

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

**2021 Media Kit**

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

Photo: ©Alexander Vertikoff | Vertikoff Archive

# FOR ART COLLECTORS AND ARCHITECTURE AFICIONADOS ACROSS THE UNITED STATES

*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.

## FEBRUARY | MARCH

**AD CLOSING:** Dec. 2

**ART DUE:** Dec. 4

**ON SALE:** Jan. 6

## APRIL | MAY

**AD CLOSING:** Feb. 10

**ART DUE:** Feb. 12

**ON SALE:** March 10

## JUNE | JULY

**AD CLOSING:** April 7

**ART DUE:** April 9

**ON SALE:** May 5

## AUGUST | SEPTEMBER

**AD CLOSING:** June 9

**ART DUE:** June 11

**ON SALE:** July 7

## OCTOBER | NOVEMBER

**AD CLOSING:** Aug. 11

**ART DUE:** Aug. 13

**ON SALE:** Sept. 8

## DECEMBER | JANUARY

**AD CLOSING:** Oct. 6

**ART DUE:** Oct. 8

**ON SALE:** Nov. 3



# READER FACTS

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'S READERS



Reaching **75,000**  
**READERS** with  
each issue



Average  
annual  
household  
**INCOME IS**  
**\$286K**

Average reader  
age is **42-68**



**30,000+**  
direct mail  
subscribers



- 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

Debbie Korb  
*Smalltalk*



# DEMOGRAPHICS



# 31,155

total followers

## SOCIAL

 17,834

 1,200

 1,771

 10,350

## WEBSITE

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

average monthly visitors:

# 16,500

## NEWSLETTER

subscribers

# 24,000

average open rate

# 8%

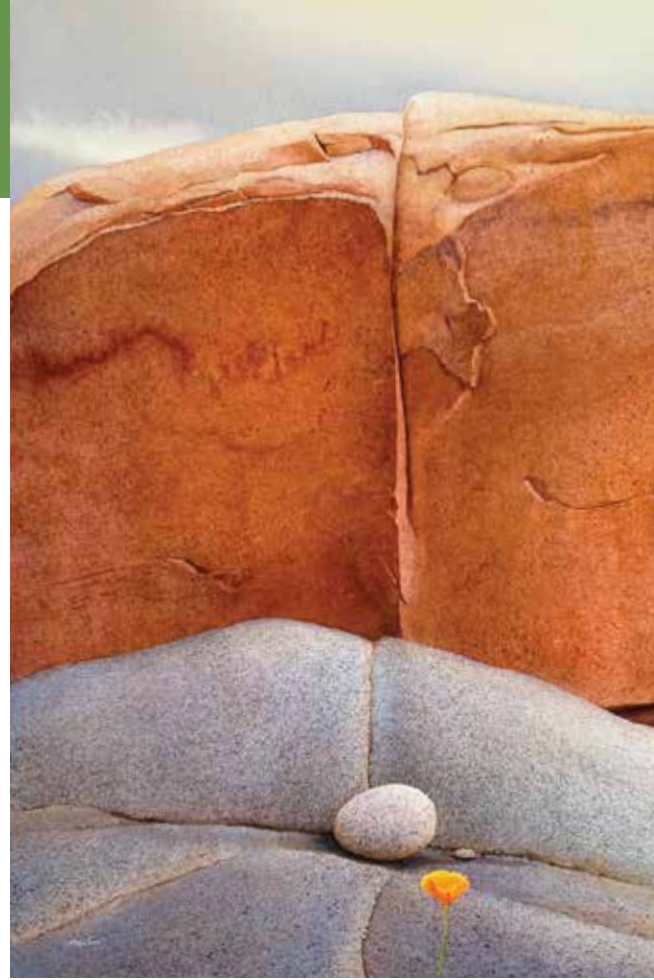
*WA&A is my go-to magazine for superior articles on art. I have discovered numerous artists in the magazine and know that many art patrons have discovered the Coors Western Art Show there as well. Honestly, I don't think I've ever thrown out a copy; I've got a stack of past issues sitting next to my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

— Rose Fredrick, Fine Art Publisher and Curator

# MAGAZINE DISTRIBUTION

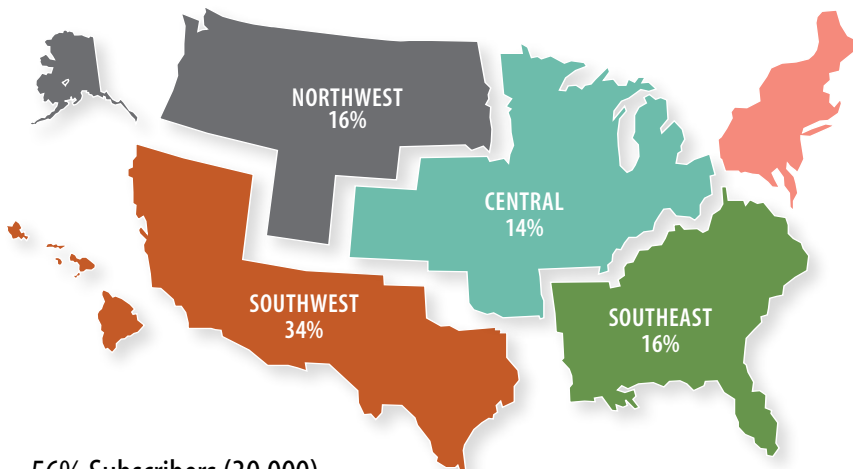
WA&A is directly distributed to more than 3,500 top architects and design professionals across the country and is also distributed at major auctions and events, including the Coeur d'Alene Art Auction, Scottsdale Art Auction, Prix de West, Masters of the American West, Heritage Auctions, Jackson Hole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



Greg Strachov | *Desert Poppy*

## SUBSCRIPTIONS *by* REGION



56% Subscribers (30,000)

29% Newsstand (15,000)

15% Specialty/Lodging Outlets (8,000)

*"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



### **Western Art & Architecture Travels First Class**

In 2020, 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.

# DIGITAL ADVERTISING

## WEBSITE

Banner ad on home page next to the latest feature stories, blog posts, and most popular content. Rectangle ad on all articles.

## NEWSLETTER

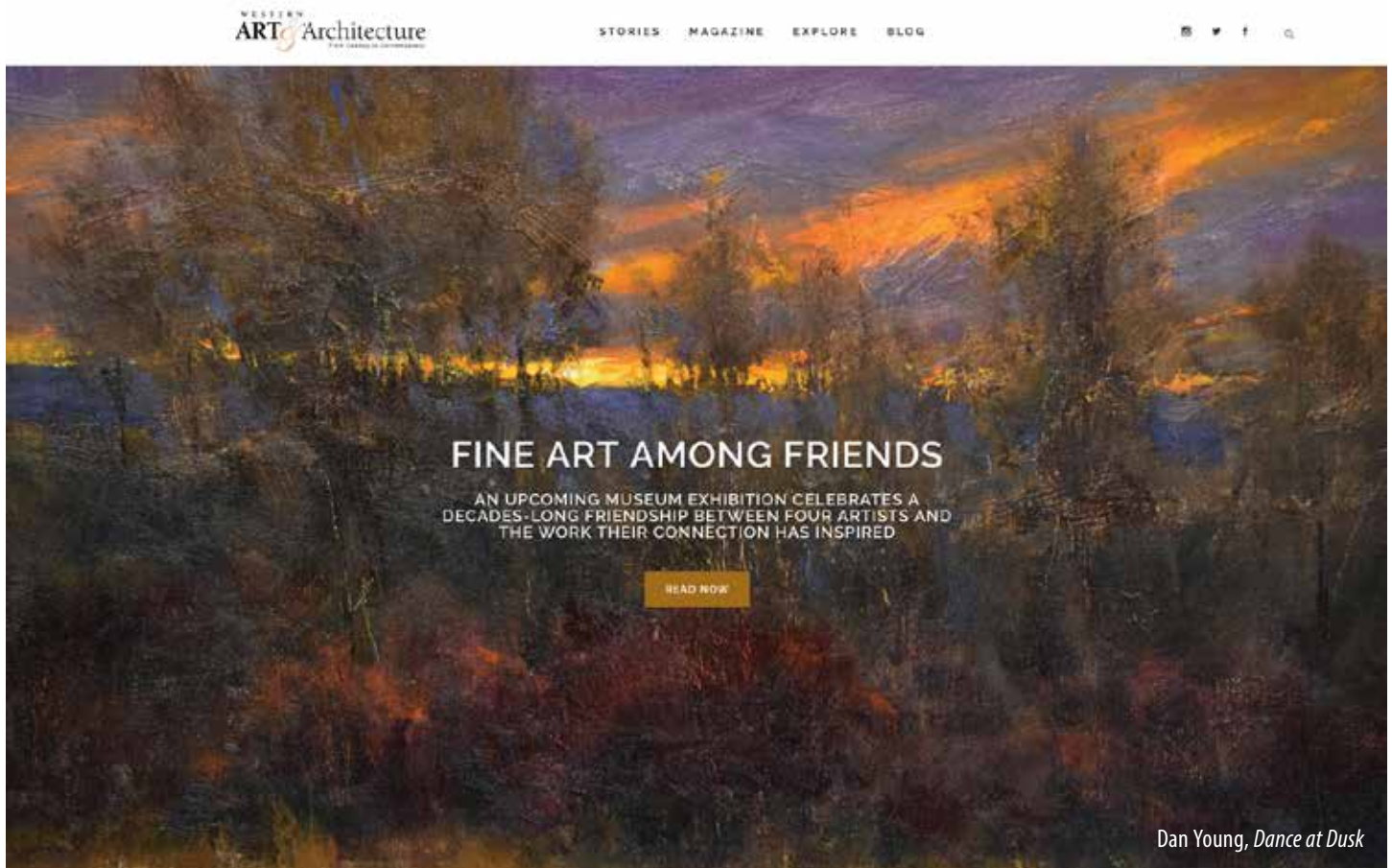
Banner ad imbedded in email newsletter, sent out weekly to our loyal readers.

## DEDICATED EMAIL

Individual full-page ad in weekly email newsletter.

## SOCIAL

Strategic social media marketing roll-outs with Facebook and Instagram video capability.



## 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

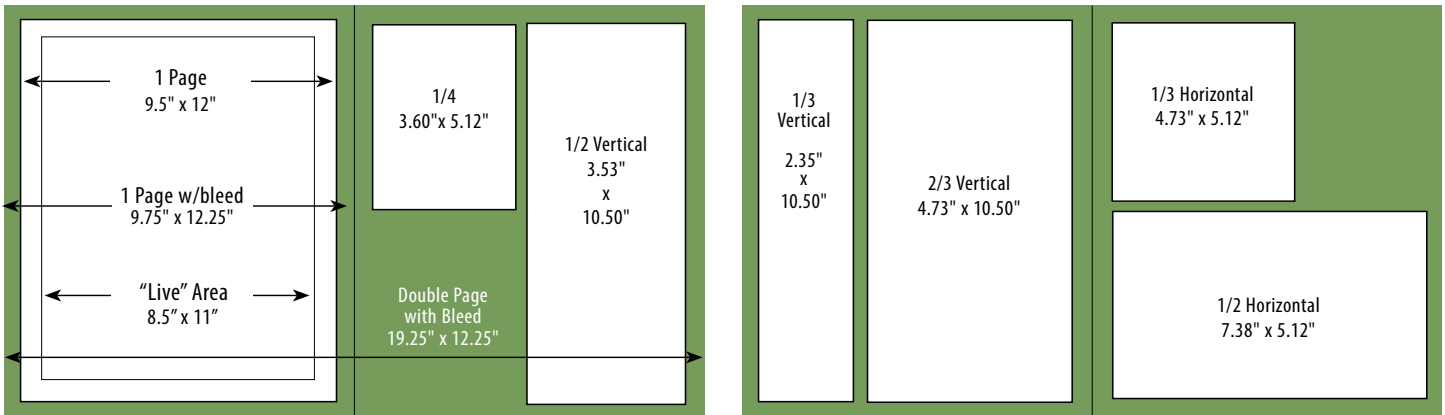
### DEDICATED EMAIL:

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)

# 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 L,  
Incline Village, NV 89451

### FTP INSTRUCTIONS:

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



Donna Howell-Sickles | *It's Written in the Stars*

# CONTACT

Contact your sales rep for more information on advertising and submission

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

Photo: Joe Fletcher



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

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

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

Editorial Submissions:

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