

# PRINT & DIGITAL MAGAZINE ADVERTISING



## 2017 Deadlines

ISSUE	SPACE BOOKING	AD MATERIAL FOR BUILD	COMPLETE MATERIALS	PUBLICATION DATE
January	Nov 7	Nov 9	Nov 11	Dec 23
February	Dec 9	Dec 14	Dec 16	Jan 27
March	Jan 6	Jan 11	Jan 13	Feb 24
April	Feb 10	Feb 15	Feb 17	Mar 24
May	Mar 10	Mar 15	Mar 17	Apr 24
June	Apr 12	Apr 17	Apr 19	May 26
July	May 8	May 10	May 12	June 23
August	June 9	June 14	June 16	July 24
September	July 7	July 12	July 14	Aug 25
October	Aug 11	Aug 16	Aug 18	Sep 22
November	Sep 8	Sep 13	Sep 15	Oct 27
December	Oct 11	Oct 18	Oct 20	Nov 24

## Advertising Rates & Sizes

AD SIZE	1X	3X	6X	9X	12X	MAKE UP*
Full Page	\$3,400	\$3,200	\$3,100	\$3,000	\$2,900	\$350
Double Page Spread	\$5,600	\$5,300	\$5,200	\$5,100	\$5,000	\$450
Half Page Horizontal	\$2,300	\$2,100	\$2,000	\$1,900	\$1,800	\$200
Half Page Vertical	\$2,300	\$2,100	\$2,000	\$1,900	\$1,800	\$200
Quarter Page	\$1,500	\$1,400	\$1,300	\$1,200	\$1,100	\$200
Inside Front Cover					\$4,200	\$350
Inside Back Cover					\$4,200	\$350
Outside Back Cover					\$4,500	\$350

\* Rate for in-house design services

MATERIAL SIZES	AREA	WIDTH	HEIGHT
Double Page Spread	Bleed	16.75"	11.00"
	Trimmed	16.50"	10.75"
	Live Area*	16.00"	10.25"
Full Page	Bleed	8.50"	11.00"
	Trimmed	8.25"	10.75"
	Live Area	7.25"	10.25"
Half Page Horizontal		7.125"	4.77"
Half Page Vertical		3.46"	9.75"
Quarter Page		3.46"	4.77"

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

*"We have been with Western Art Collector from the start of the magazine. Over those years many times clients have told us 'We saw you in Western Art Collector.' The magazine gives us great exposure to quality collectors."*  
—Curt Mattson, artist, Arizona