

**ARTPULSE**

Media Kit 2013

## MISSION STATEMENT

ARTPULSE is a magazine that specializes in contemporary art and culture. ARTPULSE gathers a staff of experts and art critics whose contributions offer our readers relevant and up-to-date content. ARTPULSE is an important and invaluable tool for established and emerging galleries to reach national and international markets likewise. Thru its distribution and participation in art fairs, ARTPULSE brings galleries closer to an audience that demands a first look at what is to come in the contemporary art world.

### ARTPULSE OFFERS YOU

**ADVERTISING IMPACT** – Put yourself in the spotlight with advertising that lasts

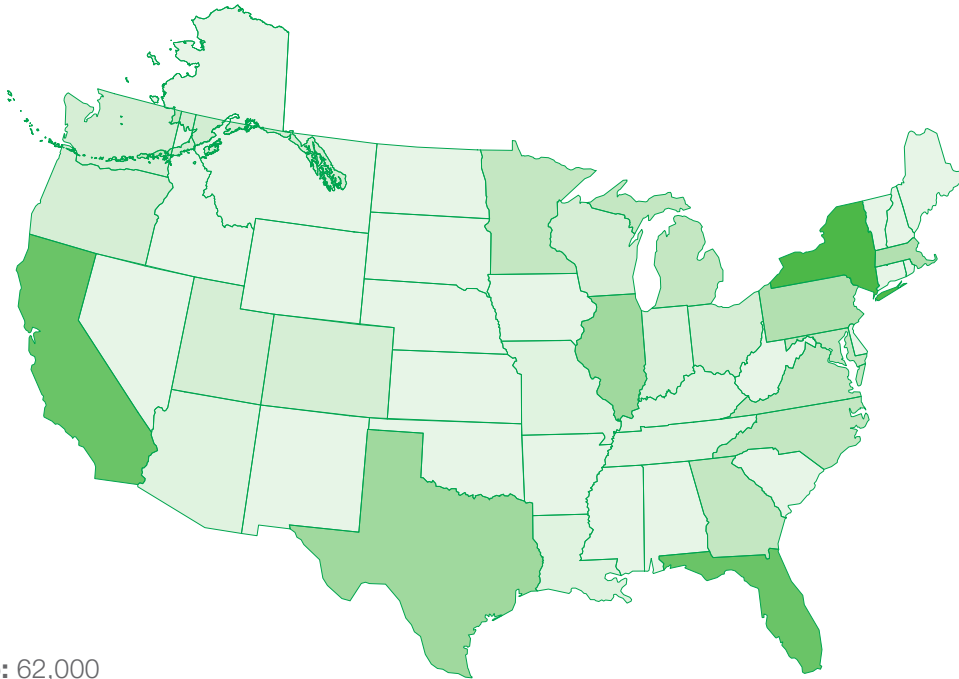
**CREDIBILITY** – Associate yourself with a publication that offers relevant and up-to-date content

**TARGETED AUDIENCE** – Reach our national and international audience of contemporary art professionals, educators, collectors, curators and art critics.

**AFFORDABILITY** – ARTPULSE is committed to your success with advertising you can afford

**FEATURES**  
**INTERVIEWS**  
**NEWS**  
**PROFILES**  
**REVIEWS**  
**BOOK REVIEWS**  
**MARKET TRENDS**

## READERSHIP & DISTRIBUTION



**Total Readership:** 62,000

**National Distribution:** Newsstand sales at over 900 national retailers (including Barnes & Noble and Hastings).

**International Distribution:** Canada, France, Germany, Italy, Mexico, The Netherlands, Spain, Switzerland and United Kingdom.

### DISTRIBUTION BREAKDOWN

United States of America: **85%**

International Distribution: **15%**

Newsstand Distribution (over 900 retailers) **65%**

Subscriptions **25%**

Art Fairs **10%**

## NATIONAL AND INTERNATIONAL ART FAIRS:

The Armory Show (New York); Frieze (New York); Art Basel (Basel); FIAC (Paris); Frieze (London); Art Platform (Los Angeles); Art Basel Miami Beach; Art Miami; ARCO (Madrid); Zona MACO (Mexico City); SP – Arte (Sao Paulo); Art Brussels; Art Cologne; among others.

## ART FAIR CALENDAR

### January

Art Los Angeles Contemporary / 24-27  
Art Palm Beach / 23-27  
Arte Fiera – Bologna / 25-28

### February

ARCO - Madrid / 13-17  
Art Wynwood - Miami / 14-18

### April

SP-Arte - Sao Paulo / 4-7  
Zona MACO - Mexico City / 10-14  
Art Cologne / 19-22  
Art Brussels / 18-21

### May

Frieze - NY / 10-13

### June

Pinta - London / 4-7  
Art Basel / 13-16  
Liste - Basel / 11-16

### July

Art South Hamptons - NY / 25-29

### September

Houston Fine Art / 19-22  
Expo Chicago / 19-22  
Art Platform - Los Angeles / 27-29

### October

Frieze - London / 17-20  
Texas Contemporary Art Fair / 10-13  
FIAC - Paris / 24-27  
Toronto International Art Fair / 25-28

### November

Pinta - NY / 14-17  
Artissima – Turin / 8-10

### December

Art Miami / 3-8  
Art Basel Miami Beach / 5-8

## ADVERTISING SCHEDULE

### SPRING

Ad Deadline: Feb. 10  
Materials Due: Feb. 20  
On Sale: April 1

### SUMMER

Ad Deadline: May 10  
Materials Due: May 20  
On Sale: July 1

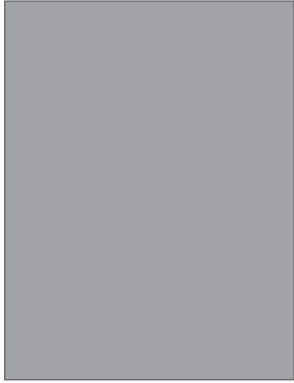
### FALL

Ad Deadline: Aug. 10  
Materials Due: Aug. 20  
On Sale: Oct. 1

### WINTER

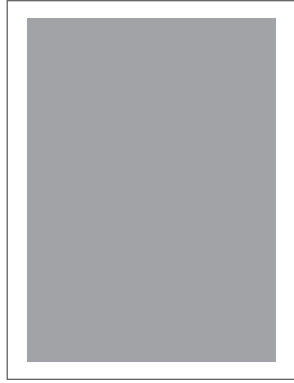
Ad Deadline: Nov. 10  
Materials Due: Nov. 20  
On Sale: Jan. 1

## AD SPECS



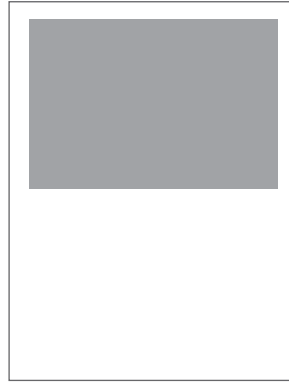
### Full Page AD Full Bleed

Bleed size:  
9.375" x 12.125"  
Trim size:  
9.125" x 11.875"



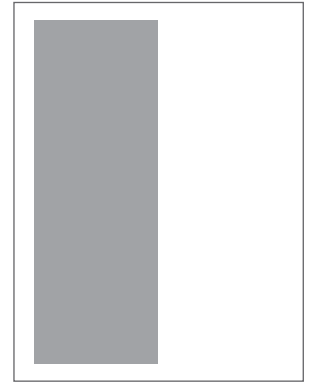
### Full Page AD No Bleed

Trim size:  
9.125" x 11.875"  
Live area:  
7.875" x 10.625"



### Half Page AD Horizontal

7.875" x 5.1875"



### Half Page AD Vertical

3.8125" x 10.625"

**PREFERRED FORMAT. PDF.** Press Quality with fonts embedded

**ACCEPTED. TIFF** No compression, No layers, CMYK, 300 ppi. JPEG CMYK, 300 ppi, Maximum quality.

**ALL IMAGES IN LAYOUT.** 300 dpi. TIFF preferred. JPEG accepted. No GIFs, No RGB.

**COLOR IMAGES:** CMYK Black & White: Grayscale

### SHIPPING AND MAILING.

All advertising materials and related correspondence should be sent to:

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