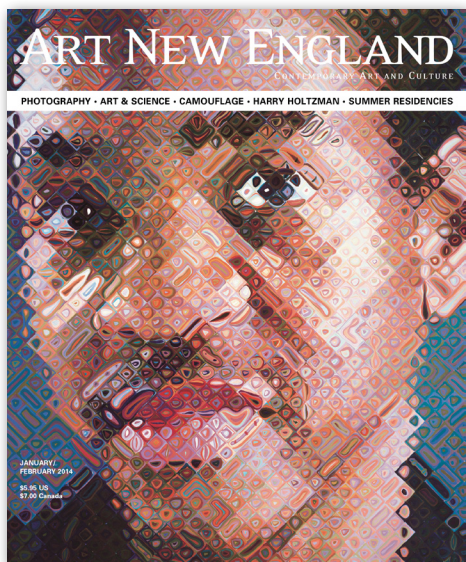


# ART NEW ENGLAND

CONTEMPORARY ART AND CULTURE



# 2015 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.

## 2015 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:

- JANUARY/FEBRUARY 2015

## MEET ANE'S EDITOR & CONTRIBUTING WRITERS

### Debbie Hagan EDITOR

Debbie Hagan, editor of *Art New England*, has been contributing features and reviews for the magazine since 1996. For more than 30 years, Debbie has written about art, as associate editor of *DÉCOR* magazine, editor-in-chief of *Preview* art magazine, and as show manager of Artexpo NY & LA.

Debbie received her MFA in creative nonfiction from Goucher College and has published hundreds of articles and essays for such publications as *Boston Globe Magazine*; *American Style*; *Robb Report*; *Artists Magazine*; *Brain, Child*; and many others. She is an adjunct writing professor at New Hampshire Institute of Art and book reviews editor for *Brevity* online literary magazine. She is also the author of *Against the Tide* (Hamilton Books, 2004).

### Carl Belz

Is Director Emeritus of the Rose Art Museum, Brandeis University

### David Bonetti

Has been art critic at the *Boston Phoenix*, the *San Francisco Examiner*, the *San Francisco Chronicle* and the *St. Louis Post-Dispatch*.

### Christopher Capozzola

Is an Associate Professor of History at the Massachusetts Institute of Technology.

### Greg Cook

Is the founding curator of the New England Journal of Aesthetic Research. In his spare time, he also writes for the *Providence Phoenix*, and WBUR.org.

### Monroe Denton

Is an art historian, writer and critic based in NYC.

### Trevor Fairbrother

Is a New England freelancer who recently curated the exhibition, *Making a Presence: F. Holland Day in Artistic Photography* (Addison Gallery of American Art and Bowdoin College Museum of Art).

### Diana Gaston

Is a curator and writer based in Boston. She contributes regularly to *Art New England*, *Aperture*, *Art on Paper*, *Camerawork*, *Contemporary Magazine*, and *Photograph*.

### Christian Holland

Is a Brooklyn-based critic, journalist, and educator. He was a founding contributor and executive editor for the Boston-based nonprofit arts journal *Big Red & Shiny*, and now sits on the online journal's board of directors. In addition, he has written for *Art Papers*, and Boston's National Public Radio station, WBUR.

### Stephen Vincent Kobasa

Is a writer, curator, and contributing editor for *Art New England*. He has also been published in *Big Red & Shiny*, the *New Haven Independent*, *Artes Magazine*, and the *Hartford Advocate*.

### Carl Little

Is a former associate editor of *Art in America*, and has written extensively about art, particularly New England artists.

### Francine Koslow Miller

Is an art writer and the author of *Cashing in on Culture: Betraying the Trust at the Rose Art Museum*.

### Cate McQuaid

Is a critic for the *Boston Globe*.

### John Pyper

Is an artist, writer, and curator based in Cambridge. He is Editor-in-Chief of the online journal, *Big Red & Shiny*, and writes for *Art New England*, *Art Papers*, *artsfuse.org*, and other journals.

### Rachael Palacios

Was a specialist of Latin American Art at Sotheby's and an associate at Hirschl & Adler Gallery, NYC. She is currently a freelance writer based in Connecticut.

### Andrew Raftery

Is a printmaker specializing in narrative engravings of contemporary American life. He is professor of printmaking at the Rhode Island School of Design and is represented by Mary Ryan Gallery in NY. He's been recognized the American Institute of Arts and Letters.

### Craig Stockwell

Is an artist, writer and contributor to *Art New England*. His Studio Visit column appears periodically in the magazine and online at artnewengland.com.

### Christine Temin

Was the art and dance critic at the *Boston Globe* for more than two decades and now writes for a variety of international publications. She has taught at Middlebury College, Wellesley College, and Harvard University.

## 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

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

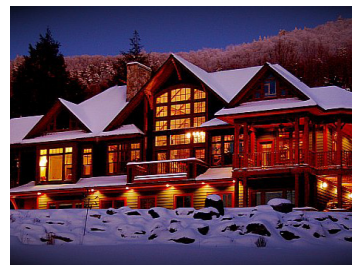
Through a special arrangement with the New England Museum Association, each issue is mailed directly to the association's nearly 500 institutional members—important decision makers and opinion leaders in New England's cultural scene.



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 GIFT 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

"I am most grateful for you thinking of us and the recognition you've given to the List. Thank you for your great work"  
—Paul C. Ha, Director, MIT List Visual Arts Center

"As a New England artist, I think your publication is the most important research publication that I subscribe to."  
—March 2011 survey respondent

"Congratulations, Judith! The magazine looks great. We had a program here last night with Deborah Bright and Laura McPhee and I gave them each a copy. She [Diana Gaston] completely conveyed my intention for the show and I am so grateful."  
—Jan Howard, Curator of Prints, Drawings and Photographs, The RISD Museum

"Love the magazine—I only discovered it a few years ago in a newsstand in New York City. So happy that I decided to get a subscription."  
—March 2011 survey respondent

"Thank you so very much for taking the time to think about the Gardner and the work we do here in a fresh and clean way. I really appreciate that you wrote so beautifully and insightfully about our process."  
—Pieranna Cavalchini, Curator of Contemporary Art, Isabella Stewart Gardner Museum

"I eagerly anticipate each issue because I know I will find current ideas, reviews, and writing that address the vitality of the art world in the Northeast. It's heartening to know that *Art New England* will continue to be a vital element in the art eco-system. Because artists spend so much time working alone, we need the stimulation, connections and thoughtful, informative and challenging writing that ANE is providing."  
—Sandra Aarons Krupp, artist

"I love having a local, high-quality art magazine arrive in my mailbox. I like to keep up with what is going on in the New England art scene even when I cannot attend. And when you show me something fabulous that I can attend...even better!"  
—March 2011 survey respondent

"Thanks for writing this. I am happy to connect to others far and wide and delighted to have critique and connections to artists who are generous with their support. It keeps me current and most importantly, inspired!"  
—Susan Richards, *Art New England* Blog, August 9, 2012

"I spend almost half the year in Maine. However, I have learned so much from *Art New England* about many other artists all over New England. I love receiving it and always look forward to some quiet time to read it."  
—March 2011 survey respondent

"I would like to thank you for including in the current issue of *Art New England* the excellent review of my book, *Geroge Wardlaw: Crossing Borders*. It feels very good to be receiving the kind of attention I have been blessed with at eighty-five, thank you for your contribution."  
—George Wardlaw, artist



## PUBLISHERS DISTRIBUTION GROUP

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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 particularly prominent.

John S. Ryan

JSR/slb

## 2015 PRODUCTION SCHEDULE

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



**Jan/Feb 2015**

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

**Space Reservation: Nov 12**  
**Material Due: Nov 19**



**March/April 2015**

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

**Space Reservation: Jan 13**  
**Material Due: Jan 20**



**May/June 2015**

SPECIAL ADVERTISING:  
**Destination: Berkshires, MA and the Connecticut Shore Summer Getaway Guide**

**Space Reservation: March 11**  
**Material Due: March 18**



**July/August 2015**

SPECIAL ADVERTISING:  
**Destination: Cape Ann, MA; Cape Cod, MA; Midcoast Maine**

**Space Reservation: May 11**  
**Material Due: May 18**



**Sept/Oct 2015**

SPECIAL ADVERTISING:  
**Destination: Rhode Island Artist Directory**

**Space Reservation: July 11**  
**Material Due: July 18**



**Nov/Dec 2015**

SPECIAL ADVERTISING:  
**Destination: Northern Vermont Holiday Guide**

**Space Reservation: Sept 11**  
**Material Due: Sept 18**

### 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

### In-Room Distribution:

- 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
- 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

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