

FirstAmericanArt MAGAZINE



MEDIA KIT FALL 2018

FirstAmericanArtMagazine.com/advertise

ABOUT US

- **Print + Digital** magazine to reach widest possible audience
- **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.

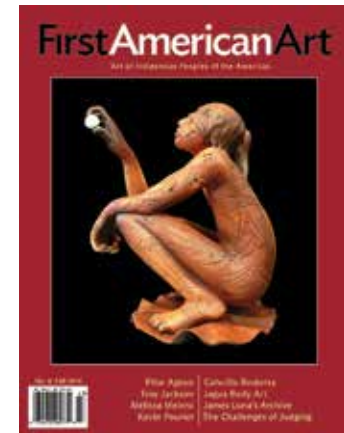
FAAM is American Indian-owned and grew out of an organic need for serious but accessible dialogue about the content and direction of Indigenous art. We are the only magazine consistently covering Native conceptual art and New Media, while also exploring historical and precontact artwork. We understand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

Through quality printing and timeless material, our issues 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# cover with soft-touch matte finish**
- 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* is the ideal venue for your advertisements. Our readers are mature, educated, and successful; they are the 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, or contact:

Barbara Harjo

Advertising Representative

✉ barbara@firstamericanartmagazine.com

☎ (405) 314-7426

DISTRIBUTION & READERSHIP

- Projected Readership for the Fall Issue: **17,580**
- Subscriptions: **19%**
- Digital: **3%**
- Single Copy: **21%** (Newsstand and Online Sales)
- Bonus Distribution: **11%**
- August New Mexico Distribution: **46%**

For every fall issue, we print 20% more copies and partner with a local concierge service to place copies of FAAM in visitors' centers, the rooms of higher end hotels, and other strategic locations in Northern New Mexico to reach the international visitors to art markets and fairs in mid-August.

First American Art Magazine is distributed throughout the United States and Canada by Disticor Magazine Distribution Services and is available in Barnes and Noble, Entertainmart, Indigo/Chapters, and independent bookstores, newsstands, and museum shops. We work directly with tribal centers and museum stores to 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 26,500+ followers through our

Facebook page and many more visitors to our website, blog, e-newsletter, and Twitter, Instagram, and Pinterest feeds.

FALL BONUS DISTRIBUTION

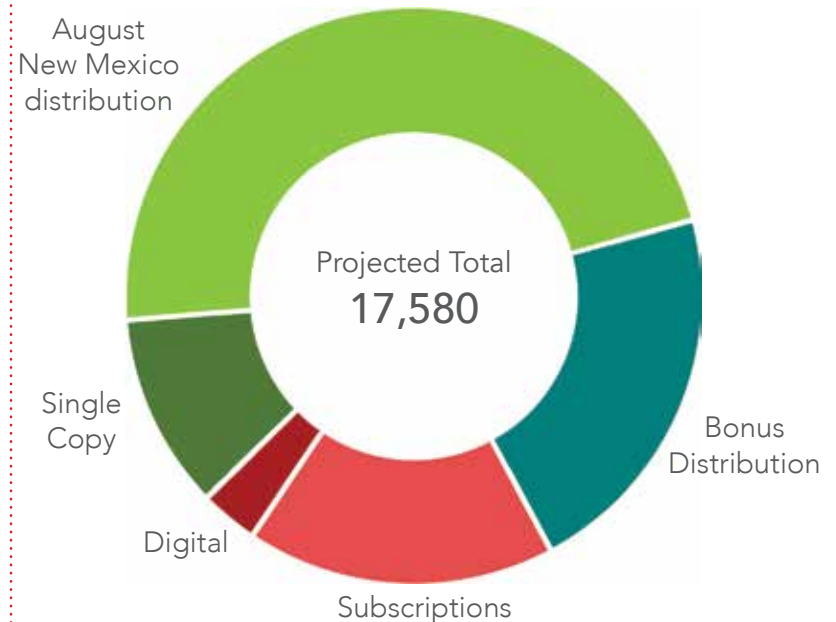
FAAM is proud to be media partners with leading Native art organizations. Our regional artist-representatives also share copies at galleries, art centers, and other mainstream art and Native cultural events that attract national and international visitors.

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

AUGUST

- Objects of Art, Santa Fe, El Museo Cultural, Santa Fe, NM
- *Imprint!*, Ralph T. Coe Center for the Arts and other locations, Santa Fe, NM
- Antique American Indian Art Show El Museo Cultural, Santa Fe, NM
- Wheelwright Museum Annual Auction Santa Fe, NM
- Santa Fe Indian Market, Santa Fe, NM

Projected Readership for Issue No. 20



- *Cherokee Homecoming Art Show*, Cherokee Heritage Center, Park Hill, OK

SEPTEMBER

- Kewa Pueblo Annual Arts & Crafts Market, Kewa Pueblo, NM
- Haskell Indian Art Market, Lawrence, KS
- Northern Plains Indian Art Market, Sioux Falls, SD

OCTOBER

- International Conference of Indigenous Archives, Libraries, and Museums (ATALM), Prior Lake, MN
- Cherokee Art Market, Catoosa, OK
- Southeastern Art Show & Market, Tishomingo, OK

CONTENT

Feature Articles

- Biennale d'art contemporain autochtone (BACA) / Contemporary Native Art Biennial, by Lori Beavis (Mississauga)
The 4th edition of this art fair features some of the most compelling artwork by contemporary Indigenous artists from Canada and the US in venues throughout Montreal.
- Northeastern Woodlands ceramics, by Matthew Ryan Smith, PhD
- Women Working in Bronze, by RoseMary Diaz (Santa Clara Tewa)
- Mica as an artistic medium, by America Meredith (Cherokee Nation)
Mica cut-outs, a two-thousand-year-old art form has been revived by Cayuga artist Tammy Rahr. This mineral is also what gives micaceous pottery of the Southwest its shimmer.

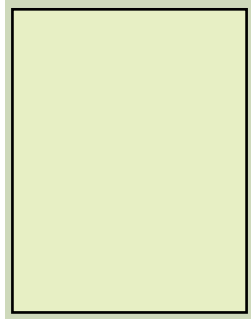
Artist Profiles

- Gwaii Edenshaw: Haida Animator, Carver, and Jeweler
- Mavasta Honyouti: Hopi Woodcarver
- Buffy Sainte-Marie: Cree Singer and Digital Artist
- Lisa Telford: Haida Basket Maker

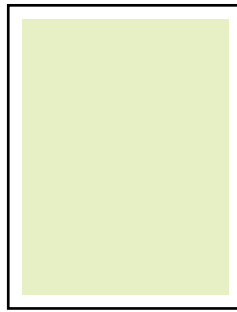
Departments

- Seven Directions: Lyle Toledo Yazzie (Navajo)
- Collections: National Museum of Mexican Art, Chicago, by Andrea L. Ferber. PhD
- Spotlight: *Protect, Honor, Cherish*, beaded soft sculpture created by Jamie Okuma (Luiseño-Shoshone-Bannock)
- Art + Lit: Waubgeshig Rice (Wasauksing Ojibwe), by Matthew Ryan Smith, PhD
- Plus exhibition reviews, reviews of books about Native American art, memorials, and much more!

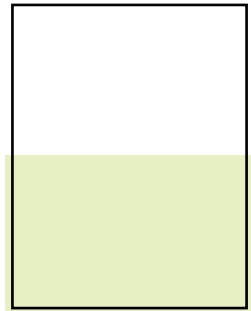




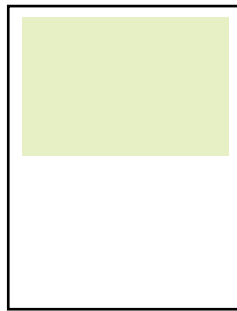
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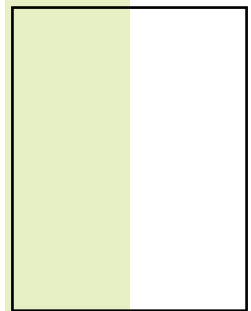
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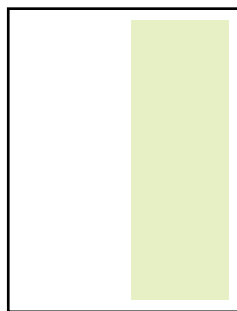
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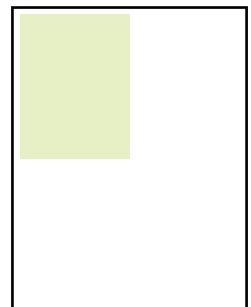
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Half vertical w/ bleed



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:	\$1,350	\$1,275	\$1,200	\$1,150
<i>sold!</i> Interior front cover:	\$1,200	\$1,150	\$1,075	\$1,025
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

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
20, Fall 2018	June 8, 2018	June 15, 2018	August–October 2018
21, Winter 2018/19	September 7, 2018	September 14, 2018	Nov. 2018–Jan. 2019
22, Spring 2019	December 7, 2018	December 14, 2018	February–April 2019
23, Summer 2019	March 8, 2019	March 15, 2019	May–July 2019
24, Fall 2019	June 7, 2019	June 14, 2019	August–October 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.



“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.

Files over 20 megabytes can be sent through free FTP services such as Dropbox (dropbox.com), Google Drive (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. Samples of her work are online at firstamericanartmagazine.com/natalie_baca.

QUESTIONS?

Email us at any time! ads@firstamericanartmagazine.com

FirstAmericanArtMagazine.com/advertise