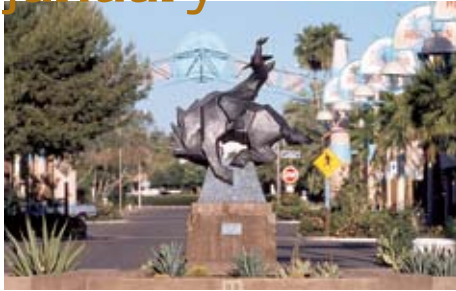


2010 Editorial Calendar:

Plan Your Marketing Year Around These Tightly Targeted Features

January



SHOWCASE: ARIZONA

SPECIAL ADVERTISING SECTIONS

- » State of the Art: Arizona
- » Coors Western Art Show

ADVERTISING DEADLINES

Space Booking: November 9
Ad Materials Due: November 18

ADDITIONAL DISTRIBUTION

- » Coors Western Art Show, Denver, CO
- » High Noon Western Americana Show & Auction, Phoenix, AZ
- » WinterWest, Denver Art Museum, Denver, CO
- » LA Art Show, Los Angeles, CA (Media Sponsor)
- » Celebration of Fine Art, Scottsdale, AZ
- » Arizona Bonus Distribution

February



SHOWCASE: MARIN SHOW

SPECIAL ADVERTISING SECTION

- » Historic Native American Art Special Feature
- » Arizona Art News

ADVERTISING DEADLINES

Space Booking: December 7
Ad Materials Due: December 18

ADDITIONAL DISTRIBUTION

- » Marin Show: Art of the Americas, San Rafael, CA (Media Sponsor)
- » Masters of the American West, Autry National Center, Los Angeles, CA (Media Sponsor)
- » Celebration of Fine Art, Scottsdale, AZ
- » ARTFeast 2010, Santa Fe, NM (Media Sponsor)
- » Women Artists of the West (WAOW) Juried Exhibition
- » Settlers West Galleries' American Miniatures, Tucson, AZ

March



SHOWCASE: WESTERN LANDSCAPES

SPECIAL ADVERTISING SECTIONS

- » Western Landscapes Special Feature
- » State of the Art: Colorado
- » Arizona Art News

ADVERTISING DEADLINES

Space Booking: January 11
Ad Materials Due: January 22

ADDITIONAL DISTRIBUTION

- » C.M. Russell Art Auction and Exhibitor Show, Great Falls, MT
- » C.M. Russell Museum, The Russell, Great Falls, MT
- » Heard Museum Guild Indian Fair & Market, Phoenix, AZ (Media Sponsor)
- » Cowgirl Up!, Wickenburg, AZ
- » March in Montana Fine Art & Collectibles Auction, Great Falls, MT
- » Night of Artists Art Sale and Gala, The Briscoe Western Art Museum
- » Western Art Foundation, San Antonio, TX
- » Legacy Gallery's Legacy of the American West, Scottsdale, AZ
- » Trailside Galleries' Western Classics, Scottsdale, AZ
- » Celebration of Fine Art, Scottsdale, AZ
- » Colorado Bonus Distribution

April



SHOWCASE: SPORTING ART

SPECIAL ADVERTISING SECTIONS

- » Sporting Art Special Feature
- » State of the Art: Texas

ADVERTISING DEADLINES

Space Booking: February 8
Ad Materials Due: February 19

ADDITIONAL DISTRIBUTION

- » Scottsdale Art Auction, Scottsdale, AZ
- » Gilcrease Rendezvous, Tulsa, OK
- » Nómadas del Arte Paint Out & Show (Media Sponsor)
- » Trailside Galleries' East Meets West Show, Scottsdale, AZ
- » Wildlife and Western Visions Art Show, St. Petersburg, FL
- » Texas Bonus Distribution

May



SHOWCASE: WESTERN PHOTOGRAPHY

SPECIAL ADVERTISING SECTIONS

- » Western Photography Special Feature
- » State of the Art: New Mexico
- » Texas Art News

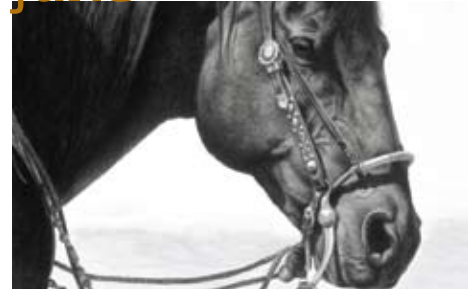
ADVERTISING DEADLINES

Space Booking: March 8
Ad Materials Due: March 19

ADDITIONAL DISTRIBUTION

- » Oil Painters of America National Juried Exhibition (Media Sponsor)
- » Phippen Museum Western Art Show and Sale, Prescott, AZ
- » Salmagundi Art Fair, New York, NY
- » Settlers West Galleries' Summer Show, Tucson, AZ
- » New Mexico and Texas Bonus Distribution

June



SHOWCASE: ART OF THE HORSE

SPECIAL ADVERTISING SECTIONS

- » Art of the Horse Special Feature
- » State of the Art: Oklahoma
- » Plein Air Artists Colorado Members' Juried Exhibition
- » New Mexico Art News
- » Texas Art News

ADVERTISING DEADLINES

Space Booking: April 12
Ad Materials Due: April 23

ADDITIONAL DISTRIBUTION

- » Prix de West Invitational, Oklahoma City, OK
- » ART Santa Fe, Santa Fe, NM
- » Altermann Galleries & Auctioneers Auction, Santa Fe, NM
- » American Plains Artists Juried Exhibition
- » Annual Cody Old West Show & Auction, Denver, CO
- » Eiteljorg Museum Indian Market, Indianapolis, IN
- » Plein Air Artists Colorado Members' Juried Exhibition, Denver, CO (Media Sponsor)
- » Oklahoma and Texas Bonus Distribution

2010 Editorial Calendar—continued

July



SHOWCASE: WESTERN SCULPTURE

SPECIAL ADVERTISING SECTIONS

- » Western Sculpture Special Feature
- » State of the Art: Wyoming
- » Special Loveland Sculpture Feature
- » New Mexico Art News

ADVERTISING DEADLINES

Space Booking: May 10
Ad Materials Due: May 21

ADDITIONAL DISTRIBUTION

- » Coeur d'Alene Art Auction, Reno, NV
- » Loveland Sculpture Invitational, Loveland, CO
- » Sculpture in the Park, Loveland, CO
- » Art of the American West & Texas Auction, Dallas, TX
- » Legacy Gallery's Legacy of the Southwest, Scottsdale, AZ
- » Big Horn Galleries' Summer Roundup, Cody, WY
- » Wyoming and New Mexico Bonus Distribution

August



SHOWCASE: CONTEMPORARY NATIVE AMERICAN ART

SPECIAL ADVERTISING SECTIONS

- » Contemporary Native American Art Special Feature
- » State of the Art: Montana
- » New Mexico Art News
- » Wyoming Art News

ADVERTISING DEADLINES

Space Booking: June 7
Ad Materials Due: June 18

ADDITIONAL DISTRIBUTION

- » SWAIA Santa Fe Indian Market, Santa Fe, NM
- » Art Aspen, Aspen, CO
- » Oil Painters of America Western Regional Show (Media Sponsor)
- » Maynard Dixon Country Annual Art Show & Sale, Mt. Carmel, UT
- » Western Rendezvous of Art, Helena, MT
- » Legacy Gallery's Visions of the West, Jackson, WY
- » Trailside Galleries' Western Classics, Jackson, WY
- » Montana, Wyoming, and New Mexico Bonus Distribution

September



SHOWCASE: WILDLIFE ART

SPECIAL ADVERTISING SECTIONS

- » Wildlife Art Special Feature
- » Society of Animal Artists Special Feature
- » State of the Art: Idaho
- » Wyoming Art News

ADVERTISING DEADLINES

Space Booking: July 12
Ad Materials Due: July 23

ADDITIONAL DISTRIBUTION

- » Quest for the West Art Show & Sale, Indianapolis, IN
- » Society of Animal Artists Annual Art & the Animal Exhibition, San Diego, CA
- » Grand Canyon Modern Masters Invitational, Grand Canyon, AZ (Media Sponsor)
- » Western Visions: Miniature and More Show and Sale, Jackson, WY
- » Jackson Hole Art Auction, Jackson, WY
- » Fall Arts Festival, Jackson, WY
- » Buffalo Bill Western Art Show and Sale, Cody, WY
- » Big Horn Galleries' Fall Classic, Cody, WY
- » Legacy Gallery's Legacy of Nature, Jackson, WY
- » Trailside Galleries' Fall Gold, Jackson, WY
- » Coeur d'Alene Galleries' Miniatures by the Lake
- » Idaho and Wyoming Bonus Distribution

October



SHOWCASE: WESTERN MUSEUMS

SPECIAL ADVERTISING SECTIONS

- » Western Museums Special Feature
- » State of the Art: Utah

ADVERTISING DEADLINES

Space Booking: August 9
Ad Materials Due: August 20

ADDITIONAL DISTRIBUTION

- » Cowboy Artists of America Exhibition & Sale, Phoenix, AZ (Media Sponsor)
- » Heart of the West, National Cowgirl Museum, Fort Worth, TX
- » Southeastern Cowboy Festival and Symposium, Booth Museum, Cartersville, GA
- » Western Artists of America Show and Sale
- » Overland Gallery's Fiesta for the Four Amigos, Scottsdale, AZ
- » Legacy Gallery's Fall Open House, Scottsdale, AZ
- » Trailside Galleries' Fall Open House, Scottsdale, AZ
- » Utah Bonus Distribution

November



SHOWCASE: WESTERN MINIATURES AND SMALL WORKS

SPECIAL ADVERTISING SECTIONS

- » Western Miniatures and Small Works Special Feature
- » Art of Collecting Letters, Drawings and Studies Special Feature

ADVERTISING DEADLINES

Space Booking: September 13
Ad Materials Due: September 24

ADDITIONAL DISTRIBUTION

- » Altermann Western & Indian Art Auction, Santa Fe, NM
- » Santa Fe Art Auction, Santa Fe, NM
- » Mountain Oyster Club Contemporary Western Art Show & Sale, Tucson, AZ
- » Settlers West Galleries' Great American West Show, Tucson, AZ
- » Signature Art of the American West Auction, Dallas, TX
- » Oil Painters of America Eastern Regional Show (Media Sponsor)

December



SHOWCASE: ART OF THE COWBOY

SPECIAL ADVERTISING SECTIONS

- » Art of the Cowboy Special Feature
- » State of the Art: California

ADVERTISING DEADLINES

Space Booking: October 11
Ad Materials Due: October 22

ADDITIONAL DISTRIBUTION

- » Holiday Miniature Shows in Texas, New Mexico, Utah, Arizona & Colorado
- » Sotheby's American Paintings, Drawings & Sculpture Auction, New York, NY
- » Christie's Important American Paintings, Drawings & Sculpture Auction, New York, NY
- » California Bonus Distribution