First American Art Magazine

MAGAZINE

FirstAmericanArt

MEDIA KIT 2023

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.

- 95% personally own Native art
- 86% plan to travel to a Native art event in the upcoming year
- 100% attended college
- 67% hold a master’s degree
- 25% hold a doctoral degree

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, EntertainMART, Chapters Indigo Books, and independent bookstores and newsstands.

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 Native art.

Indigenous 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 an American Indian–owned small business. We responded to the need for serious yet accessible dialogue about the content and direction of Indigenous art.

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.

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

Through quality printing and timeless content, our issues are read and reread. Found in libraries throughout three continents, articles from FAAM are also used in college classrooms to reach the next generation of Native artists, art collectors, and professionals.

You can be confident that your advertising is in a respected, fact-checked context that honors Indigenous perspectives.
ADVERTISING PROCESS

1. Our advertising representative Barbara can answer any questions you have, help craft an advertising package to fit your needs, and take your ad reservation.
   ☎ (405) 314-7426
   ✉️ barbara@firstamericanartmagazine.com

2. America Meredith drafts your advertising agreement, which you can sign and email back to us to reserve your ad space.
   ✉️ ads@firstamericanartmagazine.com

3. Email your ad design to America Meredith.
   ✉️ ads@firstamericanartmagazine.com

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)
FAAM NO. 40 (FALL 2023) CONTENT

FEATURE ARTICLES
- Alabama-Coushatta pine baskets
- Center for Native Futures
- Disquis Spheres of Costa Rica
- Chilkat Weaving

ARTIST PROFILES
- Julia Buffalohead: Ponca Painter
- Bonnie Devine: Serpent River Ojibwa Interdisciplinary Artist
- Porfirio Gutiérrez: Zapotec Textile Artist

DEPARTMENTS
- Collections: Museo Nacional de Antropologia
- Art + Lit: Jim Terry (Ho-Chunk), true crime writer
- Spotlight: Charlene Holy Bear
- Book Review: *Visualizing Genocide*
- Exhibition reviews will include Goudi’ni Native American Arts Gallery (Arcata), Whitney Museum of American Art (New York), Saint Louis Art Museum (St. Louis), and Living Arts of Tulsa

Photo: USDA
PRINT AD RATES

Make checks out to First American Art Magazine or FAAM. To pay with a card, leave a message at (405) 310-7720 for a callback or pay via PayPal to firstamericanartmagazine@gmail.com.

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Your features and your artist profiles help broaden our understanding of Native art and enrich our Native art collecting experience. We also pay close attention to the advertisements in your magazine. We really appreciate the Facebook updates that you provide on current Native arts events and happenings.

—Mike and Jody Wahlig, Minneapolis, MN, art collectors
**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](http://FirstAmericanArtMagazine.com/advertise).

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*Images: Full page with bleed, Full page, no bleed, Half horizontal with bleed, Half vertical with bleed, Quarter page.*
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

We encourage advertisers who don’t have their own graphic designer to consider Corey Yazzie (Navajo), an Albuquerque-based designer at cyazziearts.com.

QUESTIONS?

Contact us at any time!
ads@firstamericanartmagazine.com
barbara@firstamericanartmagazine.com
(405) 314-7426
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 × 250 H pixels at 72 DPI
- Payment terms: Prepayment required
- Link: To any URL of your choosing

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Karma Henry (Owens Valley Paiute), *Pitawa-ti tongo ba’a (Looking Above the Clouds)*, acrylic on canvas, 24 × 30 inches, 2022. 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](mailto:ads@firstamericanartmagazine.com) or (05) 314-7426

**Advertising Representative:**

**Barbara Harjo**

📞 (405) 314-7426  
✉️ barbara@firstamericanartmagazine.com  

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Norman, OK 73072

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