Art New England
~Celebrating 40 Years!~

2020 Media Kit
ABOUT ART NEW ENGLAND

Art New England, celebrating its 40th anniversary, 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.

2020 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 2020

Special Advertising:
- Focus On: Summer Residencies & Workshops
Each issue of *Art New England* reaches more than 35,000 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
- Emerson Inn by the Sea in Rockport, MA
- 250 Main Hotel in Rockland, ME

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.
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.
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
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,

John S. Ryan

JSR/slb
2019-20 PRODUCTION SCHEDULE

Reach more than 35,000 art patrons, artists, professionals and students each issue through subscriptions, newsstand sales, and special events distribution.

Jan/Feb 2020
SPECIAL ADVERTISING:
Focus On: Summer Residencies & Workshops

Space Reservation: Nov 21
Material Due: Nov 28

May/June 2020
SPECIAL ADVERTISING:
Destination: Vermont
Destination: Berkshires & Beyond
Summer Getaway Guide

Space Reservation: March 25
Material Due: April 1

Sept/Oct 2020
SPECIAL ADVERTISING:
Destination: Coastal Connecticut
Destination: Boston & Cambridge
Fall Artist Directory

Space Reservation: July 17
Material Due: July 24

March/April 2020
SPECIAL ADVERTISING:
Destination: Rhode Island
Spring Artist Directory

Space Reservation: Jan 17
Material Due: Jan 24

July/August 2020
SPECIAL ADVERTISING:
Destination: Cape Ann
Destination: Cape Cod
Destination: Coastal Maine

Space Reservation: May 18
Material Due: May 21

Nov/Dec 2020
SPECIAL ADVERTISING:
Destination: New Hampshire
Holiday Guide

Space Reservation: Sept 18
Material Due: Sept 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
- New England Authors Expo
- 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
- Emerson Inn by the Sea in Rockport, MA
- 250 Main Hotel in Rockland, ME

Special Event Distribution and Content Subject to Change.
Call (617) 259-1040 for specific information about each issue.
# Premium Placement Rate Card 2020

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Advertisers receive five complimentary copies of *Art New England*.

### DIMENSIONS & MECHANICAL REQUIREMENTS

**PREMIUM FULL PAGE**

Ad size 7.875" WIDE x 9.75" HIGH  
(nonbleed)

Bleed size 9.25" WIDE x 11.125" HIGH  
(.25" trims off)  
Trim size 9" WIDE x 10.875" HIGH

**1/2 page**

3.875" WIDE  
9.75" HIGH

1/2 page  
7.875" WIDE x 4.813" HIGH

Ads may be emailed  
and must be:  
At least 300dpi  
CMYK  
TIFF, JPG or PDF format.
Art New England
~Celebrating 40 Years!~

Display Ad Rate Card 2020

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Priority Placement:
For the first five ad pages add 10%.
For right-hand page placement add 5%.

Advertisers receive five complimentary copies of Art New England.

DIMENSIONS & MECHANICAL REQUIREMENTS

DISPLAY AD FULL PAGE
Ad size 7.875” WIDE x 9.75” HIGH
(nonbleed)
Bleed size 9.25” WIDE x 11.125” HIGH
(.25” trims off)
Trim size 9” WIDE x 10.875” HIGH

1/2 page
3.875” WIDE x 9.75” HIGH

1/4 page
3.875” WIDE x 4.813” HIGH

Ads may be emailed and must be:
At least 300dpi
CMYK
TIFF, JPG or PDF format.
**Value Added:**

1. *Art New England’s Art Guide* includes a state map and a map locator for each advertiser, providing a fast and reader-friendly reference tool.

2. 1x, 2x, and 3x advertisers save 50% on Exhibition Listings. Ask your sales rep for pricing options.
   - 4x advertisers receive four complimentary text-only Exhibition Listings, plus online listing.
   - 5x advertisers receive five complimentary text-only Exhibition Listings, plus online listing.
   - 6x advertisers receive six complimentary text-only Exhibition Listings, plus online listing.

3. Advertisers receive three complimentary copies of *Art New England*.

**Dimensions & Mechanical Requirements**

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Ads may be emailed and must be:
- At least 300dpi
- CMYK
- TIFF, JPG or PDF format.
The basic listing allows 85 words of text total, including the contact information (institution name, address, phone number, e-mail, website and hours of operation). Additional text is charged at $2 per word.

Yale University Art Gallery
1111 Chapel Street, New Haven, CT
(203) 432-0600
artgalleryinfo@yale.edu
artgallery.yale.edu
Tu–F 10–5, Th 10–8 (September–June), Sa–Su 11–5

The expanded museum features more than 4,000 artworks, including ancient, American, European, African, Asian and Indo-Pacific art, as well as photography and modern and contemporary art and design.

Through February 1: Odd Volumes: Book Art from the Allan Chasanoff Collection.
Through February 1: East of the Wallace Line: Monumental Art from Indonesia and New Guinea. Free and open to the public.

Images
All images must be a minimum of 3” wide at 300dpi, and may be submitted as jpeg, tiff, or pdf files. The preferred file type is jpg and sent by email. *Please note that images pulled from websites are typically too low in resolution to print.

Guide to Art Schools & Workshops Rate Card 2020

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Listings over 35 words are $2 per extra word.

Guide to Art Schools & Workshops also appears online at artnewengland.com. Advertisers receive two complimentary copies of Art New England.

**Formatting**

**Basic School or Workshop Listing**

(Complimentary when you place a display ad)

- **Rhode Island School of Design**
  - Continuing Education
  - 345 South Main Street
  - Providence, RI 02903
  - tel: (401) 454-6200 fax: (401) 454-6218
  - e-mail: cemail@risd.edu
  - risd.edu/ce

- **Academy of Art University**
  - 79 New Montgomery Street
  - San Francisco, CA 94105
  - tel: (800) 544-2787
  - e-mail: info@academyart.edu
  - academyart.edu

**Typical School or Workshop Listing**

Includes the Following Information:

- **SCHOOL OR WORKSHOP NAME**
- **ADDRESS**
  - STREET
  - CITY, STATE, ZIP
- **PHONE & FAX**
- **E-MAIL & WEBSITE**
- **INCLUDES 35 WORD LISTING**
- **EXTRA TEXT**
  - ($2.00 a WORD)

**Images**

Images may be emailed and should be at least 3” wide or high, must be at least 300dpi, and TIFF or JPG format.

**Captions**

ANE’s caption format is: Artist, Title, year, media, dimensions, credits.
## Classifieds Rate Card 2020

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Classifieds also appear online at artnewengland.com. Advertisers receive two complimentary copies of Art New England.

### SAMPLE CATEGORIES

- Artist Retreats
- Artists Wanted
- Art Supplies
- Artwork Wanted
- Antiques
- Books/Publications
- Call for Entries
- Competitions
- Consultants
- Framers
- Giclée Printer
- Graphic Design
- Internships
- Juried Show
- Job Opportunities
- Materials Wanted
- Mentoring
- Photography
- Printing/Graphics
- Real Estate
- Rentals
- Services
- Web Design

### DIMENSIONS & MECHANICAL REQUIREMENTS

1" Display: 2.25" w x 1" h  
2" Display: 2.25" w x 2" h  
3" Display: 2.25" w x 3" h  

Ads may be emailed and must be:
At least 300dpi; CMYK; TIFF, JPG or PDF format.