

FirstAmericanArt MAGAZINE



MEDIA KIT WINTER 2018/19

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.

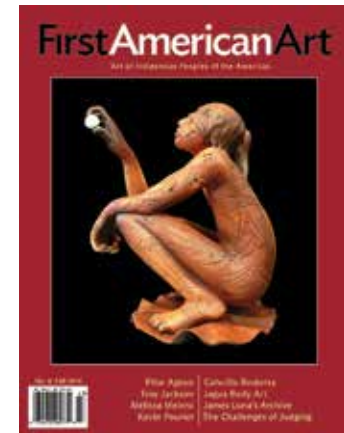
FAAM is American Indian-owned and grew out of an organic need for serious but accessible dialogue about the content and direction of Indigenous art. We are the only magazine consistently covering Native conceptual art and New Media, while also exploring historical and precontact artwork. We understand 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%**
- **73%** are collectors of Native art.
- **93%** plan to purchase Native art in the upcoming year.

CONTACT US

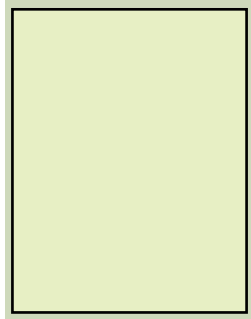
Please feel free to email us with any questions or to reserve your ad space at ads@firstamericanartmagazine.com, or contact:

Barbara Harjo

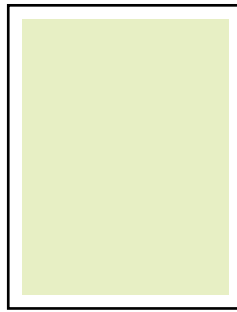
Advertising Representative

✉ barbara@firstamericanartmagazine.com

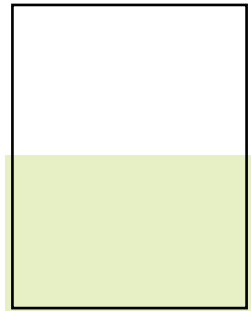
☎ (405) 314-7426



Full page w/ bleed



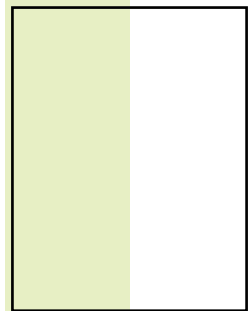
Full page, no bleed



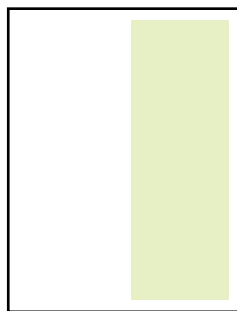
Half horizontal w/ bleed



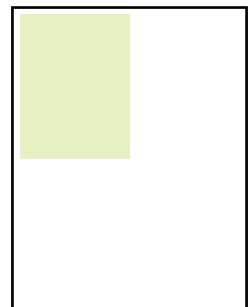
Half horizontal, no bleed



Half vertical w/ bleed



Half vertical, no bleed



Quarter page

AD RATES

We will increasing our print run and advertising prices in 2019. By reserving your ads for the upcoming year, you can lock in our current 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
<i>sold!</i> 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

We are shifting our schedule over the next year to conform to the calendar year.

ISSUE NUMBER	DEADLINE TO RESERVE ADS	MATERIALS & PAYMENT DUE	IN MARKET
21, Winter 2018/19	September 21, 2018	September 28, 2018	Nov. 2018–Feb. 2019
22, Spring 2019	December 14, 2018	December 21, 2018	March–June 2019
23, Summer 2019	May 3, 2019	May 10, 2019	July–September 2019
24, Fall 2019	July 26, 2019	August 2, 2019	Oct.–Dec. 2019
25, Winter 2019/20	October 25, 2019	November 1, 2019	January–March 2020

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 highly recommend working directly with Charles Earles (Caddo), an artist and graphic designer based in Ada, Oklahoma. His email is [chase.earles <at> gmail.com](mailto:chase.earles@gmail.com). Samples of his work are online at firstamericanartmagazine.com/graphic-design.

QUESTIONS?

Email us at any time! ads@firstamericanartmagazine.com

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