

WESTERN
ART & Architecture
From Cowboy to Contemporary



2026 Media Kit

westernartandarchitecture.com

Photo: Lindsay Salazar

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: Nov. 26

ART DUE: Nov. 28

ON SALE: Jan. 1

APRIL | MAY

AD CLOSING: Feb. 4

ART DUE: Feb. 6

ON SALE: March 5

JUNE | JULY

AD CLOSING: April 1

ART DUE: April 3

ON SALE: April 30

AUGUST | SEPTEMBER

AD CLOSING: June 3

ART DUE: June 5

ON SALE: July 2

OCTOBER | NOVEMBER

AD CLOSING: Aug. 5

ART DUE: Aug. 7

ON SALE: Sept. 3

DECEMBER | JANUARY

AD CLOSING: Sept. 30

ART DUE: Oct. 2

ON SALE: Oct. 29



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.



Jason Kowalski, *Roadside Attraction*, courtesy of LewAllen Galleries, Santa Fe, NM

- Spend an average of \$36,000 annually on art
- 78% of readers have a net worth of over \$11.2 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'S READERS

TOTAL MONTHLY REACH

112,000

AVERAGE ANNUAL HOUSEHOLD INCOME

\$312,000

AVERAGE NET WORTH

\$11.2 Million

AVERAGE READER AGE

42 - 68



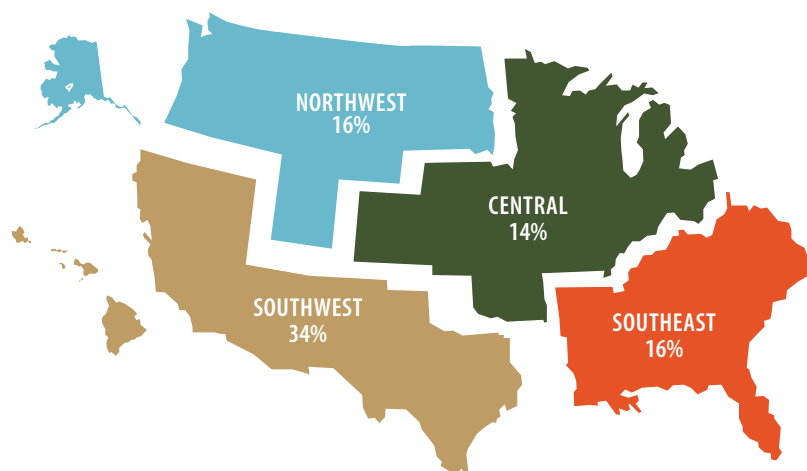
Maia Chávez Larkin, *Through the Bottomland*

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.

SUBSCRIPTIONS *by* REGION



Monthly Reach: 112,000

Newsstand: 16,000

Specialty/Lodging Outlets/Delta Sky Club: 11,000



Western Art & Architecture Travels First Class

In 2026, 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.

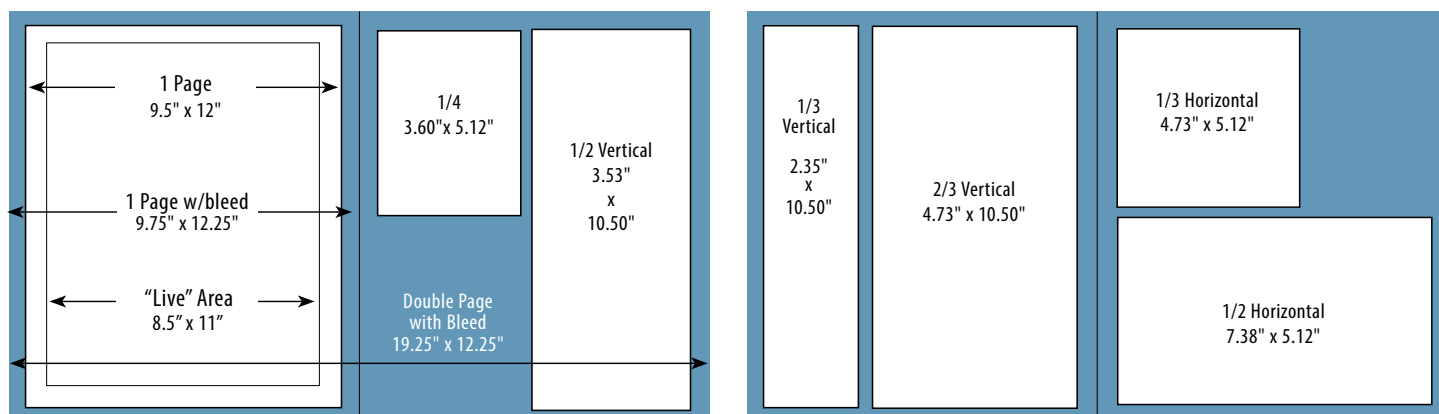


Kim Lordier, *Livin' on a Loose Rein*

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

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"

DIGITAL AD SPECS

WEBSITE

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

Banner: 1275 x 150

Square: 350 x 350

NEWSLETTER

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

600 x 200

JPEG, PDF or PNG file

DEDICATED EMAIL

Individual full-page ad in weekly email newsletter.

600 x 725

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 Elaine@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:

elaine@westernartandarchitecture.com

MAIL YOUR AD:

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

FTP INSTRUCTIONS:

server: jdpublishing.com

user: waafpt@jdpublishing.com

password: vyC6mNAdBGxs

2025 ADVERTISING RATES



Christy Stallop, *Rust*



Reen Axtell, *Dress for the Job You Want*

Effective January 2026, 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.

	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
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

COVER: 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 & Other Inquiries:
924 Incline Way, Suite C
Incline Village, NV 89451
775.298.2690

Editorial Submissions:
PO Box 1069
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westernartandarchitecture.com

twitter.com/WesternArtArch

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

CONTACT

Contact your sales rep for more information on advertising and submission

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W E S T E R N
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Photo: Paul Dyer

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