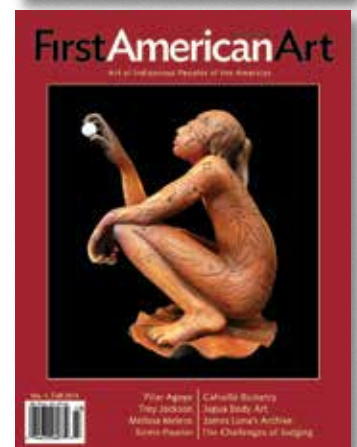


# FirstAmericanArt MAGAZINE



## MEDIA KIT SPRING 2017

[FirstAmericanArtMagazine.com/advertise](http://FirstAmericanArtMagazine.com/advertise)

## Our Audience

If you want to make an impact on the people who are passionate about Native art—the most dedicated collectors, artists, art professionals, and tribal leaders—*First American Art Magazine* will help you succeed. Our readers are mature, educated, and successful, and include the very people you want to reach.

Female/Male: **65%/35%**

Attended College: **100%**

Post-graduate Study: **56%**

Age Range: **35–54 55%, 25–74 98%**

**72.3%** are collectors of Native art.

**92.9%** plan to purchase Native art in the upcoming year.

conceptual art and new media. FAAM also understands that some items are too sacred to be considered “art” and strives to honor community protocols.

Our quarterly issues, read and reread, provide valuable, timeless information. Numerous public, university, tribal, and museum libraries carry FAAM, including libraries at colleges and universities such as Art Institute of Chicago, Carleton, Notre Dame, San Francisco Art Institute, Harvard, Victoria, and Auckland; and museums such as the Heard, de Young, Eiteljorg, Nelson-Atkins, Denver Art, Smithsonian, Peabody Essex, Philbrook, Crystal Bridges, and Victoria and Albert, and the British Museum. Influential experts who shape the Native art world read *First American Art Magazine*. Articles from FAAM are also examined in university classrooms and reach the up-and-coming generations of Native artists, art collectors, and professionals.

We follow the Society of Professional Journalists Code of Ethics to produce honest, fact-checked, independent content. Our writers are highly qualified; many hold advanced degrees in art and art history. We provide thoughtful, thorough coverage of the Indigenous arts by sharing history, criticism, and theory to the broader public. *First American Art Magazine* elevates the profile of Native art in the international art world.

## About Us

*First American Art Magazine* (FAAM) reaches out to the larger art community to foster appreciation for Native art. We have two perimeters: art and the Indigenous peoples of the Americas. We cover all media, periods, and regions, and we deliberately showcase the breadth and depth of Indigenous art to expand the public’s perception of what Indigenous art of the Americas is all about.

Native artists have a vital contribution to make to the global art world, and *First American Art Magazine* conveys their messages—from tribal communities in the Americas to international art fairs. FAAM is American Indian-owned and operated and grew out of an organic need for serious but accessible dialogue about the meaning and direction of Indigenous art. As the leading source for Native art criticism, we offer reflection and context to the art, and are the only magazine consistently covering Native

## Printing

Cover stock: **80# gloss cover**

Interior paper: **60# no. 3 gloss**

Frequency: **quarterly**

## Schedule

Issue Number	Deadline to Reserve Ad Space	Materials and Payment Due	In Market
No. 14, Spring 2017	December 9, 2016	December 16, 2016	February–April 2017
No. 15, Summer 2017	March 17, 2017	March 24, 2017	May–July 2017
No. 16, Fall 2017	June 2, 2017	June 9, 2017	August–October 2017
No. 17, Winter 2017/18	September 15, 2017	September 22, 2017	Nov. 2017–Jan. 2018

Web advertising is accepted on an ongoing basis.

As a collector of Native American art, I always search for historically correct information about art and artists that I collect. Not only is First American Art Magazine historically correct, it offers insight about contemporary artists and the influence their work has on Native American culture! Thank you for making my magazine of choice an easy one. I can't wait to get every issue!

—Lambert Wilson, Cherokee, NC, Art Collector

## Ad Rates

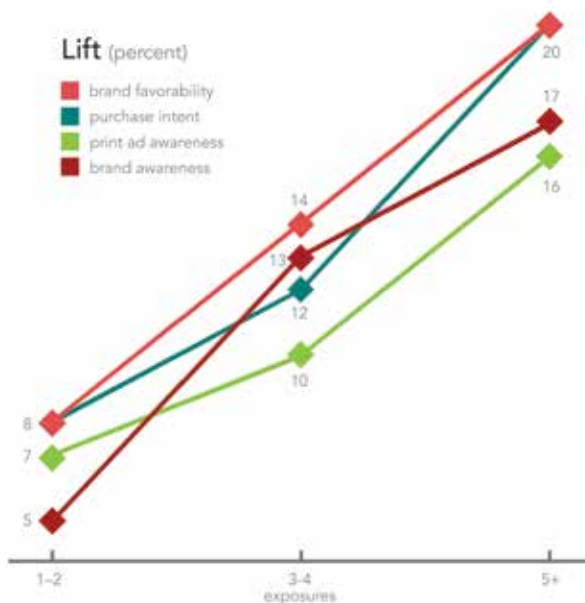
Ad Type	1 Time	2 Times	3 Times	4 Times
Two-page spread:	\$1,600	\$1,525	\$1,450	\$1,350
<del>Sold!</del> Back cover:	<del>\$1,350</del>	<del>\$1,275</del>	<del>\$1,200</del>	<del>\$1,150</del>
<del>Sold!</del> Interior front cover:	<del>\$1,200</del>	<del>\$1,150</del>	<del>\$1,075</del>	<del>\$1,025</del>
Interior back cover:	\$1,200	\$1,150	\$1,075	\$1,025
Full page:	\$1,000	\$950	\$900	\$850
Half page:	\$650	\$600	\$575	\$550
Quarter page:	\$375	\$350	\$325	\$300

The back cover and interior front cover have been reserved for the upcoming year. These are available on a first-come, first-served basis.

## Ad Sizes

Ad Type	Non-Bleed	Bleed	Trim Size
Full page:	7.75" W × 10.375" H	8.875" W × 11.375" H	8.375" W × 10.875" H
Half page, horizontal:	7.375" W × 4.875" H	8.875" W × 5.625" H	8.375" W × 5.125" H
Half page, vertical:	3.625" W × 9.875" H	4.5" W × 11.375" H	4.0" W × 10.875" H
Quarter page:	3.625" W × 4.875" H	— N/A —	— N/A —

## Magazine Advertising Gets Results



Data is delta. Delta=exposed – control. Number of respondents: 1–2 exposures, n=50,213 (62 campaigns); 3–4 exposures, n=10,155 (42 campaigns); 5+ exposures, n=9,172 (29 campaigns). Source: InsightExpress (Stamford, CT, 2014).

People experience positive emotions—happiness, confidence, excitement, and hope—engaging in print and digital magazines more than with any other media.<sup>1</sup> Magazines are trusted more than other media, and magazine advertising generates brand favorability, awareness, and intent to purchase more than television or radio advertising.<sup>2</sup> Readers find magazines “inspirational,” “life-enhancing,” and “trustworthy,” and reading magazines provides a “personal timeout” and “social interaction.”<sup>3</sup>

A Condé Nast Research study discovered that millennials read more magazines today than twenty-somethings have in the last two decades<sup>4</sup>—important in reaching the next generation of Native art collectors. Magazines are a way to relax and unplug from the Internet, while educating and inspiring readers. Trust and positive feelings created by our magazine’s content carry over to our advertising.

A study by GfK MRI Starch Advertising Research reveals that advertising in print magazines is effective regardless of placement.<sup>5</sup>

1. USA TouchPoints, *RealityMine, Ltd.* (Manchester, UK, 2014).
2. Association of Magazine Media, *Magazine Media Factbook* (New York, 2015), 37, 42.
3. *Ibid.*, 38.
4. Scott McDonald, “Do Young People Read Magazines?,” *Condé Nast Research and Insights* (New York, 2015): 3.
5. Association of Magazine Media, *Magazine Media Factbook* (New York, 2015), 47.

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## Contact Us

Please feel free to email us with any questions or to reserve your ad space at [ads@firstamericanartmagazine.com](mailto:ads@firstamericanartmagazine.com), or contact:

**Barbara Harjo**, Oklahoma, Dakotas, and East of 100°W  
[barbara@firstamericanartmagazine.com](mailto:barbara@firstamericanartmagazine.com), (405) 314-7426

**Pauline Prater**, New Mexico and West of 100°W  
[pauline@firstamericanartmagazine.com](mailto:pauline@firstamericanartmagazine.com), (602) 402-8023

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## Technical Specifications

Your features and your artist profiles help broaden our understanding of Native art and enrich our Native art collecting experience. We also pay close attention to the advertisements in your magazine. We really appreciate the Facebook updates that you provide on current Native arts events and happenings.

—Mike & Jody Wahlig  
Minneapolis, MN  
Art Collectors

All images for ads must be of a high-resolution—at least 300 DPI. We accept high-resolution EPS, TIFF, or PDF files. Colors should be converted to CMYK mode for four-color printing. No RGB and no spot colors. **Please remove all printer's marks, such as crop marks and registration marks.**

We reserve the right to decline any advertisements that we judge to be inappropriate for any reason. It is against our policy for advertising to influence editorial content in any manner. **First American Art Magazine is a Papyrus font-free publication.** We cannot guarantee placement except for the covers.

All rates are based on receipt of camera-ready ad materials, sized to exact dimensions (unless otherwise specified). Files supplied in formats other than those listed above, or those that require manipulation, corrections, or repairs, are subject to additional production charges.

### Submitting Files

Any files up to 20 megabytes can be emailed directly to [ads@firstamericanartmagazine.com](mailto:ads@firstamericanartmagazine.com).

Files over 20 megabytes can be sent through free FTP services such as Dropbox ([dropbox.com](https://dropbox.com)), Google Drive ([drive.google.com](https://drive.google.com)), etc. We will confirm when files are received and contact you if we have questions.

### Design Services

We can provide design services for advertising for \$40 an hour. We will discuss your design needs and produce ads with clarity and sound design principles. No advertising design will be printed without prior customer approval. We will send free PDF proofs of finished ads via email.

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## Web Advertising

Such a beautiful magazine.

—Patsy Edgar,  
Dahlonega, GA  
Art Collector

Our website includes an event calendar, online articles, calls for entry, a glossary of art terms, and other reference materials about Native art, all of which bring in web traffic. Your online ads at [firstamericanartmagazine.com](http://firstamericanartmagazine.com) can link directly to your website. Ad sizes are in keeping with the Interactive Advertising Bureau Display Advertising Guidelines. Web advertising images can be JPEGs or GIFs in RGB color mode at 72 DPI. Prepayment is required for all ads.

Size	1 month	3 months	6 months
Wide Skyscraper (160 x 600 px)	\$85	\$200	\$350
Medium Rectangle (300 x 250 px)	\$120	\$290	\$500
Leaderboard (728 x 90 px)	\$160	\$385	\$670