

# PleinAir

M A G A Z I N E

IMAGE: LORENZO CHAVEZ



2 0 2 3 A D V E R T I S I N G G U I D E



# From Sunrise *to* Sunset

Art is personal. It is personal for the artist and the collector, and it is personal to us.

*PleinAir Magazine* is the most knowledgeable and trusted resource for plein air artists and collectors in the world. We are the only comprehensive resource for the plein air lifestyle.

For over 10 years we have fostered this medium and cultivated relationships between collectors and artists. We strive to constantly supply teaching tools, marketing knowledge, and most of all, inspiration to artists.

## **OUR AUDIENCE IS OUR FAMILY.**

Through our magazines, digital products including videos and podcasts, and especially through our virtual and in-person events, we are on a continuing journey to educate and to offer opportunities for artists to prosper and achieve their goals.

**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.

*PleinAir Magazine* is published bi-monthly. 22,000 issues are distributed to subscribers, on newsstands, and at multiple plein air events throughout the year.

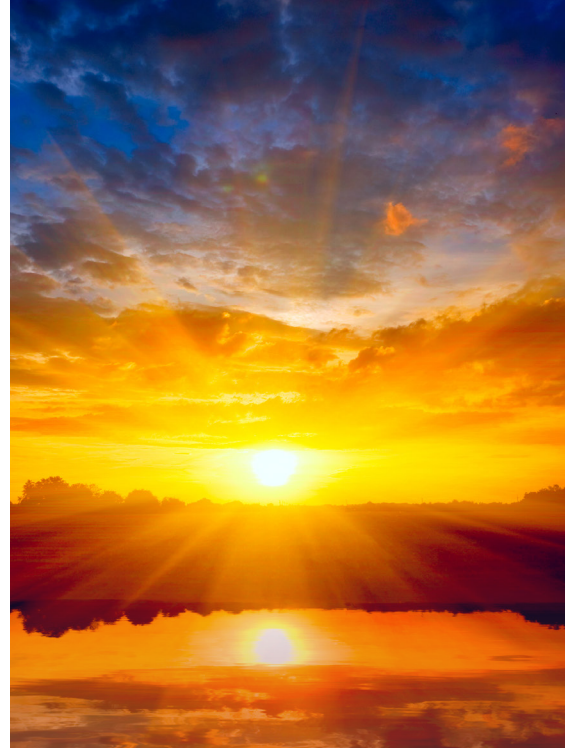
Outdoorpainter.com (**reaches over 67,000 unique visitors each month**), and our daily newsletter *Plein Air Today* (**reaches over 48,000 subscribers every day**).

Streamline Publishing events build relationships between our audience and the world of art.

We look forward to seeing you there.

In-person: 10th Anniversary PACE, Colorado, May 21-25, 2023  
Online: Realism Live (November), Pastel Live (August), Watercolor Live (January), and PleinAir Live (March)

*Being present opens up new worlds of opportunity.*



*“A piece of paper never forgets.”*



**OutdoorPainter**

*Engaging collectors and artists:  
Streamline digital platforms offer direct access to an audience with spending power.*

# WHO *is our* AUDIENCE?

**OVER 80,000 READERS PER ISSUE.**

**OVER 400,000 UNIQUE VISITORS  
TO OUTDOORPAINTER.COM IN 2022  
WITH 1,000,000 PAGE VIEWS.**

**OVER 48,000 SUBSCRIBERS  
TO OUR DAILY NEWSLETTER**

**OVER 120,000 INSTAGRAM  
FOLLOWERS**

- **75%** OF OUR READERS ARE 50+ WITH AN AVERAGE HOUSEHOLD INCOME OF \$131,000+.
- **82%** BUY PLEIN AIR ART
- **81%** HAVE TRAVELED TO A PLEIN AIR EVENT
- **62%** HAVE TAKEN A WORKSHOP AND/OR A CLASS
- **80%** OF OUR READERS VISIT ART MUSEUMS REGULARLY
- **50%** OF OUR READERS BUY ART FROM A GALLERY

*PleinAir* readers are passionate about its content: stories and images of historic and contemporary painters, collections, events, reviews, and painting demonstrations. The magazine's readers are active and deeply involved with its print and digital editions, daily e-newsletter, website community, and events.

**We love our audience.  
We know our audience.**  
They are educated, affluent,  
and they support the Arts.





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

# PleinAir

MAGAZINE

ART  
INSPIRED  
BY THE  
GREAT  
OUTDOORS

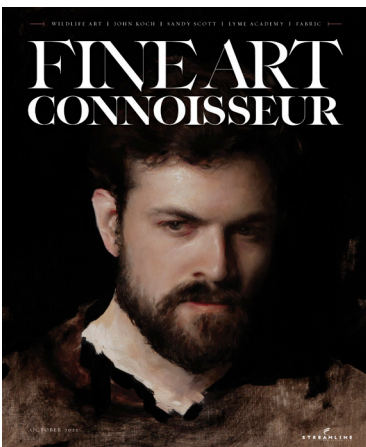


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# PleinAir

MAGAZINE

ART  
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## 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
<b>JAN/FEB</b>	Nov 15	Drawings
<b>MAR/APR</b>	Jan 15	Transportation
<b>MAY/JUNE</b>	Mar 15	Studio Landscapes
<b>JULY/AUG</b>	May 15	Interiors
<b>SEPT/OCT</b>	Jul 14	Wildlife
<b>NOV/DEC</b>	Sep 15	Artists Painting Artists
<b>JAN/FEB</b>	Nov 15	TBA

## NOTES:

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



*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:

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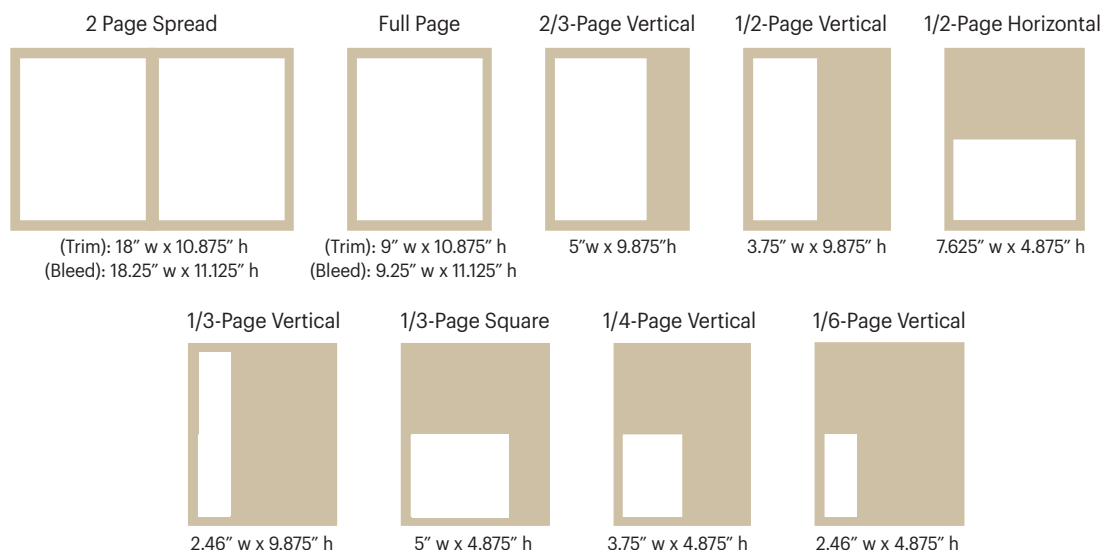
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PLEIN AIR MAGAZINE	SPACE DEADLINE	AD MATS	PRESS READY ADS
FEB/MAR	Jan 3	Jan 4	Jan 5
APR/MAY	Feb 27	Mar 1	Mar 3
JUN/JULY	Apr 28	May 1	May 3
AUG/SEPT	Jun 30	Jul 3	Jul 5
OCT/NOV	Sep 1	Sep 4	Sep 6
ULTIMATE GUIDE SUPPLEMENT	Oct 20	Oct 23	Oct 25
DEC/JAN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





## AD DIMENSIONS FOR FINE ART CONNOISSEUR:

### Please 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.)

### Add .125" bleed around trim on all sides.

Final Trim Size is	9" w x 10.875" h
Full Page (With Bleed):	9.25" w x 11.125" h
Full Page (Live Area):	8" w x 9.875" h
2 Page Spread (Bleed):	18.5" w x 11.125" h
2 Page Spread (Non-Bleed):	18" w x 10.875" h
2 Page Spread (Live Area):	17.5" w x 10.375" h

### The Following Ad Sizes Are Non-Bleed Only

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
1/3-Page Vertical	2.46" w x 9.875" h
1/4-Page Vertical	3.75" w x 4.875" h
1/6-Page Vertical	2.46" w x 4.875" h

## PRINT-READY AD FILE SUBMISSION:

### Digital Files

- Digital files should be provided in high-resolution PDF format, using Acrobat Distiller 6.0 or similar.
  - Digital files should be CMYK.
  - Digital file sizes should be made exactly to specifications.
  - Any printing instructions (optional) should be provided in a separate document.
- We cannot be responsible for files that do not adhere to these specs.

### Fonts and Images

- All fonts and images must be embedded.
- Any placed images should be at 100% size and 300dpi, CMYK.
- Note that we cannot guarantee accurate reproduction on fonts that are not Adobe PostScript fonts. To avoid any font trouble, please outline your fonts.

### Color Proofs (Optional, but Highly Recommended)

Any color proof should be a high-quality digital proof that meets SWOP standards. Color correctness cannot be guaranteed if color proof is substandard or if no proof is provided.

\*For more information on SWOP standards and acceptable proofs, please visit: [www.swop.org](http://www.swop.org).

### Color Density Total 4-color density should not exceed 300%.

Ads may be produced by *Fine Art Connoisseur*, per the advertiser's request. Contact your advertising representative for production charges. Materials should arrive at least seven days prior to materials deadline date.

## MATERIALS REQUIRED:

- **High-resolution image** — JPG or TIFF in CMYK mode, at least 300dpi, large enough to print at 100%.
- For example**, if you have a full-page ad, please make sure the image is large enough to fill the page at 100%.

- Ad copy 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.
- 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.

## CMYK COLOR MODE AND DIGITAL IMAGES:

If an advertiser chooses to submit digital images for use in an ad, it is required that they be submitted in CMYK color mode, and not RGB. Since *Fine Art Connoisseur* is printed in CMYK 4-color mode, all RGB images submitted must be converted to CMYK color mode for print. In this process, a slight color variance may occur, which is expected and unavoidable. It is recommended that you preview your image in CMYK color mode to avoid any misrepresentation of the image color when printed.

## DPI (DOTS PER INCH):

When designing graphics for printing purposes, images must be 300dpi or higher. This displays more information (or dots) for every square inch of the image you are viewing. The more dots used, the sharper the image. Color printing will look blurry if web-ready 72dpi artwork is used. Be sure your images are at least 300dpi before submitting your files.

## ACCEPTED SOFTWARE:

We support the latest versions of the most popular desktop publishing software applications, including Adobe Illustrator, Photoshop, InDesign, and Adobe Acrobat on Mac-compatible platforms. We do not support programs such as MS Word, PowerPoint, Publisher, Corel, Excel, or other non-desktop-publishing file types.

## AD MATERIALS SUBMISSION:

To send your ad materials to *Fine Art Connoisseur*, you may use any of the methods below:

- Upload your press-ready ad to our ad portal [HERE](#).
- E-mail file to your *Fine Art Connoisseur* Marketing Specialist
- Share file via Dropbox, Hightail, Google Drive, or any other file transfer program.

\*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.

GIF and JPG are acceptable file formats.

File size should be no larger than 60kb and 72dpi.

Image quality: 300 PPI at 100 percent scale based on ad size.

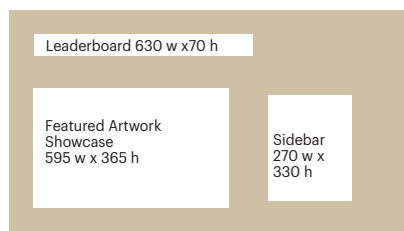
All ads are due at least seven business days prior to the posting date.

Payment in full for each monthly schedule is due on the 1st Friday of the month following your scheduled start date.

Ad schedules begin on Monday and run continuously through the 4th consecutive Friday.

Rates, sizes, and availability subject to change.

## Website



## Newsletter





# RATE CARD

## PRINT SOLUTIONS

Size	1x	3x	6x	12x
2-page Spread	6000	5500	4800	4200
Full page	4300	3850	3000	2600
2/3 page	3400	3100	2400	1800
1/2 page	2400	2200	1600	1400
1/3 page	1500	1300	1100	900
1/4 page	1200	1000	800	650
1/6 page	925	700	500	425

**PREMIUM POSITIONS** Pricing and availability can vary based on demand. Contact your *PleinAir Magazine* Marketing Specialist for more information, or e-mail us at [marketinginfo@streamlinepublishing.com](mailto:marketinginfo@streamlinepublishing.com).

### Back Cover 25% premium charge

### 15% premium charge for the following guaranteed positions:

Inside Front Cover • Inside Back Cover • 1st & 2nd Masthead • Opposite 1st & 2nd Masthead • Opposite Publisher's Letter • Opposite Editor's Note • Opposite Table of Contents

### 10% premium position charge for all guaranteed right-hand placements in each issue up to page 21

Additional premium position options are available for enhanced visibility. These include gatefold ads (3 options), slip sheets, belly bands, posters, fold-out tab inserts, bind-in cards, and tip-in cards. Please contact your Marketing Specialist.

### RATE POLICY

- Contracts and insertion orders are binding, and must accompany or precede artwork.
- Billing is subject to the contractual rate. Unfulfilled contracts will be subject to the appropriate earned rate.
- Full payment in advance via credit card is required for all first-time advertisers, or until credit is approved.
- Additional conditions apply as stated in the advertising agreement.

## DIGITAL SOLUTIONS

### WEBSITE ADVERTISING

	1x	3x	6x	12x
Leaderboard (780x180)	1000	900	750	625
Skyscraper (300x600)	900	775	650	575
Sidebar (300x250)	650	575	500	425
Featured Artwork (700x429)	1000	800	725	675

### PLEIN AIR TODAY (DAILY NEWSLETTER)

	1x	3x	12x	36x
Lead Banner (M,W,F: 600x200)	600	400	250	234
Mid Banner (Tu,Th, Sa: 600x400)	600	400	250	234
Banner (M,W,F: 600x200)	500	300	208	183

6 month newsletter commitments include 78 banner ads (3 per week). The rate is \$2200 per month for 6 months.

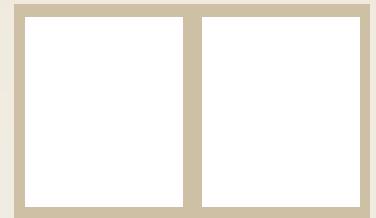
Yearly newsletter commitments include 156 banner ads (3 per week) and the rate is \$1800 per month.

*\*All rates are based on availability.*

### PODCAST SPONSORSHIP

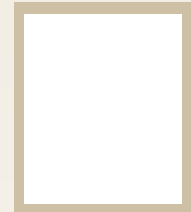
Over 75,000 plays for the first 32 episodes of the *PleinAir Podcast* alone; our Podcast Sponsorship also offers a unique advertising opportunity. Placement is: Leaderboard ad \$800 per day, Banner ad is \$600 per day.

2-Page Spread



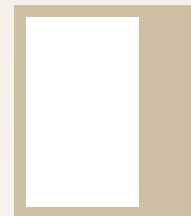
18.5" w x 11.125" h

Full Page



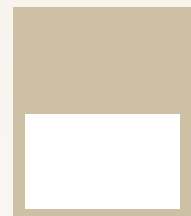
9.25" w x 11.125" h

2/3 Page V



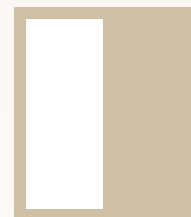
5" w x 9.875" h

1/2 Page H



7.625" w x 4.875" h

1/2 Page V



3.75" w x 9.875" h

1/3-Page Square



5" w x 4.875" h

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

*PleinAir Magazine'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.

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