

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



©SkyLab | Photo: Robert Reck

**2019 Media Kit**

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

FOR ART COLLECTORS AND ARCHITECTURE  
AFICIONADOS ACROSS THE UNITED STATES

WESTERN  
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**FEBRUARY | MARCH**

**AD CLOSING:** Dec. 5  
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**OCTOBER | NOVEMBER**

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**DECEMBER | JANUARY**

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Tichenor & Thorp Architects, Inc. | *Outside In: The Gardens and Houses of Tichenor & Thorp* | published by Vendome Press | Photography by Roger Davies

*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.



Chase Halland, *Rio Rancho Black Bison* | Farawaylovely.com

**The Best Auctions**

**The Hidden Destinations**

**The Most Compelling Personalities**

**The Quintessential Collector's Lifestyle**

**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) 586-2712 OFFICE  
josh@westernartandarchitecture.com

# EMBRACE ARTFUL LIVING

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.





*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



Michael Blessing, *Atomic* | Oil on Canvas | 18" x 19" | michaelblessingart.com

## WA&A'S READERS

 Reaching <b>75,000</b> READERS with each issue	 Average annual household <b>INCOME IS \$286K</b>
Average reader age is <b>42-68</b>	 <b>30,000+</b> direct mail subscribers
	



Jivan Lee, *Wild is the Wind* | jivanlee.com



Centre Sky Architecture, Photography by Michael Woodall

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.



Roseta Santiago | Quiet Journey Into the Aspen

*"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

**WA&A Readers:**

- 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

**SOCIAL**

**31,155**

total followers

- 17,834**
- 1,200**
- 1,771**
- 10,350**

**WEB SITE**

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

average monthly visitors:

**16,500**

**NEWS LETTER**

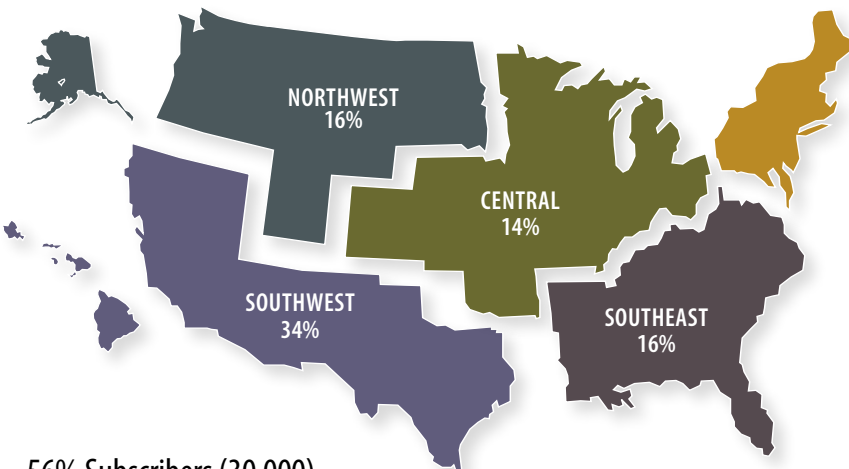
subscribers

**24,000**

average open rate

**8%**

SUBSCRIPTIONS *by* REGION



56% Subscribers (30,000)  
 29% Newsstand (15,000)  
 15% Specialty/Lodging Outlets (8,000)



**Western Art & Architecture Travels First Class**

In 2019, 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.



Jill Carver | October's Song | jillcarver.com



Meagan Abra Blessing | Huckleberry Blue | Oil on Canvas | 14" x 16" | meaganabrablessing.com

# ADVERTISING

## WEBSITE

Banner ad on home page, latest stories, about, social scene, and issues. Rectangle ad on all articles. **\$250**

## NEWSLETTER

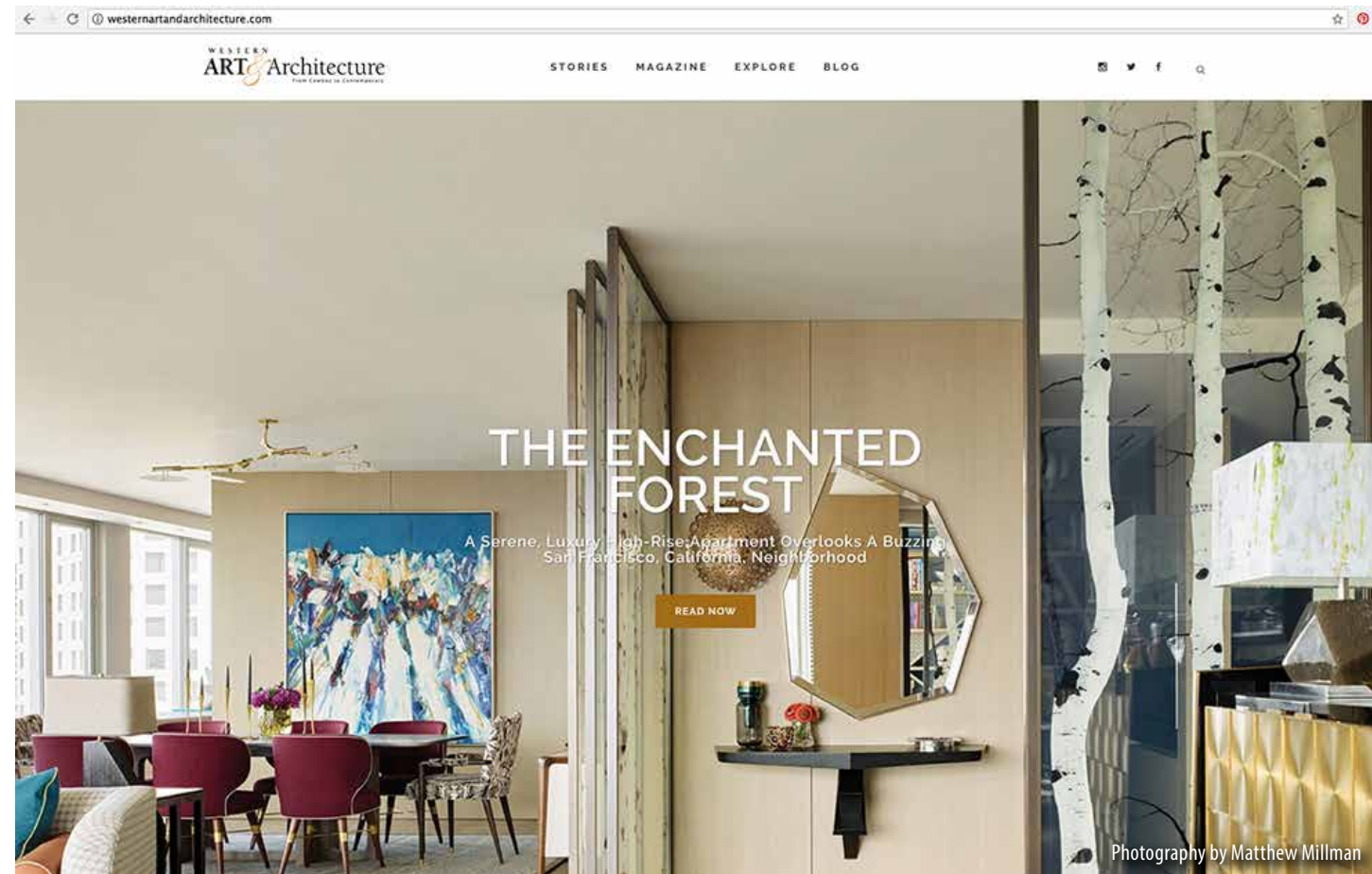
Banner ad imbedded in weekly newsletter.

## DEDICATED EMAIL

Individual full page ad in weekly email blast. **\$1,200**

## SOCIAL

Integrated Social Media marketing programs with facebook and Instagram video capable.



## DIGITAL AD SPECS

### WEBSITE:

**Top/Bottom Banner:** 1275 x 150 pixels  
**Sidebar Square:** 350 x 350 pixels  
 JPEG, PDF or PNG file

### NEWSLETTER:

600 x 200 pixels  
 JPEG, PDF or PNG file

### DEDICATED EMAIL:

600 x 725 pixels  
 JPEG, PDF or PNG file

### BUSINESS DIRECTORY:

- Name of Business, Website URL, Phone # and/or Email Address
- JPEG, PDF or PNG file of logo (200 x 200 pixels)
- Brief Description of Business (no more than 100 words)

# DIGITAL AD PACKAGES

## PRESENTING PARTNER

(limited to 3)

### NATIVE ADVERTISING: 3x

3 Expert Advice articles, includes a home page slider during week of deployment + Facebook boosts

### DISPLAY ADVERTISING: 12 MONTHS

Half-page banner

### E-NEWSLETTER ADVERTISING: 6 WEEKS

Dedicated Email: 6 Weeks  
 Business Directory  
 Annual resource directory, promoted 4x in the e-newsletter

Package value: \$18,700

**PACKAGE PRICE: \$9,350 (\$779/month)**

## LEADERSHIP PROGRAM

(limited to 5)

### NATIVE ADVERTISING: 2x

2 Expert Advice articles + Facebook boosts

### DISPLAY ADVERTISING: 12 MONTHS

Leaderboard or Medium Rectangle

### E-NEWSLETTER: 4 Weeks/year

Dedicated Email: 4 Weeks/year  
 Business Directory  
 Annual resource directory, promoted 4x in the e-newsletter

Package value: \$11,800

**PACKAGE PRICE: \$5,900 (\$491/month)**

## LOCAL HOTSPOT

(limited to 10)

### NATIVE ADVERTISING: 1x

1 Expert Advice article

### DISPLAY ADVERTISING: 6 MONTHS

Leaderboard or Medium Rectangle

### E-NEWSLETTER: 3 WEEKS/year

Dedicated Email: 3 weeks/year  
 Business Directory  
 Annual resource directory, promoted 4x in the e-newsletter

Package value: \$7,850

**PACKAGE PRICE: \$5,495 (\$450/month)**

## BASIC

(limited to 9)

### NATIVE ADVERTISING

1 Expert Advice article

### DISPLAY ADVERTISING: 4 MONTHS

Leaderboard or Medium Rectangle

### E-NEWSLETTER: 2 WEEKS

Find a Pro Business Directory  
 Annual resource directory, promoted 4x in the e-newsletter

Package value: \$4,000

**PACKAGE PRICE: \$3200 (\$266/month)**



Ehrlich Yanai Rhee Chaney Architects; Photography by Juergen Nogai

## LA CARTE + PACKAGES

### NATIVE ADVERTISING:

Expert Advice \$1,000

### DISPLAY ADVERTISING

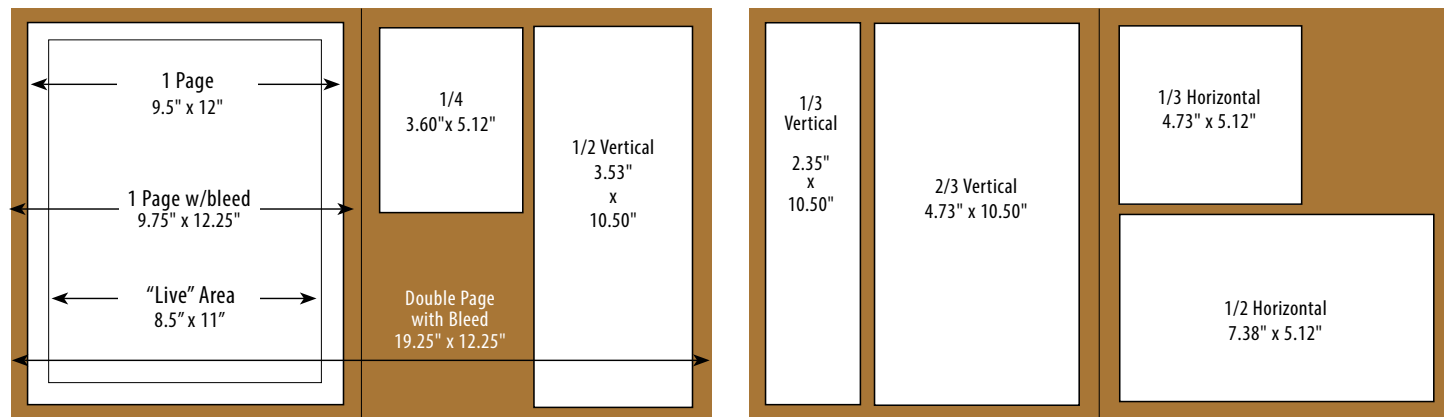
Leaderboard or Medium Rectangle: . . . \$3200/Year  
 Leaderboard or Medium Rectangle: . . . \$3800/6months  
 E-newsletter Advertising: . . . . . \$250 per 600x200  
 Find a Pro: Business Listing: . . . . . \$500/year  
 Instagram Post: . . . . . \$250ea  
 Facebook Post: . . . . . \$500ea

**CHOOSE 4 OR MORE GET 40% OFF**

**CHOOSE 3 GET 30% OFF**

**CHOOSE 2 GET 20% OFF**

# PRINT AD SPECS



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

## DIMENSIONS

AD SIZE	WIDTH	HEIGHT
Full page bleed size	9.75"	12.25"
Full page trim size	9.5"	12"
Double-page bleed size	19.25"	12.25"
Double-page trim size	19"	12"
2/3 page	4.73"	10.5"
1/2 page vertical	3.53"	10.5"
1/2 page horizontal	7.38"	5.12"
1/3 page vertical	2.35"	10.5"
1/3 page horizontal	4.73"	5.12"
1/4 page	3.6"	5.12"

## AD SUBMISSION

- Submissions accepted on CD, via e-mail or FTP site (see information below).
- Please do not include any crop marks, registration marks or color bars.
- Press-ready ads should be submitted as a high resolution PDF (PDF/x-1a:2001) or as a TIF or assure print accuracy.
- If submitting a double-page spread that crosses over from the front to page 1, all live material must be at least .5" from the right and left margins. Contact Elaine at production@westernartandarchitecture.com for further instructions.
- The accuracy of all supplied ads are the responsibility of the advertiser or advertising agency.
- If you have other questions about ad submission, please call (775) 298-2690.

### E-MAIL YOUR AD:

production@  
westernartandarchitecture.com

### MAIL YOUR AD:

924 Incline Way, Suite B,  
Incline Village, NV 89451

### FTP INSTRUCTIONS:

**server:** jdpublishing.com  
**user:** waaftp@jdpublishing.com  
**password:** vyC6mNAdBGxs

## PRINT DEADLINES

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**PRINT RATES: Please email your Account Manager for rates and placements**



Ben Steele, Pearl Farms | Oil on Canvas | 24" x 36"

Advertising & Other Inquiries:  
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twitter.com/WesternArtArch  
facebook.com/WesternArtandArchitecture  
westernartandarchitecture.com

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