

FIND

Art Magazine

MEDIA KIT

Summer / Spring 2011-2012

Magazine Overview

FIND Art Magazine is building a global art community by bringing artists, galleries, spectators and art driven companies together to network within one found space. FIND has become a tool for artists to show their work to thousands of people in a raw and unique way. Maintaining a solid caliber of talent, we never run the same artist twice, giving everyone a chance to show their art and get involved within the community. FIND Art Magazine is released seasonally offering all different mediums of artwork within each issue. It's sized conveniently to 5x7 inches, leaving each page open to the possibility of being cut-out, framed, and displayed. Many artists do not have the marketing drive to be seen by a large audience. We are dedicated to promoting and exposing those artists to thousands of new opportunities.

Target Audience

FIND Art Magazine is exclusively placed in the hottest art galleries, art supply stores, art schools and is placed directly in front of visual artists, gallery directors, art buyers, art students and our yearly subscribers. In addition to the printed magazine, we offer flipbook versions of each issue at findartmagazine.com and can also be found within all of our social media channels.

Distribution

Since launching in 2010, FIND Art Magazine has now published over 100 artists with exponential growth and distribution. During the summer of 2011, we built a mobile art gallery and ventured over 13k miles across America cross promoting events alongside other galleries and venue hot spots. Every found artist continues to spread the FIND mission further along to their individual followings, thus growing the network and finding more artists for future issues. Through our travels, we have now acquired enough artists to fulfill our next several issues and have made enough contacts to distribute FIND nationally.

Ad Longevity

FIND Art Magazine is not something to toss when you're done reading, it's something to save, share, learn from, reference and appreciate. Even people that can't budget art can now take a page, appreciate it, and ultimately become familiar with their favorite artists, products and brands. Research indicates, for every one magazine distributed, a minimum of five other consumers will view it. FIND has developed a reputable list of subscribers already collecting each issue. Partnered with FIND Art Magazine, your ad will stand in front of thousands of spectators for years to come.

Advertising Rates **SAVE 25%** with a 1 year agreement (4 issues)

| Ad Size | Half Page | Full Page | 2 Page Spread |
|--------------------|-----------|-----------|---------------|
| Independent Artist | \$200 | \$350 | \$550 |
| Art Gallery | \$300 | \$550 | \$850 |
| Any Other | \$400 | \$700 | \$1,200 |

*Back cover and inside cover spreads have additional premium placement rates.

2011 Ad Submission Deadlines

| Issue | Season | Space Deadline | Material Deadline | Street Date |
|-------|--------|----------------|-------------------|-------------|
| #6 | Summer | 04.15.11 | 05.01.11 | 05.12.11 |
| #7 | Autumn | 09.15.11 | 09.30.11 | 10.15.11 |
| #8 | Winter | 11.01.11 | 11.25.11 | 12.10.11 |
| #9 | Spring | 01.31.12 | 02.15.12 | 3.01.12 |
| #10 | Summer | 04.01.12 | 05.01.12 | 05.15.12 |

*Ad space is limited to what's available and serviced on a first come, first serve basis.

Ad Space Configurations

| Ad Size | Half Page | Full Page | 2 Page Spread |
|------------|----------------|----------------|-----------------|
| Final Trim | 5"x 3.5" | 5"x 7" | 10"x 7" |
| Live Area | 4.75"x 3.375" | 4.75"x 6.75" | 9.75"x 6.75" |
| Bleed Size | 5.187"x 3.625" | 5.187"x 7.187" | 10.375"x 7.187" |

Design Services

If you need help creating your ad, our design team would be more than happy to assist you with your next campaign. Please contact us for more information.

Technical Requirements

File Formats

PDF/X1a format is the preferred file format for file submission. Photoshop (tiff, jpeg, flattened pdf) and Illustrator (eps with outlines and embedded images) files are also accepted. All high-resolution images and fonts must be included when the file is saved. Images must be SWOP (CMYK) TIFF or EPS at a resolution of 300 dpi. Spot colors must be arranged with the production department prior to submitting the ad (additional charges will apply). All spot colors not intended to print must be converted to CMYK.

Sending Files

Please send all artwork to submit@findartmagazine.com. If your file is too large to send through email, go to www.yousendit.com and send it from there.