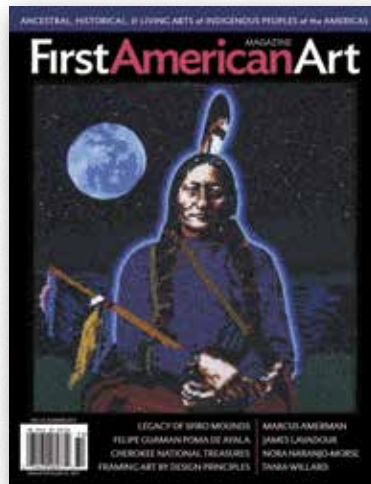


# FirstAmericanArt MAGAZINE



## MEDIA KIT 2017–2018

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

## ABOUT US

- **Quarterly** print and digital magazine
- **Exclusively focused** on art by Indigenous peoples of the Americas
- An **art journal** sharing new research
- **Intelligent yet accessible**

*First American Art Magazine* (FAAM) provides the leading coverage of Native American art. Our writers are art historians, Native artists, curators, and others with a long-standing, intimate connection to the Native art world. We bypass the stereotypes and marketing hype to reach the core of the conversation.

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.

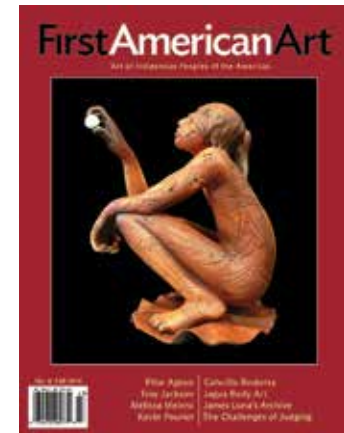
FAAM is American Indian-owned and grew out of an organic need for serious but accessible dialogue about the content and direction of Indigenous art. We are the only magazine consistently covering Native conceptual art and New Media, while also exploring historical and precontact artwork. We understand some items are too sacred to be considered “art” and we honor community protocols.

Through quality printing and timeless material, our copies are read and reread. Numerous public, university, tribal, and museum libraries carry FAAM. Articles from FAAM are also used in college classrooms to reach the new generations of Native artists, art collectors, and professionals.

We follow the Society of Professional Journalists Code of Ethics to produce honest, fact-checked content. *First American Art Magazine* elevates the profile of Native art in the international art world.

## PRINTING

- Cover stock: **80# gloss cover**
- Interior paper: **60# no. 3 gloss**
- Frequency: **quarterly**





## 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 exact demographic 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.

## 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**

Advertising Representative

✉ [barbara@firstamericanartmagazine.com](mailto:barbara@firstamericanartmagazine.com)

☎ (405) 314-7426

## DISTRIBUTION & READERSHIP

- Readership Per Issue: **14,820**
- Single Copy: **39%** (Newsstand & Internet Sales)
- Subscriptions: **25%**
- Bonus Mail Distribution: **10%**
- Bonus Direct Distribution: **22%**
- Digital: **4%**

*First American Art Magazine* is distributed throughout the United States and Canada by Disticor Magazine Distribution Services and is available in Barnes and Noble, Entertaimart, Indigo/Chapters, and independent bookstores, newsstands, and museum shops. We work directly with tribal centers and museum stores that sell our magazines. We sell current and back issues online.

## DIGITAL OFFERINGS

Digital subscriptions and single issues of FAAM are available through Joomag. We reach 25,790+ followers through our Facebook page and many more visitors to our website, blog, e-newsletter, Twitter feed, and Pinterest account.

## BONUS DISTRIBUTION

FAAM is proud to be media partners with leading Native art organizations. Our regional artist-representatives also share copies at galleries, art centers, and other

mainstream art and Native cultural events that attract national and international visitors.

FAAM hosts launch parties at museums, galleries, nonprofit spaces, and private collectors' homes. FAAM has been and will be distributed at the following events.

## ANNUAL ART SHOWS

- Red Cloud Indian Art Show, Pine Ridge, SD
- Trail of Tears Art Show, Park Hill, OK
- Prix de West, Oklahoma City, OK

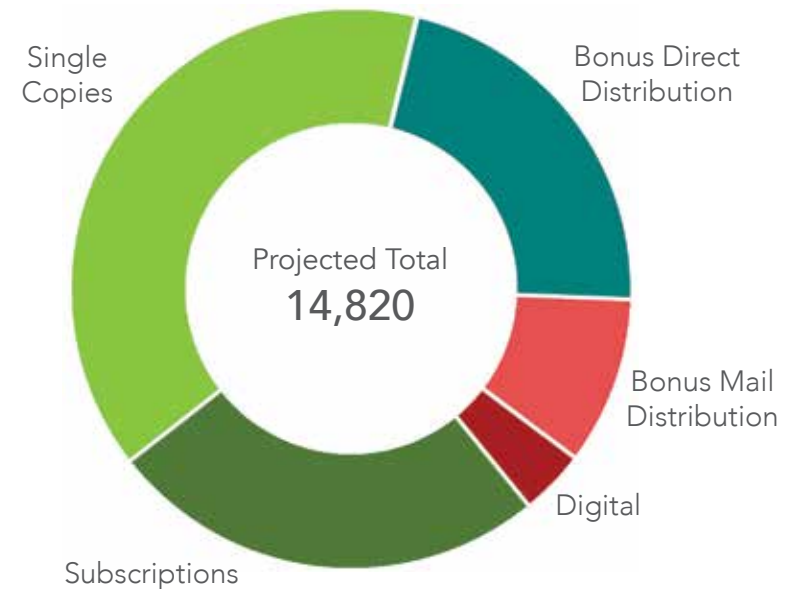
## CONFERENCES

- American Indian Alaska Native Tourism Association
- Association of Tribal Libraries, Archives, and Museums
- College Art Association
- National Indian Education Association
- National Performance Network/Visual Artists Network
- Native American Art Studies Association
- Native American and Indigenous Studies Association
- Native American Symposium, Southeastern Oklahoma State University
- Society of Environmental Journalists American Indian Symposium, Northeastern State University

## ART FAIRS AND FESTIVALS

- American Indian Art Show/Marin, San Rafael, CA
- Antique American Indian Art Show, Santa Fe, NM
- ART Santa Fe, Santa Fe, NM
- Artesian Arts Festival, Sulphur, OK
- Cherokee Art Market, Catoosa, OK
- Cherokee Days, NMAI, Washington, DC
- Cherokee Indian Fair, Cherokee, NC
- Council House Art Market, Okmulgee, OK

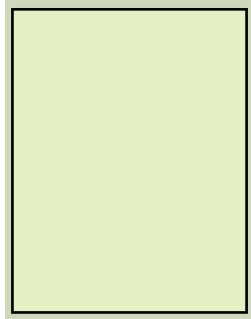
## Readership for Issue No. 17



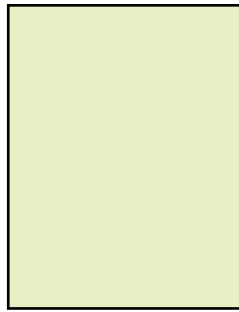
- Heard Museum Guild Fair, Phoenix, AZ
- Native POP: Peoples of the Plains, Rapid City, SD
- Native Treasures Indian Arts Festival, Santa Fe, NM
- Navajo Festival of Arts and Culture, Museum of Northern Arizona, Flagstaff, AZ
- Objects of Art Santa Fe, Santa Fe, NM
- Red Earth Festival, Oklahoma City, OK
- REZILIENCE Indigenous Arts Experience, Albuquerque, NM
- Northwest Native Art Market, Portland, OR
- Southeastern Art Show & Market, Tishomingo, OK

## ARTIST DISTRIBUTION

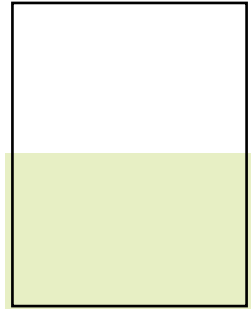
- Autry Indian Arts Marketplace, Los Angeles, CA
- Celebration, Juneau, AK (tentative)
- Eiteljorg Art Market, Indianapolis, IN
- Globalquerque! Festival, Albuquerque, NM
- Lumbee Homecoming, Pembroke, NC
- Haskell Indian Art Market, Lawrence KS
- NMAI Art Market, New York, NY, & Washington, DC
- Southern Graphics Council International Conference, San Francisco, CA, and Portland, OR
- SWAIA Indian Market, Santa Fe, NM



Full page w/ bleed



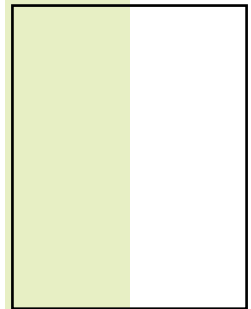
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Half horizontal w/ bleed



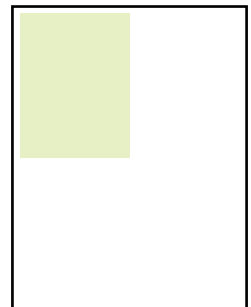
Half horizontal, no bleed



Half vertical w/ bleed



Half vertical, no bleed



Quarter page

## AD RATES

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

## 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 —

## SCHEDULE

ISSUE NUMBER	DEADLINE TO RESERVE ADS	MATERIALS & PAYMENT DUE	IN MARKET
17, Winter 2017/18	September 15, 2017	September 22, 2017	Nov. 2017–Jan. 2018
18, Spring 2018	December 15, 2017	December 22, 2017	February–April 2018
19, Summer 2018	March 16, 2018	March 23, 2018	May–July 2018
20, Fall 2018	June 15, 2018	June 22, 2018	August–October 2018
21, Winter 2018/19	September 14, 2018	September 21, 2018	Nov. 2018–Jan. 2019

Advertising is available in full, half, and quarter page increments. We don't offer smaller than a quarter page, but if you are on a budget, partner with a friend to share an ad!

Templates can be downloaded from [FirstAmericanArtMagazine.com/advertise](http://FirstAmericanArtMagazine.com/advertise).



“At Santa Fe Indian Market this year, several collectors came to my booth with my ad from *First American Art Magazine* in hand, ready to purchase my piece from the ad.”

—Karin Walkingstick

## TECHNICAL SPECIFICATIONS

- Image resolution: **300 DPI** or higher
- Accepted formats: **EPS, TIFF, or PDF files**. No JPG.
- Color mode: **CMYK** for four-color printing. No RGB and no spot colors.
- Safety margin: No text or important images should fall within **0.25 inches of the trim line** on all four sides.
- Please **remove all printer's marks**, such as crop marks and registration marks.

We cannot guarantee placements (except with interior back and front covers and the back cover). 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.*

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](http://dropbox.com)), Google Drive ([drive.google.com](http://drive.google.com)), etc. We will confirm when files are received and contact you if we have questions.

## Design Services

We provide design services for advertisers for \$50 an hour. We will discuss your design needs and produce ads with clarity and sound design principles.

We also highly recommend working with Natalie Baca, a graphic artist based in Santa Fe, New Mexico. Her email is [nbacadesign@gmail.com](mailto:nbacadesign@gmail.com). Samples of her work are online at [firstamericanartmagazine.com/natalie\\_baca](http://firstamericanartmagazine.com/natalie_baca).

## QUESTIONS?

Email us at any time! [ads@firstamericanartmagazine.com](mailto:ads@firstamericanartmagazine.com)

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