

FINE ART CONNOISSEUR

IMAGE: MEGAN J. SEITER



2023 ADVERTISING GUIDE

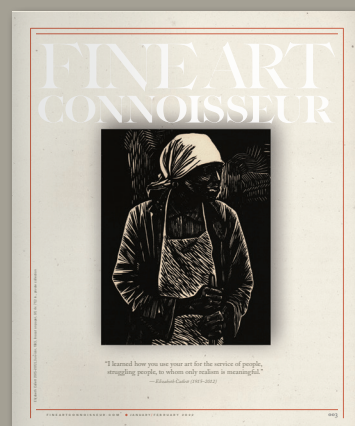
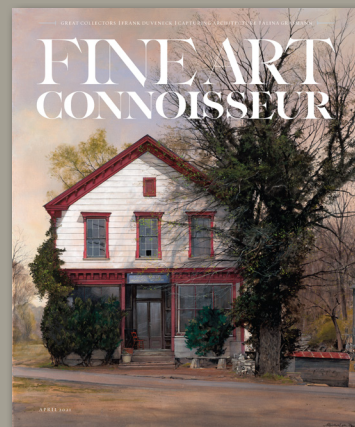
TRUST US, WE KNOW ART.

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.



FINE ART CONNOISSEUR

[illegible]

114 JOURNAL OF DOCUMENTATION, vol. 58, no. 2, 2004

ART IN PERSON AND ONLINE

[illegible][illegible]

WATERCOLORS FOR ALL

[illegible]

JULIO LARRAZ'S KINGDOM INSIDE

In 1860, the Confederate States Museum was to teach the children of Americans that the American Civil War was fought over the rights of the white man. The museum was built in the ruins of the city of Richmond, Virginia, after the city was burned by Union soldiers in 1865. The museum was built on the site of the city's former capital, and it was built to teach the children of Americans that the American Civil War was fought over the rights of the white man.

DANIEL SPRICK

SEEKING "SOMETHING THAT FEELS TRUE"

[illegible][illegible]

— DAWN WHITLAW | DISCOUNTING | DIANA REUTER TWINING | FLOWER POWER | JANE REEDING —

FINEART CONNOISSEUR



10th Annual National Juried Exhibition of Traditional Oils



KAY CRAIN
Dulles, Virginia

A four-hour, 10 x 10, oil or linen panel
To purchase, please call 303.639.4175 or visit www.susanhotard.com
www.kaycrain.com


SUSAN HOTARD
The Woodlands, Texas

Alison Farnsworth: 10 x 20 in., oil
To purchase, please call 761.828.4715 or email susan@alisonfarnsworth.com
www.susanhotardstudio.com
Inspired by Collier, 30/3, Farnsworth



JUDITH NENTWIG
 Local Daycare, Pennsylvania
 800.426.3121, all us time
 To purchase, please call 763.639.4779 or visit www.christian.orgsolutions.com
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BARRON POSTMUS **JOHN BULL**
 Mixed Media, California *Abstract Paper, 16 x 24 in.*
 The Studio, 16 x 24 in., oil
 To purchase, please call 760.838.4170 or visit www.earthart.org/earthart
 To purchase, please call 760.838.4170 or visit www.earthart.org/earthart
 Represented by: Estate Gallery, Cleveland, OH; Dakota Art Gallery, Dallas, TX;
 Solving Wetpans Fine Art Gallery, Lansing, MI
 Represented by: Lord Nelson's Gallery, LA



FEBRUARY 2021 *Weather Arenas / Role Models* | oil on cradled wood, 36

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/](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.

PleinAir

MAGAZINE

ART
INSPIRED
BY THE
GREAT
OUTDOORS



PleinAir

MAGAZINE

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FINE ART

CONNOISSEUR



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 Eastern Spotlight	Watercolor Artists' Showcase Eastern Artists' Spotlight Door County Plein Air Paint Grand Traverse
AUG/SEPT	Jun 30	The Pastel Issue Western Spotlight	Western Artists Spotlight Pastel Artist Showcase
OCT/NOV	Sep 1	TBA Midwest Spotlight	Midwest Artists' Spotlight 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

NOTES:

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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)



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



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

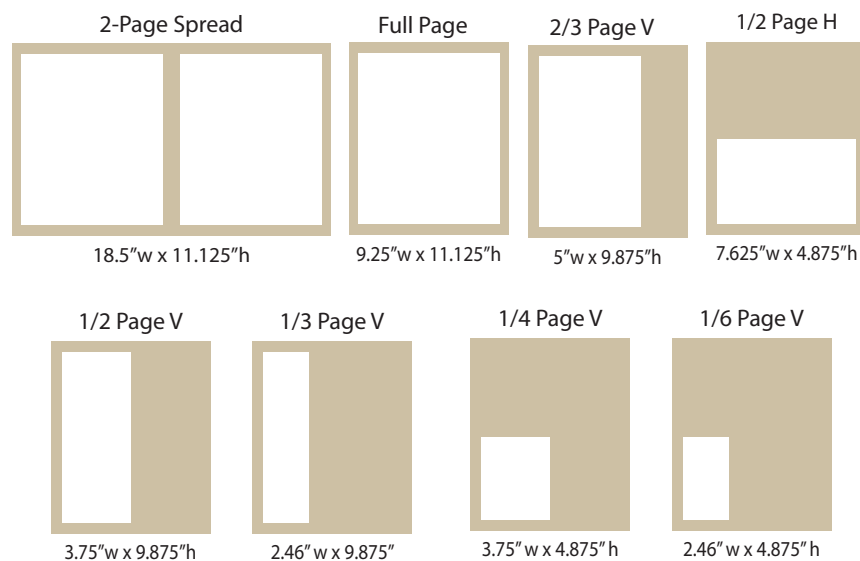
2023 PRINT DEADLINES CALENDAR

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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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.

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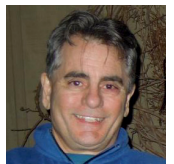
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