

FINE ART CONNOISSEUR

IMAGE: MEGAN J. SEITER



2023 ADVERTISING GUIDE

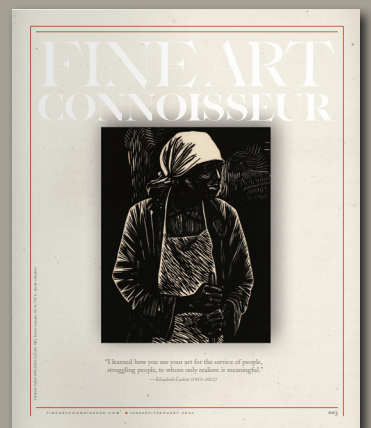
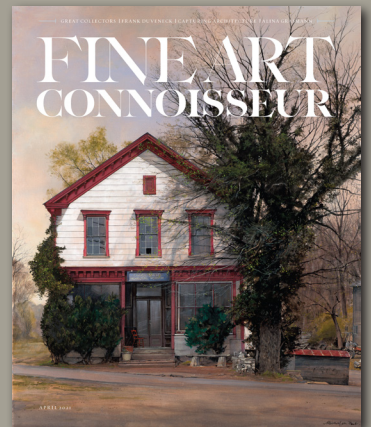
TRUST US, WE KNOW ART.

We've been called a lot of things, such as “the authority on art,” “the best arbiters of taste,” and “an expert resource for collectors.”

But the truth is much deeper than that. We deliver first-rate products to an art market that is smart, collectors who are savvy, and master artists whose talents make our job easy.

At *Fine Art Connoisseur*, we create and curate original content for our audience to become better artists, collectors, and connoisseurs. Our content is crafted by experts who know the market, appreciate the history, and who deliver a quality of editorial that is unmatched in the art publishing industry.

Smart magazine, smart audience, smart decision.



THE NATIONAL SCULPTURE SOCIETY EXCELS YET AGAIN

AN ASSOCIATION, which means that most Americans are not aware of the National Sculpture Society, which was founded in New York City in 1892 to promote the art of sculpture. The society's headquarters are in New York City, and its members include some of the most prominent sculptors in the world. The society's annual exhibition is one of the most important events in the art world.

THE SOCIETY'S 100th anniversary is being celebrated in New York City, and the society is holding a series of events to mark the occasion. The society's annual exhibition is one of the most important events in the art world.

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SCULPTURE SOCIETY EXCELS YET AGAIN

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FINE ART CONNOISSEUR

WILHELM VON KUNST | JOHN KUCH | SANDY HOFFY | LEMO ACADEMY | FABRIC

OCTOBER 2011

MOMENT

PREPARED BY: VIKI BROWN

JANUARY 2012

FINE ART CONNOISSEUR

OCTOBER 2011

ART IN PERSON AND ONLINE

START YOUR YEAR WITH US

ARTIST: [Name]

UNDER THE BIG TENTS

ARTIST: [Name]

ARTIST: [Name]

WATERCOLORS FOR ALL

ARTIST: [Name]

FIVE TO WATCH

ARTIST: [Name]

JULIO LARRAZ'S KINGDOM INSIDE

ARTIST: [Name]

DANIEL SPRICK SEEKING 'SOMETHING THAT FEELS TRUE'

ARTIST: [Name]

ARTIST: [Name]

FINE ART CONNOISSEUR

ARTIST: [Name]

30th Annual National Juried Exhibition of Traditional Oil

KAY CRAIN

SUSAN HOWARD

JUDITH NENTWIG

JON BRADHAM

California Center for the Arts, Escondido / April 8-May 16, 2011

THALIA STRATTON

BARRON POSTMUS

JOHN BUXTON

FINE ART CONNOISSEUR

2011 MUSEUM GUIDE

ARTIST: [Name]

TRUST US, WE KNOW MARKETING

We know our readers, followers, and event-goers. They all love art. They understand art, they collect art, and they create art.

Estimated Income:

- 32% have a net worth of over \$1 million
- 30% earn over \$500,000 per year
- 300 billionaires and 1,500 deca-millionaires

Where They Purchase:

- 85% Galleries
- 59% Art Fairs
- 35% Charitable Auctions

Our platforms: Streamline Publishing has multiple platforms for you to brand your business with print, have immediate engagement through digital, and see personal engagement with virtual, social, and in-person events.

Fine Art Connoisseur is published bi-monthly. Over 12,000 issues are distributed to subscribers, on newsstands, and at multiple events throughout the year.

The Power of Print:

“A piece of paper never forgets”

We are engaged with our audience

- Over 123,382 unique visitors to our websites every month
- Over 120,000 newsletter subscribers every week
- Over 230,000 Instagram followers
- Over 4,500 attendees to our virtual events

fineartconnoisseur.com (reaches over 35,000 unique visitors each month)

Fine Art Today newsletter, every Thursday (reaches over 28,000 subscribers every week)

Inside Art Today Newsletter, daily M-Sat. (reaches over 120,000 subscribers)

Insidearttoday.com (20,000 unique visitors each month)

Americanwatercolor.net (14,000 unique visitors each month),

American Watercolor newsletter, every Tuesday and Thursday (reaches nearly 34,000 subscribers)

Realismtoday.com (30,000 unique visitors each month),

Realism Today newsletter, every Tuesday (over 13,000 subscribers each week)



FINE ART
CONNOISSEUR
magazine

REALISM
TODAY

REALISM
LIVE

AMERICAN
WATERCOLOR

FACE
FIGURATIVE ART
CONVENTION & EXPO

FINE ART
TODAY



OVER 42,000 READERS PER ISSUE.



**OVER 35,000 UNIQUE VISITORS
TO FINEARTCONNOISSEUR.COM
EACH MONTH**



AD SIZES:

Full Page and 2-Page Spread bleed requirements:

- Add .125" bleed around trim on all sides.
- Keep live matter .5" away from trim on all sides. (The live area is the "safe" area of the page text, image, or background color that will not be cropped on press.)

Full Page (Trim): 9" w x 10.875" h
 Full Page (Bleed): 9.25" w x 11.125" h



2 Page Spread (Trim): 18" w x 10.875" h
 2 Page Spread (Bleed): 18.25" w x 11.125" h



The Ad Sizes below do NOT require bleed and should be built to EXACT size.

2/3-Page Vertical 5" w x 9.875" h



1/2-Page Horizontal 7.625" w x 4.875" h



1/2-Page Vertical 3.75" w x 9.875" h



1/4-Page Vertical * 3.75" w x 4.875" h



* Size available in Special Sections ONLY.

AD MATERIALS SUBMISSION:

UPLOAD YOUR AD MATERIALS TO OUR AD PORTAL:

[FineArtConnoisseur Magazine Ad Material Submission Form](#)

FOR SPECIAL SECTIONS, PLEASE USE THIS LINK:

<https://fineartconnoisseurmagazine.wufoo.com/forms/special-sections-material-submission/>

2023 AD MATERIAL DEADLINES:

JANUARY-FEBRUARY

Monday, December 5, 2022

MARCH-APRIL

Wednesday, February 1, 2023

MAY-JUNE

Monday, April 3, 2023

JULY-AUGUST

Monday, June 5, 2023

SEPTEMBER-OCTOBER

Wednesday, August 2, 2023

NOVEMBER-DECEMBER

Monday, October 2, 2023

PRINT-READY AD FILE SUBMISSION GUIDELINES:

COLOR: All colors should be created in the CMYK format. Please make sure NO Spot colors are in use in the document. Although we can convert spot colors to the CMYK format, it is considered best practice to convert them before creating the PDF file.

RICH BLACK USAGE: We recommend 35% Cyan, 25% Magenta, 25% Yellow, 100% Black. Do not use "Registration" for rich black. Only use this build for large, solid areas of black coverage. DO NOT use this build for body copy, thin lines, or small elements.

REGISTRATION COLOR: NEVER use the color "Registration" that is in the Swatches palette. This is 100% of all colors and will not output correctly.

IMAGE RESOLUTION: 300 dpi final size is recommended for images. Enlarging images will decrease the effective resolution while reducing images will increase the effective resolution. Images under 300 dpi can result in poor quality print with bitmap or grainy appearance. The quality of the original image will be a factor in how it will reproduce. For example, if you have a full-page ad, please make sure the image is large enough to fill the page at 100%.

FONTS: All fonts must be embedded and file must be flattened.

ACCEPTED FILES: TIF, JPG, PDF (preferred)

AD MATERIAL GUIDELINES (Fine Art Connoisseur designs ad):

HIGH-RESOLUTION IMAGES & LOGOS — JPG or TIFF in CMYK mode, at least 300dpi, large enough to print at 100%. *We can convert your ad file from RGB to CMYK if needed. If you have a full-page ad, please make sure the image is large enough to fill the page at 100%.

AD COPY: It must be supplied in an editable format (e-mail or Word doc accepted). Please provide art information: title, size, medium, contact information, and any additional copy.

MOCKUP (OPTIONAL): If you have a specific design you'd like to

have us follow, please send a draft of the layout.

MATCH PRINT (OPTIONAL): If you have any color specifications, please supply a swatch or a match print that is a direct output from the supplied digital file. Please note: Monitors and printers vary from brand to brand; what you see on your monitor or printout may not be what we see. Supplying the proper match print is required for color accuracy. Color inaccuracies on ads for which a match print is not supplied are the responsibility of the advertiser.

* Disclaimer: 100% color match cannot be guaranteed. Every effort will be made to produce acceptable color reproductions. However, limitations of the photographic and 4-color printing process must be considered in advance. Therefore, we cannot guarantee an absolute color match to the original object, nor can we guarantee improvements beyond supplied materials. Although Fine Art Connoisseur is printed to the highest specifications available for web offset printing, it is not possible to exactly re-create color or fine detail found in original works of art. Therefore, some slight reduction in reproductive quality is unavoidable and to be expected.

PLEIN AIR AROUND THE WORLD | THE GROUP OF SEVEN | KEY TO PROTECTING THE LANDSCAPE

PleinAir

MAGAZINE

ART
INSPIRED
BY THE
GREAT
OUTDOORS



CLOUDS REVEALED | PAINTING WITHOUT COLORISTS | OMBRA SCULPTURE | IN LUMINOUS HISTORIES

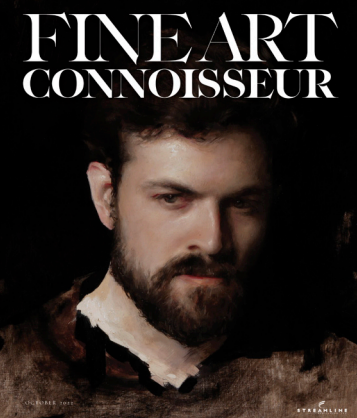
PleinAir

MAGAZINE

ART
INSPIRED
BY THE
GREAT
OUTDOORS



WILDLIFE ART | JOHN SINGER | SANDY NOTTE | EXME ACADEMY | FABRIC



2023 PLANNING CALENDAR

FINE ART CONNOISSEUR	SPACE DEADLINE	EDITORIAL	SPECIAL ADVERTISING SECTIONS
JAN/FEB	Dec 2	20th Anniversary Issue! Museum and Gallery Guide	Southeastern Wildlife Expo Celebration of Fine Art 20th Anniversary Showcase
MAR/APR	Jan 30	9th Annual Collectors of Contemporary Realist Art	Collectors' Showcase Oil Painters of America Art Renewal Center International Exhibition I
MAY/JUNE	Apr 3	Landscape Painting	Art Renewal Center International Exhibition II The Collectors' Guide to Santa Fe
JULY/AUG	Jun 2	Women in Art	Sculpture Spotlight Women Artists of the West California Art Club American Impressionist Society Women Artists Spotlight
SEPT/OCT	Jul 31	Western Issue Guide to Schools and Ateliers	Women Artists of the West Western Art Showcase Society of Animal Artists
NOV/DEC	Sep 29	Artists Collecting Other Artists	Portrait/Figurative Showcase 20th Anniversary Spotlight
JAN/FEB	Dec 1	TBA	TBA

PLEIN AIR MAGAZINE	SPACE DEADLINE	EDITORIAL	SPECIAL ADVERTISING SECTIONS
FEB/MAR	Jan 3	2023 Artists' Guide to Workshops, Schools, Ateliers International focus	International Artists' Spotlight Lighthouse Art Center
APR/MAY	Feb 27	10th Anniversary: Plein Air Convention & Expo	Outdoor Painters Society Artists' Guide to Plein Air Painting in Colorado
JUN/JULY	Apr 28	The Watercolor Issue	Watercolor Artists' Showcase Door County Plein Air Paint Grand Traverse
AUG/SEPT	Jun 30	The Pastel Issue	Pastel Artist Showcase
OCT/NOV	Sep 1	TBA	Plein Air Painters of NM EnPleinAirTEXAS Holiday Gift Guide Plein Air Artists Colorado
ULTIMATE GUIDE SUPPLEMENT	Oct 20		2024 Ultimate Artists' & Collectors' Guide to Plein Air Events & Organizations
DEC/JAN	Oct 27	2024 Ultimate Artists' & Collectors' Guide to Plein Air Events & Organizations	Figures in Landscape Spotlight

2023 PORTFOLIO CALENDAR

FINE ART CONNOISSEUR	SUBMISSION DEADLINE	THEME
JAN/FEB	Nov 15	Drawings
MAR/APR	Jan 15	Transportation
MAY/JUNE	Mar 15	Studio Landscapes
JULY/AUG	May 15	Interiors
SEPT/OCT	Jul 14	Wildlife
NOV/DEC	Sep 15	Artists Painting Artists
JAN/FEB	Nov 15	TBA

PLEIN AIR MAGAZINE	SUBMISSION DEADLINE	THEME
FEB/MAR	Dec 15	Mountain High, Valley Low (mountains, mesas, hills, valleys)
APR/MAY	Feb 15	Blue Skies and Beyond (clouds and skies)
JUN/JULY	Apr 14	Hitting the Road (planes, trains, cars, bikes, motorcycles)
AUG/SEPT	Jun 15	Painting the World (locations outside the US)
OCT/NOV	Aug 15	Over the River and Through the Woods (rivers, streams, forests, woods)
DEC/JAN	Oct 13	Go Figure (figures in the landscape)

NOTES:



Full Throttle, 17" x 30", oil on linen, 2021, Chauncey Homer



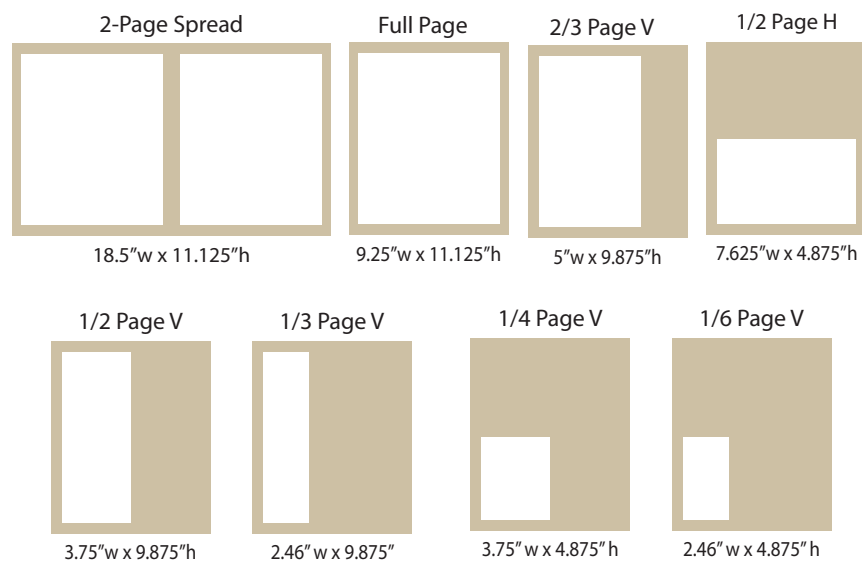
Sketching in the Boatyard, 20" x 30", oil on linen, 2012, Mitch Baird

2023 PRINT DEADLINES CALENDAR

FINE ART CONNOISSEUR	SPACE DEADLINE	AD MATS	PRESS READY ADS
JAN/FEB	Dec 2	Dec 5	Dec 7
MAR/APR	Jan 30	Feb 1	Feb 3
MAY/JUNE	Apr 3	Apr 4	Apr 5
JULY/AUG	Jun 2	Jun 5	Jun 7
SEPT/OCT	Jul 31	Aug 2	Aug 4
NOV/DEC	Sep 29	Oct 2	Oct 4
JAN/FEB	Dec 1	Dec 4	Dec 6

NOTES:

PLEIN AIR MAGAZINE	SPACE DEADLINE	AD MATS	PRESS READY ADS
FEB/MAR	Jan 3	Jan 4	Jan 5
APR/MAY	Feb 27	Mar 1	Mar 3
JUN/JULY	Apr 28	May 1	May 3
AUG/SEPT	Jun 30	Jul 3	Jul 5
OCT/NOV	Sep 1	Sep 4	Sep 6
ULTIMATE GUIDE SUPPLEMENT	Oct 20	Oct 23	Oct 25
DEC/JAN	Oct 27	Oct 30	Nov 1



The Streamline Sales & Marketing team is here to help you.

Fine Art Connoisseur's professional marketing consultants can assist you in building a customized plan to help you reach your marketing goals. From creative print solutions and targeted digital strategies to event marketing and sponsorships, we offer a variety of marketing platforms designed to help you generate the best return on your advertising spend.

Katie Reeves

Director of Sales & Marketing
kreeves@streamlinepublishing.com
919.673.8895



Gina Ward

gward@streamlinepublishing.com
920.746.9603



Sarah Webb

swebb@streamlinepublishing.com
630.445.9182



David Bernard

dbernard@streamlinepublishing.com
503.539.8706



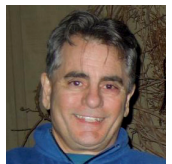
Megan Schaugaard

mschaugaard@streamlinepublishing.com
801.867.1796



Michael George

mgeorge@streamlinepublishing.com
256.603.2349



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CONNOISSEUR**