

FirstAmericanArt MAGAZINE



MEDIA KIT

2020/2021

FirstAmericanArtMagazine.com/advertise

REACH THE DECISION-MAKERS!

Make an impact on the people who are most passionate about Native art—our readers. They include dedicated collectors, artists, art professionals, and tribal leaders. FAAM readers 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

Old publication models don't work in today's Native art world. Collectors and how they collect 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 scene.

FAAM is distributed throughout the United States and Canada by Disticor. Your advertising will be available to new readers via Barnes & Noble, Books-a-Million, BookWorks, EntertainMark, Chapters, Indigo Books, and independent bookstores and newsstands.

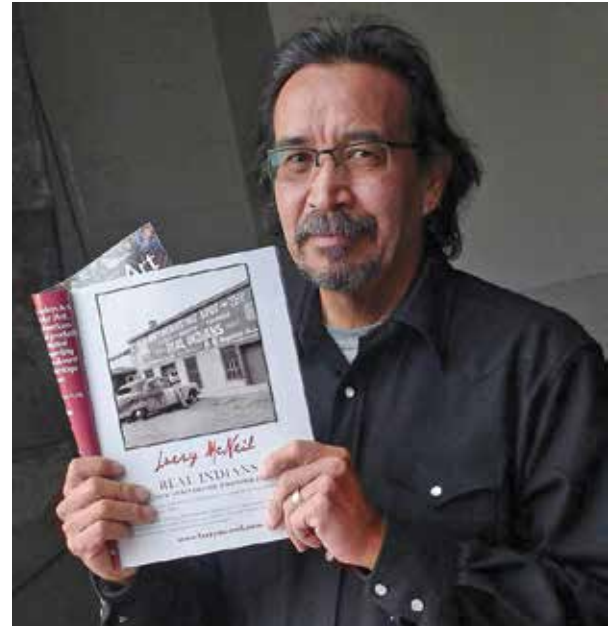


Photo: Larry McNeil © 2019. Used with permission.

“ 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 100 percent American Indian–owned.

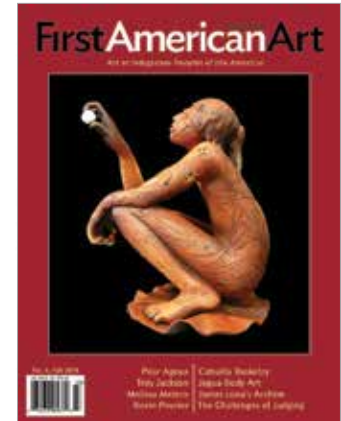
The magazine grew out of an organic need for serious dialogue about the content and direction of Indigenous art that is readily understood by the public, artists, and collectors.

FAAM is the only magazine that consistently covers Native conceptual art and new media as well as historical and precontact artwork. Understanding that some items are too sacred to be considered “art,” we honor community protocols.

We bypass 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.



ADVERTISING REPRESENTATIVES

West & International:

Barbara Harjo

📞 (405) 314-7426

✉️ barbara@

firstamericanartmagazine.com

East (Canada & US):

Heather Cox

📞 (616) 295-2613

✉️ heather@

firstamericanartmagazine.com



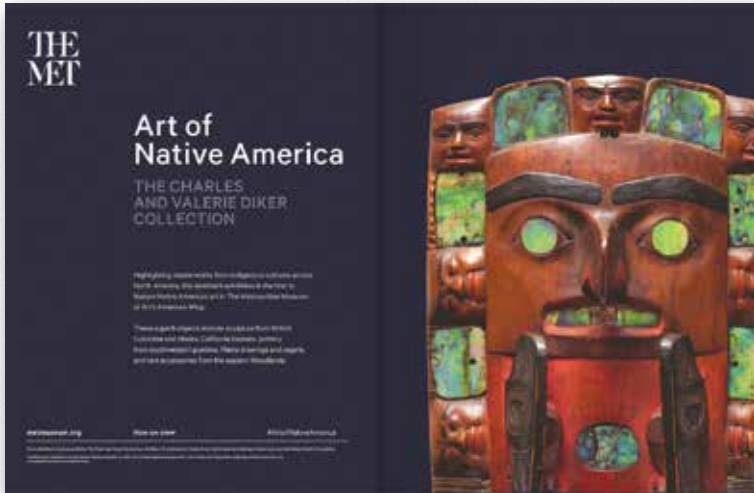
THE ADVERTISING PROCESS

Please review this media kit to determine which ad sizes and placements will best serve your needs.

1. Our two advertising representatives, **Barbara Harjo** and **Heather Cox**, can answer any questions you have, help craft an advertising package to fit your needs, and take your ad reservation.
 2. **Mariah Ashbacher** will create your advertising agreement, which you can sign and email back to us to reserve your ad space.
✉️ mariah@firstamericanartmagazine.com
 3. Email your ad design to **America Meredith**.
✉️ ads@firstamericanartmagazine.com
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PUBLICATION SCHEDULE

ISSUE NUMBER	DEADLINE TO RESERVE ADS	MATERIALS & PAYMENT DUE	IN MARKET
27, Summer 2020	May 8, 2020	May 15, 2020	July–September 2020
28, Fall 2020	August 21, 2020	September 9, 2020	Oct.–Dec. 2020
29, Winter 2021	October 30, 2020	November 6, 2020	January–March 2021
30, Spring 2021	February 5, 2021	February 12, 2021	April–June 2021



“ 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)

Two-page spread
in FAAM No. 22

PRINT AD RATES

Payments are made to *First American Art Magazine* or FAAM. You can pay by check, 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

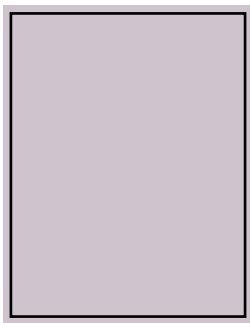
“Not only is *First American Art Magazine* historically correct, it offers insight about contemporary artists and the influence their work has on Native American culture! Thank you for making my magazine of choice an easy one. I can't wait to get every issue!”

—Lambert Wilson, art collector

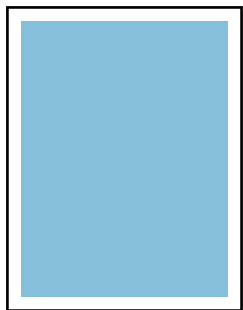
PRINT AD SIZES

Advertising is available in full-, half-, and quarter-page increments. If you are on a budget, partner with a friend to share an ad! Templates can be downloaded from 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 and covers:	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 —

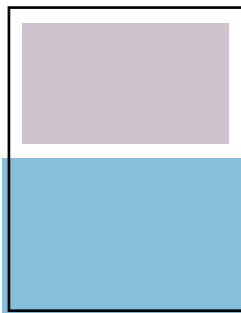


Full page with bleed



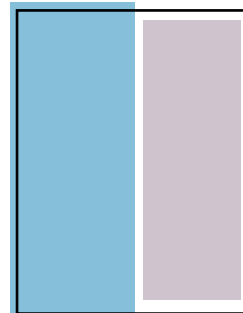
Full page, no bleed

Half horizontal, no bleed

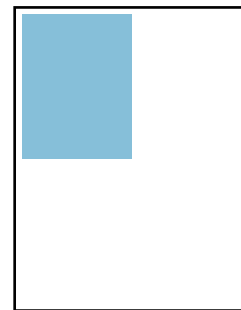


Half horizontal with bleed

Half vertical, no bleed

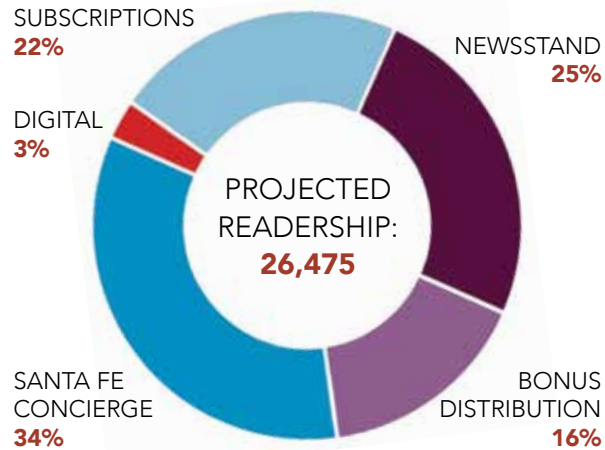


Half vertical with bleed



Quarter page

READERSHIP & DISTRIBUTION



FAAM No. 27 is an expanded issue. We partner with a concierge service in Santa Fe to distribute approximately 3,000 copies to higher-end hotels, galleries, museums, and visitor's centers in Santa Fe and Northern New Mexico leading up to and during Indian Market Week to reach the highest concentration of Native art lovers gathered in one place all year. We also provide magazines at targeted Native and mainstream art events, and send copies to our print subscribers in all 50 states!

DIGITAL + SOCIAL MEDIA

Social Media Followers: **30,434**

Digital subscriptions and single issues of FAAM are available through Joomag—an affordable option for international readers. Our Instagram, Facebook, Twitter, Pinterest, and e-newsletters amplify our messages across the globe.



BONUS DISTRIBUTION

To continually reach new audiences, we provide bonus distribution at significant Native art events, mainstream art events, and other cultural and educational events. Throughout the year, we provide copies of FAAM to art openings, conferences, art talks, and other important one-off events.

Some of the annual events where FAAM will be available include (but are not limited to) the following.

FAAM NO. 27, SUMMER 2020 (JULY–SEPT.)

- Lumbee Homecoming, Pembroke, NC
- Native POP, Rapid City, SD
- Cultural Survival Bazaars, Newburyport, MA, and Tiverton, RI
- Central Oklahoma Native American Art Sale, Norman, OK
- Gallup Inter-tribal Ceremonial, Gallup, NM
- Objects of Art Santa Fe, Santa Fe, NM
- Antique American Indian Art Show, Santa Fe, NM
- SWAIA Santa Fe Indian Market, Santa Fe, NM
- *Cherokee Homecoming Art Show*, Park Hill, OK
- Haskell Indian Art Market, Lawrence, KS
- Northern Plains Indian Art Market, Sioux Falls, SD

FAAM NO. 28, FALL 2020 (OCT.–DEC.)

- Southeastern Art Show and Market, Tishomingo, OK
- International Conference of Indigenous Archives, Libraries, and Museums, Washington, DC

- Cherokee Art Market, Catoosa, OK
- Autry American Indian Arts Marketplace, Los Angeles, CA
- Yanaguana Indian Arts Market, Briscoe Museum, San Antonio, TX
- NMAI Native Art Market, Washington, DC (artist distribution)
- NMAI Native Art Market, New York, NY (artist distribution)
- SWAIA Winter Market, Santa Fe, NM
- IAIA Annual Holiday Market, Santa Fe, NM
- Cultural Survival Bazaars, Boston and Cambridge, MA

FAAM NO. 29, WINTER 2021 (JAN.–MAR.)

- Mitchell Museum Annual Gala, Evanston, IL
- Heard Fair, Phoenix, AZ
- Taos Pueblo Winter Art Show, Millicent Rogers Museum, Taos, NM
- Charlotte Jensen Native Arts Market, Anchorage, AK

FAAM NO. 27, SPRING 2021 (APRIL–JUNE)

- Cahokia Mounds Spring Indian Market, Collinsville, IL
- Dartmouth Powwow, Dartmouth College, Hanover, NH
- *Trail of Tears Art Show*, Cherokee Heritage Center, Park Hill, OK
- Association of Art Museum Curators conference, Seattle, WA
- Artesian Arts Festival, Sulphur, OK
- Native Treasures Festival, Santa Fe, NM
- *Prix de West*, Oklahoma City, OK
- Red Cloud Indian Art Show, Pine Ridge, SD
- Woodland Indian Art Show, Oneida, WI
- Eiteljorg Festival, Indianapolis, IN
- Council House Art Market, Okmulgee, OK

TECHNICAL SPECIFICATIONS

- Image resolution: **300 DPI** or higher
- Accepted formats: **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). FAAM is dedicated to respectful representation of Native cultures, and we reserve the right to decline any advertisements that we deem to be inappropriate. Our policy does not allow 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

FAAM can provide design services for advertisers for \$40 an hour through Chase Earles (Caddo Nation). He will discuss your design needs and produce ads with clarity and sound design principles.

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

Email Chase at **chase.earles@gmail.com**.

QUESTIONS?

Email us at any time!

ads@firstamericanartmagazine.com
barbara@firstamericanartmagazine.com



DIGITAL ADS

Your online advertising on our website **FirstAmericanArtMagazine.com** will draw viewers directly to your website. Ad sizes follow 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 ads are:

- File type: **JPEGs**
- Color mode: **RGB**
- Size: **300 W x 250 H 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



Melissa Melero-Moose (Northern Paiute/Modoc),
The Big Wake Up, 2019, mixed media on canvas,
40 × 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

West & International:

Barbara Harjo

📞 (405) 314-7426

✉ barbara@firstamericanartmagazine.com

East (Canada & US):

Heather Cox

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