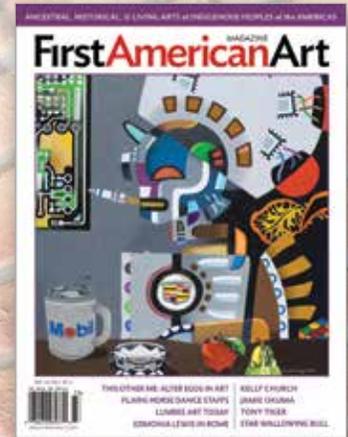
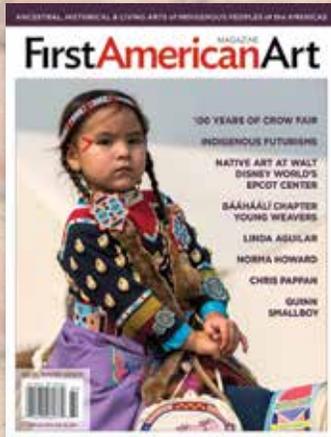


FirstAmericanArt MAGAZINE



MEDIA KIT

Fall & Holidays 2019

FirstAmericanArtMagazine.com/advertise

REACH THE DECISION-MAKERS!

Make an impact on the people who are the most passionate about Native art—our readers. They are the most dedicated collectors, artists, art professionals, and tribal leaders. They are mature, educated, sophisticated, successful, and influence others in the Native art world. 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

The old models don't work in today's art world. Collectors and how one collects Native art have changed dramatically in the last decade. 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.

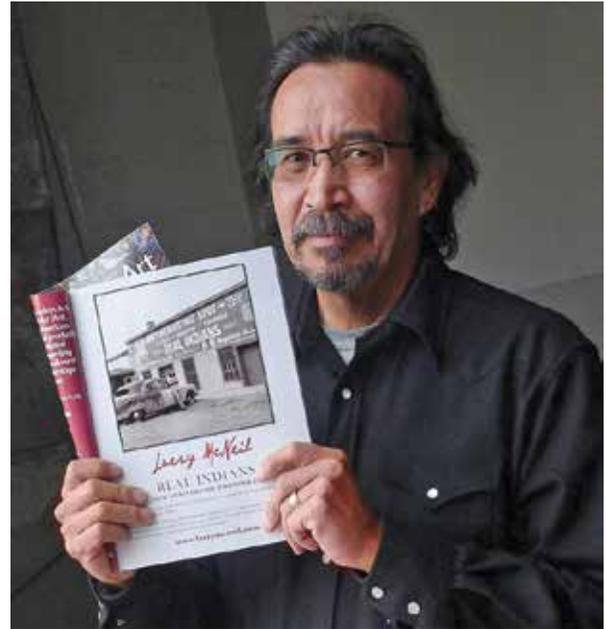


Photo: Larry McNeil © 2019. Used with permission.

“ 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 FAAM

- **Print + digital** magazine to reach the 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 a 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.

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 dialogue about the content and direction of Indigenous art that is easily understood by the public.

We are the only magazine that consistently covers 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.

We bypass the stereotypes and marketing hype to reach the core of the conversation.

Through quality printing and timeless content, 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 next generation of Native artists, art collectors, and professionals.

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





CULTIVATING THE NEXT WAVE OF NATIVE ART COLLECTORS

Join us as we win over a new generation of collectors to Indigenous arts of the Americas!

To reach out to potential new collectors of Native art, FAAM is partnering with Barnes & Noble to take advantage of their Front Shelf promotion. Our holiday issue will be placed on the front of magazine shelves in an expanded number of Barnes & Noble bookstores with a greater number of available copies. The promotion will take place in October and November, during Native American Heritage Month, when the public is looking for new Native material and beginning their Christmas, Hanukkah, and other holiday shopping.

Print is a thriving medium for niche markets, especially those requiring excellent visuals.

As always FAAM is also available via Chapters and Indigo in Canada and Books-a-Million, BookWorks, EntertainMark, and independent bookstores and newsstands.

READERSHIP FOR FAAM NO. 24

FAAM No. 24 will have an expanded print run due to our Barnes & Noble Front Shelf promotion. While we anticipate 6,000 copies to be made available in bookstores, the sale rate is 40%.

First American Art Magazine is distributed throughout the United States and Canada by Disticor Magazine Distribution Services.

We work directly with tribal centers and museum stores that sell our magazines, and we sell current and back issues online.

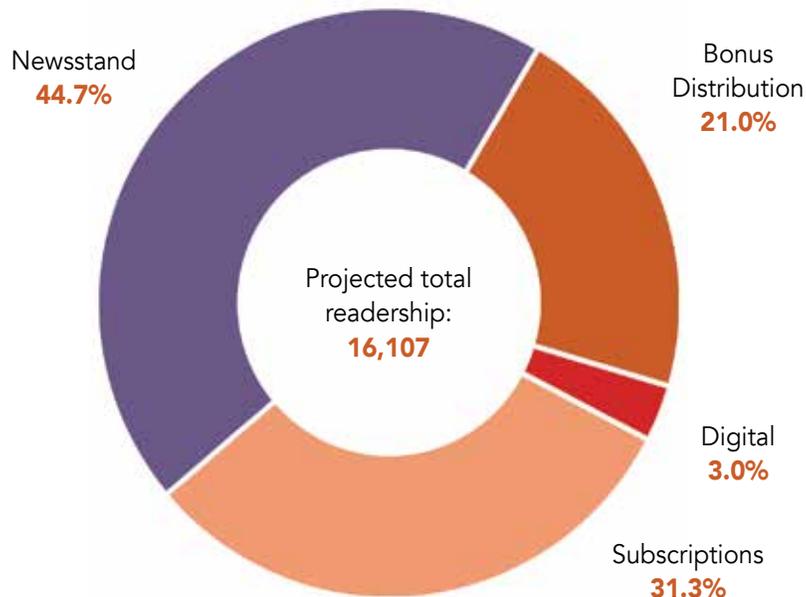
Additionally, we offer bonus distribution making sure your ads are seen where the collectors and artists gather. Fall/Holiday bonus distribution will include the Native American Art Studies Association conference, Cherokee Art Market, the

Southeastern Art Show and Market, the Ah-Tah-Thi-Ki American Indian Arts Celebration, the Autry American Indian Arts Marketplace, Pueblo Market, Yanaguana Indian Arts Market, holiday Native art markets from coast to coast, and select art exhibitions and conferences.

DIGITAL + SOCIAL MEDIA

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

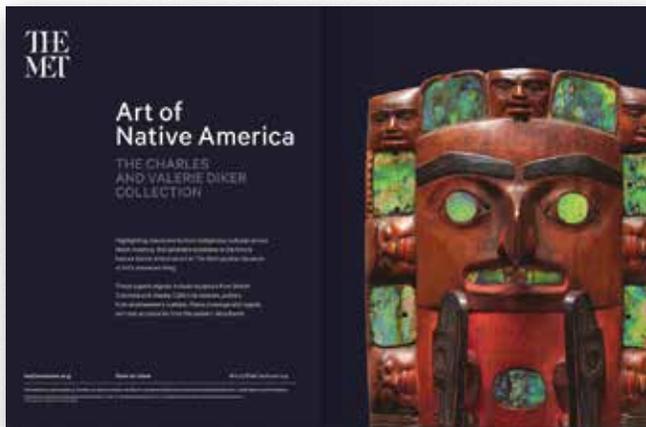
- **Social Media Followers: 30,434**



PUBLICATION SCHEDULE

Dates may be subject to change so please contact us at ads@firstamericanartmagazine.com to confirm.

ISSUE NUMBER	DEADLINE TO RESERVE ADS	MATERIALS & PAYMENT DUE	IN MARKET
24, Fall 2019	August 20, 2019	August 27, 2019	Oct.–Dec. 2019
25, Winter 2020	October 25, 2019	November 1, 2019	January–March 2020
26, Spring 2020	February 7, 2020	February 14, 2020	April–June 2020
27, Summer 2020	May 8, 2020	May 15, 2020	July–September 2020



Two-page spread in
FAAM No. 22, Spring 2019

“ 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)

PRINT AD RATES

Payments are made to *First American Art Magazine* or FAAM. You can pay via check, via credit card over the phone at (405) 310-7720, or via PayPal at firstamericanartmagazine@gmail.com.

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

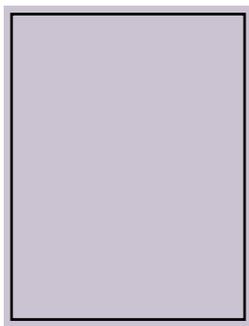
“ Not only is *First American Art Magazine* historically correct, it offers insight about contemporary artists and the influence their work has on Native American culture! Thank you for making my magazine of choice an easy one. I can't wait to get every issue! ”

—Lambert Wilson, Collector

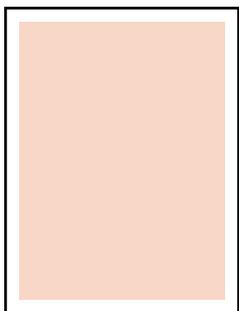
PRINT AD SIZES

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](https://www.FirstAmericanArtMagazine.com/advertise).

AD TYPE	NON-BLEED	BLEED	TRIM SIZE
TWO-PAGE SPREAD	16.25" W × 10.375" H	17.75" W × 11.375" H	16.75" W × 10.875" H
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 —

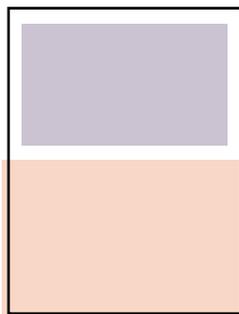


Full page with bleed



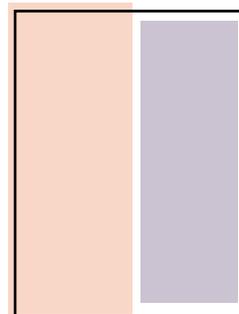
Full page, no bleed

Half horizontal, no bleed

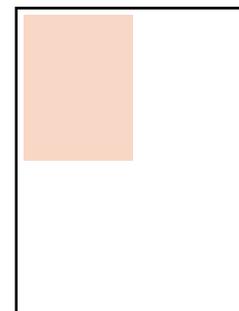


Half horizontal with bleed

Half vertical, no bleed



Half vertical with bleed



Quarter page

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.

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

We cannot guarantee placements (except with interior 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. For more information, read firstamericanartmagazine.com/papyrus-bad-fonts.

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 can 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 Chase Earles (Caddo Nation), an artist and graphic designer based in Ada, Oklahoma. Samples of his work are at **firstamericanartmagazine.com/graphic-design**. His email is **chase.earles@gmail.com**.

QUESTIONS?

Email us at any time!

ads@firstamericanartmagazine.com
barbara@firstamericanartmagazine.com

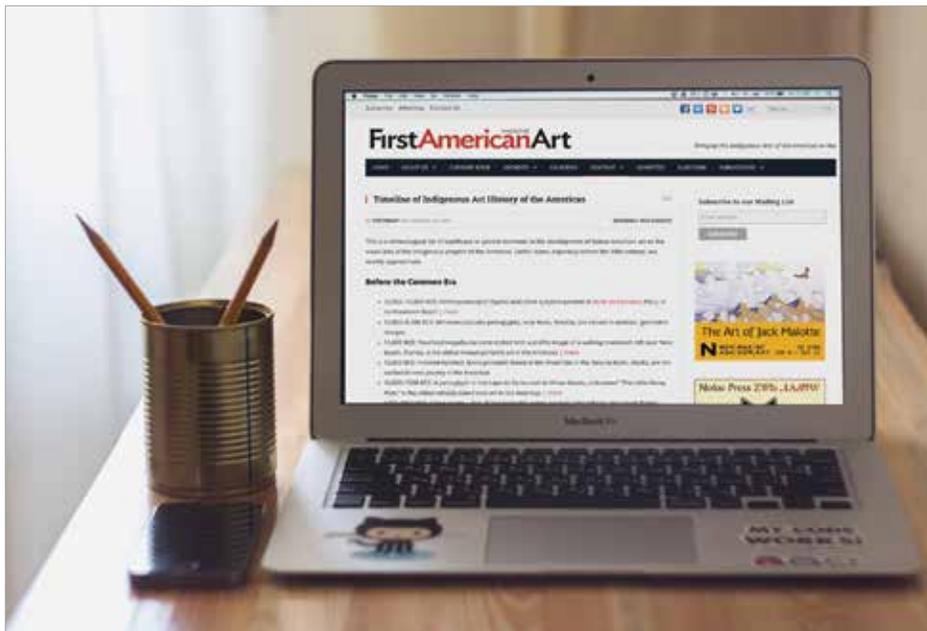
DIGITAL ADS

Your online ads at

FirstAmericanArtMagazine.com can link directly to your website. Ad sizes are in keeping with the Interactive Advertising Bureau Display Advertising Guidelines. Currently, we offer a medium rectangle ad, which appears on the right sidebar of all pages of our website.

Technical specifications for online advertising are:

- File type: **JPEGs or TIFFs**
- Color mode: **RGB**
- Size: **300 x 250 pixels** at **72 DPI**
- Payment terms: **Prepayment** required
- Link: To **any URL** of your choosing



SIZE	1 MONTH	3 MONTHS	6 MONTHS
Medium Rectangle (300 x 250 px)	\$120	\$290	\$500

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)
- **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: Mexica/Otomi Photographer**
By Vivian Zavataro
- **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 associate professor at Concordia University
- **Collections: Denver Art Museum** by Andrea L. Ferber, PhD
- **Spotlight: TBD.** The editorial advisory board will vote on the most compelling artwork seen at Indian Market Week.
- **Art + Lit:** William S. Yellow Robe Jr. (Assiniboine)
By Matthew Ryan Smith, PhD



Photo: JoMilo75 (CC BY 2.0).



Melissa Melero-Moose (Northern Paiute/Modoc),
Weave and Willow, 2017, mixed media with willow
on canvas, 30 × 30 in. Image courtesy of the artist.

CONTACT US

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

BARBARA HARJO

Advertising Representative

barbara@firstamericanartmagazine.com
(405) 314-7426

FirstAmericanArt MAGAZINE

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