Deliver your message to the world’s largest, most targeted group of artists!

**The Artist’s Magazine**
10 issues/year | *The Artist’s Magazine* is the flagship of the F+W Media Fine Art brands. Recognized as one of the top 10 visual arts magazines based on Cision U.S., Inc’s research, *The Artist’s Magazine* reaches a targeted audience of 80,000 artists. Focusing on a variety of media and techniques, *The Artist’s Magazine* provides the best art instruction in the industry, showcasing the highest quality images and conveying the processes of the best artists working today.

**Watercolor Artist**
6 issues/year | *Watercolor Artist* is the definitive source for artists of all skill levels working in water-based media. Recognized as one of the top 10 visual arts magazines based on Cision U.S., Inc’s research, *Watercolor Artist* reaches a targeted audience of more than 55,000 artists. Focusing on techniques, current trends, business advice, and reviews of tools and materials, *Watercolor Artist* brings readers tips from the world’s best and brightest watermedia painters.

**Acrylic Artist**
4 issues/year | *Acrylic Artist*, the newest magazine from the fine-art group, is in its third year of publication and enjoying a rapidly growing subscriber base and strong newsstand sales. With its robust page count of 116 pages, high-quality paper and larger-than-average trim size, the magazine is an eye-catching and respected vehicle that puts your marketing message and products in front of key customers. The content is geared to fine artists and mixed-media painters, with a dual focus on step-by-step instruction and inspiration. Reading through the feature well is like visiting an art gallery or taking a VIP visit into an artist’s studio.

**Drawing**
4 issues/year | *Drawing* magazine provides information and inspiration for artists looking to enhance their skills in charcoal, graphite, colored pencils, pastels, and more. *Drawing* reaches a targeted audience of more than 40,000 artists, and every issue brings you and your consumers together. Written for artists of all skill levels, each issue includes advice and demonstrations from expert teachers, interviews with leading artists, discussions of art materials, and dozens of high-quality reproductions.

**Pastel Journal**
6 issues/year | *Pastel Journal* is the only fine art magazine devoted solely to pastel. With articles that feature the work of the best artists working in the medium as well as insights into artists’ working methods, the magazine delivers inspiration and instruction to both the professional artist and the passionate amateur. *Pastel Journal* reaches a targeted audience of more than 25,000 artists. *Pastel Journal* helps artists cultivate ideas, build skills, explore techniques and nurture artistic passion.

**Cloth Paper Scissors**
Six issues per year | *Cloth Paper Scissors* brings the best mixed-media art projects, techniques, and up-to-date information to our readers, providing them with the knowledge and inspiration to create, experiment and find their own artistic voice. The magazine reaches an audience of more than 55,000 artists, with issues that feature profiles, technique-based projects for all levels, columns, reader challenges, and more. From art journaling to printmaking, collage, stitch, jewelry, and book and paper art, *Cloth Paper Scissors* is packed with information and inspiration from the top mixed-media artists around the world.
Our Online Communities of Artists

**ArtistsNetwork**
Attracting more than 400,000 page views per month with more than 200,000 unique visitors, ArtistsNetwork.com is the leading online resource for creative inspiration, instruction and information for passionate artists of all skill levels. ArtistsNetwork is the perfect place to target new customers! More than 60% of our traffic is coming to the website for the first time and more than 50% comes directly from organic searches. ArtistsNetwork offers a variety of targeting capabilities allowing you to focus your marketing dollars on specific content areas.

**ArtistDaily**
ArtistDaily.com is a vibrant online community of art enthusiasts that attracts more than 590,000 page views per month with more than 130,000 unique visitors each month. 65% of its traffic is coming to the website for the first time and more than 30% comes directly from organic searches.

**WetCanvas**
Garnering more than 2.2 million page views per month with more than 250,000 unique visitors, WetCanvas.com is the largest online forum specifically designed for artists working in a range of skill levels and variety of media. WetCanvas offers a wide array of targeting capabilities that allow you to focus your marketing dollars on specific geographic segments, keyword search and content areas. WetCanvas offers advertisers an unique opportunity to engage directly with their consumers through interactive channels.

**Cloth Paper Scissors**
The ClothPaperScissors.com has more than 176,000 pageviews per month and is the premier resource for dedicated mixed-media artists of all levels who are looking for techniques, ideas, inspiration, and instruction. With more than 74,000 visits per month and 47,000 unique visitors, the website is the perfect place to direct your marketing budget to capture this demographic.
Fine Art Demographics and Audience Profile
**Total Reach**

- **80,000 Targeted Audience** for *The Artist’s Magazine*
- **55,000 Targeted Audience** for *Watercolor Artist*
- **40,000 Targeted Audience** for *Drawing*
- **25,000 Targeted Audience** for *Pastel Journal*
- **25,000 Targeted Audience** for *Acrylic Artist*
- **55,000 Targeted Audience** for *Cloth Paper Scissors*
- **240,000 Monthly Visitors** to ArtistsNetwork.com/ 965,000 page views. This includes ArtistsNetworkTV & Artist’s Marketplace
- **130,000 Monthly Visitors** to ArtistDaily.com/ 590,000 page views
- **253,000 Monthly Visitors** to WetCanvas.com/ 2.2 million page views
- **74,000 Monthly Visitors** to ClothPaperScissors.com/177,000 page views
- **32,000 Twitter Followers** for ArtistDaily.com; 10,000 for ArtistsNetwork.com; and 3,000 for WetCanvas.com
- **312,000 Facebook Fans** for ArtistDaily.com. 75,000 for ArtistsNetwork.com. 53,000 for ClothPaperScissors.com. 9,000 for WetCanvas.com
- **147,000 YouTube Subscribers** for ArtistDaily.com and ArtistsNetwork.com, combined, and more than 22 million channel views
- **70,000 YouTube Subscribers** for *Cloth Paper Scissors*

**250,000 Email Subscribers**

with our combined online communities

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Our print and online audiences are actively engaged artists, each creating an average of 20 pieces of art per year. With plenty of time, talent and financial resources, these artists rely on your products and services to fulfill their creative passion.

**Audience Demographic**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>71.9%</td>
<td>female</td>
</tr>
<tr>
<td>85%</td>
<td>own their homes</td>
</tr>
<tr>
<td>72.4%</td>
<td>have taken art classes or workshops</td>
</tr>
</tbody>
</table>

- more than 20% have earned post-graduate degree
- 70% are married
- 90% attended or graduated from college
- 50% fall into the 45-65 year age range

**$81,714 median income**
Audience Profile

- Our audience does more than just read about art—the average artist spends between **$810 and $1,149 per year** on art materials, books and classes.

- The average artist creates **20 pieces of art per year**, and **51%** sell their artwork.

- The average artist spends nearly **8 hours each week** on the computer and accesses the internet **13.4x per week**.

- The average artist spends between **$200 and $450 per workshop** on tuition and supplies, and **54%** attend as many as **3 workshops** per year.

- The average reader looks at each issue of *The Artist’s Magazine* **4 times** and spends **3 hours and 27 minutes** reading each issue, before sharing the issue with one other person.

- **81%** of readers classify themselves as intermediate to advanced painters, working in diverse media and genres.

- The average reader has been creating art for nearly **23 years**.

- **78%** have their own studios or a permanent place to create their art, and on average, spend nearly **10 hours** producing artwork each week.

- **69%** would like to improve their skills through art instruction, classes or workshops

- Over **52%** spent an average of **$2,154 in the last 12 months** on in-person classes
2017 Editorial Calendars and Regular Columns
# The Artist’s Magazine

## 2017 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Prizewinning Paintings: The winners of our Annual Art Competition</td>
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<tr>
<td></td>
<td>Around the World in Watercolor: Nine landscapes from China</td>
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<td></td>
<td>Meet Rosemary Wells: Master illustrator of children's books</td>
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<td></td>
<td>Special Advertising Section: New year, new art opportunities</td>
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<tr>
<td>March</td>
<td>Second Chances: The winners of our Over 60 Competition</td>
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<td></td>
<td>The Secret of Painting Portraits of Children: Sharon Sprung</td>
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<tr>
<td></td>
<td>Special Advertising Section: Annual extended workshop listings</td>
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<tr>
<td>April (NAMTA)</td>
<td>Perfect Surfaces: A survey of choices for acrylic artists</td>
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<td></td>
<td>Bearing Witness: David Jon Kassan’s portraits of Holocaust survivors</td>
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<tr>
<td></td>
<td>Special Advertising Section: New books, DVDs and online instruction</td>
</tr>
<tr>
<td>May</td>
<td>Painting &amp; Printmaking with Acrylic</td>
</tr>
<tr>
<td></td>
<td>Markers, Markers Everywhere: Discovering their creative potential</td>
</tr>
<tr>
<td></td>
<td>Special Advertising Section: Exploring mixed-media art</td>
</tr>
<tr>
<td>June</td>
<td>Getting Ready for Plein Air: Gear and guidance for painting outdoors</td>
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<tr>
<td></td>
<td>Gritty Charm: Outsider art</td>
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<tr>
<td></td>
<td>Special Advertising Section: Plein air w Workshops and tools</td>
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<tr>
<td>July/August</td>
<td>Food, Glorious Food: The art of the cook book</td>
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<tr>
<td></td>
<td>Art Showcase: Winners of our All-Media Competition</td>
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<td></td>
<td>Special Advertising Section: A new look at bestselling art materials</td>
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<tr>
<td>September</td>
<td>The Art of the Sketch: Drawing on the road and on the go</td>
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<td></td>
<td>The Best Brushes</td>
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<td>Special Advertising Section: Workshop listings and new product preview</td>
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<tr>
<td>October</td>
<td>Changing Styles: Artists who take a turn in mid-career</td>
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<tr>
<td></td>
<td>Special Advertising Section: The street artist’s toolbox—markers, mural paint, spray paint and airbrush</td>
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<tr>
<td>November</td>
<td>Staying Alive: The Business of Art</td>
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<tr>
<td></td>
<td>Landscapes on Edge: Reimagining the pastorl vision</td>
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<tr>
<td></td>
<td>Special Advertising Section: All-media surfaces—canvas, art panels, paper, new options</td>
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<tr>
<td>December</td>
<td>An Artist’s Best Friend: The care and keeping of studio canines</td>
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<tr>
<td></td>
<td>Celebrating Students: Top winners from our Annual Art Competition</td>
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<tr>
<td></td>
<td>Special Advertising Sections: Workshop listings, plus holiday gifts</td>
</tr>
</tbody>
</table>
The Artist’s Magazine

Regular Columns

The Artist’s Life: What’s happening in the art world
Drawing Board: Lessons in the most necessary discipline
Road Test: Working artists evaluate new products after trying them in their studios
Brushing Up: Lessons in both basic and complex painting techniques in every medium

Master Class: An artist’s evaluation of a masterwork from art history
Business: Career advice—from mastering social media to pricing your work—that’s designed to help readers build a successful career
Ask the Experts: Answers to our readers’ questions about tools and materials, techniques, art terms, legal matters, and other topics

Competition Spotlight: A finalist from The Artist’s Magazine’s Annual Art Competition tells the story of his or her winning painting

In Every Issue
Classifieds, workshop listings, exhibition deadlines, calls to artists, and other opportunities for artists at any stage of their career
Regular Columns

Making a Splash  This front-of-the-book column includes features on current trends and art world news, plus must-see museum exhibitions, book reviews, and practical art advice.

Creativity Workshop  Experienced painters introduce a unique idea or technique, then challenge readers to complete the Creativity Workshop Activity and submit the results for posting on our website. The staff reviews all the paintings and selects the best one to receive a prize.

Meet the Masters  Fascinating profiles examine the lives, inspirations and working methods of the painters that have shaped the way we approach the medium in particular and art in general.

Studio Staples  Artists test art materials and tools, and report on the best uses, styles and techniques for each product.

Watercolor Essentials  A reader favorite, this column includes in-depth demonstrations of basic painting principles, key watercolor techniques and popular subjects.

Picture This  The last page of the magazine, this column features a large image and an inspirational essay by an artist featured in the issue. The focus is on creativity, inspiration or a specific creative breakthrough.

IN EVERY ISSUE

Watercolor Workshop Listings and Exhibition Deadlines

Special Product Showcase Section included in every issue of Watercolor Artist. Contact your Sales Representative for more information.
Winter

Printmaking: We survey the field of printmaking, a world of its own but a close kindred to traditional forms of drawing.

Art Materials: A guide to the key differences between common drawing media, including graphite, charcoal, crayon and colored pencil.

Spring

Narrative Art: Meet artists who use drawing to tell stories, in places such as comic books, illustrations and storyboards.

Shades of Gray Competition: We reveal the winners of Drawing’s fifth annual international competition.

Summer

Ballpoint Pen: Ballpoint is one of the hottest materials around, and we learn from artists who make amazing work with this deceptively simple instrument.

Drawing Through History: We take a look at landmark drawings from past centuries.

Fall

The Figure: We examine both traditional and contemporary approaches to drawing the figure, the top subject for Drawing’s readers.

The Education Issue: A survey of schools, workshops and instructional courses.

Regular Columns

Drawing Fundamentals: In these feature-length instructional articles, master teacher Jon deMartin takes readers on a tour through core principles of classical drawing, including how to draw key shapes, lighting and shading techniques, and how to draw realistic figures from a variety of perspectives. Every installment is filled with helpful diagrams, along with examples of historical and contemporary works of art.

Material World: In every issue we highlight a different drawing material, tool or method to help our readers gain confidence and curiosity about a wide array of drawing media. Past topics include various techniques for using graphite, a comparison of different types of ink, drawing with silverpoint and making your own pastels.

First Marks: Lessons for beginner artists covering such important topics as the basics of line, shading and how to draw simple objects and create your first finished pictures.

New and Notable: We take a look at artwork by some of the freshest faces on the drawing scene—artists who are just starting to win wide attention for their work. Covering artwork in both classical and contemporary styles, this is the column that lets you say, “I saw it here first.”

IN EVERY ISSUE

Drawing workshop listings and exhibition deadlines

Special Advertising Section included in every issue of Drawing magazine. Contact your Sales Representative for more information.
## Pastel Journal

### 2017 Editorial Calendar

<table>
<thead>
<tr>
<th>MONTH</th>
<th>Article</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td><strong>Be More Expressive</strong>: How to paint pastels filled with emotional power</td>
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<tr>
<td></td>
<td><strong>Working With Texture</strong>: Enjoy a step-by-step exploration of textural techniques in pastel</td>
</tr>
<tr>
<td>APRIL</td>
<td><strong>The Best of Pastel</strong>: Discover all 100 winners from the 18th Annual Pastel 100 Competition</td>
</tr>
<tr>
<td></td>
<td><strong>Grappling With Greens</strong>: Tips for handling this ubiquitous and sometimes challenging landscape color</td>
</tr>
<tr>
<td>JUNE</td>
<td><strong>Loosen Up</strong>: Top tips for working in a more painterly style</td>
</tr>
<tr>
<td></td>
<td><strong>Fields and Farms</strong>: A pastelist’s guide for painting rural scenery</td>
</tr>
<tr>
<td>AUGUST</td>
<td><strong>Water and Reflections</strong>: Expert advice for capturing the subject</td>
</tr>
<tr>
<td></td>
<td><strong>At the Harbor</strong>: Compositional tips for managing the complexities of this seaside subject</td>
</tr>
<tr>
<td>OCTOBER</td>
<td><strong>Painting the Forest and the Trees</strong>: Pastelists offer their insights for capturing woodland landscapes</td>
</tr>
<tr>
<td></td>
<td><strong>Plus</strong>: Five ways to get your color under control</td>
</tr>
<tr>
<td>DECEMBER</td>
<td><strong>The Annual “Ones to Watch” Showcase</strong>: A look at pastel artists who made a mark in 2017</td>
</tr>
<tr>
<td></td>
<td><strong>Don’t Copy, Compose</strong>: The better way to use your reference photos</td>
</tr>
</tbody>
</table>

### Regular Columns

- **Skill Builders** (every issue): Top artists offer insights and how-to guides for key painting techniques, innovative ideas and studio strategies.
- **Working Artist** (every issue): Best practices from top professionals for growing your skills and enhancing your career.
- **Artist Test Kitchen**: An artist-tested introduction to new pastel tools and materials with tips, demonstrations and practical applications.
- **Great Pastels** (every issue): A close-up look at a pastel masterwork and the artist behind it.
- **Creative Life** (every issue): A variety of artists share the many joys and challenges of the artist’s life.
- **Art Matters** (every issue): Discover the latest news, exhibition highlights, and other inspiring stories from the art world.

### IN EVERY ISSUE

- Pastel Workshop Listings and Exhibition Deadlines
- Special Product Showcase Section included in every issue of *Pastel Journal*. Contact your Sales Representative for more information.
Acrylic Artist

2017 Editorial Calendar

**SPRING**
- **Texture**: Mixed-media techniques that add dimension to fine art
- **Surface Treatment Workshop**: Building a solid foundation to ensure success
- **The Art of Technology**: Using apps and other programs as a pathway to greater creativity

**SUMMER**
- **Capturing Light**: Today’s top acrylic artists share their best tips
- **Color Theory**: How to mix it up, not muddy it up
- **Perspective**: Linear, aerial and how to use it successfully

**FALL**
- **International Flair**: A showcase of artists’ acrylic paintings from around the world
- **Medium Magic**: How to alter acrylic paint using mediums and gels
- **On Learning**: A showcase of successful artists—some self-taught, some with traditional training

**WINTER**
- **New Approach**: Artists who’ve changed their subject matter with great success
- **Painting the Seasons**: Color and texture at work
- **The View**: Landscapes, cityscapes and beachscapes

**Regular Columns**

- **Questions Answered**: Industry experts address frequently asked questions about materials, usage, processes and theories.
- **Workshop Wisdom**: Today’s most successful artists/teachers share their answers to students’ most-asked questions, and explain the benefits of taking workshops for both the students and the teacher.
- **Day in the Life**: This feature follows one artist through a routine day. No two stories are the same, and readers get an unvarnished look at what’s often thought of as the glamorous artist’s life. They get to see that success takes hard work, and they get to take a candid peek into how artists recharge their creativity.
- **Back page**: Different topics and subjects are the focus on this final page of every issue. A gorgeous image accompanies brief text that furthers the story.

**IN EVERY ISSUE**

- Full step-by-step demonstrations and materials lists
- In-depth features of today’s hottest artists, showcasing their work, techniques and creative processes
- Galleries of art (curated around specific topics such as color, texture, genre, etc.) that inspire readers
- Guides to basic tools and materials for those just getting started

**Special Product Showcase Section** included in every issue of *Acrylic Artist*. Contact your Sales Representative for more information.
January/February
New goals, new beginnings:
Projects to start a creative year, plus results from our Cloth Paper Scissors Mixed-Media Excellence Awards

March/April
Mixed-media home décor:
Exploring the hottest trend in mixed-media art

May/June
The Supply Chain: New techniques with old materials, plus new and innovative supplies

July/August
Travel and Adventure: Our artists hit the road, creating travel and adventure-inspired art

September/October
Mixed-media Goes Tech: Discover apps, software and other tech tools that will enhance your mixed-media artwork

November/December
Expressive Holiday Gifts: Make the holidays even more meaningful with these beautiful and inspiring project ideas

Regular Features and Columns

**Studio Spotlight:** Get a rare peek inside the studio of an artist featured in the issue. See where they create, how they get organized, and what studio pieces inspire them.

**Paperology:** Discover the stunning artwork that can come from a single sheet of paper, a humble material can transform into anything. Learn helpful techniques and get first-rate instruction to make a variety of projects.

**Mixed-Media Painting:** Face the blank canvas with confidence with these fantastic techniques that incorporate acrylic and oil-based mediums. Add collage, some mark making, and marvel at the results.

**Mixed-Media Jewelry:** A slate of innovative jewelry artists use metal, leather, wood, paper, clay, beads, and more to create one-of-a-kind jewelry that’s unique and wearable.

**Jumpstart:** Get in the zone with a quick project designed to warm up those art muscles.

**ArtWork:** Read about the exciting and inventive art projects and programs that are bringing communities and neighborhoods together and getting people excited about art.

**This Just In:** See the latest in products perfect for mixed-media artists.

**A Look At:** Curious about an art supply? See the results when we and popular artist Jane Davenport road test new materials.

**Reader Challenge:** In each issue we post a theme for a future reader challenge, allowing our audience to become part of the magazine. Several pages are devoted to the results of the previous reader challenge; past challenges have included mixed-media aprons, hand-cut stencils, wire assemblage, and hand-made books.

**Closing Essay:** “Releasing the Creative Spirit” is the theme of this year’s final essay. Regular Cloth Paper Scissors contributors and new artists write about the creative life.
2017 Digital Media Options and Rates
2017 Digital Rates and Options

Online Advertising | artistdaily.com, artistsnetwork.com and wetcanvas.com
CPM (Cost Per Thousand)

Web Advertising

ArtistsNetwork.com: Banner (300X250) $15/CPM
ArtistDaily.com: Banner (300X250) $15/CPM
Impact Books: Banner (300X250) $15/CPM
Cloth Paper Scissors: Banner (300X250) $10/CPM

eNewsletter Advertising

ArtistsNetwork.com: We reach over 150,000 email subscribers with the ArtistsNetwork eNewsletter: Banner (300X250) $20/CPM
ArtistDaily.com: We reach over 100,000 email subscribers with the ArtistDaily eNewsletter Banner: (300X250) $20/CPM
ClothPaperScissors.com: We reach 176,579 pageviews per month

Advertorial Ad within an upcoming Editorial eNewsletter:
You can include your Advertorial Ad within an ArtistDaily and/or ArtistsNetwork editorial eNewsletter – Advertorial Ad includes two images, 200 words and URL link.

eBlasts/DEBs

Send your personal eBlast message to our entire list of email subscribers. When including a "special offer" or “incentive” in your eBlast message, advertisers receive a strong ROI. Our Sponsored Emails are sold at a premium, $50/CPM. We currently reach about 250,000 email subscribers for ArtistsNetwork and ArtistDaily. 40,000 for Cloth Paper Scissors. Contact your ad representative for current eBlast/DEB list size.

Co-Op Sponsored eBlasts

You have the opportunity to include your product information within a Co-Op Sponsored eBlast. This eBlast is a shared message with other participants. We schedule 1-2 Co-Op eBlasts per month. Each Co-Op eBlast is sent to our entire fine art community; we currently reach over 250,000 email subscribers. Your participation includes an image, 100 words of text and your URL that will “click through” to your website.

Cost $1,000/NET

We anticipate growth with our email list each month in 2017; the cost to participate may change throughout the year.

Social Media Program

Ideal for promoting new product buzz, contests, driving traffic to Facebook/website, providing special offer, etc.

• Leaderboard Web Ad placed on both of our Online Communities (ArtistDaily or ArtistsNetwork) creating Brand Awareness about your new product and/or feature
• Leaderboard eNewsletter Ad included in both of our Online Communities (ArtistsNetwork or ArtistDaily)
• Online Sponsored Blog created by one of our Online Editors. Includes 3-5 images, 300 words and URL Link. When promoting your message, we utilize all of our Social Media Outlets (Facebook, Twitter, Pinterest, Google+, etc.)

Cost $2,500/NET
2017 Digital Rates and Options

Online Advertising | artistdaily.com, artistsnetwork.com and wetcanvas.com

Freemiums
Throughout the year, we provide our ArtistDaily and ArtistsNetwork communities with many FREE eBooks (Freemiums) that contain instructional information that is designed specifically to cover topics that artists are searching for. Freemiums are added to our online library of information once they have launched to the art community.

Content in our Freemiums is heavily SEO’d, providing the most relevant content to a larger group of artists. We allow one advertiser to sponsor each Freemium. Best practices suggest that advertisers should include at least 5-6 trackable URL links (unique) within their ad. This tool helps advertisers determine ROI and visitor preferences on products, offers and content. We launch one per month in both the ArtistDaily and ArtistsNetwork Communities.

Cost $2,500/net

Please contact your sales representative for 2017 Freemium titles.

eMags
The eMags are highly curated content about specific media, artists or subject matter in which the artists of our community are most interested. eMags are 20-to-30-page digital downloads; topics are selected using SEO keyword research and our own sales history. We allow one sponsor per eMag. We sell eMags to the fine art community once a month exclusively at NorthlightShop.com.

Cost $2,500/net

Please contact your sales representative for 2017 eMag titles.

Just a FEW of our CUSTOMIZED OFFERINGS

Sponsored Blogs
Sponsored Blog Posts deliver a compelling editorial message that seamlessly narrates your story within our online community. This social media powerhouse delivers high-impact, targeted messaging within the walls of our online communities written by our highly skilled editors, using SEO-driven marketing. Plus, this is your opportunity to take this content viral.

Sampling Opportunity
As part of your print investment, you have the opportunity to sample products to our fine art community of artists. The Art Kit program offered through our North Light Shop has been well-received by our community; they are in high demand. We research on a continual basis the topics and media in which artists are most interested and then create products that fulfill their needs. Sampling is a simple and effective strategy to get your product directly into the hands of artists. You also benefit from all of the promotion involved with our Art Kit Program.

Sponsor Upcoming DVD/Artist Video Series
We produce artist videos on an on-going basis. You have the opportunity to sponsor an upcoming video and gain the benefits of the promotion once the video is launched. As a sponsor, you can ship product to be used for product placement in the video and in addition, the artist can use the product throughout the segment. Sponsor information (logo/website) will be included on the pre and post roll of each video and the sponsor’s suggested materials list will be included as a pdf download on the ArtistsNetwork.tv website. Sponsor’s LOGO will be printed on the DVD jacket and each video will have everlasting exposure – each video series will remain available indefinitely to the fine art community via ArtistsNetwork.tv and for sale as a download.

Sponsor Custom Web Seminars
Connect with thousands of eager craft enthusiasts with a live, interactive learning education session. We will work with you and your brand to craft and deliver an online seminar that allows attendees to ask questions and interact with your instructor/designer/brand—an exclusive hour seminar just for you. And the best part, we do all of the work. The web seminar is hosted on a proven platform by experts in delivering the highest quality online education. This is a custom Online/Web Seminar Package that would be created specifically for you.
## 2017 Deadlines

### The Artist’s Magazine

<table>
<thead>
<tr>
<th></th>
<th>Space reservation</th>
<th>Materials due</th>
<th>Newsstand on sale</th>
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<tbody>
<tr>
<td>March 2017</td>
<td>November 15, 2016</td>
<td>November 22, 2016</td>
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<td>April 2017</td>
<td>December 22, 2016</td>
<td>December 29, 2016</td>
<td>February 21, 2017</td>
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<td>June 2017</td>
<td>February 23, 2017</td>
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<td>September 2017</td>
<td>May 30, 2017</td>
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<td>August 1, 2017</td>
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<td>October 2017</td>
<td>June 27, 2017</td>
<td>July 4, 2017</td>
<td>August 29, 2017</td>
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<tr>
<td>November 2017</td>
<td>July 25, 2017</td>
<td>August 1, 2017</td>
<td>September 26, 2017</td>
</tr>
<tr>
<td>December 2017</td>
<td>August 31, 2017</td>
<td>September 7, 2017</td>
<td>October 31, 2017</td>
</tr>
<tr>
<td>January/February 2018</td>
<td>September 29, 2017</td>
<td>October 6, 2017</td>
<td>November 28, 2017</td>
</tr>
</tbody>
</table>

### Watercolor Artist

<table>
<thead>
<tr>
<th></th>
<th>Space reservation</th>
<th>Materials due</th>
<th>Newsstand on sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>March/April 2017</td>
<td>December 6, 2016</td>
<td>December 13, 2016</td>
<td>February 14, 2017</td>
</tr>
<tr>
<td>May/June 2017</td>
<td>February 14, 2017</td>
<td>February 21, 2017</td>
<td>April 18, 2017</td>
</tr>
<tr>
<td>July/August 2017</td>
<td>April 11, 2017</td>
<td>April 18, 2017</td>
<td>June 13, 2017</td>
</tr>
<tr>
<td>Jan/Feb 2018</td>
<td>October 17, 2017</td>
<td>October 24, 2017</td>
<td>December 19, 2017</td>
</tr>
</tbody>
</table>

### Drawing

<table>
<thead>
<tr>
<th></th>
<th>Space reservation</th>
<th>Materials due</th>
<th>Newsstand on sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2017</td>
<td>December 16, 2016</td>
<td>December 21, 2016</td>
<td>February 14, 2017</td>
</tr>
<tr>
<td>Spring 2017</td>
<td>March 17, 2017</td>
<td>March 24, 2017</td>
<td>May 9, 2017</td>
</tr>
<tr>
<td>Summer 2017</td>
<td>June 16, 2017</td>
<td>June 23, 2017</td>
<td>August 8, 2017</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>September 8, 2017</td>
<td>September 15, 2017</td>
<td>October 31, 2017</td>
</tr>
</tbody>
</table>

### Pastel Journal

<table>
<thead>
<tr>
<th></th>
<th>Space reservation</th>
<th>Materials due</th>
<th>Newsstand on sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>May/June 2017</td>
<td>March 7, 2017</td>
<td>March 14, 2017</td>
<td>May 9, 2017</td>
</tr>
<tr>
<td>July/August 2017</td>
<td>May 9, 2017</td>
<td>May 16, 2017</td>
<td>July 11, 2017</td>
</tr>
<tr>
<td>Sept/October 2017</td>
<td>July 11, 2017</td>
<td>July 18, 2017</td>
<td>September 12, 2017</td>
</tr>
<tr>
<td>Nov/December 2017</td>
<td>September 5, 2017</td>
<td>September 12, 2017</td>
<td>November 7, 2017</td>
</tr>
<tr>
<td>Jan/Feb 2018</td>
<td>October 31, 2017</td>
<td>November 7, 2017</td>
<td>January 2, 2018</td>
</tr>
</tbody>
</table>
2017 Deadlines

Acrylic Artist

<table>
<thead>
<tr>
<th></th>
<th>Space reservation</th>
<th>Materials due</th>
<th>Newsstand on sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2017</td>
<td>December 27, 2016</td>
<td>January 3, 2017</td>
<td>March 7, 2017</td>
</tr>
<tr>
<td>Summer 2017</td>
<td>March 28, 2017</td>
<td>April 4, 2017</td>
<td>June 6, 2017</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>June 20, 2017</td>
<td>June 27, 2017</td>
<td>September 5, 2017</td>
</tr>
<tr>
<td>Winter 2017</td>
<td>September 19, 2017</td>
<td>September 26, 2017</td>
<td>December 5, 2017</td>
</tr>
</tbody>
</table>

2017 Deadlines

A. 2-page spread:
   trim: 16½" × 10¾"
   bleed: 16¾" × 11¼"
   live: 15¾" × 10"

B. Full page:
   trim: 8¾" × 10¾"
   bleed: 8½" × 11¼"
   live: 7½" × 10"
# 2017 Deadlines

## Cloth Paper Scissors

<table>
<thead>
<tr>
<th></th>
<th>Space reservation</th>
<th>Materials due</th>
<th>Newsstand on sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>May/June 2017</td>
<td>February 24, 2017</td>
<td>March 3, 2017</td>
<td>April 25, 2017</td>
</tr>
<tr>
<td>July/August 2017</td>
<td>April 28, 2017</td>
<td>May 5, 2017</td>
<td>June 27, 2017</td>
</tr>
<tr>
<td>November/December 2017</td>
<td>September 1, 2017</td>
<td>September 8, 2017</td>
<td>October 31, 2017</td>
</tr>
<tr>
<td>January/February 2018</td>
<td>October 27, 2017</td>
<td>November 3, 2017</td>
<td>December 26, 2017</td>
</tr>
</tbody>
</table>
Print spread specs
Live: 14¾" × 10"
Bleed: 15¾" × 10¾"
Trim: 15½" × 10½"

A. Full page:
   Live area 7" × 10"
   Bleed size 8" × 10¾"
   Final trim size 7¾" × 10½"

B. 2/3 page: 4⅝" × 9½"

C. 1/2 page vertical: 3¾" × 9½"

D. 1/2 page horizontal: 7" × 4¾"

E. 1/4 page: 3¾" × 4¾"

F. 1/3 page vertical: 2¼" × 9¼"

G. 1/6 page vertical: 2¾" × 4⅝"

H. 1/3 page square: 4⅝" × 4⅝"

I. 1/2 page island: 4⅝" × 7"

Classified display: All display classified ads are 2⅛ inches wide. 1/4 not available in classifieds.

Advertisers that have a display ad get 5 listings (40 words each) for the workshops.

Classified Sizes
1/24: 2⅛ × 1
1/12: 2⅛ × 2⅛
1/9: 2⅛ × 3¾
1/6: 2¼ × 4¼ (vertical)
1/6: 4⅝ × 2½ (horizontal)
1/3: 4⅝ × 4⅝ (square)
1/3: 2¼ × 9¼ (vertical)
1/2: 4½ × 6½ (island)
1/2: 6⅞ × 4¾ (horizontal)
Print spread specs
Live: 15” × 10”
Bleed: 15¾” × 11”
Trim: 15½” × 10¾”

A. Full page:
   Live area 7” × 10”
   Bleed size 8” × 11”
   Final trim size 7¾” × 10¾”

B. 2/3 page: 4⅝” × 10”
C. 1/2 page vertical: 3¾” × 10”
D. 1/2 page horizontal: 7” × 4¾”
E. 1/4 page: 3⅜” × 4⅞”
F. 1/3 page vertical: 2¼” × 10”
G. 1/6 page vertical: 2¼” × 4⅞”
H. 1/3 page square: 4¾” × 4¾”
I. 1/2 page island: 4⅝” × 7⅜”

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1/9: 2⅛ × 3¾
1/6: 2¼ × 4⅞ (vertical)
1/6: 4½ × 2¼ (horizontal)
1/3: 4⅝ × 4⅝ (square)
1/3: 2⅛ × 9¾ (vertical)
1/2: 4⅝ × 6⅞ (island)
1/2: 6⅞ × 4¾ (horizontal)
A. Full page:
   Full Page (bleed) 8.25” × 11.062”
   Full Page (trim) 8” × 10.812”
   Full Page (non-bleed) 7.25” × 9.75”

B. 2/3 Vertical: 4.58” × 9.7”

C. 1/2 Vertical: 3.5” × 9.75”

D. 1/4 Square: 3.5” × 4.75”

E. 1/2 Horizontal: 7.25” × 4.75”

F. 1/3 Square: 4.75” × 4.75”

G. 1/3 Vertical: 2.25” × 9.75”

H 1/6 Horizontal: 4.75” × 2.25”

I. 1/6 Vertical: 2.25” × 4.75”

*Live area/critical items must be at least .25” inside trim size.

Marketplace (four-color or b/w)
1/3 Page V: 2.25” × 9.25”
1/3 Page H: 7.25” × 3”
2/9 Page V: 2.25” × 6”
2/9 Page H: 4.725” × 3”
1/9 Page V: 2.25” × 3”

Cloth Paper Scissors

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Online ad specs

Website advertising specs
Maximum file size: 25K • Maximum Flash ad size: 25K
JPEG or GIF files: 3rd party ad serving accepted
Animated GIFs: 3 loop maximum
Deadline: 5 business days prior to go-live date

Email advertising specs
HTML version • Maximum file size: 50K
Maximum width: 600 pixels
NO Flash, Java, JavaScript, Active X, or automatic downloads.
Images must be .gif or .jpg. All images must be served from the advertiser’s server.
If using CSS in your HTML email, you must have the styles embedded in the HTML. Do not link to an external style sheet.
F+W will provide tracking links. All mailings will have opens tracked and will be tracked up to 30 days.
Deadline: 5 business days prior to go-live date
Advertising Team

The expertise, experience and enthusiasm of the Fine Art Advertising Team at F+W Media allows them to embrace the latest ideas in effective marketing strategies. The team is committed to helping our partners develop exciting and innovative ways to promote their business successfully.

Jamie Markle
Vice President/Group Publisher
Jamie works with the Editorial, Sales, eMedia and Production teams to oversee the development and execution of all F+W fine art properties, including magazines, books, video and online content. With a constant focus on the consumer, his goal is to create products that will enhance the users' engagement with art and the creative process. As a fine artist, he has had the opportunity to work in many different media, including acrylic, pastel, watercolor, oil and collage.

Mary McLane
F+W Media Specialist
Fine Art Group Team Leader
mary.mclane@fwmedia.com
970-290-6065
Mary McLane has sold national advertising for nearly 20 years. She enjoys working with artists and business professionals from all over the world. Mary is creative in helping her clients reach their marketing objectives. In an ever-changing global marketplace, she has expertise in building strategic ad campaigns that contribute greatly to her customer's success.

Carol Lake
F+W Media Specialist
carol.lake@fwmedia.com
385-414-1439
Carol is an advertising professional with 20+ years of experience in the magazine industry. Recent years have added digital advertising to her skill set. She is experienced in working with the smallest advertisers to some of the biggest agencies in the business. Each interaction, large or small, will get professional and reliable service. Growing up in an advertising family, Carol learned from an early age the power of an advertising message, and she is especially excited about working in the Fine Arts category and helping the industry, and the individual businesses within it, to thrive.

Barb Prill
Media Sales Coordinator
Barb.prill@fwmedia.com
513-531-2690 ext: 13435
Barb has been part of F+W Media for 24 years, working as an Ad Sales Assistant in the Sports Community for 11 of those years. Barb joined the Fine Art Team as an Ad Sales Assistant in 2010 and has already helped hundreds of artists create ads that market their business.
Editorial Team

Fine art instruction has been a cornerstone of F+W Media for more than 25 years. Our magazine, book and interactive properties reach millions of art enthusiasts of all skill levels, who are interested in a variety of media, styles and techniques.

Kelly Kane
Editor of Watercolor Artist and Content Director, Fine Art Magazines
Kelly has been on the staff at Watercolor Artist for 20 years, the last 13 as editor-in-chief. During her tenure at F+W Media, she has also worked on The Artist’s Magazine, interviewing many of the leading artists of our time and writing more than 100 articles on fine art.

Anne Hevener
Editor of Pastel Journal
Anne has been a publishing professional for 25 years, contributing to a variety of periodicals for creative enthusiasts. As the editor of Pastel Journal since 2006, she has written about many of today’s top pastel artists. She was named a Friend of Pastel by the Pastel Society of America in 2012. She currently serves on the Board of Directors of the International Association of Pastel Societies.

Maureen Bloomfield
Editor of The Artist’s Magazine
Maureen has been the editor of The Artist’s Magazine since 2006; prior to that she was editor of Pastel Journal and senior editor of Watercolor Artist, The Artist’s Magazine and Artist’s Sketchbook. Her reviews of and essays on contemporary art have appeared in artforum, ARTnews, Dialogue, New Art Examiner and Sculpture. She is a frequent curator and juror.

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Austin R. Williams
Senior Editor of Drawing
Austin R. Williams is the senior editor of Drawing magazine and formerly an editor of American Artist and Watercolor magazines. Austin has been working in the publishing industry for nine years and is the author of numerous articles about drawing, painting, art education and art history.

Patty Craft
Editor of Acrylic Artist
Patty rejoins the fine art team as editor of Acrylic Artist having previously worked on both Watercolor Artist and Pastel Journal as managing editor. As a publishing executive at F+W Media with 14 years experience in books and magazines, she contributes a passion and skill for community building to the brand, as well as a love of creative expression.

Cherie Haas
Online Editor, ArtistsNetwork
Prior to her role as the online editor for ArtistsNetwork.com as well as ClothPaper Scissors.com, Cherie was an associate editor for The Artist’s Magazine. She’s passionate about the arts and thrives on connecting artists with resources that inform, instruct and inspire.

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Courtney Jordan
Online Editor, ArtistDaily
Courtney is the online editor of ArtistDaily.com. For her, art is one of life’s essentials and a career mainstay. She has pursued academic studies of the Old Masters, and has had museum curatorial training, as well as experience editing, writing and reporting on arts and culture topics.