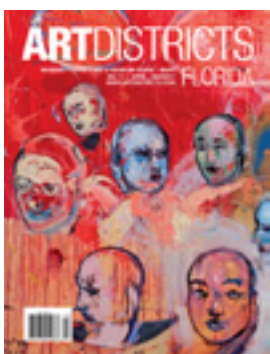
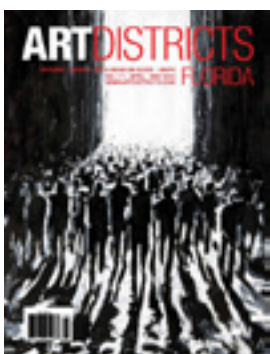
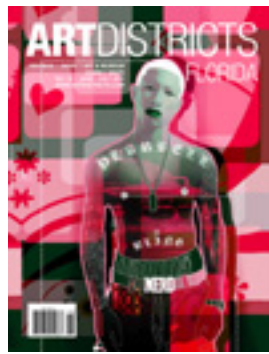
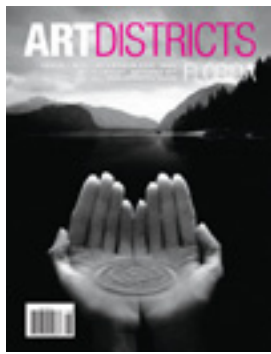
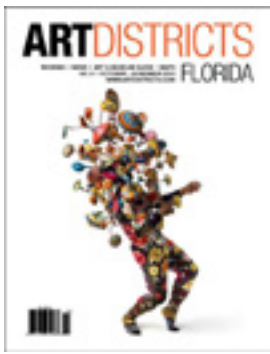


ARTDISTRICTS

MEDIA KIT 2013



ARTDISTRICTS

EDITORIAL PROFILE



ARTDISTRICTS is an art guide focused on promoting the visual arts throughout Florida. With this publication, we continue along the path we embarked in 2007 with WYNWOOD, The Art Magazine, which in Summer 2009 split into two publications: ARTDISTRICTS and ARTPULSE. With ARTDISTRICTS we seek to continue supporting the local and regional scenes with up-to-date reviews, news and calendars covering the most significant art events and exhibitions. Every two months, a new issue of ARTDISTRICTS is available at galleries, museums, and art centers throughout Florida; it is also distributed at hotels and upscale condominiums and at all the mayor art events and art fairs.

Our website www.artdistricts.com complements the printed edition with a selection of articles, interviews, news, as well as an extensive list of museums, galleries and artists' studios, with links to their respective websites. We also offer newsletters service that reaches a community of 50,000 subscribers.

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ARTDISTRICTS

◆ EDITORIAL CALENDAR

The magazine is published six times per year.

- February
- April
- June
- August
- October
- December

EDITION

- February
- April
- June
- August
- October
- December

EDITORIAL

- December 15
- February 15
- April 15
- June 15
- August 15
- October 15

ADVERTISE

- January 15
- March 15
- May 15
- July 15
- September 15
- November 15

◆ CIRCULATION

Circulation: 15,000

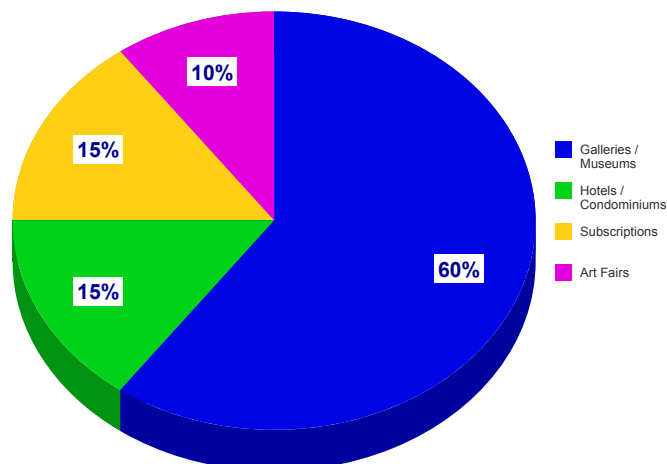
Readership: 60,000

◆ DISTRIBUTION BREAKDOWN

Florida 100%

Galleries, Museums, Art Centers:	60%
Upscale hotels and condominiums:	15%
Art Fair Distribution:	10%
Subscriptions and Mail Distribution	15%

DISTRIBUTION BREAKDOWN



ARTDISTRICTS

◆ READERSHIP PROFILE

Gender

Female	51%
Male	49%

Age

Under 25	6%
25-34	26%
35-44	38%
45-54	23%
55 and over	7%

Education

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

Wealth

Average household income	\$ 132,000
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Visited Last Year:

Museum/Gallery	96%
Auction House	24%
Art Fair	73%
Art Dealer	31%
Bookstore	78%
Lecture/Symposium	43%
Art Collectors	73%
Are likely to recommend to a friend	85%

◆ ART FAIR DISTRIBUTION

January 2013

Miami International Art Fair, Miami Beach
Art Palm Beach, Palm Beach, FL.

February 2013

Art Wynwood, Miami, FL.

December 2013

Aqua Art Fair, Miami Beach, FL.
Art Basel Miami Beach, Miami Beach, FL.
NADA Art Fair, Miami, FL.
PULSE Miami, Miami FL.
Scope Miami, Miami, FL.
Art Miami, Miami FL.
RED DOT Wynwood Art District, Miami, FL.

ARTDISTRICTS



Articles
Interviews
Reviews

Art Guide
Art Galleries, Museums,
Art Spaces , Artist Studios
(over 400 listings)



Advertise your
exhibition
Full Page & Half
Page Ads

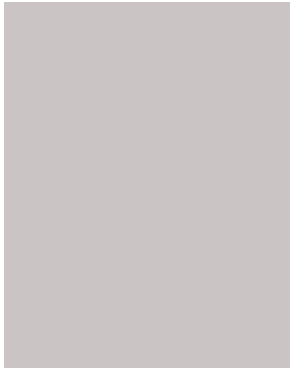


Special Ad sizes
and rates for Artists
Quarter Page and
Tile Ads



ARTDISTRICTS

AD SIZES AND SPECIFICATIONS



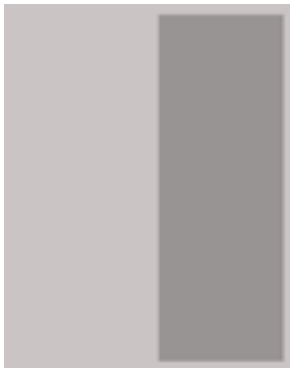
Full Page AD - Full Bleed
Bleed size: 8.875" x 11.375"
Trim size: 8.375" x 10.875"



Full Page AD - No Bleed
Trim size: 8.375" x 10.875"
Live area: 7.625" x 10.125"



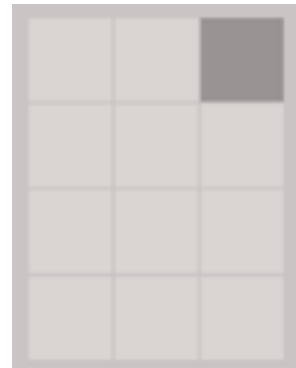
Half Page AD - Horizontal
7.125" x 4.6875"



Half Page AD - Vertical
3.4375" x 9.625"



Quarter Page AD
3.4375" x 4.6875"



Tile AD
2.25" x 2.25"

File submission specifications

PREFERRED FORMAT

PDF

Press Quality with fonts embedded

ACCEPTED

TIFF

No compression, No layers,
CMYK, 300 dpi

JPEG

CMYK, 300 dpi, Maximum quality

All images in layout

300 dpi

TIFF preferred

JPEG OK

No GIFs

Color images: CMYK

No RGB

Black & White: Grayscale