MORE THAN A MAGAZINE • A COMPLETE MARKETING TOOL
Now with FREE ONLINE EXHIBITION SPACE!
MORE THAN JUST A MAGAZINE

A unique monthly Print and Online showcase specially designed to bring living representational artists, galleries and active art collectors together in one place.

When American Art Collector was launched in 2005, astute galleries, collectors and dealers were quick to see how it was completely different from other art magazines.

The Key to the Magazine’s Success
Instead of publishing profiles of artists and images of paintings that were sold long ago, American Art Collector’s monthly format is based on previewing the best new art to be hung in upcoming shows across the country. This means readers are the first to know about what’s available from America’s finest living artists, giving them a distinct advantage over other collectors. Magnificent, large-scale images of new works in each issue allow collectors to judge the quality of the art on the pages of the magazine before the shows even open.

The result is that American Art Collector’s magazine and website have quickly become the resources that top collectors and galleries turn to every month to find the finest new art coming available.

Featuring the Art Most Collectors Want
American Art Collector focuses on showing the new work of thousands of the most talented living artists painting traditional fine art in America today. Each issue is full of insight and information specially designed to assist collectors in making intelligent and sound choices about the art they want to add to their collections.

“American Art Collector has consistently always performed highly effectively for RJD Gallery in both enhancing notoriety and the steady empowerment of our artists, but also in achieving regular sales we would never have received without their reliable distribution and follow up. American Art Collector always outperforms all other competitors and printed marketing opportunities.”

— Richard J. Demato, principal, RJD Gallery

7530 E. Main St., Ste.105, Scottsdale, AZ 85251 • PO Box 2320 Scottsdale, AZ 85252-2320 • Tel: 866-619-0841 • Fax: 480-425-0724 • coordinator@AmericanArtCollector.com • www.AmericanArtCollector.com
AN INTERACTIVE MARKETING TOOL YOU CAN USE TO SELL MORE ART AND INCREASE CASH FLOW BY REACHING ACTIVE ART COLLECTORS COAST TO COAST.

Comprehensive Coast-to-Coast Coverage
No other magazine features new representational art from the East Coast to the West Coast and everything in-between. Evidence of this truly national coverage is visible in every issue and gives active collectors the opportunity to see—and buy—new art from all over the United States. Every month collectors can preview the latest works that select galleries and museums are about to exhibit.

Open Your Business Doors Coast to Coast—and Now Even Worldwide Online
Even if you currently sell in only one specific area, now you can reach more collectors nationwide by advertising in a prestigious monthly magazine that is seen by art collectors coast to coast. Instead of waiting on walk-in traffic that peaks during one season, advertising in *American Art Collector* allows you to reach active collectors of the type of art you sell year-round. An advertisement in *American Art Collector* ensures that you will reach a national audience of eager collectors interested in acquiring new work by artists working today.

Galleries Find New Collectors
Traditionally, no matter where a business is located, there is usually a period when sales slow down. Not anymore! *American Art Collector* is turning these slow months into prosperous times as collectors across the country see the new works that distinct galleries, museums and dealers are about to show—without the need to visit the city.

Collectors Find New Galleries
Savvy collectors who read the magazine are constantly on the hunt for new artists and the galleries that represent them. *American Art Collector* offers a choice of fine art like no other publication and brings together emerging and established artists, galleries, museums and collectors like no other magazine ever has. *American Art Collector* is the magazine to be seen in.

Be Seen Worldwide
Because the Online magazine retains all the same ads as the Print magazine means your ad can not only be seen nationwide—but also worldwide by international buyers.

Ask about our FREE ONLINE EXHIBITION SPACE!
SHOW YOUR WORK IN THE PLACE WHERE IT’S CERTAIN TO BE SEEN BY ACTIVE COLLECTORS ON THE HUNT FOR NEW ART EVERY MONTH

Print and Online Versions are Identical
The Online Version of the magazine is the entire publication, cover to cover, on the website in a new easy-to-browse format that can be used for your own marketing purposes. This allows eager collectors to view new artwork from top representational artists working today before the magazine hits newsstands, so they can plan their collecting strategies.

As you can see, advertising in American Art Collector doesn’t stop with the printed page. Every advertisement included in the Online Version of the magazine is completely live so your advertisement will be linked to your website. This brings new collectors directly to your website and to your business each month.

Unique Editorial Content
The magazine’s unique editorial format provides Previews of what major artists are painting for their upcoming shows. Because each monthly issue is in collectors’ hands before shows open, buyers are able to contact galleries directly.

Special Features Help You Target Your Advertising Dollars
In every issue we focus on a major subject or genre of fine art that we believe appeals to the majority of art collectors. Build your advertising campaign by identifying which of these spotlight features best suits the art you want to market.

Covering the Major Art Destinations
Our special Art Lover’s Guides alert collectors to the major shows opening in art destinations during their peak season. The section includes previews of new paintings and sculpture, exhibition dates, art walk details and area maps to lead collectors to your business.

» PREVIEWS OF NEW WORKS COMING UP FOR SALE BEFORE THE SHOWS OPEN.

» PRINT AND ONLINE VERSIONS GIVE COLLECTORS INSTANT—AND CONSTANT—ACCESS TO THE WHOLE MAGAZINE AND YOUR ADVERTISEMENT.

FREE* ONLINE EXHIBITION SPACE!
* Comes free when you take an ad in the print magazine
ADVERTISING PROVIDES YOU WITH EXTENSIVE EXPOSURE IN BOTH THE PRINT AND ONLINE MAGAZINE

American Art Collector is always ahead of the curve in creating innovative ways to market your advertising to choice collectors. To help you achieve better results with your advertising dollars, we offer this extensive Multiple Impact Advertising Package that includes print and website exposure, allowing you to reach more collectors faster. Along with your print ad in our magazine, we also place your ad each month on our website’s Virtual Art Walk on our homepage as complimentary added value. The Online Version is emailed to our subscribers each month before the printed publication hits newsstands, increasing the shelf life of your advertising. To take advantage of these strategic marketing tools, simply reserve your ad space in the magazine, provide your complete ad materials, upload your additional artwork and collectors will see your ad in these distinct locations.

1. Reserve Ad Space in the Magazine
   Your advertisement will appear in the Print Version of the magazine and be seen by subscribers and newsstand buyers as soon as the magazine is published each month.

2. Your Ad Automatically Appears Online on Our Interactive Virtual Art Walk
   Subscribers and online visitors can scroll through the moving Virtual Art Walk and click on the image of your ad to directly link to your website and your new show.

3. Your Ad Appears Automatically on the Website Homepage as Part of the Online Version so Collectors Have Instant and Constant Access To All the Content
   The Online Version, featuring your advertisement, reaches subscribers much earlier than the printed edition. This means collectors can quickly search through the pages online for the new art they want so you can make sales sooner. In addition, your advertisement will have a live link to your website so you receive inquiries direct from the collector.

4. You Also Get FREE Online Exhibition Space to Go with Your Ad
   In addition to your print ad in the magazine and on our website, you’ll receive FREE Online Exhibition Space where you can showcase up to 20 images from your upcoming show or any of your current inventory.
YOU ALSO GET **FREE ONLINE EXHIBITION SPACE** TO GO WITH YOUR AD

In addition to your print ad in the magazine and on our website, you'll receive FREE Online Exhibition Space where you can showcase up to 20 images from your upcoming show or any of your current inventory.

**FREE Online Exhibition Space** where you can post up to 20 images from your own inventory and collectors can email inquiries directly to your inbox.

**Advertisement Space eligible for images in your Online Exhibition Space**

» Full Page ........................................ 20 IMAGES
» Half Page ......................................... 10 IMAGES
» Quarter Page ................................. 5 IMAGES

You Get Your Own Account and Dashboard So You Can Manage Your **FREE ONLINE EXHIBITION SPACE**

» Easy to use upload tool allows you to post up to 20 works of art in your inventory directly to our new website
» Top to bottom scrolling allows collectors to see large detailed images of each work of art
» Log on anytime to mark works sold
» Swap or post new images while the edition is live

Readers also have access to the **Whole Edition in their Pocket!**

Your ad and Online Exhibition Space will go everywhere our savvy readers go.

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SOCIAL MEDIA

Dedicated to maintaining a strong presence on social media sites, *American Art Collector* continually markets to a broader audience. We proudly retain the largest social media following of all art publications in the country. See how we are gaining new followers by sharing artwork on several national platforms!

**Search:** *American Art Collector*

554,000+ fans as of September 2019

- Here we post fresh pieces of art that will be showcased at galleries, museum exhibitions and auctions that have been previewed in the magazine. We tag each clients’ Facebook page to connect our audience directly to your business.
- We spread the word about upcoming art fairs and events.
- Look for live shots from events that *American Art Collector* attends.
- Posts dedicated to our media sponsorships.

**Reach**

- Average post reach is 5,000 views*
- A very popular post will break 10,000 views.
- Weekly reach routinely breaks 24,000 views.

**Post Likes**

- Most posts exceed 50 page likes
- Average post likes is 125
- Average engagement (combined likes, comments, shares) is 150
- Average post shares are 10

**Pinterest**

Account started in February 2014

3,258 pins – 1,807 followers as of September 2019

17 boards currently populate our page.

- Our Pinterest boards are dedicated to the many genres of art that we showcase throughout the year—figures, the nude, wildlife, landscapes, marine, seascapes, sculpture, glass, still life and more.
- Each piece of artwork pinned is linked back to the gallery, museum or artist homepage, which connects our audience directly to the source.
- Our boards are seen by 53,000 monthly viewers.

**Instagram**

Account started September 2012

2,053 posts – 77,800 followers as of September 2019

- You will find images of artwork that we preview in the magazine.
- Look for live shots from events that *American Art Collector* attends.
- More than 8,000 accounts reached weekly.
- Our account sees 20,000 impressions weekly.

**Twitter**

Account started March 2014

6,212 tweets currently – 9,954 followers as of September 2019

- Here we post about previewed shows opening across the country.
- Look for newsy art topics and an open dialogue with our followers.

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*Statistics current as of September 2018

**In 2014, American Art Collector’s Facebook page added 277,000 fans.
Plan Your Marketing Around These

SPECIAL SPOTLIGHT ISSUES

Are Your Subjects Here?
We know what subjects collectors on the hunt are searching for. That’s why we have created these special issues focused on the best-selling subjects and art genres.
If these are your subjects, then these are the issues you should be seen in.

<table>
<thead>
<tr>
<th>COLLECTOR’S FOCUS</th>
<th>ISSUE</th>
<th>SPACE BOOKING DEADLINE</th>
<th>CAMERA-READY AD DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art of the Horse</td>
<td>May</td>
<td>March 9</td>
<td>March 20</td>
</tr>
<tr>
<td>Art of the Nude</td>
<td>November</td>
<td>September 9</td>
<td>September 18</td>
</tr>
<tr>
<td>Citiescapes</td>
<td>June</td>
<td>April 8</td>
<td>April 17</td>
</tr>
<tr>
<td>Coastlines</td>
<td>April</td>
<td>February 7</td>
<td>February 14</td>
</tr>
<tr>
<td>The Figure in Art</td>
<td>December</td>
<td>October 9</td>
<td>October 16</td>
</tr>
<tr>
<td>Florals &amp; Botanicals</td>
<td>March</td>
<td>January 8</td>
<td>January 17</td>
</tr>
<tr>
<td>Landscapes</td>
<td>September</td>
<td>July 8</td>
<td>July 17</td>
</tr>
<tr>
<td>Marine Art</td>
<td>June</td>
<td>April 8</td>
<td>April 17</td>
</tr>
<tr>
<td>Planes, Trains &amp; Automobiles</td>
<td>October</td>
<td>August 7</td>
<td>August 14</td>
</tr>
<tr>
<td>Portrait Art</td>
<td>August</td>
<td>June 8</td>
<td>June 19</td>
</tr>
<tr>
<td>Portrait Artists Directory</td>
<td>August</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sculpture</td>
<td>July</td>
<td>May 8</td>
<td>May 15</td>
</tr>
<tr>
<td>Seascapes, Rivers &amp; Lakes</td>
<td>April</td>
<td>February 7</td>
<td>February 14</td>
</tr>
<tr>
<td>Small Works &amp; Miniatures</td>
<td>November</td>
<td>September 9</td>
<td>September 18</td>
</tr>
<tr>
<td>Visions of the Fall</td>
<td>October</td>
<td>August 7</td>
<td>August 14</td>
</tr>
<tr>
<td>Wildlife</td>
<td>May</td>
<td>March 9</td>
<td>March 20</td>
</tr>
<tr>
<td>Women Artists</td>
<td>March</td>
<td>January 8</td>
<td>January 17</td>
</tr>
</tbody>
</table>

Do You Participate in One of These Special Exhibitions or Events?
Being an active member of your group or exhibiting at events brings special benefits when you participate in these issues showcasing upcoming shows.

<table>
<thead>
<tr>
<th>SPECIAL ART EXHIBITIONS/EVENTS</th>
<th>ISSUE</th>
<th>SPACE BOOKING DEADLINE</th>
<th>CAMERA-READY AD DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Impressionist Society’s National Juried Exhibition</td>
<td>October</td>
<td>August 7</td>
<td>August 14</td>
</tr>
<tr>
<td>American Women Artists’ Exhibition</td>
<td>May</td>
<td>March 9</td>
<td>March 20</td>
</tr>
<tr>
<td>International Guild of Realism’s Juried Exhibition</td>
<td>October*</td>
<td>August 7</td>
<td>August 14</td>
</tr>
<tr>
<td>Leigh Yawkey Woodson Art Museum’s Birds in Art</td>
<td>September</td>
<td>July 8</td>
<td>July 17</td>
</tr>
<tr>
<td>Oil Painters of America’s National Juried Exhibition</td>
<td>May</td>
<td>March 9</td>
<td>March 20</td>
</tr>
<tr>
<td>Oil Painters of America’s Eastern Regional Exhibition</td>
<td>October</td>
<td>August 7</td>
<td>August 14</td>
</tr>
<tr>
<td>Oil Painters of America’s Western Regional Exhibition</td>
<td>September</td>
<td>July 8</td>
<td>July 17</td>
</tr>
<tr>
<td>Plein Air Artists Colorado</td>
<td>September*</td>
<td>July 8</td>
<td>July 17</td>
</tr>
<tr>
<td>Sculpture in the Park</td>
<td>July</td>
<td>May 8</td>
<td>May 15</td>
</tr>
</tbody>
</table>

* tentative issue based upon 2019 show dates

Where Do You Live?
Don’t wait for walk-in traffic! Be seen in these best-selling Art Destination issues and open your doors to collectors coast to coast.

<table>
<thead>
<tr>
<th>DESTINATION</th>
<th>ISSUE</th>
<th>SPACE BOOKING DEADLINE</th>
<th>CAMERA-READY AD DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>December</td>
<td>October 9</td>
<td>October 16</td>
</tr>
</tbody>
</table>
2020 EDITORIAL CALENDAR
Plan Your Marketing Year Around Our Specially Focused Features

JANUARY
ADVERTISING DEADLINES
Space Booking: November 8 | Ad Materials Due: November 15

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Still Lifes
» Art Lover’s Guide to SCOTTSDALE & VICINITY
» Celebration of Fine Art Feature

ADDITIONAL DISTRIBUTION
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» FOG Design + Art, San Francisco, CA (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ
» Arizona Bonus Distribution

FEBRUARY
ADVERTISING DEADLINES
Space Booking: December 9 | Ad Materials Due: December 18

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Cityscapes
» Collector’s Focus: Winter Lands
» Art Lover’s Guide to CALIFORNIA

ADDITIONAL DISTRIBUTION
» LA Art Show, Los Angeles, CA (Media Sponsor)
» Art Palm Springs, Palm Springs, CA (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» Southeastern Wildlife Expo, Charleston, SC (Media Sponsor)
» Palm Beach Jewelry, Art & Antique Show, West Palm Beach, FL (Media Sponsor)
» Naples Art, Antique & Jewelry Show, Naples, FL (Media Sponsor)
» California Bonus Distribution

MARCH
ADVERTISING DEADLINES
Space Booking: January 8 | Ad Materials Due: January 17

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Florals & Botanicals
» Collector’s Focus: Women Artists
» Art Lover’s Guide to COLORADO
» Art Lover’s Guide to WASHINGTON, D.C., & MID-ATLANTIC STATES

ADDITIONAL DISTRIBUTION
» Architectural Digest Design Show, New York, NY (Media Partner)
» art on paper New York, New York, NY (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» American Impressionist Society’s Small Works Showcase (Media Sponsor)
» Washington, D.C., and Mid-Atlantic States Bonus Distribution
» Colorado Bonus Distribution
APRIL

ADVERTISING DEADLINES
Space Booking: February 7 | Ad Materials Due: February 14

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Seascapes, Rivers & Lakes
» Collector’s Focus: Emerging Artists
» Art Lover’s Guide to TEXAS

ADDITIONAL DISTRIBUTION
» Scottsdale Art Auction, The Legacy Gallery, AZ (Media Sponsor)
» The Art of the Portrait Conference, Orlando, FL (Media Sponsor)
» Art Market San Francisco, San Francisco, CA (Media Sponsor)
» Winter Park Paint Out, Winter Park, FL (Media Sponsor)
» National Oil & Acrylic Painters’ Society’s Best of America Small Paintings (Media Sponsor)
» Philadelphia Fine Art Fair, Philadelphia, PA (Media Sponsor)
» Texas Bonus Distribution

MAY

ADVERTISING DEADLINES
Space Booking: March 9 | Ad Materials Due: March 20

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Art of the Horse
» Collector’s Focus: Wildlife Art
» Art Lover’s Guide to SANTA FE & VICINITY
» Oil Painters of America 29th annual National Juried Exhibition Feature
» American Women Artists’ Exhibition Feature

ADDITIONAL DISTRIBUTION
» Oil Painters of America National Juried Exhibition (Media Sponsor)
» Making Their Mark: American Women Artists, Booth Western Art Museum, Cartersville, GA (Media Sponsor)
» Canyon Road Spring Art Festival, Santa Fe, NM (Media Sponsor)
» Denver Fine Art Fair, Denver, CO (Media Sponsor)
» Santa Fe, NM, Bonus Distribution

JUNE

ADVERTISING DEADLINES
Space Booking: April 8 | Ad Materials Due: April 17

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Marine Art
» Collector’s Focus: Coastlines
» Art Lover’s Guide to the MIDWEST

ADDITIONAL DISTRIBUTION
» Marine Galleries Bonus Distribution
» Midwest Bonus Distribution
2020 EDITORIAL CALENDAR Continued

JULY
ADVERTISING DEADLINES
Space Booking: May 8 | Ad Materials Due: May 15

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Sculpture
» Art Lover’s Guide to CAPE COD & THE ISLANDS
» Sculpture in the Park Feature

ADDITIONAL DISTRIBUTION
» Market Art + Design, Bridgehampton, NY (Media Sponsor)
» ART Santa Fe, Santa Fe, NM (Media Sponsor)
» Sculpture in the Park, Loveland, CO (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Door County Plein Air, Fish Creek, WI (Media Sponsor)
» Festival of Arts, Laguna Beach, CA (Media Sponsor)
» Plein Air Easton, Easton, MD (Media Sponsor)
» Art Aspen, Aspen, CO (Media Sponsor)
» Cape Cod & the Islands Bonus Distribution

AUGUST
ADVERTISING DEADLINES
Space Booking: June 8 | Ad Materials Due: June 19

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Portrait Art
» Art Lover’s Guide to MAINE
» Portrait Artists Directory

ADDITIONAL DISTRIBUTION
» Seattle Art Fair, Seattle, WA (Media Sponsor)
» Baltimore Art, Antique & Jewelry Show, Baltimore, MD (Media Sponsor)
» Long’s Park Art Festival, Lancaster, PA (Media Sponsor)
» Maine Bonus Distribution

SEPTEMBER
ADVERTISING DEADLINES
Space Booking: July 8 | Ad Materials Due: July 17

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Landscapes
» Art Lover’s Guide to the PACIFIC NORTHWEST

ADDITIONAL DISTRIBUTION
» Leigh Yawkey Woodson Art Museum’s Birds in Art Exhibition Feature
» Oil Painters of America Western Regional Exhibition Feature

ADDITIONAL DISTRIBUTION
» Texas Contemporary, Houston, TX (Media Sponsor)
» Oil Painters of America Western Regional Exhibition (Media Sponsor)
» Jackson Hole Fall Arts Festival, Jackson, WY
» Pacific Northwest Bonus Distribution
OCTOBER

ADVERTISING DEADLINES
Space Booking: August 7 | Ad Materials Due: August 14

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Planes, Trains & Automobiles
» Collector’s Focus: Visions of the Fall
» Art Lover’s Guide to CHARLESTON
» International Guild of Realism’s Juried Exhibition Feature
» American Impressionists Society’s 21st annual National Juried Exhibition Feature
» Oil Painters of America Eastern Regional Exhibition Feature

ADDITIONAL DISTRIBUTION
» Boston International Fine Art Show, Boston, MA (Media Sponsor)
» International Guild of Realism’s Juried Exhibition (Media Sponsor)
» American Impressionist Society’s National Juried Exhibition (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Oil Painters of America Eastern Regional Exhibition (Media Sponsor)
» Historic Canyon Road Paint Out & Sculpt Out, Santa Fe, NM (Media Sponsor)
» Plein Air Painters of the Southeast Paint Out (Media Sponsor)
» Laguna Beach Plein Air Painting Invitational, Laguna Beach, CA (Media Sponsor)
» Charleston Bonus Distribution

NOVEMBER

ADVERTISING DEADLINES
Space Booking: September 9 | Ad Materials Due: September 18

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Art of the Nude
» Collector’s Focus: Small Works & Miniatures
» Art Lover’s Guide to NORTH CAROLINA

ADDITIONAL DISTRIBUTION
» Beaux Arts, Scottsdale Artists’ School, Scottsdale, AZ (Media Sponsor)
» National Oil & Acrylic Painters’ Society’s Best of America (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» North Carolina Bonus Distribution

DECEMBER

ADVERTISING DEADLINES
Space Booking: October 9 | Ad Materials Due: October 16

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: The Figure in Art
» Art Lover’s Guide to CANADA
» Art Lover’s Guide to FLORIDA

ADDITIONAL DISTRIBUTION
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Florida Bonus Distribution
» Canada Bonus Distribution
AMERICAN ART COLLECTOR’S DEMOGRAPHICS

Find out who is reading the nation’s most dynamic art magazine on the market today.

Reader Demographics

- **Gender**: 50.1% Male, 49.8% Female
- **Age Range**:
  - 30% 51-60 yrs.
  - 21% 18-30 yrs.
  - 4% 31-40 yrs.
  - 29% 41-50 yrs.
  - 26% 51-60 yrs.
  - 7% 61-70 yrs.
- **Employment**:
  - Owner/Partner: 10%
  - Self-Employed: 30%
  - Managerial Level: 17%
  - Retired: 40%
  - Other: 3%
- **Marital Status**:
  - Married: 71%
  - Single: 29%
- **Income**:
  - $175,000-$249,999: 27%
  - $250,000-$499,999: 18%
  - $500,000-$749,999: 14%
  - $750,000-$999,999: 10%
  - $1-$1.49 million: 7%
  - $1.5-$1.99 million: 6%
  - $2 million +: 3%
- **Net Worth**:
  - $500,000-$999,999: 57%
  - $1-$2.49 million: 15%
  - $2.5-$5.49 million: 13%
  - $5.5 million +: 3%

Circulation & Subscriber Information

- **Total Readership**: 13,1000
- **Average reader per copy of American Art Collector**:
  - 3.8
- **Statistics**:
  - 91.6% of readers surveyed subscribe to the magazine directly
  - 48.1% have subscribed to AAC 4+ years
  - 58% of subscribers read AAC cover to cover

Subscriber Art Collecting Insights

- **Education & Marital Status**:
  - 57% College+
  - Marital Status: 49.8% Married
- **Years Collecting**:
  - 1-5 years: 15%
  - 6-10 years: 14%
  - 11-15 years: 12%
  - 16-20 years: 14%
  - 21 years +: 43%
- **Collecting History and Habits**:
  - 44% of those surveyed have been collecting fine art 21+ years
  - 63.5% of our audience will attend at least 4 fine art events
  - 27.8% of our audience will travel to at least 4 art museums
- **Online Insights**:
  - 70% of our audience reads the Virtual Version of the magazine
  - 93% of Virtual Version readers share the magazine with 2+ people
  - 75% of our audience visits the AAC website each month

**Statistics taken from American Art Collector’s Spring 2014 Readers Survey. This Survey was made available in the March 2014 issue and online at www.AmericanArtCollector.com.**
# Advertising Rates & Sizes

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
<th>BUILD*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,400</td>
<td>$3,200</td>
<td>$3,100</td>
<td>$3,000</td>
<td>$2,900</td>
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<td>$5,600</td>
<td>$5,300</td>
<td>$5,200</td>
<td>$5,100</td>
<td>$5,000</td>
<td>$450</td>
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<tr>
<td>Half Page Horizontal</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
<td>$200</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
<td>$200</td>
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<td>Quarter Page</td>
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<td>$1,400</td>
<td>$1,300</td>
<td>$1,200</td>
<td>$1,100</td>
<td>$200</td>
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<tr>
<td>Inside Front Cover</td>
<td>$4,200</td>
<td>$4,200</td>
<td></td>
<td></td>
<td></td>
<td>$350</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,200</td>
<td>$4,200</td>
<td></td>
<td></td>
<td></td>
<td>$350</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$4,500</td>
<td>$4,500</td>
<td></td>
<td></td>
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<td>$350</td>
</tr>
</tbody>
</table>

* Rate for in-house design services

## Material Sizes

<table>
<thead>
<tr>
<th>MATERIAL SIZES</th>
<th>AREA</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>Bleed</td>
<td>16.75&quot;</td>
<td>11.00&quot;</td>
</tr>
<tr>
<td></td>
<td>Trimmed</td>
<td>16.50&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td></td>
<td>Live Area*</td>
<td>16.00&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>Bleed</td>
<td>8.50&quot;</td>
<td>11.00&quot;</td>
</tr>
<tr>
<td></td>
<td>Trimmed</td>
<td>8.25&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td></td>
<td>Live Area</td>
<td>7.25&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td></td>
<td>7.125&quot;</td>
<td>4.77&quot;</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td></td>
<td>3.46&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>Quarter Page</td>
<td></td>
<td>3.46&quot;</td>
<td>4.77&quot;</td>
</tr>
</tbody>
</table>

* Text should fall within the Full Page live area width for each page.

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**A new customer from the East Coast recently called and bought Paradise in the Alps by Miguel Peidro, which was in our full-page ad. Bought the piece right from the page. The magazine had only been out for one or two days.**

— Christina Franzoso, director, Lotton Gallery
PRINT AD MATERIAL SPECIFICATIONS

Accepted ad file formats
Whichever format you choose, all images and files must be 300 dpi at 100% scale. Images should be in CMYK. We accept RGB and Spot Color files and images, but we must convert them to CMYK, which will slightly affect the color.

**INDESIGN CS6 OR LOWER**
Please include all fonts and images used.

**PDF FILES**
When creating a PDF use the PDF/X-1a:2001 setting.

**ILLUSTRATOR CS6 OR LOWER**
Please save image as an .eps file. Convert fonts to outlines.

**PHOTOSHOP FILES**
Please save image as a .psd, .tiff or .eps file. Include all fonts used.

**TIP:** When using BLACK as your background color, create a “Rich Black” by using the following percentages: 30C, 20M, 20Y, 100K.

Submitting files electronically
» When emailing artwork please keep in mind that our email is limited to 10MB per email (including your attachments). Use file compressing programs like StuffIt or ZIP to lower the size of your files.
» If the file size is over 10 MB, we recommend the files be sent to traffic@americanartcollector.com through a file sharing website such as www.WeTransfer.com, www.hightail.com or www.dropbox.com.

Accepted proofs
In order to help ensure correctness and accuracy of color, please provide a proof of your ad.

We accept contract proofs. The contract proof is a color proof that is looked on as a contract between the printer and client as the final proof before going to press. Currently the de facto standard for a contract proof is a Matchprint or laminate proof although some high-end digital proofs are considered good enough to accurately predict color from the press.

» A contact proof is not the same as a contract proof (unless it’s a typo).
» The contract proof is the one that says to the printer “Everything looks good, let’s go to press.”

If you cannot provide a contract proof, we can accept a color target. A color target is any printout of the ad or image(s) in the ad that you are happy with, which we can use to verify color. We cannot guarantee an exact match, but we will make every effort to match the color target. Color adjustments can only be made to workable files that include all high-res images and fonts.

**Attn:** If a color calibrated proof is not provided with 4-color ads, the publication cannot be held responsible for correctness of color.

Submitting files by shipping
Use a shipping service that gives a tracking number like FedEx, UPS or DHL. We accept files on CD-ROM.

Ad Sizes

<table>
<thead>
<tr>
<th>Spread Width</th>
<th>Full Page Live Area Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed 16.75&quot;</td>
<td>16&quot;</td>
</tr>
<tr>
<td>Trimmed 16.5&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Live Area 16&quot;</td>
<td>10.25&quot;</td>
</tr>
</tbody>
</table>

**HALF PAGE**

<table>
<thead>
<tr>
<th>Spread Width</th>
<th>Full Page Live Area Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed 8.5&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>Trimmed 8.25&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Live Area 7.25&quot;</td>
<td>10.25&quot;</td>
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</tbody>
</table>

**QUARTER PAGE**

<table>
<thead>
<tr>
<th>Spread Width</th>
<th>Full Page Live Area Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.46&quot;</td>
<td>4.77&quot;</td>
</tr>
</tbody>
</table>

**Amendments**
Any amendments required to your file at plate stage will incur an additional charge.

Need assistance creating your advertisement?
Call our Advertising Department to inquire about our affordable design services. (866) 619-0841

Having trouble submitting your advertisement?
We can help. At American Art Collector we strive to make the process of submitting your advertisement as easy and smooth as possible. Feel free to contact our Advertising Traffic Department to help with any questions you may have.
Please email us at traffic@AmericanArtCollector.com

7530 E. Main St., Ste. 105, Scottsdale, AZ 85251 • PO Box 2320 Scottsdale, AZ 85252-2320 • Tel: 866-619-0841 • Fax: 480-425-0724 • traffic@AmericanArtCollector.com • www.AmericanArtCollector.com
UPLOADING IMAGES OF YOUR WORKS FOR SALE TO THE ONLINE EXHIBITION SPACE

1. Check Your Email
   You will receive an email from us showing your ad and giving you access to your Online Exhibition Space.

2. Collect Your Images and Captions
   Before you begin uploading your show gather the images in .JPG format and the captions of up to 20 pieces of artwork to be included in this edition’s Online Exhibition Space on our website.

3. Verify Your Information
   Once you click on the link below you will be taken to your Online Exhibition Space webpage on our site. Once logged in, you can make edits right on the page. You will see that some of the required information has already been entered. You will also see buttons to allow you to edit your space. These buttons are only visible to you as the administrator. Please take this opportunity to verify both your gallery’s and exhibition’s information.

4. Add Your Artwork
   Now you’re ready to begin uploading your artwork. Click the “Add Artwork” button, and this will take you to the Add Artwork form. Simply fill out this form and click Upload Artwork or continue adding additional artworks. Simply repeat this process for up to 20 works of art.

The very first ad we placed in American Art Collector produced an offer to be represented in an established gallery of 40 years in Sausalito, California...We are so grateful to the qualified and targeted audience American Art Collector attracts.

- Elizabeth Barbano, Barbano Glass

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Deadlines for Uploading Images to your Online Exhibition Space

<table>
<thead>
<tr>
<th>EDITION</th>
<th>AD BOOKING</th>
<th>UPLOAD &amp; EDIT AVAILABLE</th>
<th>EXHIBITION SPACE LIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>December 9</td>
<td>Through Feb. 19</td>
<td>Jan. 20-Feb. 19</td>
</tr>
<tr>
<td>March</td>
<td>January 8</td>
<td>Through March 19</td>
<td>Feb. 20-March 19</td>
</tr>
<tr>
<td>April</td>
<td>February 7</td>
<td>Through April 19</td>
<td>March 20-April 19</td>
</tr>
<tr>
<td>May</td>
<td>March 9</td>
<td>Through May 19</td>
<td>April 20-May 19</td>
</tr>
<tr>
<td>June</td>
<td>April 8</td>
<td>Through June 19</td>
<td>May 20-June 19</td>
</tr>
<tr>
<td>July</td>
<td>May 8</td>
<td>Through July 19</td>
<td>June 20-July 19</td>
</tr>
<tr>
<td>August</td>
<td>June 8</td>
<td>Through Aug. 19</td>
<td>July 20-Aug. 19</td>
</tr>
<tr>
<td>September</td>
<td>July 8</td>
<td>Through Sept. 19</td>
<td>Aug. 20-Sept. 19</td>
</tr>
<tr>
<td>October</td>
<td>August 7</td>
<td>Through Oct. 19</td>
<td>Sept. 20-Oct. 19</td>
</tr>
<tr>
<td>November</td>
<td>September 9</td>
<td>Through Nov. 19</td>
<td>Oct. 20-Nov. 19</td>
</tr>
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<td>December</td>
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</tr>
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