

ART NEW ENGLAND

CONTEMPORARY ART AND CULTURE



2016 MEDIA KIT



ABOUT ART NEW ENGLAND

Art New England, recently celebrating its 35th anniversary in 2014, remains widely recognized as one of the country's leading visual arts and contemporary culture magazines. With its digital complement, ANEonline, the publication offers critical insight into the exhibitions, artists and trends affecting the New England art scene.

Art New England's presentation and regional focus does not exist in any other publication either in print or online. For an advertiser, this provides a perfect environment for products and services connected to the arts, as well as a direct link to readers highly motivated to receive these messages.

Art New England is published bi-monthly (six issues per year) and is distributed through subscription, on newsstands, in-room hotel distribution and through special events, including direct mail to many of New England's leading arts institutions and schools.

2016 EDITORIAL

Covering contemporary art and culture in and around New England and strategically beyond the region, each issue offers features, columns and reviews from some of the region's top writers. Columns include selective, topical coverage of contemporary works, from architecture and film reviews through new works discovered in artists' studios.

Art Reviews and Previews provide regional coverage of the six New England states. **Spotlight Art Reviews** have a changing geographic focus and give special attention to traveling exhibitions or those with exceptional regional significance. The **Illustrated Calendar** lists special events including lectures, panel discussions, performances, and film and video screenings.

The combination of the magazine, its web component and its community outreach offer advertisers a powerful and effective connection to the region's most engaged consumers of art and culture.

UPCOMING ISSUE:

July / August 2016 ISSUE

SPECIAL ADVERTISING:

- DESTINATION: BERKSHIRES, MA & BEYOND
- DESTINATION: CAPE ANN
- DESTINATION: CAPE COD, MA & ISLANDS
- DESTINATION: MIDCOAST & DOWNEAST MAINE

CIRCULATION

Each issue of *Art New England* reaches more than 30,000 readers—the curators, museum directors, gallerists, artists, students and collectors who make New England one of the most exciting, vibrant and storied regions for art-making, scholarship and art appreciation in the world.

Paid Subscription

Art New England's thousands of loyal subscribers are found across the country, with the majority residing in the northeast. A one-year subscription includes six issues, as well as invitations to art salons, openings and occasional special events taking place within the six-state region.

Newsstand Sales

Art New England is available on more than 250 newsstands in 32 states. The title has always enjoyed well-above the national average sell-through according to its distributors.

In Room Distribution

An ever-growing group of luxury boutique hotels and inns have requested in-room distribution of *Art New England*. These include:

- Taj Hotel on Boston's Newbury Street
- Topnotch Resort and Spa in Stowe, VT
- Stowe Meadows, VT
- Hotel Providence, RI
- Omni Bretton Arms Inn at Mount Washington, NH
- Hanover Inn Dartmouth, NH
- Delamar Southport, CT
- Delamar Greenwich, CT
- The Porches Inn at Mass MoCA, MA

- The Williams Inn, MA
- Four Columns Inn & Restaurant in Newfane, VT

More continue to be added. All of these award-winning hotels and inns share an appreciation for fine and contemporary art and guests who have expressed interest in collecting and exploring nearby galleries. In-room distribution adds a dynamic new consumer demographic to *Art New England's* reach: the affluent, sophisticated, active traveler.

Special Events

Each year *Art New England's* staff selects a broad range of special art events throughout the northeast region and distributes copies of the magazine to attendees. Annual events include the Art Basel Miami; New England Museum Association Annual Conference; MacDowell Colony Medal Ceremony; AD 20/21 Contemporary Art Show; CraftBoston; the Armory Show; Newport Arts Festival and many more. On average, more than 12,000 copies of the magazine are distributed at more than 60 events each year.

Industry Targeted Distribution

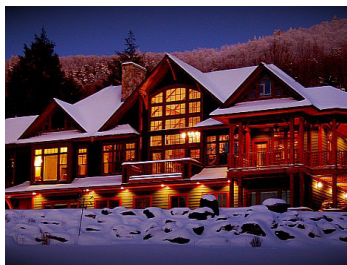
Through a special arrangement with the New England Museum Association, each issue is mailed directly to the association's nearly 500 institutional members—important decision makers and opinion leaders in New England's cultural scene.



THE TAJ HOTEL, BOSTON



TOPNOTCH RESORT AND SPA



STOWE MEADOWS



OMNI BRETTON ARMS INN



DELAMAR GREENWICH



MACDOWELL COLONY MEDAL DAY



ART BASEL MIAMI



THE ARMORY SHOW

ADVERTISING OPPORTUNITIES

PREMIUM

The most prestigious place to advertise; ads appear on the back and inside covers.

DISPLAY

Appearing in and around the magazine's editorial content, display advertising offers premier positioning.

ART GUIDE

An easily referenced and economical guide reserved exclusively for galleries, museums and universities. Participants are indexed by state, in alphabetical order, and the section is positioned near the magazine's esteemed critical reviews.

EXHIBITION LISTINGS

A quick and easy advertising directory that requires no graphic design, enabling participants to announce openings and events in the magazine and on artnewengland.com. Research shows that readers use this section as a valuable planning tool.

GUIDE TO SCHOOLS & WORKSHOPS

Requiring no graphic design, this popular section enables participants to publicize academic programs, workshops, residencies and international courses in the magazine and on artnewengland.com.

CLASSIFIEDS

A traditional black and white text listing and display advertising section, organized by category and appearing in the magazine and on artnewengland.com.

SPECIAL SECTIONS:

- **ARTIST DIRECTORY:** The most affordable advertising option for artists; this bi-annual print catalogue includes complimentary ad layout and six months on artnewengland.com.
- **HOLIDAY GUIDE:** A resource for readers looking for art-related and unique gifts items and experiences, this section provides advertisers the opportunity to reach some of the region's most discriminating gift-givers. Ads also appear on artnewengland.com.
- **SUMMER GETAWAY GUIDE:** A comprehensive travel-planning tool, this section provides seasonal advertisers the opportunity to promote festivals, concerts, attractions, accommodations and more in the magazine and on artnewengland.com.
- **DESTINATION:** This dynamic promotional program targets a different geographic location with each issue, offering artists, art institutions, galleries and surrounding businesses affordable display advertising with complimentary advertorial text that runs in addition to a dedicated feature and a coveted cover line position for the area. In celebration, participants are also invited to an exclusive issue launch reception held at a venue in the destination.

READER COMMENTS

The energy of the art scene along the Connecticut shore was palpable at Art New England's celebration party at the Florence Griswold Museum on May 21, 2015. It was an amazing night—over 100 artists, museum colleagues, gallerists, and arts patrons gathered here to see Peter Halley: Big Paintings and socialize with one another. The evening was particularly high-spirited, with lots of networking and the sparking of new friendships. Kudos to ANE for holding these artistic evenings that showcase the vibrancy of the arts in New England!

—Jeff Andersen
DIRECTOR, FLORENCE GRISWOLD MUSEUM

It's been quite an honor to be on the cover of Art New England this issue. I knew Art New England was a regional magazine, but I hadn't realized how widely it touches the area. I've had people contact me from NYC; Providence, RI; and Portland, ME. It's helped me reconnect with many old friends in the arts, and introduced me to new ones. It has really shown me how powerful this magazine is at bringing artists together. Thank you!

—Lauryn Welch
COVER ARTIST FOR Art New England's MARCH/APRIL 2015 ISSUE

I just finished reading your piece on Michael McKinnell in the latest Art New England, and I thought the article was great! It really piqued my interest particularly because yesterday I had the paperwork for McKinnell's Quarry Triptych in my hand (the piece is pictured at the top of page 37 in the March/April 2015 issue). McKinnell was generous enough to donate this work a couple of months ago to the Cape Ann Museum.... We currently have it on display as part of the museum's granite-themed exhibit.

—Leon Doucette
CURATORIAL ASSISTANT, CAPE ANN MUSEUM

Cate McQuaid's article on Jonathan Prince [January/February 2015 issue], a sculptor we represent, was an excellent survey of his work and an insightful look at the artist. The piece on the cover, One Foot Stack, is front and center in our current exhibition, Subtle, Not Subtle. Your coverage of dynamic contemporary artists helps galleries as well as the greater art community. By the way I haven't forgotten your profile of Jonathan in your June/July 2010 issue, Seven Sculptors to Watch...good call!

—Tari Swenson
PARTNER, WEST BRANCH GALLERY & SCULPTURE PARK, STOWE, VT

Trapped in history is how I felt when I mourned my husband's [Kahlil Gibran] death along with so many of his colleagues who contributed to art in Boston and in America, but whose legacy had been diminished by a noisier crowd. That's the reason I spent four years writing Love Made Visible. Never did I expect a review like the one that just appeared in the November/December 2014 issue. For all the artists whom I wanted folks to remember, thank you. A hundred years from now, I picture a curious soul prowling through an abandoned library stack and discovering Art New England and its attendant works. Then the Boston expressionists will speak again!

—Jean Gibran
AUTHOR OF LOVE MADE VISIBLE: SCENES FROM A MOSTLY HAPPY MARRIAGE



PUBLISHERS DISTRIBUTION GROUP

November 11, 2013

Ms. Rita A. Fucillo
NEW VENTURE MEDIA GROUP
322 Congress Street, Suite 2
Boston, MA 02210-1217

Dear Rita:

I would like to take this opportunity to express our appreciation to the staff at *ART NEW ENGLAND*, for their incredible talent and professional capability. They have and are producing a periodical which is appealing to more consumers than ever before. This in itself is incredible in a market that has been less appealing to normal growth over the past five years.

ART NEW ENGLAND Magazine continues to post growth between 6% and 9% each year since 2009. The major chain bookstores consider *ANE* a preferred title within its category, and recognize the profit it generates for their business.

We look forward to continued consumer acceptance of *ART NEW ENGLAND*, and thank you all for the exceptional efforts in developing this quality magazine.

Sincerely,

A handwritten signature in black ink that reads 'John S. Ryan'. The signature is fluid and cursive, with the first name 'John' being the most prominent part.

John S. Ryan

JSR/slb

ART NEW ENGLAND

CONTEMPORARY ART AND CULTURE

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artnewengland.com

2016 PRODUCTION SCHEDULE

Reach more than 30,000 art patrons, artists, professionals and students each issue through subscriptions, newsstand sales, and special events distribution.



July/August 2016

SPECIAL ADVERTISING:
Destinations: Cape Ann; Cape Cod & Islands; Berkshires & Beyond; and Midcoast & Downeast Maine

**Space Reservation: May 18
Material Due: May 25**

GALLERY ISSUE



Sept/Oct 2016

SPECIAL ADVERTISING:
**Destination: Boston, MA, and Pioneer Valley, MA
Fall Artist Directory**

**Space Reservation: July 18
Material Due: July 25**



Nov/Dec 2016

SPECIAL ADVERTISING:
**Destination: New Hampshire
Holiday Guide**

**Space Reservation: Sept 18
Material Due: Sept 25**



Jan/Feb 2017

SPECIAL ADVERTISING:
**Focus On: Summer residencies,
programs and workshops**

**Space Reservation: Nov 18
Material Due: Nov 25**



March/April 2017

SPECIAL ADVERTISING:
**Destination: Vermont
Spring Artist Directory**

**Space Reservation: Jan 18
Material Due: Jan 25**

MUSEUM ISSUE



May/June 2017

SPECIAL ADVERTISING:
**Destination: TBD
Summer Getaway Guide**

**Space Reservation: March 18
Material Due: March 25**

Special Event Distribution:

- Frieze Art Fair
- Magenta Foundation's Flash Forward Festival
- Paradise City Arts Festival
- Danforth Art's "Off The Wall" Gala
- Berkshires Art Festival
- Newport Arts Festival
- Medal Day MacDowell Art Colony
- Ogunquit Museum of American Art
- Vermont Festival of the Arts
- The Ellis Boston Antiques Show
- Art Basel Miami
- Boston International Fine Arts Show
- International Fine Print Dealers Association Fair

- New England Museum Association Conference
- Photographic Resource Center Annual Gala
- College Art Assoc. Annual Conference
- New England Foundation for the Arts
- Women's Caucus for the Arts Annual Conference
- AD20/21 and the Annual Boston Print Fair
- Armory Art Show, New York
- CraftBoston
- SOWA First Fridays
- Art walks throughout New England
- Select museums, galleries, art centers, independent booksellers, and major bookstore chains nationwide

In-Room Distribution:

- Taj Hotel Boston
- Hotel Providence
- Topnotch Resort and Spa
- Stowe Meadows
- Omni Bretton Arms Inn at Mount Washington
- Hanover Inn Dartmouth
- Delamar Southport
- Delamar Greenwich
- The Porches Inn at Mass MoCA
- The Williams Inn
- Four Columns Inn & Restaurant in Newfane, VT

SPECIAL EVENT DISTRIBUTION AND CONTENT SUBJECT TO CHANGE.
Call (617) 259-1040 for specific information about each issue.