

WESTERN  
**ART & Architecture**  
 From Cowboy to Contemporary



Eagle's Nest by Gene Sasse

# Media Information 2012

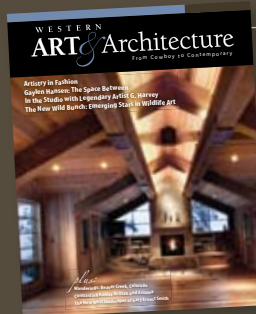
For art collectors and architecture aficionados across the United States

## OUR UNIQUE NICHE

Targeting both seasoned and new collectors, **WA&A** approaches its coverage of the arts from a lifestyle perspective, offering insight into the collector's life. By exploring the western United States in search of an aesthetic that ranges from established to emerging works of art, and archetypal to contemporary design, **WA&A** invokes the reader's passion for art and architecture by evoking a powerful sense of time and place.

This publication celebrates America's love affair with the Western visual arts — from the classic Western masters to contemporary trendsetters — in lively, creative communities from Texas to the West Coast. The richness of the art and architecture comes to life in the pages of this oversized, glossy, 4-color format. *Western Art & Architecture* is distributed nationally.

# 2012 DEADLINES



## FEBRUARY/MARCH

AD CLOSING: Nov. 30  
 FILES DUE: Dec. 2  
 ON SALE: Jan. 11



## APRIL/MAY

AD CLOSING: Feb. 15  
 FILES DUE: Feb. 17  
 ON SALE: March 14



## JUNE/JULY

AD CLOSING: April 18  
 FILES DUE: April 20  
 ON SALE: May 14



## AUGUST/ SEPTEMBER

AD CLOSING: June 13  
 FILES DUE: June 15  
 ON SALE: July 11



## OCTOBER/ NOVEMBER

AD CLOSING: Aug. 15  
 FILES DUE: Aug. 17  
 ON SALE: Sept. 12



## DECEMBER/ JANUARY

AD CLOSING: Oct. 17  
 FILES DUE: Oct. 19  
 ON SALE: Nov. 14

## 2012 ADVERTISING RATES

Effective January, 2012, based on number of issues in any 12-month period. All orders non-cancelable after closing date. Minimum ad size of 1/4 page required to hold contract rate.

### 4-COLOR RATES\*

	1x	2x	3x	4x	5x	6x
Full Page	4950	4600	4250	3950	3600	3250
2/3 Page	4050	3700	3400	3050	2700	2400
1/2 Page	3250	3010	2770	2530	2290	2050
1/3 Page	2500	2290	2080	1870	1660	1450
1/4 Page	2150	1940	1730	1520	1310	1100

### PREMIUM POSITIONING

Back Cover	6950	6600	6300	5950	5500	5250
Inside Front Cover	6550	6200	5900	5550	5150	4800
Inside Back Cover	6150	5800	5500	5150	4800	4450
Pages 1-6	5800	5450	5150	4800	4450	4100
Pages 6-12	5450	5100	4800	4450	4100	3850

\* Please inquire about our gallery rates & gallery participation program.

### COVERS

Non-cancelable 30 days prior to closing date.

### TERMS

First-time advertisers must pay for first ad (first insertion) in advance. Payment is due at the time supplied materials are due. All other payments are due within 30 days of publication.

## ADVERTISING DEPARTMENT

800 • 731 • 1227 ADVERTISING

800 • 417 • 3314 CIRCULATION/SUBSCRIPTIONS

Email: [jared@WesternArtandArchitecture.com](mailto:jared@WesternArtandArchitecture.com)

1050 East Main Street • Bozeman, MT 59715 STREET ADDRESS

P.O. Box 1069 • Bozeman, MT 59771-1069 MAILING ADDRESS

406 • 586 • 2712 PHONE

406 • 586 • 2986 FAX

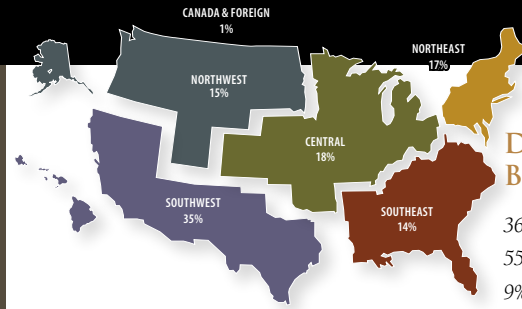
[WesternArtandArchitecture.com](http://WesternArtandArchitecture.com)

### Online Resources



[twitter.com/WesternArtArch](https://twitter.com/WesternArtArch)  
[facebook.com/WesternArtandArchitecture](https://facebook.com/WesternArtandArchitecture)

## SUBSCRIPTIONS by REGION



### DISTRIBUTION BREAKDOWN

36% Newsstand (20,000)  
 55% Subscribers (30,000)  
 9% Specialty/Lodging Outlets (5,000)

## FACTS ABOUT OUR READERS

- Each copy of WA&A is read by 3.5 people
- 56% of readers keep each issue indefinitely as a resource and reference
- 41% of readers give WA&A subscriptions as gifts

■ The average value of our readers art collection is \$582,465 — the median value is \$85,000

■ The average net worth of our readers is \$4,472,267 — the median value is \$2 million

### During the past 12 months ...

- 31% of our readers made a purchase decision based on an advertisement or editorial in WA&A
- 24% requested info from our advertisers
- 38% visited an advertiser's Web site

### During the past 24 months, our readers ...

- Spent an average of \$56,483 on art, mean value \$15,050
- Spent an average of \$24,557 on decorating their home, mean value \$9,666

### Our readers ...

- 54% men, 46% women
- 54 years old on average
- 83% are married
- 86% have a bachelors degree or higher, with 44% having a masters degree or other advanced degree
- Own 2.2 homes on average
- 47% are or have been a Principal/Partner in their own business or practice
- Spend an average of 6.5 weeks on vacation each year
- Attend an average of 6.7 art shows or events each year

"Western Art & Architecture is a beautiful magazine that provides a magnificent showcase for the art world to reach prospective clients. The reception from readers is unsurpassed in its appeal to their senses. Wherever I go to a client's house, it's sitting on the coffee table!"

—Thomas A. Nygard  
 Thomas Nygard Gallery

"Western Art & Architecture has helped us reach the kind of audience we want. Their readership is well-educated about art and art collecting. We have received a great deal of interest from our advertisements in WA&A and will continue to advertise with this magazine."

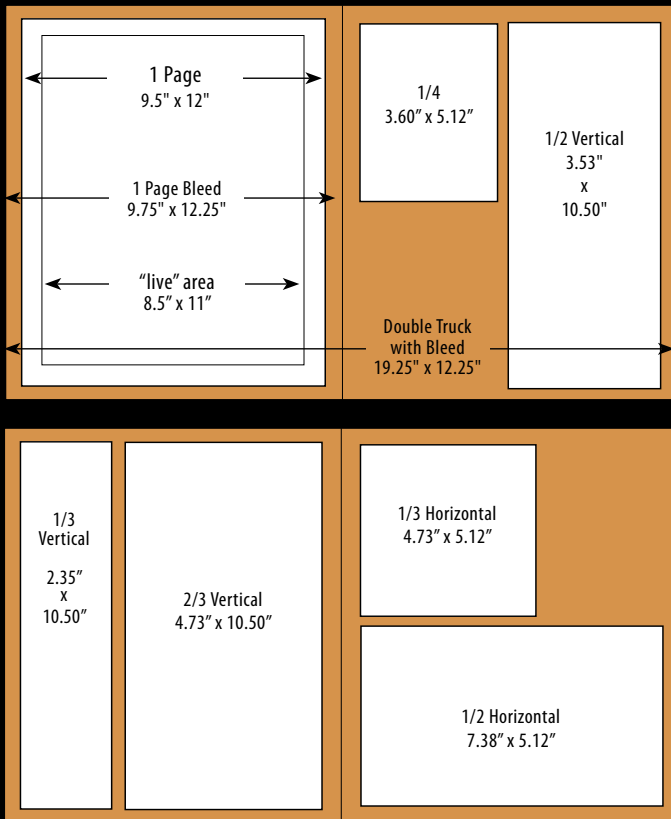
—Denise Marie Rose  
 V.P. Business Development  
 Blue Rain Gallery

"Quality sells...always has, always will. Western Art & Architecture is committed to providing a quality publication that in turn gives us an excellent avenue to reach potential clients. We have seen consistent responses to our ads from every issue and know that we can count on WA&A to help us promote our artists and their work. Thank you for maintaining excellence that is recognized and appreciated by your readers and advertisers!"

—Sandy Nigh  
 Administrator/Advertising Director  
 Whistle Pk Galleries

## MECHANICAL REQUIREMENTS

**All ads must be supplied according to the specifications listed on this page.**



**Trim size of magazine: 9.5" wide x 12" high**

DIMENSIONS (in inches)	WIDTH	HEIGHT
2 Page Spread/Double Truck Bleed	19.25	12.25
1 Page (trim size)	9.5	12
1 Page (bleed)	9.75	12.25
2/3 Vertical	4.73	10.50
1/2 Horizontal	7.38	5.12
1/2 Vertical	3.53	10.50
1/3 Horizontal	4.73	5.12
1/3 Vertical	2.35	10.50
1/4 Vertical	3.6	5.12

Book Trim Size	9.5	12
Live area for bleed ad	8.5	11

**IMPORTANT:** Keep all live matter (type, borders, etc.) at least .50" from all trim edges and gutters.

### ADVERTISING RESPONSIBILITY

The purchaser of advertising space assumes all responsibility for the entire content of any advertisement printed for him or her in *Western Art & Architecture* and assumes responsibility for any claims or costs of litigating claims arising therefrom against themselves or the publisher.

Ads can be submitted as PDF or original source documents from InDesign, Photoshop, Illustrator. If you are using any program other than these listed to build your files you must export them as PDF files with outlined fonts.

PDFs must be sent as PDF/X-1a:2001. Please package your files to ensure all images, fonts, etc. are included. Please outline or rasterize fonts.

### ADS SUBMITTED IN ALL FORMATS MUST:

1. Be built to the correct size. Please double check size!
2. All colors must be CMYK. No spot color, no pantone colors. Remove all pantone colors from swatch palette before exporting PDF file. If using black backgrounds, use rich black: C-40 M-40 Y-40 K-100.
3. All ads must have 300 dpi resolution to ensure print accuracy. Please be sure all photos placed within ads are high resolution (300 dpi). Low resolution Web images cannot be "sized up" to high resolution.
4. Digital files should be accompanied by a color proof. If no color proof is supplied, any color issues or errors are the responsibility of the advertiser. Proofs must be representative of file(s) supplied.

### WE DO NOT ACCEPT:

- Ads built in Pagemaker, Freehand, Quark, Microsoft Word, Publisher or IBM-formatted files.
- Design and prepress services are charged at publisher's cost. Charges are not subject to agency commission or cash discount.
- The accuracy of all ads supplied is the responsibility of the advertiser or ad agency.

### UPLOAD YOUR AD USING AN FTP CLIENT:

HOST: ftp.jdpublishing.com  
 USER NAME: waa@jdpublishing.com  
 PASSWORD: artupload

### MAIL YOUR AD ON CD OR DVD TO:

Western Art & Architecture, 1050 E. Main Street,  
 Suite 3, Bozeman, MT 59715

### EMAIL YOUR AD TO:

production@WesternArtandArchitecture.com

Please call Anna Dingman at 406-586-2712 or 800-731-1227 if you have any further questions about submissions.

### GENERAL INFORMATION

#### COPY & CONTRACT CONDITIONS

Copy Acceptance: The publisher reserves the right to accept or reject all advertising copy which, at its discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy attacking other advertisers directly or indirectly.