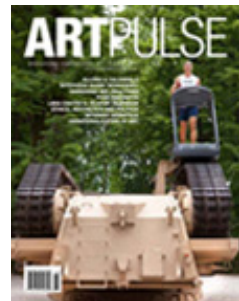
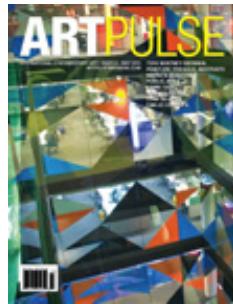


ARTPULSE



**MEDIA KIT
2011 - 2012**

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www.artpulesemagazine.com

◆ EDITORIAL CALENDAR

The magazine is published four times per year.

- Spring
- Summer
- Fall
- Winter

◆ DEADLINES

EDITION

Spring
Summer
Fall
Winter

EDITORIAL

December 15
March 15
June 15
September 15

ADVERTISE

February 15
May 15
August 15
November 15

◆ CIRCULATION

Circulation: 10,000
Readership: 40,000

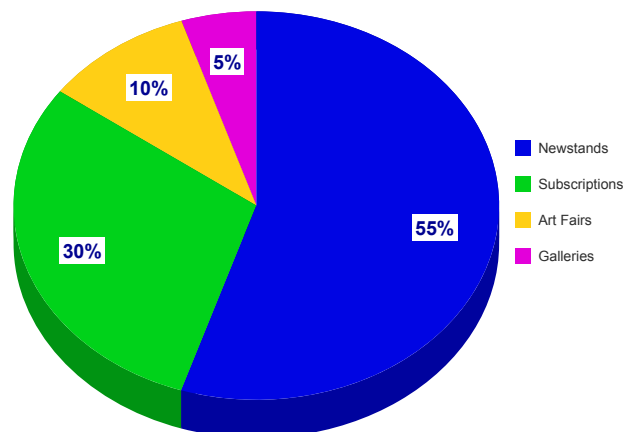
◆ DISTRIBUTION BREAKDOWN

United States of America: 85%
International Distribution: 15%
(Canada, Mexico, Argentina, Puerto Rico, United Kingdom, Spain, France, Germany, Holland, Switzerland, Italy, Belgium, Portugal, India)

Newstand Distribution* 55%
Subscriptions 30%
Art Fairs 10%
Galleries 5%

* Newstand sales at over 900 national retailers including Barnes & Nobles and Hastings.

DISTRIBUTION BREAKDOWN



◆ READERSHIP PROFILE

Gender

Female	52%
Male	48%

Age

Under 25	8%
25-34	31%
35-44	34%
45-54	21%
55 and over	6%

Education

Students	12%
College graduate	85%
Graduate and Post Graduate degree	32%

Wealth

Average household income \$ 154,000

Visited Last Year:

Museum/Gallery	95%
Auction House	30%
Art Fair	70%
Art Dealer	30%
Bookstore	70%
Lecture/Symposium	40%
Art Collectors	70%
Are likely to recommend to a friend	85%

◆ ART FAIR DISTRIBUTION

September 2011

Houston Fine Art Fair, Houston Sept. 15 – 18, 2011
Art Platform, Los Angeles Sept 30 – Oct 3, 2011

November 2011

PINTA. Contemporary Latin American Art Fair, New York Nov. 10 – 13, 2011

December 2011

Art Basel Miami Beach, Miami Beach Nov. 30 – Dec 4, 2011
Art Miami, Miami Nov. 30 – Dec 4, 2011
NADA Art Fair, Miami Dec 1 – 4, 2011

January 2012

Miami International Art Fair, Miami Beach Jan. 13 – 16, 2012
Art Palm Beach, Palm Beach Jan. 20 – 23, 2012

February 2012

ARCO, Madrid Feb. 15 – 19, 2012

March 2012

Art Naples March 23 – 26, 2012
Merril Lynch ARTEAMERICAS. Miami Beach, FL. March 2 – 5, 2012

April 2012

Art Chicago, Chicago, April 27 – April 30, 2012
Next, Chicago, April 27 – April 30, 2012

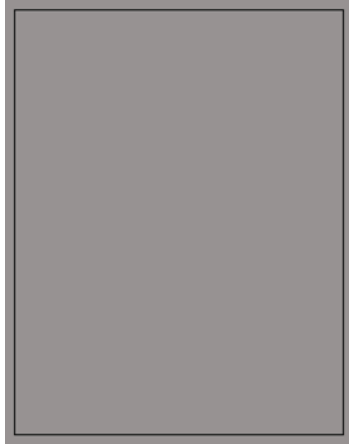
May 2012

Frieze, New York May 4 – 7, 2012

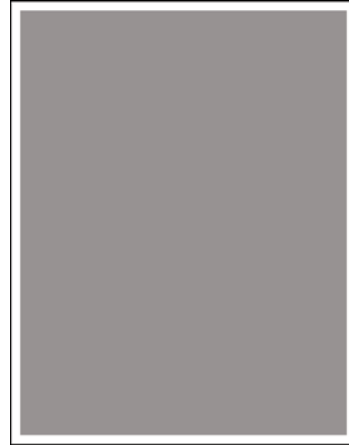
June 2012

Art Basel, Switzerland June 13 – 17, 2012

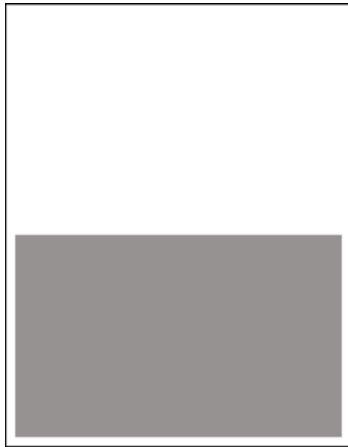
AD SIZES AND SPECIFICATIONS



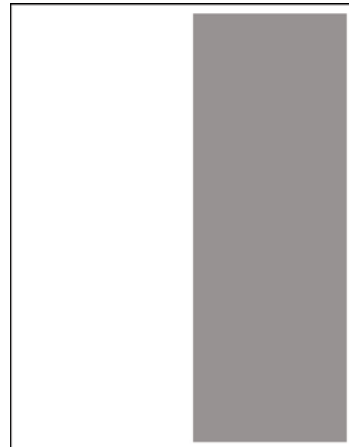
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Trim size: 9.125" x 11.875"



Full Page AD - No Bleed
Trim size: 9.125" x 11.875"
Live area: 7.875" x 10.625"



Half Page AD - Horizontal
7.875" x 5.1875"



Half Page AD - Vertical
3.8125" x 10.625"

File submission specifications

PREFERRED FORMAT

PDF

Press Quality with fonts embedded

ACCEPTED

TIFF

No compression, No layers,
CMYK, 300 ppi

JPEG

CMYK, 300 ppi, Maximum quality

All images in layout

300 ppi

TIFF preferred

JPEG OK

No GIFs

Color images: CMYK

No RGB

Black & White: Grayscale