



**THE IDEAL VEHICLE FOR ADVERTISING  
TO REACH THE HIGHLY EDUCATED,  
AFFLUENT, AND FORWARD-THINKING  
GROUP THAT COMPRISES OUR READERSHIP**

# WORLD of ART

## FAST FACTS

### GET THE PICTURE

**TARGET AUDIENCE** The world of contemporary art, the world of photography and media, and especially the fine arts: collectors, curators, dealers, artists, galleries, museums and art enthusiasts

**FREQUENCY BIMONTHLY** /February, April, June, August, October, and December

**SUBSCRIPTION PRICE** US\$ 40 /six issues

**NEWSSTAND PRICE** US\$ 7.95 Euro 8.95

**INTERNATIONAL CIRCULATION** 50,000

**READERSHIP** 1,400,000

**AVAILABLE** in more than **35,000** bookstores and newsstands chains: Barnes & Noble, Waldenbooks, Hastings, Borders, Little Professor, Media Play, Michaels, Tower Books & Records, Gander Mountain, JoAnns, Office Max, major art fairs, libraries and more

**LENGTH** 96 color pages plus cover

**PAPER** Multi Art Silk /Multi Art Gloss

**PRINTED** by **PRISMA PRINT** in Europe

### NEWSSTANDS AND BOOKSTORES DISTRIBUTION

**INGRAM PERIODICALS INC:** USA AND CANADA 35,000

Barnes & Noble, Waldenbooks, Hastings, Borders, Little Professor, Media Play, Michaels, Tower Books & Records, Gander Mountain, JoAnns, Office Max or any Canadian /US account who wishes to order WoA through Ingram

**INTERPRESS:** EUROPE 12,000

**SELECTAIR:** AUSTRALIA 2000

**GORDON AND GOTH:** NEW ZEALAND 1000

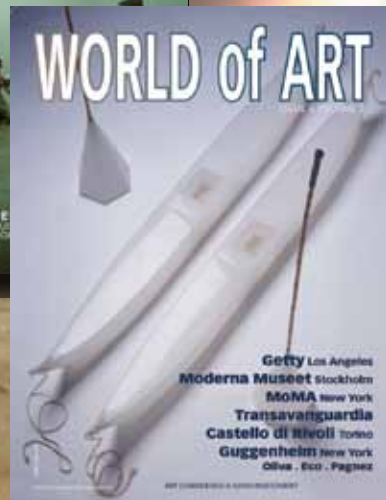
### READER DEMOGRAPHICS

World of Art brings the lives and lifestyle of the readers in focus:

	100% Comp
Men	56
Women	44
Media age	36
Total Adults	
18-34	49
18-49	83
College Educated	63
Employed	76
Professional /Managerial	29
Art collectors	70
Consume or serve distilled liquor	52
Purchased fine jewelry	26
Own /lease imported car	39
Subscription growth/yr	250
Went on a domestic trip/yr	59
Went on a foreign trip/yr	27
Newsstand growth /issue	69
Participated in outdoor sports	79
Written to election official	7

Source: North American Doublebase; Base Total Adults

## INTERNATIONAL CONTEMPORARY GLOBAL ART



## GENERAL ADVERTISING RATE

Four Color	1 Issue	6 Issues	12 Issues	18 Issues	24 Issues
1 Page	4,520	3,940	3,540	3,120	2,890
2/3 Page	3,420	2,930	2,690	2,340	2,190
1/2 Page	2,580	2,460	2,280	1,960	1,790
1/3 Page	1,850	1,750	1,690	1,380	1,280

B&W	1 Issue	6 Issues	12 Issues	18 Issues	24 Issues
1 Page	2,590	2,460	2,230	1,950	1,790
2/3 Page	1,910	1,790	1,640	1,440	1,370
1/2 Page	1,560	1,490	1,340	1,150	1,090
1/3 Page	1,090	1,060	940	830	750
1/6 Page	590	560	510	480	430

Covers	1 Issue	6 Issues	12 Issues	18 Issues	24 Issues
2nd	5,280	4,360	3,940	3,480	3,120
3rd	5,130	4,130	3,660	3,190	2,070
4th	5,660	4,980	4,330	3,940	3,540

## CLOSING DATES

MARCH /APRIL	12/21
MAY /JUNE	02/15
JULY /AUGUST	04/19
SEPTEMBER /OCTOBER	06/21
NOVEMBER /DECEMBER	08/16
JANUARY /FEBRUARY	10/18

<b>FULL PAGE</b> TRIM SIZE HEIGHT X WIDTH in. 10¾ x 8¾ cm. 27,5 x 21	<b>2/3 VERTICAL</b> - 2 COL TRIM SIZE HEIGHT X WIDTH in. 10¾ x 5¼ cm. 27,5 x 14
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<b>1/2 HORIZONTAL</b> - 3 COL TRIM SIZE HEIGHT X WIDTH in. 5¼ x 8¾ cm. 13,75 x 21	<b>1/2 VERTICAL</b> - 1½ COL TRIM SIZE HEIGHT X WIDTH in. 10¾ x 4 cm. 27,5 x 10,5
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<b>1/3 VERTICAL</b> - 1 COL TRIM SIZE HEIGHT X WIDTH in. 10¾ x 2¾ cm. 27,5 x 7	<b>1/3 SQUARE</b> TRIM SIZE HEIGHT X WIDTH in. 5¼ x 5¼ cm. 14 x 14
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<b>2/3 SQUARE</b> TRIM SIZE HEIGHT X WIDTH in. 8¼ x 8¼ cm. 21 x 21	<b>1/6 VERTICAL</b> NON-BLEED HEIGHT X WIDTH in. 4 x 2½ cm. 10 x 6,5
	<b>1/6 HORIZONTAL</b> NON-BLEED HEIGHT X WIDTH in. 2½ x 4 cm. 6,5 x 10

## ADVERTISING SPECS

NOTE: Our printer "Direct to Plate" process eliminates the need for film

**TRIM SIZE:** HEIGHT X WIDTH /27,5 x 21 cm. / 10¾ x 8¾ in. (full page)

## DIGITAL FILE SPECIFICATIONS

InDesign • Illustrator • JPG. / TIFF Photoshop • PDF

## MEDIA

Ads may be submitted on DISK • EMAIL • FTP

Ads submitted on disk must be accompanied by a content list and be clearly labeled with the advertiser's name and contact information. Ads supplied via e-mail must include the advertiser's name in the subject line, be no greater than 50MB and be sent as a compressed attachment to: info@worldofartmagazine.com To load ads via our FTP site contact us for instruction to upload by email to World of Art FTP site.

## IMAGE

Image files must be 300 DPI (better 366 DPI) in resolution converted to CMYK. We WILL NOT BE responsible for color accuracy; if images are received in RGB format.

**FONTS:** All fonts and screen fonts must be included.

## APPROVAL PROOF

Color ads must be accompanied by a KODAK COLOR APPROVAL PROOF (equivalent to a match print). This type of proof is the only viable color guide we will refer to. For B&W ads, we will accept LASER PROOFS or ELECTRONIC PROOFS (jpeg, tiff and PDF file at 100%) to guarantee correct font usage, image placement and ad size.

## PRODUCTION CHARGES

SCAN 4 COLOR \$70  
SCAN B&W \$50  
Typesetting \$100

## WE WILL ACCEPT FILM AT AN ADDITIONAL CONVERSION CHARGE AS FOLLOWS:

Full Page 1 or 4 color \$70  
1/2 Page 1 or 4 color \$40

## ALL ADS MUST BE ACCOMPANIED BY A PROOF

### ISSUANCE /CLOSING /CANCELLATION DATES

- World of Art is published 6 times a year.
- No changes will be accepted after closing date.
- Cancellation and revisions will only be accepted in writing.

### PRODUCTION CHARGES

SCAN 4 COLOR \$70  
SCAN B&W \$50  
Typesetting \$100

### WE WILL ACCEPT FILM AT AN ADDITIONAL CONVERSION CHARGE AS FOLLOWS:

Full Page 1 or 4 color \$70  
1/2 Page 1 or 4 color \$40  
1/4 Page 1 or 4 color \$30

### TERMS

- All multiple frequency contract advertisements must appear within a 12 month period.
- All ads must be accompanied by a signed contract.
- Advance payment is required for all advertisers.
- All other invoices are due 30 days after date of billing in US, Euro or UK Pounds funds.
- Past due invoices subject to 1.5% service charge per month.
- Attorney's fee of 15% of amount due will be added to accounts referred for collection.

### DISCLAIMER

If original art is submitted by the client to be scanned this will be the only reference for color correction and reproduction. We provide our best services to achieve the most accurate product within our ability. We cannot be held responsible for any printing related problems.

### AGENCY COMMISSION

15% on space only to recognized agencies if paid within 30 days

### SHIPPING INSTRUCTIONS:

Please send all materials and inquiries to:  
WOA, Moerbylund 19, 9tr; SE-182 30 Danderyd, Sweden

### FOR ASSISTANCE

E-mail production manager: info@worldofartmagazine.com