WESTERN ART & Architecture

From Cowboy to Contemporary



2027 Media Kit

westernartandarchitecture.com

Photo: Whitney Kamman

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. 25
ART DUE: Nov. 27
ON SALE: Jan. 1

APRIL | MAY

AD CLOSING: Feb. 3
ART DUE: Feb. 5
ON SALE: March 4

JUNE | JULY

AD CLOSING: March 31
ART DUE: April 2
ON SALE: April 29

AUGUST | SEPTEMBER

AD CLOSING: June 2
ART DUE: June 4
ON SALE: July 1

OCTOBER | NOVEMBER

AD CLOSING: Aug. 4
ART DUE: Aug. 6
ON SALE: Sept. 2

DECEMBER | JANUARY

AD CLOSING: Sept. 29
ART DUE: Oct. 1
ON SALE: Oct. 28



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.

- Spend an average of $36,000 annually on art
- 78% of readers have a net worth of over $11.2 million
- 86% have higher education degrees
- 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

WA&A'S READERS

TOTAL MONTHLY REACH

112,000

AVERAGE ANNUAL HOUSEHOLD INCOME

$296,000

AVERAGE NET WORTH

$8.9 Million

AVERAGE READER AGE

41 – 76

Terry Gardner, *Above It All*



TOTAL AUDIENCE

PRINT

170,000
Readers per issue

240,000
Annual Print Volume

960,000
Annual Print Impressions

DIGITAL

160,000
Monthly web visitors

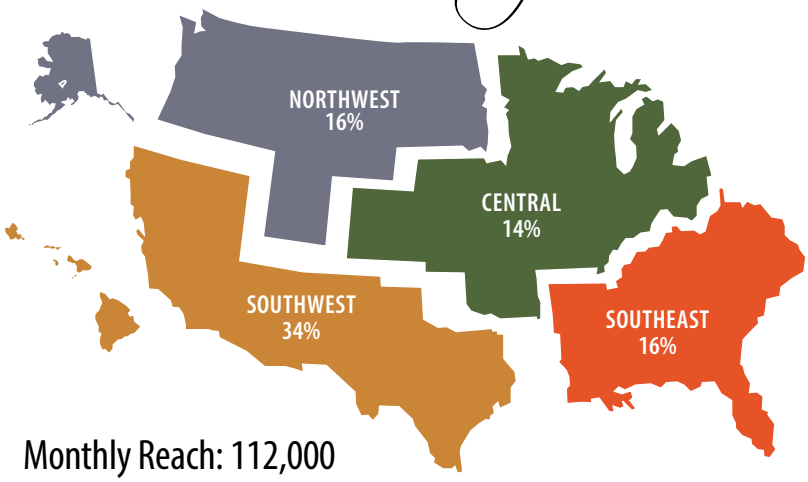
52,000
Social Media Followers

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, Big Sky, 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

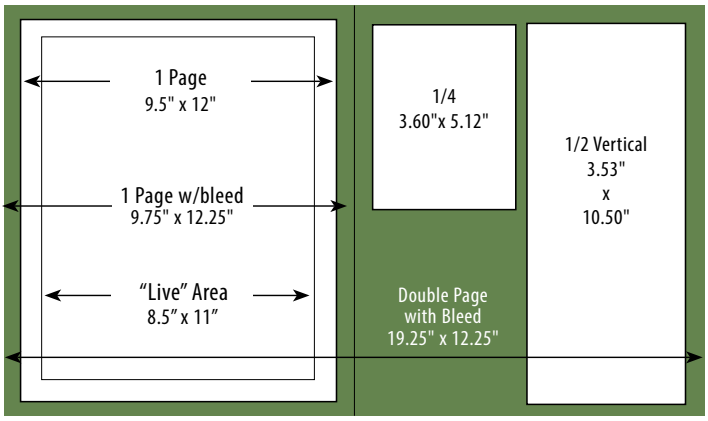
Western Art & Architecture Travels First Class

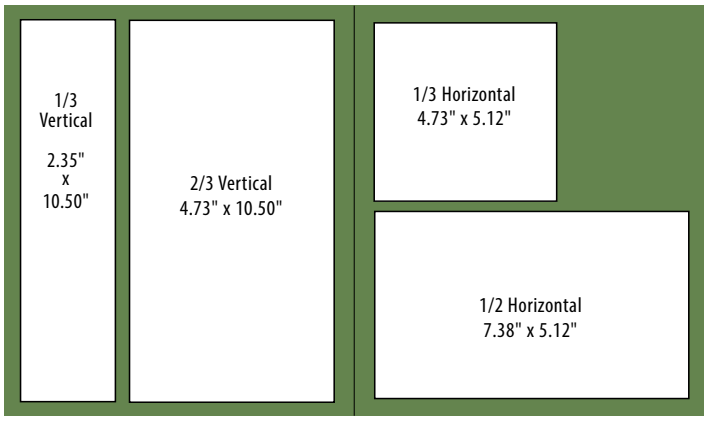
In 2027, *WA&A* will continue its successful partnership with Delta Airlines, reaching elite members of the Delta Airlines Sky Club through complimentary distribution of the magazine at Sky Club lounges in airports across the country. Noted for luxury and excellence, Delta Sky Club services millions 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.



Jay Moore, *High in the San Juans*

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 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.

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 newlsetter, 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

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: waaftp@jdpublishing.com
password: vyC6mNAdBGxs

2027 ADVERTISING RATES



Ray Tigerman, *Lakota Scout*



Cathy Sheeters, *Take All Comers*

Effective January 2027, 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

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.

For editorial, subscription, and advertising inquiries:

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westernartandarchitecture.com

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Photo: Gabe Border

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