

# WESTERN ART & Architecture

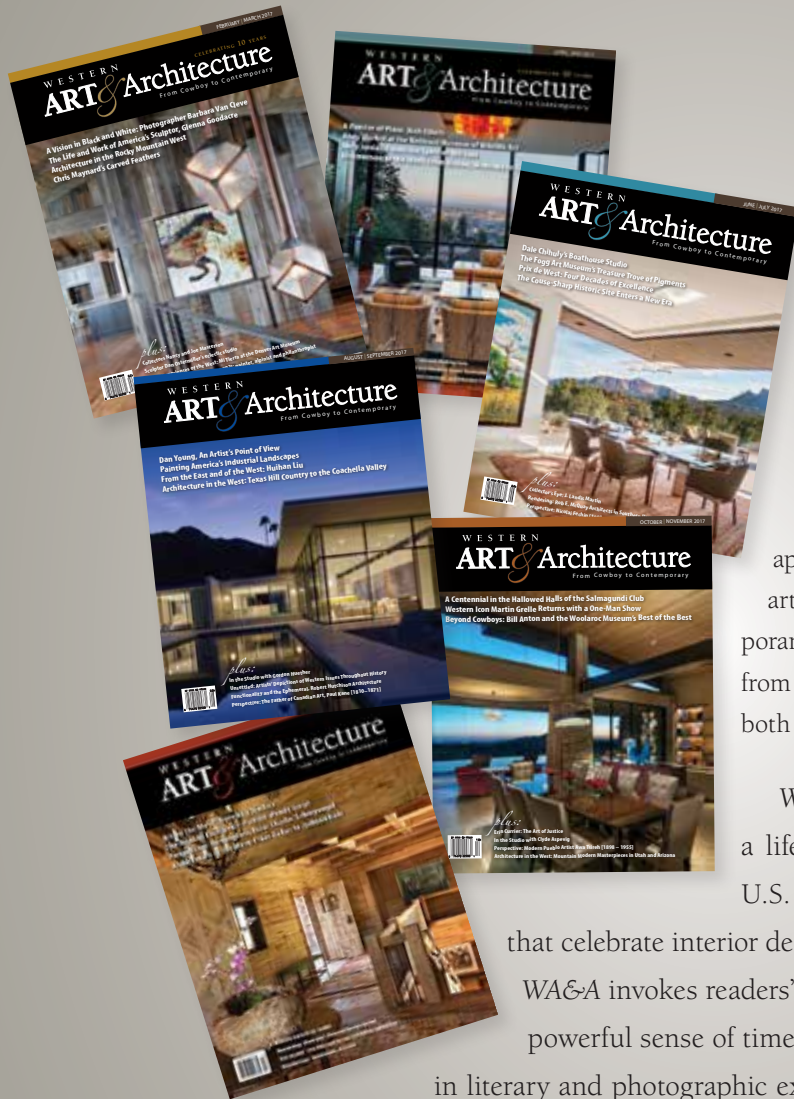
From Cowboy to Contemporary

## MEDIA INFORMATION 2018

### OUR NICHE —

Western Art & Architecture engages readers who appreciate artful living. Covering the Western visual arts — from the classic Western masters to contemporary trendsetters — in lively, creative communities from Texas to the West Coast, we offer a sourcebook for both seasoned and new collectors.

WA&A approaches its coverage of the arts from a lifestyle perspective. By exploring the western U.S. in search of events, auctions and showcases that celebrate interior design, architectural design and compelling art, WA&A invokes readers' passion for art and architecture by evoking a powerful sense of time and place. Founded in 2007 and unmatched in literary and photographic excellence, the magazine is consistently recognized as a leader in regional consumer publishing.



Curtis T. by Tom Ferris

- The Best Auctions**
- The Hidden Destinations**
- The Most Compelling Personalities**
- The Quintessential Collector's Lifestyle**

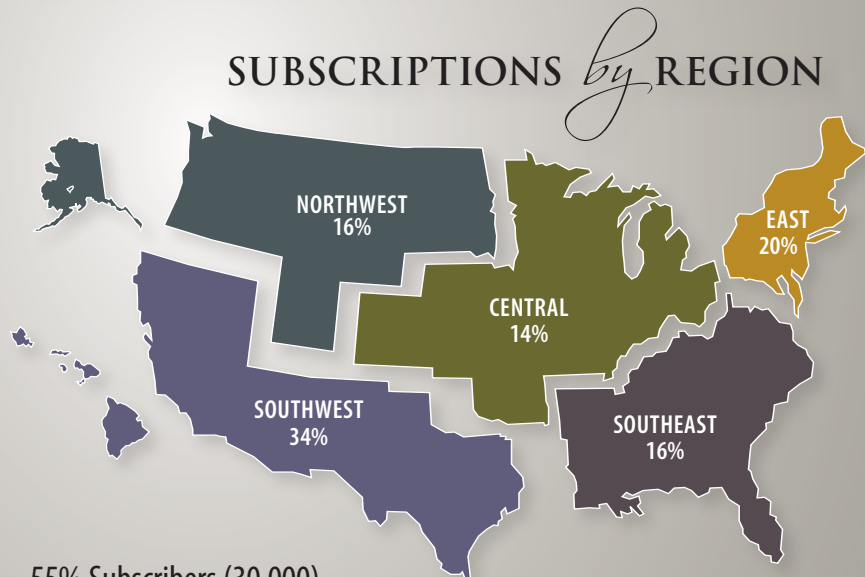
# READER FACTS 2018

- Spend an average of \$36,000 annually on art
- 78% of readers have a net worth of over \$1 million
- 45% of readers own homes valued at over \$1 million
- 55% men, 45% women and 56 years old on average
- 86% have higher education degrees
- 84% are married
- Spend an average of 6.5 weeks per year on vacation
- Attend more than seven art events annually
- Nearly half of all readers keep their WA&A issues indefinitely as a resource and reference
- 31% made a purchase decision based on WA&A
- 27% requested info from our advertisers
- 41% visited an advertiser's website

*WA&A is my go-to magazine for superior articles on art. I have discovered numerous artists in the magazine and know that many art patrons have discovered the Coors Western Art Show there as well. Honestly, I don't think I've ever thrown out a copy; I've got a stack of past issues sitting next to my desk right now.*

— Rose Fredrick  
Fine Art Publisher and Curator

## DISTRIBUTION

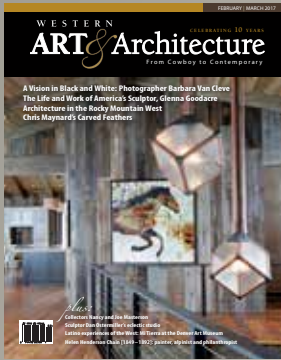


55% Subscribers (30,000)

36% Newsstand (20,000)

9% Specialty/Lodging Outlets (5,000)

**RATES & DEADLINES**



**FEBRUARY/MARCH**

AD CLOSING: Dec. 7

FILES DUE: Dec. 9

ON SALE: Jan. 10

**APRIL/MAY**

AD CLOSING: Feb. 14

FILES DUE: Feb. 16

ON SALE: March 14

**JUNE/JULY**

AD CLOSING: April 11

FILES DUE: April 13

ON SALE: May 9

**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. 10

FILES DUE: Oct. 12

ON SALE: Nov. 7

**2018 ADVERTISING RATES**

Effective January 2018, 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.

AD RATES	1x	2x	3x	4x	5x	6x
Full Page	4250	4050	3850	3650	3450	3250
2/3 Page	3600	3200	3000	2800	2600	2400
1/2 Page	3050	2850	2650	2450	2250	2050
1/3 Page	2450	2250	2050	1850	1650	1450
1/4 Page	2100	1900	1700	1500	1300	1100

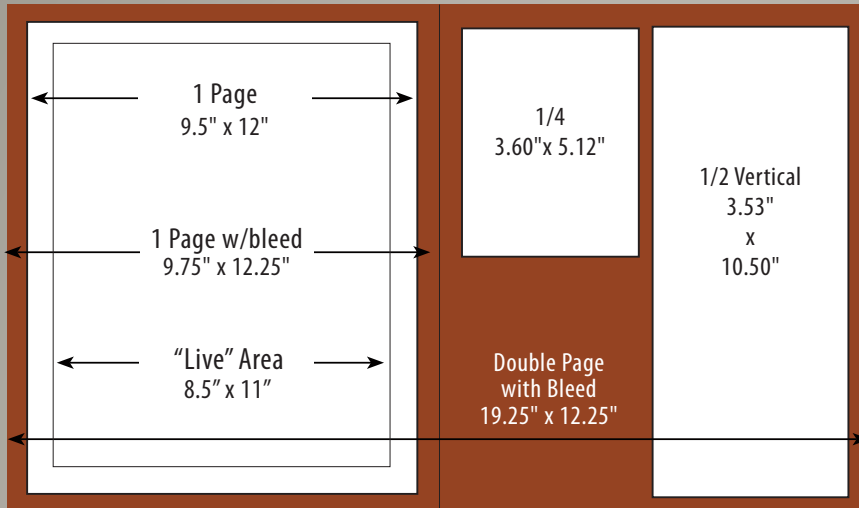
**PREMIUM POSITIONING**

Back Cover	6250	6050	5850	5650	5450	5250
Inside Front Cover	5800	5600	5400	5200	5000	4800
Inside Back Cover	5450	5250	5050	4850	4650	4450
Pages 1-6	5100	4900	4700	4500	4300	4100
Pages 6-12	4850	4650	4450	4250	4050	3850

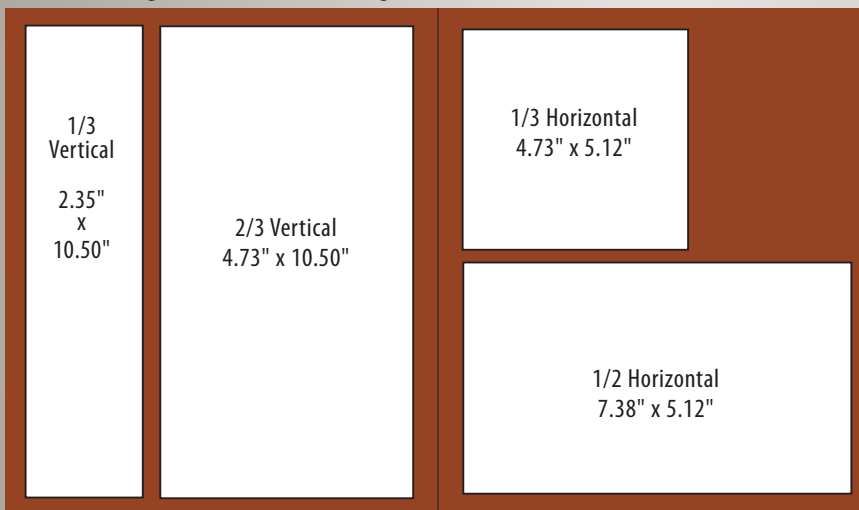
COVERS: Non-cancelable 30 days prior to closing date.

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.

**AD SPECIFICATIONS**



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



**AD SUBMISSION**

Ads can be submitted as PDF or original source documents from InDesign, Photoshop or 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. Please package your files to ensure all images, fonts, etc. are included. Please outline or rasterize fonts. PDFs must be sent as PDF/X-1a:2001.

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.

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.

**MECHANICAL REQUIREMENTS**

DIMENSIONS (in inches)	WIDTH	HEIGHT
Full Page (trim size)	9.5	12
Full Page (bleed)	9.75	12.25
Double-page (trim size)	19	12
Double-page (bleed)	19.50	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

**IMPORTANT:** Keep all live matter (type, borders, etc.) at least .5 inches from all trim edges and gutters. Please double check size!

**E-MAIL YOUR AD (under 20 MB):**  
production@westernartandarchitecture.com

**UPLOAD YOUR AD USING A FTP CLIENT:**  
HOST: ftp.jdpublishing.com  
USER NAME: waaupload@jdpublishing.com  
PASSWORD: Fil3Uplo@d

**MAIL YOUR AD ON CD OR DVD TO:**  
Western Art & Architecture  
1050 East Main Street, Suite 3  
Bozeman, MT 59715

*"Art washes away from the soul  
the dust of everyday life."*

— Pablo Picasso



twitter.com/WesternArtArch  
facebook.com/WesternArtandArchitecture

**DIGITAL**

**WEBSITE ADS:**

Average views per month: 17,500

- ISSUES PAGE BANNER AD
- STORIES PAGE BANNER AD
- RECTANGLE SIDEBAR ADS

**DEDICATED EMAIL**

Opt-in subscribers: 15,000

Average open rate: 18%

**NEWSLETTER/CONTENT  
BLOG POST**

Opt-in subscribers: 15,000

Average open rate: 18%

**FACEBOOK POST**

Total Facebook followers: 18,000

**INSTAGRAM POST**

Total Instagram followers: 7,500

**DIGITAL RATES:**

<b>GENERAL RATES</b>	<b>1-2 MOS</b>	<b>3-6 MOS</b>	<b>7-12 MOS</b>
Medium Rectangle	\$150	\$120	\$105
Long Rectangle	\$275	\$220	\$192
Issues Page Banner	\$90	\$72	\$63
Stories Page Banner	\$120	\$96	\$84
		20% SAVINGS	30% SAVINGS

*\* Cost Per Month*

**SOCIAL RATES:**

**GENERAL RATES**

Dedicated Ema	\$1,200
Content Blog Post	\$500
Facebook Post	\$500
Instagram Post	\$250

*\* Cost Per Month*

*"I am a fine art painter in Santa Fe, New Mexico, with a lot of experience in the advertising business. I look at results. My painting, Quiet Journey Into the Aspen, was included in the article and sold immediately to a couple who flew in on their private jet and carried the painting home! This is not the first time we have had success in sales with WA&A. It seems the readership of this publication is made up of many art buyers."*

— Roseta Santiago, Artist



Roseta Santiago | Quiet Journey Into the Aspen

**CONTACT**

Your sales rep for more information  
on advertising and submission

**Jared Swanson**

(775) 298-2690

jared@WesternArtandArchitecture.com

**Josh Warren**

(406) 600-4202 CELL

(406) 586-712 OFFICE

josh@westernartandarchitecture.com

**SPECIAL DISTRIBUTION**

WA&A is directly distributed to more than 3,500 top architects and design professionals across the country and is also distributed at major auctions and events, including the Coeur d'Alene Art Auction, Scottsdale Art Auction, Prix de West, Masters of the American West, Heritage Auctions, Jackson Hole Art Auction, Santa Fe Art Auction, Palm Beach Shows, LA Art Show, Western Design Conference and many more.

You will find WA&A on the nightstands of the finest hotels and resorts in Jackson Hole, Santa Fe, Tahoe, Park City, Telluride, Sun Valley, Laguna Beach and San Francisco, in addition to an ever-growing list of partnering resorts.



**Western Art & Architecture Travels First Class**

In 2018, WA&A will continue its successful partnership with Delta Airlines, reaching elite members of the Delta Airlines Sky Club through complimentary distribution of the magazine at Sky Club lounges in airports across the country. Noted for luxury and excellence, Delta Sky Club services millions of guests annually. Sky Club members spend an average of two hours per visit where they have access to free Wi-Fi, beverages, special events and now WA&A and your advertising. This translates to even better exposure for your products and services.

800 • 731 • 1227 ADVERTISING  
800 • 417 • 3314 CIRCULATION/SUBSCRIPTIONS

Western Art & Architecture  
1050 East Main Street  
Bozeman, MT 59715 STREET ADDRESS

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

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406 • 586 • 2986 FAX  
WesternArtandArchitecture.com



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