MORE THAN A MAGAZINE • A COMPLETE MARKETING TOOL
MORE THAN JUST A MAGAZINE

A unique monthly Print and Digital Showcase specially designed to bring living representational artists, galleries and active art collectors together in one place.

When Western Art Collector was launched in 2007, astute galleries, collectors, museums and dealers were quick to realize how it was completely different from other magazines that focus on Western art.

The Key to the Magazine’s Success

Instead of publishing profiles of artists and images of paintings that were sold long ago, Western Art Collector’s monthly format is based on previewing the best new art to be hung in upcoming shows across the country. This means readers are the first to know about what’s available from the finest artists working within the Western genre today, giving them a distinct advantage over other collectors. Magnificent, large-scale images of new works in each issue allow collectors a chance to judge the quality of art on the pages of the magazine before the shows even open.

The result is that Western Art Collector magazine and its website have quickly become the resources that top collectors and galleries turn to every month to find exceptional new art available for sale.

Featuring the Art Active Collectors Want

Western Art Collector focuses on showing the new work of hundreds of the most talented living artists painting and sculpting in the Western tradition today. Each issue is full of insight and information specially designed to assist collectors in making intelligent and sound choices about the art they want to acquire.

“The magazine succeeds at putting things to the forefront for collectors, particularly things that haven’t happened yet. When they see them in the magazine, it really shows and encourages them to go to the shows and view the art. That’s very relevant and important to us.”

— Stuart Johnson, owner, Settlers West Galleries
AN INTERACTIVE MARKETING TOOL YOU CAN USE TO SELL MORE ART AND INCREASE CASH FLOW BY REACHING ACTIVE ART COLLECTORS COAST TO COAST.

Comprehensive Coverage
No other magazine locates the best Western galleries in business today, from California to Montana, New Mexico, Texas, Wyoming, Arizona and everywhere in between. Evidence of this truly comprehensive coverage is visible in each issue and gives active collectors the opportunity to see—and buy—new art from all over the United States. Every month collectors can preview the latest Western art that galleries and museums are about to exhibit.

Open Your Business Doors Coast to Coast
Even if you currently sell in only one specific area, now you can reach more collectors nationwide by advertising in a prestigious monthly magazine that is seen by art collectors coast to coast.

Instead of waiting on walk-in traffic that peaks during one season, advertising in Western Art Collector allows you to reach active collectors of the type of art you sell year-round. An advertisement in Western Art Collector ensures that you will reach a national audience of eager collectors interested in acquiring new work by artists working today.

Galleries Find New Collectors
Traditionally, no matter where a business is located, there is usually a period when sales slow down. Not anymore! Western Art Collector is turning these slow months into prosperous times as collectors across the country see the new works that distinct galleries, museums and auctions are about to show—without the need to visit the city.

Collectors Find New Galleries
Savvy collectors who read the magazine are constantly on the hunt for new artists and the galleries that represent them. Western Art Collector offers a choice of fine art like no other publication and brings together both emerging and established artists, galleries, museums and collectors like no other magazine ever has. Western Art Collector is truly the magazine to be seen in.

Be Seen Worldwide
Because the digital magazine retains all the same ads as the Print magazine means your ad can not only be seen nationwide—but also worldwide by international buyers.
SHOW YOUR WORK IN THE PLACE WHERE IT’S CERTAIN TO BE SEEN BY ACTIVE COLLECTORS ON THE HUNT FOR NEW ART EVERY MONTH

Print and Digital Versions are Identical
The Digital Version of the magazine is the entire publication, cover to cover, that can be downloaded and used for your own marketing purposes. This allows eager collectors to view new artwork from top representational artists working today before the magazine hits newsstands, so they can plan their collecting strategies.

As you can see, advertising in Western Art Collector doesn’t stop with the printed page. Every advertisement included in the Digital Version of the magazine is completely live, so your advertisement will be linked to your website. This brings new collectors directly to your website and to your business each month.

Unique Editorial Content
The magazine’s unique editorial format provides Previews of what major artists are painting for their upcoming shows. Because each monthly issue is in collectors’ hands the month before the show, buyers are able to contact the galleries before shows open.

Special Features Help You Target Your Advertising Dollars
In every issue we focus on a major subject or genre of Western art that we believe appeals to the majority of art collectors. Build your advertising campaign by identifying which of these Spotlight Features best suits the art you want to market.

Covering the Major Art Destinations
Our special State of the Art guides alert collectors to the major shows and exhibitions opening in specific art destinations during their peak season. Previews of new paintings, exhibition dates, artwalk details and area maps lead collectors to your business.

» PREVIEWS OF NEW WORKS COMING UP FOR SALE BEFORE THE SHOWS OPEN.

» PRINT AND DIGITAL VERSIONS GIVE COLLECTORS INSTANT—AND CONSTANT—ACCESS TO THE WHOLE MAGAZINE AND YOUR ADVERTISEMENT.

» Affordable ad rates mean you can advertise more frequently throughout the year.

» Videos in every issue take collectors into artists’ studios to see the latest works being created.

82% of Virtual Version readers share the magazine with 2+ people.
*Statistics taken from Western Art Collector’s Spring 2014 Readers Survey.
ADVERTISING PROVIDES YOU WITH EXTENSIVE EXPOSURE IN BOTH THE PRINT AND DIGITAL MAGAZINE

Western Art Collector is always ahead of the curve in creating innovative ways to market your advertising to choice collectors. To help you achieve better results from your advertising dollars, we offer this extensive Triple Impact Advertising Package that includes print and website exposure allowing you to reach more collectors faster. Along with your Full-Page print ad in our magazine, we also place your ad each month on our website’s Virtual Art Walk and on our Virtual Magazine as complimentary added value. The Virtual Magazine is emailed to our subscribers each month before the print publication hits newsstands, increasing the shelf life of your advertising. To take advantage of these strategic marketing tools, simply reserve your ad space in the magazine, provide us your complete ad materials, and collectors will see your ad in these three distinct locations.

1. Reserve Ad Space in the Magazine
Your advertisement will appear in the Print Version of the magazine and be seen by subscribers and newsstand buyers as soon as the magazine is published each month.

2. Your Ad Also Appears Automatically in the Full Virtual Magazine Online Before the Printed Magazine so Collectors Can See Your New Art Sooner!
The online Virtual Magazine featuring your advertisement reaches subscribers much earlier than the printed edition. This means they can quickly search through the pages online for the new art they want so you can make sales sooner.

   In addition, your advertisement will have a live link to your website so you receive inquiries direct from the collector.

3. Your Full-Page Ad Automatically Appears Online On Our Interactive Virtual Art Walk
Subscribers and online visitors can scroll through the moving Virtual Art Walk and click on the image of your Full-Page Ad to directly link to your website and your new show. Visitors also can search for your business by state.
SOCIAL MEDIA

Dedicated to maintaining a strong presence on social media sites, Western Art Collector continually markets to a broader audience. We proudly retain the largest social media following of all art publications in the country. See how we are gaining new followers by sharing artwork on several national platforms!

Search: Western Art Collector
11,450+ fans as of September 2018

» Here we post fresh pieces of art that will be showcased at galleries, museum exhibitions and auctions that have been previewed in the magazine. We tag each clients’ Facebook page to connect our audience directly to your business.

» We spread the word about upcoming art fairs and events.

» Look for live shots from events that Western Art Collector attends.

» Posts dedicated to our media sponsorships.

REACH

Average post reach is 650 views*
A very popular post will break 1,000 views.
Weekly reach routinely breaks 4,000 views.

POST LIKES

Most posts exceed 40 page likes
Average engagement (combined likes, comments, shares) is 55*
Average post shares are 10*

**In 2014, Western Art Collector Facebook page added 2,640 fans.

11,450

4,140

JAN 2014-SEPT 2018**

*Statistics current as of September 2018

Pinterest

Account started in February 2014
3,252 pins – 1,749 followers as of September 2018
17 boards currently populate our page.

» Our Pinterest boards are dedicated to the many genres of art that we showcase throughout the year—figures, the nude, wildlife, landscapes, marine, seascapes, sculpture, glass, still life and more.

» Each piece of artwork pinned is linked back to the gallery, museum or artist homepage, which connects our audience directly to the source.

Instagram

Account started September 2012
2,419 posts – 10,346 followers as of September 2018

» You will find images of artwork that we preview in the magazine.

» Look for live shots from events that Western Art Collector attends.

Twitter

Account started March 2014
5,403 tweets currently – 9,635 followers as of September 2018

» Here we post about previewed shows opening across the country.

» Look for newsy art topics and an open dialogue with our followers.

www.instagram.com/westernartcollector
www.twitter.com/artmags
www.pinterest.com/collectart
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7530 E. Main St., Ste.105, Scottsdale, AZ 85251 • PO Box 2320 Scottsdale, AZ 85252-2320 • Tel: 866-619-0841 • Fax: 480-425-0724 • coordinator@westernartcollector.com • www.WesternArtCollector.com

46x58
### Plan Your Marketing Around These SPECIAL SPOTLIGHT ISSUES

#### Where Do You Live?

Don’t wait for walk-in traffic! Be seen in these best-selling Art Destination issues and open your doors to collectors coast to coast.

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<tr>
<th>DESTINATION</th>
<th>ISSUE</th>
<th>SPACE BOOKING DEADLINE</th>
<th>CAMERA-READY AD DEADLINE</th>
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<tbody>
<tr>
<td>Colorado</td>
<td>March</td>
<td>January 7</td>
<td>January 18</td>
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<tr>
<td>Montana</td>
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<tr>
<td>New Mexico</td>
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<tr>
<td>Oklahoma</td>
<td>June</td>
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<td>April 19</td>
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<tr>
<td>Texas</td>
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<tr>
<td>Utah</td>
<td>October</td>
<td>August 9</td>
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<tr>
<td>Western Art East of the Mississippi</td>
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<tr>
<td>Wyoming</td>
<td>July</td>
<td>May 10</td>
<td>May 17</td>
</tr>
</tbody>
</table>

#### Do You Participate in One of These Special Exhibitions or Events?

Being an active member of your group or exhibiting at events brings special benefits when you participate in these issues showcasing upcoming shows.

<table>
<thead>
<tr>
<th>SPECIAL ART EXHIBITIONS/EVENTS</th>
<th>ISSUE</th>
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<th>CAMERA-READY AD DEADLINE</th>
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<td>Artists for Conservation Festival</td>
<td>August*</td>
<td>June 7</td>
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<tr>
<td>Desert Caballeros Western Museum’s Cowgirl Up! Exhibition</td>
<td>March</td>
<td>January 7</td>
<td>January 18</td>
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<tr>
<td>Oil Painters of America’s National Juried Exhibition</td>
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<td>March 8</td>
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<tr>
<td>Out West Art Show &amp; Sale</td>
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<td>January 18</td>
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<tr>
<td>Phippen Museum’s 44th Annual Western Art Show &amp; Sale</td>
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<td>March 8</td>
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<tr>
<td>Phippen Museum’s Hold Your Horses Exhibition &amp; Sale</td>
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<td>June 7</td>
<td>June 14</td>
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<tr>
<td>Society of Animal Artists’ 58th Annual Exhibition</td>
<td>September</td>
<td>July 8</td>
<td>July 19</td>
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</tbody>
</table>

#### Are Your Subjects Here?

We know what subjects collectors on the hunt are searching for. That’s why we have created these special issues focused on the best-selling subjects and art genres. If these are your subjects, then these are the issues you should be seen in.

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<tr>
<th>COLLECTOR’S FOCUS</th>
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<th>SPACE BOOKING DEADLINE</th>
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<td>Barns &amp; Farms</td>
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<td>Emerging Artists</td>
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<td>Painting Canyons &amp; Deserts</td>
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<td>Sporting Art</td>
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<tr>
<td>Visions of the Fall</td>
<td>October</td>
<td>August 9</td>
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<td>Western Auctions Directory</td>
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<td>Western Gift Guide</td>
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<td>Western Landscapes</td>
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<tr>
<td>Western Small Works &amp; Miniatures</td>
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<tr>
<td>Winged Creatures</td>
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<tr>
<td>Women of the West</td>
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<td>April 8</td>
<td>April 19</td>
</tr>
</tbody>
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* tentative issue based on 2018 show dates
2019 EDITORIAL CALENDAR

Plan Your Marketing Year Around Our Specially Focused Features

JANUARY
ADVERTISING DEADLINES
Space Booking: November 9 | Ad Materials Due: November 16

SPECIAL ADVERTISING SECTIONS
» State of the Art: ARIZONA
» Western Auctions Directory

ADDITIONAL DISTRIBUTION
» Symposium, Denver Art Museum, Denver, CO (Media Sponsor)
» Brian Lebel’s Old West Show & Auction, Mesa, AZ (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» LA Art Show, Los Angeles, CA (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Coors Western Art Exhibit & Sale, Denver, CO
» Arizona Bonus Distribution

FEBRUARY
ADVERTISING DEADLINES
Space Booking: December 7 | Ad Materials Due: December 14

SPECIAL ADVERTISING SECTIONS
» State of the Art: CALIFORNIA
» Collector’s Focus: Roaming the West
» Collector’s Focus: Winter Lands

ADDITIONAL DISTRIBUTION
» Masters of the American West, Autry Museum of the American West, Los Angeles, CA (Media Sponsor)
» Southeastern Wildlife Expo, Charleston, SC (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» Copley’s Winter Sale, Charleston, SC
» American Miniatures, Settlers West Galleries, Tucson, AZ
» California Bonus Distribution

MARCH
ADVERTISING DEADLINES
Space Booking: January 7 | Ad Materials Due: January 18

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Western Landscapes
» State of the Art: COLORADO
» Out West Art Show & Sale Feature
» Cowgirl Up! Feature

ADDITIONAL DISTRIBUTION
» Out West Art Show & Sale, Great Falls, MT
» Heard Museum Guild Indian Fair & Market, Phoenix, AZ (Media Sponsor)
» Cowgirl Up!, Desert Caballeros Western Museum, Wickenburg, AZ (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» The Russell, C.M. Russell Museum, Great Falls, MT (Media Sponsor)
» March in Montana, Great Falls, MT
» Colorado Bonus Distribution
2019 EDITORIAL CALENDAR Continued

APRIL

ADVERTISING DEADLINES
Space Booking: February 8 | Ad Materials Due: February 15

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Painting the Old West
» Collector’s Focus: Emerging Artists
» State of the Art: TEXAS

ADDITIONAL DISTRIBUTION
» Scottsdale Art Auction, Scottsdale, AZ (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Altermann Galleries & Auctioneers Auction, Scottsdale, AZ
» Cattlemen’s Western Art Show & Sale, Paso Robles, CA
» San Dimas Annual Fine Art Show, San Dimas, CA
» Wildlife & Western Visions Art Show, Plainsmen Gallery, St. Petersburg, FL
» Night of Artists Art Sale & Exhibition, Briscoe Western Art Museum, San Antonio, TX
» Trappings of Texas, Museum of the Big Bend, Alpine, TX
» Texas Bonus Distribution

MAY

ADVERTISING DEADLINES
Space Booking: March 8 | Ad Materials Due: March 15

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Art of the Horse
» Collector’s Focus: Painting Canyons & Deserts
» State of the Art: NEW MEXICO
» Phippen Museum Western Art Show & Sale Feature
» Oil Painters of America National Juried Exhibition Feature
» American Women Artists Exhibition Feature

ADDITIONAL DISTRIBUTION
» Canyon Road Spring Art Festival, Santa Fe, NM (Media Sponsor)
» Phippen Museum Western Art Show & Sale, Prescott, AZ (Media Sponsor)
» Looking West: An Exhibition Highlighting Works by American Women Artists, Steamboat Art Museum, Steamboat Springs, CO (Media Sponsor)
» Oil Painters of America National Juried Exhibition (Media Sponsor)
» American Plains Artists Annual Juried Exhibition (Media Sponsor)
» Summer Show, Settlers West Galleries, Tucson, AZ
» Western Art Association, National Fine Art Show & Auction, Ellensburg, WA
» New Mexico Bonus Distribution

JUNE

ADVERTISING DEADLINES
Space Booking: April 8 | Ad Materials Due: April 19

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Women of the West
» Collector’s Focus: Painting Mountains
» State of the Art: OKLAHOMA

ADDITIONAL DISTRIBUTION
» Prix de West Invitational, Oklahoma City, OK
» Brian Lebel’s Cody Old West Show & Auction (Media Sponsor)
» History Meets the Arts, Lord Nelson’s, Gettysburg, PA
» Gala & Fine Art Auction, Museum of Northern Arizona, Flagstaff, AZ
» Oklahoma Bonus Distribution
2019 EDITORIAL CALENDAR Continued

**JULY**

ADVERTISING DEADLINES
Space Booking: May 10 | Ad Materials Due: May 17

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Western Sculpture
» Collector’s Focus: Painting the National Parks
» State of the Art: WYOMING

ADDITIONAL DISTRIBUTION
» Coeur d’Alene Art Auction, Reno, NV (Media Sponsor)
» Rocky Mountain Plein Air Painters Plein Air in the Park (Media Sponsor)
» Cheyenne Frontier Days & Western Art Show, Cheyenne, WY
» Copley’s Sporting Art Sale, Plymouth, MA
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Wyoming Bonus Distribution

**AUGUST**

ADVERTISING DEADLINES
Space Booking: June 7 | Ad Materials Due: June 14

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Barns & Farms
» Collector’s Focus: Winged Creatures
» State of the Art: MONTANA
» Hold Your Horses Exhibition Feature
» Artists for Conservation Feature

ADDITIONAL DISTRIBUTION
» Phippen Museum Hold Your Horses! Exhibition & Sale, Prescott, AZ (Media Sponsor)
» Objects of Art Show, Santa Fe, NM (Media Sponsor)
» The Antique American Indian Art Show, Santa Fe, NM (Media Sponsor)
» Artists for Conservation Festival (Media Sponsor)
» Altermann Galleries & Auctioneers Auction, Santa Fe, NM
» A Timeless Legacy, Hockaday Museum of Art, Kalispell, MT
» Bighorn Rendezvous Art Show & Sale, The Brinton Museum, Big Horn, WY
» Montana Bonus Distribution

**SEPTEMBER**

ADVERTISING DEADLINES
Space Booking: July 8 | Ad Materials Due: July 19

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Wildlife Art
» Society of Animal Artists Special Feature

ADDITIONAL DISTRIBUTION
» Buffalo Bill Western Art Show and Sale, Cody, WY (Media Sponsor)
» Society of Animal Artists Annual Art & the Animal Exhibition (Media Sponsor)
» Grand Canyon Celebration of Art, Grand Canyon, AZ
» Quest for the West Art Show & Sale, Indianapolis, IN
» Western Visions: Miniatures and More Show & Sale, Jackson, WY
» Jackson Hole Art Auction, Jackson, WY
» Jackson Hole Fall Arts Festival, Jackson, WY
» The Legacy Gallery, Jackson, WY
» Trailside Galleries, Jackson, WY
» Miniatures by the Lake, Coeur d’Alene Galleries, Coeur d’Alene, ID

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2019 EDITORIAL CALENDAR Continued

**OCTOBER**

**ADVERTISING DEADLINES**
Space Booking: **August 9** | Ad Materials Due: **August 16**

**SPECIAL ADVERTISING SECTIONS**
 » Collector’s Focus: Visions of the Fall
 » Western Museums Directory
 » State of the Art: UTAH

**ADDITIONAL DISTRIBUTION**
 » Cowboy Artists of America Exhibition & Sale, Oklahoma City, OK (Media Sponsor)
 » Traditional Cowboy Arts Association Exhibition & Sale, Oklahoma City, OK (Media Sponsor)
 » Cherokee Art Market, Catoosa, OK (Media Sponsor)
 » Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
 » Red Rock Arts Festival, Moab, UT (Media Sponsor)
 » Utah Bonus Distribution

**NOVEMBER**

**ADVERTISING DEADLINES**
Space Booking: **September 9** | Ad Materials Due: **September 18**

**SPECIAL ADVERTISING SECTIONS**
 » Collector’s Focus: Sporting Art
 » Collector’s Focus: Western Small Works and Miniatures

**ADDITIONAL DISTRIBUTION**
 » Waterfowl Festival, Easton, MD (Media Sponsor)
 » Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
 » Plein Air Painters of New Mexico Members Show (Media Sponsor)
 » Mountain Oyster Club Contemporary Western Art Show & Sale, Tucson, AZ
 » Great American West Show, Settlers West Gallery, Tucson, AZ
 » Heritage Auctions, Dallas, TX
 » Small Works, Great Wonders, National Cowboy & Western Heritage Museum, Oklahoma City, OK
 » Santa Fe Art Auction, Santa Fe, NM
 » Sotheby’s American Art Auction, New York, NY
 » Christie’s American Art Auction, New York, NY

**DECEMBER**

**ADVERTISING DEADLINES**
Space Booking: **October 7** | Ad Materials Due: **October 18**

**SPECIAL ADVERTISING SECTIONS**
 » Collector’s Focus: Art of the Cowboy
 » Western Art East of the Mississippi
 » Western Holiday Gift Guide

**ADDITIONAL DISTRIBUTION**
 » Holiday Miniature Shows in Texas, New Mexico, Utah, Arizona & Colorado
 » Altermann Galleries & Auctioneers Auction, Santa Fe, NM
 » Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
WESTERN ART COLLECTOR’S DEMOGRAPHICS

Find out who is reading the nation's most dynamic art magazine on the market today.

**Reader Demographics**

- **Gender**
  - Male: 65%
  - Female: 35%
- **Age Range**
  - 21-30 yrs: 2%
  - 31-40 yrs: 3.4%
  - 41-50 yrs: 4%
  - 51-60 yrs: 12%
  - Over 60 yrs: 78.6%
- **Marital Status**
  - Married: 75%
- **Education**
  - College+: 81%

**Employment**

- Owner/Partner: 9%
- Self-Employed: 17%
- Managerial Level: 10%
- Retired: 62%
- Other: 2%

**Assets**

- **Average primary residence value**
  - Under $499,999: 54.5%
  - $500,000-$999,999: 20%
  - $1-1.49 million: 12%
  - $1.5-1.99 million: 7%
  - $2 million +: 6.5%

- **Net Worth**
  - $500,000-$999,999: 48%
  - $1-$2.49 million: 25%
  - $2.5-$3.99 million: 11%
  - $4-$5.49 million: 4%
  - $5.5 million +: 12%

18% of our readers have HHI over $500,000

40% of our readers own 2+ residences

27% of our audience has a net worth in excess of $2.5 million

**Circulation & Subscriber Information**

- **Total Readership**: 68,000
- **Average reader per copy of Western Art Collector**: 3.4

83% of readers surveyed subscribe to the magazine directly
52% have subscribed to WAC 4+ years
62% of subscribers read WAC cover to cover

**Subscriber Art Collecting Insights**

- **Readers’ Collecting History and Habits**
  - 82% of readers are active collectors of Western art
  - 51% of those surveyed have been collecting Western art 21+ years
  - 91% of our audience will attend at minimum 3 Western or Native American art events
  - 81% of our audience will travel on average of 1-3 Western or Native American art museums

- **Years Collecting**
  - 1-5 years: 12%
  - 6-10 years: 9%
  - 11-15 years: 13%
  - 16-20 years: 15%
  - 21 years +: 51%

- **Art Purchases**
  - In the past year: 73% of our audience purchased Western art
  - In the next year: 70% of our audience use *Western Art Collector* as a resource for their collecting strategies

84% of our audience plan on purchasing Western art in the next 12 months

**Online Insights**

- 52% of our audience reads the Virtual Version of the magazine
- 82% of Virtual Version readers share the magazine with 2+ people
- 64% of our readers visit the WAC website each month

**Statistics taken from Western Art Collector’s Spring 2014 Readers Survey. This Survey was made available in the March 2014 issue and online at www.WesternArtCollector.com.**
PRINT & DIGITAL MAGAZINE ADVERTISING

Advertising Rates & Sizes

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
<th>MAKE UP*</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,400</td>
<td>$3,200</td>
<td>$3,100</td>
<td>$3,000</td>
<td>$2,900</td>
<td>$350</td>
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<td>$5,600</td>
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<td>$5,200</td>
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<td>$450</td>
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<td>$1,900</td>
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<td>$200</td>
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<tr>
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<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
<td>$200</td>
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<tr>
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<td>$1,400</td>
<td>$1,300</td>
<td>$1,200</td>
<td>$1,100</td>
<td>$200</td>
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<tr>
<td>Inside Front Cover</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$4,200</td>
<td>$350</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$4,200</td>
<td>$350</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td></td>
<td></td>
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<td></td>
<td>$4,500</td>
<td>$350</td>
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* Rate for in-house design services

MATERIAL SIZES

<table>
<thead>
<tr>
<th>MATERIAL SIZES</th>
<th>AREA</th>
<th>WIDTH</th>
<th>HEIGHT</th>
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</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>Bleed</td>
<td>16.75&quot;</td>
<td>11.00&quot;</td>
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<tr>
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<td>Trimmed</td>
<td>16.50&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td></td>
<td>Live Area*</td>
<td>16.00&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>Bleed</td>
<td>8.50&quot;</td>
<td>11.00&quot;</td>
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<tr>
<td></td>
<td>Trimmed</td>
<td>8.25&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td></td>
<td>Live Area*</td>
<td>7.25&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
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<td>7.125&quot;</td>
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<tr>
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<td></td>
<td>3.46&quot;</td>
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<tr>
<td>Quarter Page</td>
<td></td>
<td>3.46&quot;</td>
<td>4.77&quot;</td>
</tr>
</tbody>
</table>

* Text should fall within the Full Page live area width for each page.

As a national fine art auction house with an Arts of the American West category, we receive several inquiries from both buyers and sellers each time we run advertising in the publication...We know that we can count on the magazine to help bring us new business and that we will be in good company.

—Maron Hindman, Managing Director West/Southwest Region, Leslie Hindman Auctioneers

7530 E. Main St., Ste.105, Scottsdale, AZ 85251 • PO Box 2320 Scottsdale, AZ 85252-2320 • Tel: 866-619-0841 • Fax: 480-425-0724 • coordinator@westernartcollector.com • www.WesternArtCollector.com
Accepted ad file formats
Whichever format you choose, all images and files must be 300 dpi at 100% scale. Images should be in CMYK. We accept RGB and Spot Color files and images, but we must convert them to CMYK, which will slightly affect the color.

INDESIGN CS6 OR LOWER
Please include all fonts and images used.

PDF FILES
When creating a PDF use the PDF/X1a:2001 setting.

ILLUSTRATOR CS6 OR LOWER
Please save image as an .eps file. Convert fonts to outlines.

PHOTOSHOP FILES
Please save image as a .psd, .tiff or .eps file. Include all fonts used.

TIP: When using BLACK as your background color, create a “Rich Black” by using the following percentages: 30C, 20M, 20Y, 100K.

Submitting files electronically
» When emailing artwork please keep in mind that our email is limited to 10MB per email (including your attachments). Use file compressing programs like StuffIt or ZIP to lower the size of your files.
» If the file size is under 32 MB, you can upload through our website. Go to www.westernartcollector.com/upload and log in using the access code, which can be received by contacting our Advertising Traffic Department.
   - Enter the artist name and title of work, select the file from your computer and click Upload.
   - If the file size is over 32 MB, we recommend the files be sent to traffic@westernartcollector.com through a file sharing website such as www.WeTransfer.com, www.hightail.com or www.dropbox.com.

Accepted proofs
In order to help ensure correctness and accuracy of color, please provide a proof of your ad.

We accept contract proofs. The contract proof is a color proof that is looked on as a contract between the printer and client as the final proof before going to press. Currently the de facto standard for a contract proof is a Matchprint or laminate proof although some high-end digital proofs are considered good enough to accurately predict color from the press.

- A contact proof is not the same as a contract proof (unless it’s a typo).
- The contract proof is the one that says to the printer “Everything looks good, let’s go to press.”

If you cannot provide a contract proof, we can accept a color target. A color target is any printout of the ad or image(s) in the ad that you are happy with, which we can use to verify color. We cannot guarantee an exact match, but we will make every effort to match the color target.

Color adjustments can only be made to workable files that include all high-res images and fonts.

Attention: If a color calibrated proof is not provided with 4-color ads, the publication cannot be held responsible for correctness of color.

Ad Sizes

<table>
<thead>
<tr>
<th>SPREAD</th>
<th>WIDTH</th>
<th>HEIGHT</th>
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</thead>
<tbody>
<tr>
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<tr>
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<th>QTR. PAGE</th>
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</thead>
<tbody>
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<td>3.46&quot;</td>
<td>4.77&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Amendments
Any amendments required to your file at plate stage will incur an additional charge.

Need assistance creating your advertisement?
Call our Advertising Department to inquire about our affordable design services. (866) 619-0841

Having trouble submitting your advertisement?
We can help. At Western Art Collector we strive to make the process of submitting your advertisement as easy and smooth as possible. Feel free to contact our Advertising Traffic Department to help with any questions you may have.
Please email us at traffic@westernartcollector.com

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PRINT & DIGITAL MAGAZINE AD MATERIAL SPECIFICATIONS

Full Page Ad

BLEED: This area will be trimmed off when printed.

TRIM: This is the size of the ad once the Bleed has been trimmed.

LIVE AREA: Keep any important elements of the advertisement within this area to be certain that those elements are not too close to the gutter, in jeopardy of getting trimmed, etc.

1/2 V
1/4
1/2 H
1/2 H