

FirstAmericanArt^{MAGAZINE}



MEDIA KIT 2024

FirstAmericanArtMagazine.com/advertise

REACH THE DECISION-MAKERS!

Your ad will 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.

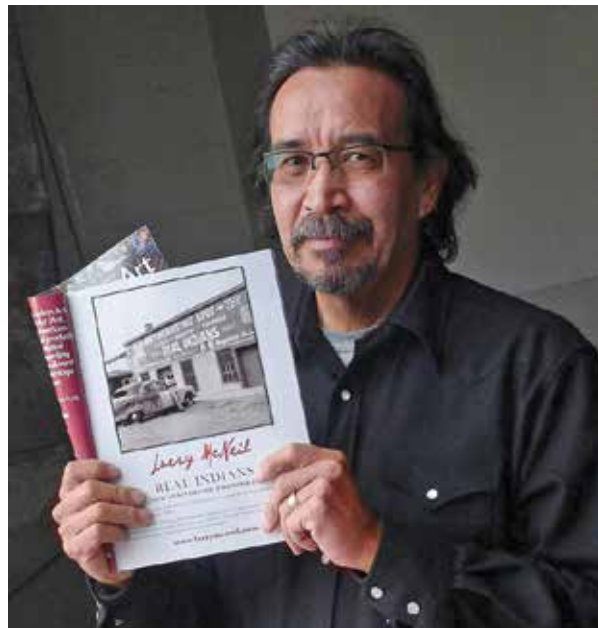


Photo: Larry McNeil © 2019. Used with permission.

“ 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 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 a woman- and 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 is a
tax-deductible
business
expense.

ADVERTISING REPRESENTATIVES

West:

Barbara Harjo

📞 (405) 314-7426

✉ [barbara@](mailto:barbara@firstamericanartmagazine.com)

firstamericanartmagazine.com

East:

Deborah Fritts

📞 (918) 401-0491

✉ [deborah@](mailto:deborah@firstamericanartmagazine.com)

firstamericanartmagazine.com



ADVERTISING PROCESS

1. Our two advertising representatives, **Barbara Harjo** and **Deborah Fritts**, can answer any questions you have, help craft an advertising package to fit your needs, and take your ad reservation.
 2. **America Meredith** will draft 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
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PUBLICATION SCHEDULE

ISSUE NUMBER	DEADLINE TO RESERVE ADS	AD DESIGNS DUE	IN MARKET
42, Spring 2024	February 9, 2024	February 16, 2024	April–June 2024
43, Summer 2024	May 10, 2024	May 17, 2024	July–Sept. 2024
44, Fall 2024	August 23, 2024	August 30, 2024	Oct.–Dec. 2024
45, Winter 2025	November 8, 2024	November 15, 2024	Jan.–March 2025



“ 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

Make checks out to *First American Art Magazine* or FAAM. To pay with a card, pay via Quickbooks or PayPal to firstamericanartmagazine@gmail.com. Multi-issue discounts are based on multiple ads being reserved in a single advertising agreement.

AD TYPE	1 TIME	2 TIMES	3 TIMES	4 TIMES
Two-page spread	\$2,250	\$2,150	\$2,050	\$1,950
Back cover	\$1,850	\$1,750	\$1,650	\$1,550 <i>sold!</i>
Interior front cover	\$1,550	\$1,450	\$1,375	\$1,300 <i>sold!</i>
Interior back cover	\$1,550	\$1,450	\$1,375	\$1,300
Full page	\$1,225	\$1,175	\$1,115	\$1,050
Half page	\$850	\$800	\$760	\$715
Quarter page	\$475	\$450	\$425	\$400

“

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.

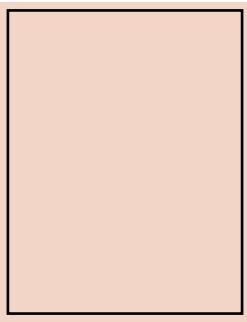
”

—Mike and Jody Wahlig, Minneapolis, MN, art collectors

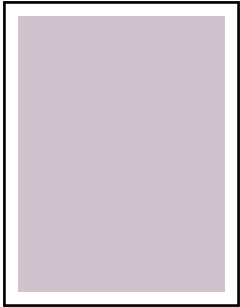
PRINT AD SIZES

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](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 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 × 5.9375" H	8.375" W × 5.4375" 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 —

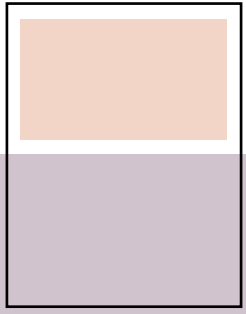


Full page with bleed



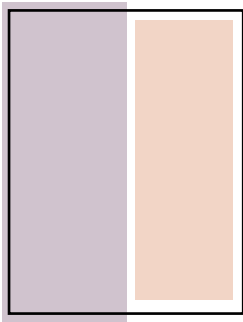
Full page, no bleed

Half horizontal, no bleed

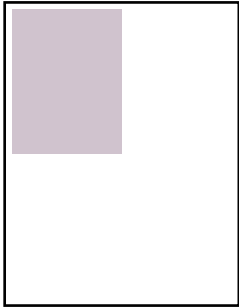


Half horizontal with bleed

Half vertical, no bleed



Half vertical with bleed



Quarter page

TECHNICAL SPECIFICATIONS

- Image resolution: **300 DPI** or higher
- Accepted formats: **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!

- ✉ General: ads@firstamericanartmagazine.com
- ✉ barbara@firstamericanartmagazine.com
- ✉ deborah@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 × 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 × 250 px)	\$180	\$320	\$580



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 or

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West: Barbara Harjo

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East: Deborah Fritts

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3334 W. Main St. #442
Norman, OK 73072

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