown.

1/3 Page Horizontal
7.375" w x 3.25" h

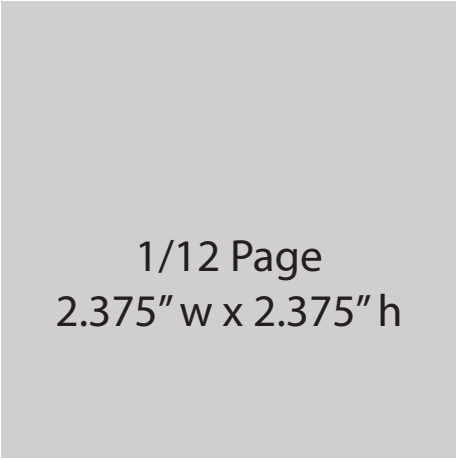


1/4 Page
3.625" w x 4.875" h

Actual ad
sizes shown.



1/3 Page Vertical
2.375" w x 9.875" h



1/12 Page
2.375" w x 2.375" h

Editorial Mission

We are completely dedicated to the joy of creating delivered to our readers! We select only the best articles from the top designers in the industry and will be featuring all the hottest new techniques, products and artists. Our audience is a huge range of artists just starting out with their craft to seasoned professionals who have

supported the industry since the 1970s. Editor-in-Chief, Kole Hunt and the team at Loon Publishing, LLC, together with top designers, photographers, outstanding writers and a passionate readership are entirely committed to helping the decorative painting industry grow!

