

art

NEW ORLEANS

ART+
CULTURE+
ENTERTAINMENT

MEDIA KIT
2008



the MAGAZINE

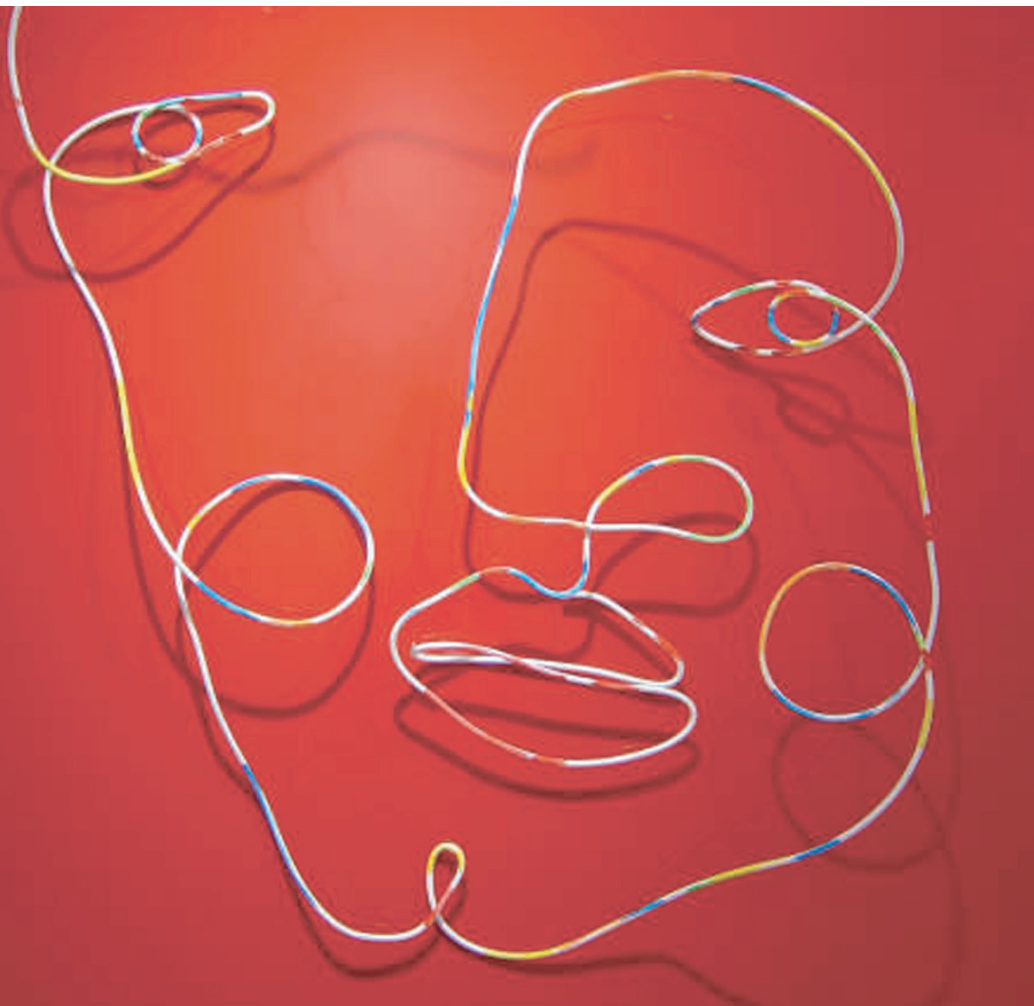


ART New Orleans magazine takes an in-depth look into the arts and culture of New Orleans. From the artists to photographers, galleries to museums, festivals to fine dining, novice to aficionado, there is something for everyone in *ART New Orleans* magazine.

In addition to the featured arts and culture content within *ART New Orleans* magazine, we provide a useful gallery guide complete with map and directory for the New Orleans Arts District.



the TARGET



Target Demographic

ART New Orleans magazine is for New Orleans' art aficionados and the up-and-coming novice with a taste for fine art, sophistication and cultural awareness. *ART New Orleans* delivers invaluable information to a sophisticated, affluent readership, ages 35-59.

Target Readership

ART New Orleans magazine targets 272,000 local residents, 310,000 seasonal residents and more than 500,000 tourists. The readership is estimated at 50:50, male to female.

Distribution Includes:

- New Orleans art galleries
- New Orleans art museums and centers
- New Orleans exclusive hotels and resorts
- New Orleans coffee houses

Total Circulation is 10,000 per issue



the

EDITORIAL CALENDAR

SPRING

Spring Forward to New Orleans

Top artists in New Orleans' art galleries, feature New Orleans art gallery, Restaurant Review, Event Calendar

DEADLINE: January 11th, 2008

SUMMER

What's Hot for Summer

Top artists in New Orleans' art galleries, feature New Orleans art gallery, Restaurant Review, Event Calendar

DEADLINE: April 11th, 2008

FALL

Its All for Fall

Top artists in New Orleans' art galleries, feature New Orleans art gallery, Restaurant Review, Event Calendar

DEADLINE: July 11th, 2008

WINTER

New Year's Shopping Guide

Top artists in New Orleans' art galleries, feature New Orleans art gallery, Restaurant Review, Event Calendar

DEADLINE: October 10th, 2008

Art New Orleans Magazine reserves the right to edit the editorial calendar prior to publication.

ADVERTISING RATES

AD SIZE	1X	2X	3X	4X
Back Cover	\$6,000	\$6,000	\$6,000	\$6,000
Inside Front Spread	\$5,400	\$5,280	\$5,000	\$4,800
2 Page Spread	\$4,800	\$4,400	\$4,000	\$3,600
Inside Back	\$3,600	\$3,400	\$3,200	\$3,000
Full Page	\$2,400	\$2,200	\$2,000	\$1,800
Half Page	\$1,200	\$1,100	\$1,000	\$900



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AD SPECS

ART New Orleans is digitally produced on a Macintosh platform. The digital pages are then output direct to CMYK imposed plates. No film is produced. ART New Orleans will not be held accountable if the following procedures are not properly adhered to:

Digital Advertising Specifications

ART New Orleans is accepting high-res PDF files only with prepress or higher setting. We are not accepting any native application files such as Quark, Photoshop or Illustrator.

File Building Requirements

All images must be used no larger than 100% at a resolution of 300 dpi or higher. No compression must be used on these images. All images must be converted to CMYK in TIFF or EPS formats. RGB files WILL NOT print properly and web files such as .jpg and .gif are not acceptable. Fonts should be postscript and fully embedded. Truetype fonts are not acceptable.

Accepted Media

Digital files should be supplied on Mac-formatted CD ONLY.

Ad Production

Ad material requiring design and layout cannot be accepted later than the closing date. Basic ad design and scanning is available at \$100 for use only in ART New Orleans. Digital copies of ads are available on CD for a charge of \$500. Corrections to client submitted ads will be billed at \$75/hr. (One hour minimum).

Reprints and Postcards

Single and multi-page reprints, color postcards and other marketing materials are available. Please inquire for further details and pricing.

Bind-ins, Blow-ins, Outserts & Inserts

A limited number of bind-ins, blow-ins, outserts (within polybag) and insert opportunities are available for each issue. Please inquire for further details and pricing.

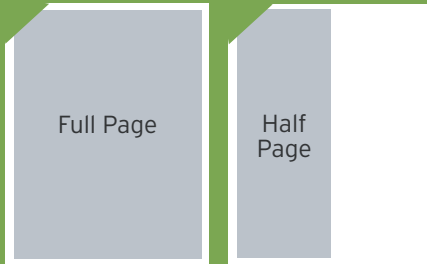
The GUIDELINES

- Include all required trapping
- Maximum dimensions include all trim, bleed, center and registration marks
- Position Right-Reading, Portrait Mode only
- Must include trim, bleed, center and registration marks (no marks in the live area)
- Must include printout of contents of each disc supplied as well as correct copy information for content and positioning
- Must include high-resolution proof at 100% of digital file. While every attempt will be made to match the color of supplied ads, variations may occur in printing. ART New Orleans will not be liable for the quality or the color of ads supplied without a proof.
- Must clearly indicate magazine, issue and advertiser

Other Charges:

Publisher will charge for all costs incurred in preparing material submitted which does not meet mechanical specifications. Detailed specifications sent upon request. Not responsible for errors in key numbers.

ART New Orleans Magazine
ATTN: Production Dept.
200 172nd St., Suite 214
Sunny Isles Beach, FL 33160
EMAIL: john@theastongroup.com
PHONE: 305.807.5904



Full Page

Trim size: 9" x 10.875"

Bleed size: 9.25" x 11.125"

Half Page

Trim size: 4.375" x 10.875"

Bleed size: 4.625" x 11.125"

General Specifications

- **Trim size:** 9" x 10.875"
- 0.5" inside from trim on all four sides
- **Gutter safety:** 0.5" inside from trim on each page
- **Printing Method:** Web Offset
- **Binding method:** Perfect Bound
- Mailed copies are polybagged with exterior labels