

FirstAmericanArt MAGAZINE



MEDIA KIT

SUMMER & FALL 2019

FirstAmericanArtMagazine.com/advertise

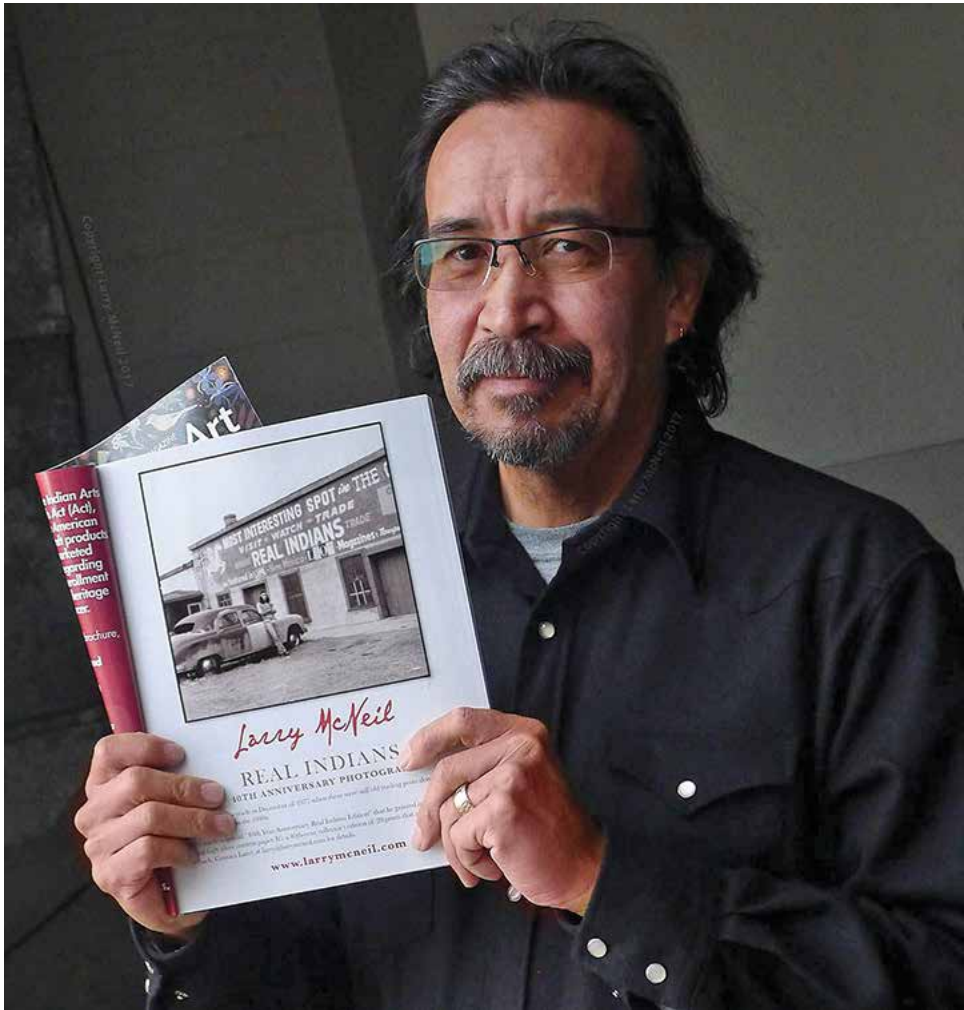


Photo: Larry McNeil ©2019. Used with permission.

REACH THE DECISION MAKERS!

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, sophisticated, and successful; they are the demographic you want to reach.

- Female/Male: **54%/46%**
- Attended College: **100%**
- Hold a Master's Degree: **37%**
- Hold a Doctoral Degree: **29%**
- **97%** personally own Native art.
- **87%** plan to travel to a Native art event in the upcoming year.

Collectors and how they collect Native art have changed dramatically in the last decade, and the old models don't work any more. To reach the new generation of collectors, you need a publication that uses print and electronic media to reflect the evolving realities of the Indigenous art world.

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

“Real Indians advertise in *First American Art Magazine*! The sales generated by my ad allowed me to continue an ongoing art project. Thank you, FAAM. You did a fantastic job.”

—Larry McNeil (Tlingit/Nisga'a)

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**
- **Cover stock: 80# cover with soft-touch matte finish**
- **Frequency: quarterly**

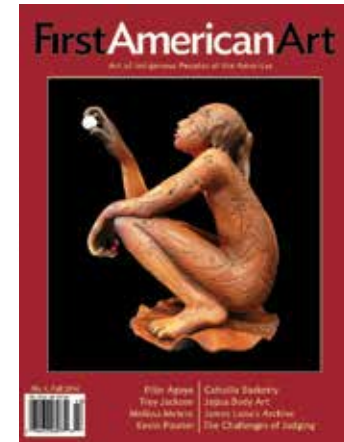
First American Art Magazine (FAAM) provides the leading coverage of Native American art. Our writers are art historians, Native artists, curators, and others with a long-standing, intimate connection to the Native art world. We bypass the stereotypes and marketing hype to reach the core of the conversation.

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.

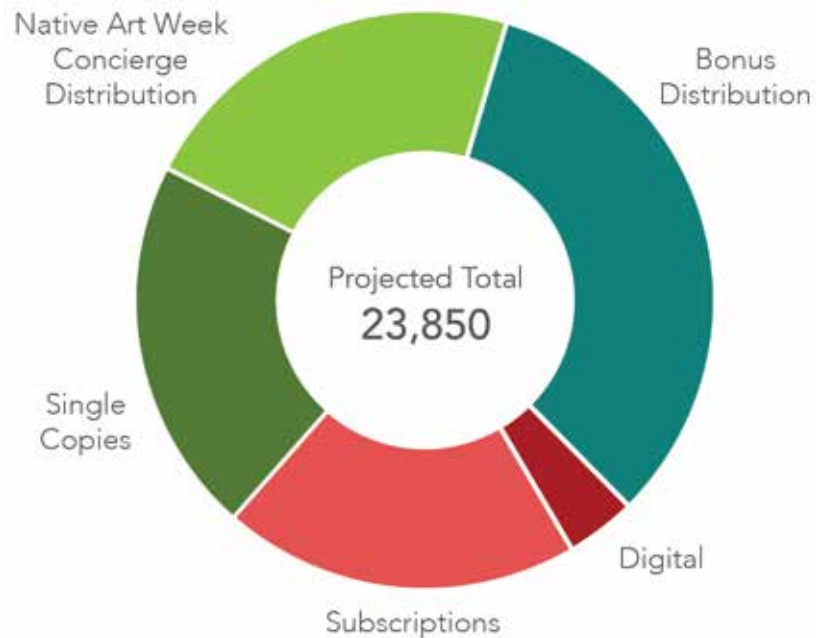
Launched in 2013, FAAM is American Indian-owned and grew out of an organic need for serious but accessible dialogue about the content and direction of Indigenous art. We are the only magazine consistently covering Native conceptual art and New Media, while also exploring historical and precontact artwork. 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. FAAM is found in dozens of libraries on three continents. Articles from FAAM are also used in college classrooms to reach the new generations of Native artists, art collectors, and professionals.

First American Art Magazine elevates the profile of Native art in the international art world.



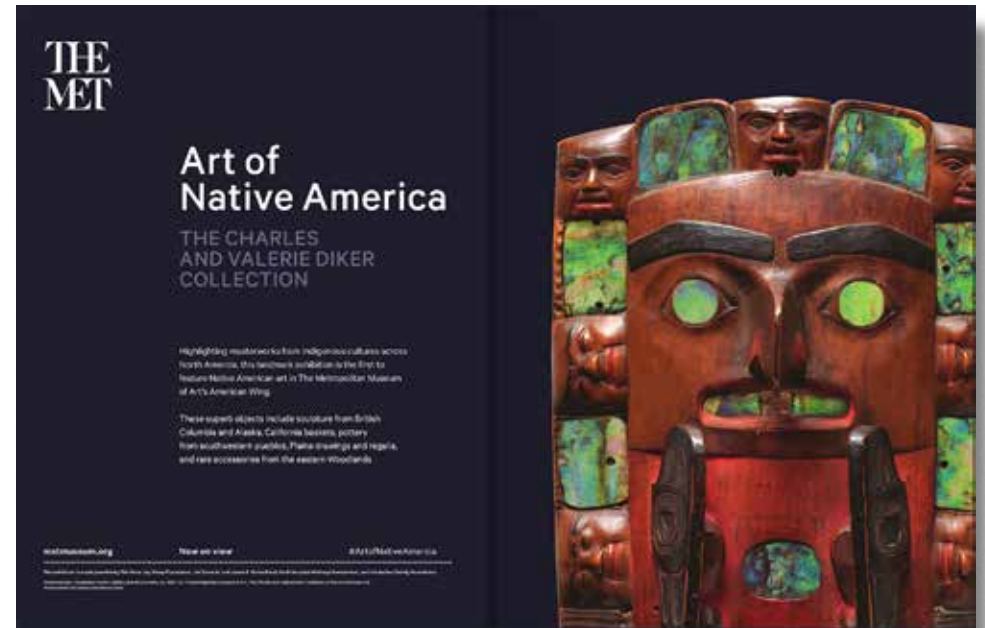
Readership for Issue No. 23



READERSHIP & DISTRIBUTION

- Projected Readership for No. 23: **23,850**
- Subscriptions: **21%** in 11 countries and all 50 US states
- Digital: **4%**
- Single Copy: **27%** (Newsstand and Online Sales)
- General Bonus Distribution: **23%**
- Native Art Week Concierge Distribution: **33%**

FAAM No. 23 is an expanded issue, with a print run of 8,000. Approximately 3,000 copies will be distributed to higher end hotels, galleries, museums, and visitor's centers in Santa Fe and Northern New Mexico leading up to and during Native Art Week to reach the highest concentration of Native art lovers gathered in one place all year.



Two-Page Spread in FAAM No. 22, Spring 2019.

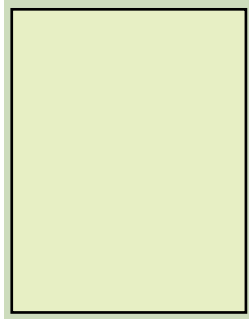
In addition to our concierge distribution, we have targeted bonus distribution at various events from the summer into the fall such as Objects of Art Santa Fe, the American Indian Antique Art Show, *Function* at Ralph T. Coe Center for the Arts, American Indian Alaska Native Tourism Association conference, Cahokia Mounds Contemporary Indian Art Show, Native POP: People of the Plains, Santa Fe Indian Market, Kewa Pueblo Annual Arts & Crafts Market, Haskell Indian Art Market, Northern Plains Indian Art Market, the Native American Art Studies Association conference, and more!

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

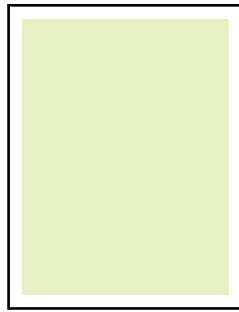
DIGITAL OFFERINGS + SOCIAL MEDIA

- Social Media Followers: **30,434**

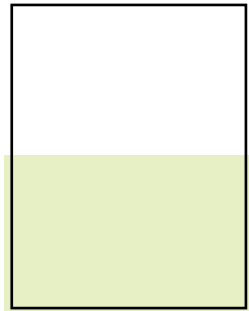
Digital subscriptions and single issues of FAAM are available through Joomag. Our Instagram, Facebook, Pinterest, and Twitter accounts amplify our messages.



Full page w/ bleed



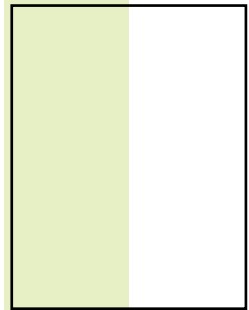
Full page, no bleed



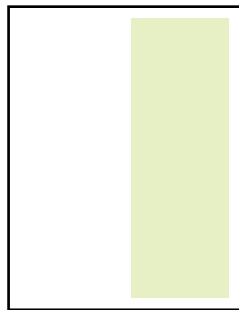
Half horizontal w/ bleed



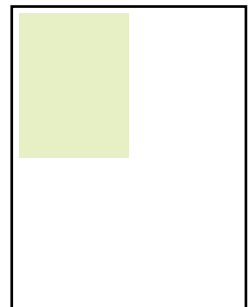
Half horizontal, no bleed



Half vertical w/ bleed



Half vertical, no bleed



Quarter page

AD RATES

AD TYPE	1 TIME	2 TIMES	3 TIMES	4 TIMES
Two-page spread:	\$1,850	\$1,750	\$1,675	\$1,600
Back cover:	\$1,550	\$1,475	\$1,400	\$1,375
Interior front cover:	\$1,375	\$1,300	\$1,250	\$1,175
Interior back cover:	\$1,375	\$1,300	\$1,250	\$1,175
Full page:	\$1,100	\$1,050	\$1,000	\$950
Half page:	\$750	\$715	\$675	\$650
Quarter page:	\$425	\$400	\$375	\$350

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 10, 2019	May 17, 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 ..., 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
(Cherokee Nation)

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 (such as your logo) 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

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@gmail.com. Samples of his work are online at firstamericanartmagazine.com/graphic-design.

QUESTIONS?

Email us at any time! ads@firstamericanartmagazine.com.

FirstAmericanArtMagazine.com/advertise

FAAM NO. 23, SUMMER 2019, CONTENT

FEATURE ARTICLES

- **Amanda Crowe and Her Legacy:
Eastern Band Cherokee Woodcarving**
By Tammi J. Hanawalt, PhD
- **Agents of Change Through the Humanities:
The Clemente Course**
By Laura Marshall Clark (Muscogee Creek)
- **Miami Ribbonwork**
By Scott Shoemaker, PhD (Miami), George Ironstrack (Miami),
and Karen Baldwin
- **Up-and-Coming Artists to Watch**
By RoseMary Diaz (Santa Clara Tewa)

ARTIST PROFILES

- **DY Begay: Diné Textile Artist**
By Jennifer McLerran, PhD
- **Benjamin Harjo Jr.: Absentee Shawnee/Seminole
Painter and Printmaker**
By Staci Golar
- **Freddy Mamani: Aymara Architect**
By Vivian Zavataro, PhD
- **Tyra Shackelford: Chickasaw Textile Artist**
By Vicki Monks (Chickasaw)

DEPARTMENTS

- **Seven Directions:** A Native Curator's Top Seven List
By Hallie Winter (Osage Nation), Collections Manager and Registrar,
American Indian Cultural Center and Museum
- **Collections:** The Metropolitan Museum of Art, by Andrea L. Ferber, PhD
- **Spotlight:** *Melt: Prayers for the People and the Planet*, glass mosaic by
Angela Babby (Oglala Lakota), written by Mary Jo Watson, PhD (Seminole)
- **Art + Lit:** Suzan Shown Harjo (Cheyenne/Muscogee)
By Matthew Ryan Smith, PhD



FAAM NO. 24, FALL 2019, CONTENT

FEATURE ARTICLES

- **Native Basketry in Alaska**
By Bryn Potter
- **Indigenous Depictions in Mexican Cinema**
By Jeannette E. Martinez
- **Dog Blankets and Their Revival**
By Michole Eldred (Catawba/Eastern Band Cherokee)
- **yəhaw': To Go Forward, To Do It: Discussion with the Curators**
By Miranda Belarde-Lewis, PhD (Zuni/Tlingit)
- **How to Launch Your Art Collecting Journey**
By America Meredith (Cherokee Nation)

ARTIST PROFILES

- **Linda Lomahaftewa: Hopi/Choctaw Printmaker and Painter**
By Jean Merz-Edwards
- **Meryl McMaster: Plains Cree Photographer**
By Andrea L. Ferber, PhD
- **Josué Rivas: Otomi/Mexica Photographer**
By Vivian Zavataro, PhD
- **Lawrence Paul Yuxweluptun: Coast Salish/Okanagan Painter and Sculptor**
By Matthew Ryan Smith, PhD

DEPARTMENTS

- **Seven Directions: A Native Curator's Top Seven List**
By Heather Igloliorte (Inuk), PhD, independent curator and assistant professor at Concordia University
- **Collections** by Andrea L. Ferber, PhD
- **Spotlight: TBD.** The editorial advisory board will vote on the most compelling artwork seen at Native Art Week.
- **Art + Lit:** William S. Yellow Robe Jr. (Assiniboine)
By Matthew Ryan Smith, PhD



Photo: Jomilio75 (CC BY 2.0).

