



# FINE ART CONNOISSEUR

2024 Media Kit







# FINEART CONNOISSEUR

THE  
INTERNATIONAL  
AUTHORITY ON  
FINE ART

## BRAND MISSION

In the last 20 years, the quality and quantity of living artists working in realist modes have soared exponentially, thanks to greater opportunities for serious training and enhanced digital communications. *Fine Art Connoisseur* has been proud to play a leading role in this reinvigoration and now finds itself at the heart of a dynamic community of collectors, artists, dealers, and experts who celebrate contemporary realist art, as well as the superb representational art created by earlier generations. Our chief aim is to ensure that this momentum endures and to do all we can to support everyone in this lively field.

*Fine Art Connoisseur* informs and inspires collectors of representational painting, sculpture, drawings, and prints, both historical and contemporary. These collectors are growing in number, yet they remain underserved by other art magazines. *Fine Art Connoisseur* encourages them to buy better art 'off the beaten track,' and it does this by avoiding the 'same old' stories, instead highlighting top-quality artists, artworks, galleries, museums, collections, fairs, and auctions in the arena of realism and the academic tradition. A key theme is the strong connection between art of the past and art of the present; we believe that no artist works in a vacuum, and that the best artists are highly aware of what their forerunners achieved and how they might absorb those lessons to make great art of their own — art that reflects own own times and concerns.

**PETER TRIPPI, EDITOR-IN-CHIEF**  
*Fine Art Connoisseur*

32%

AFFLUENT  
COLLECTORS WITH  
NET WORTH OVER  
\$1 MILLION

30%

AFFLUENT COLLECTORS  
WHO EARN OVER \$500K  
PER YEAR

96%

MADE 1 OR MORE ART  
PURCHASES IN THE  
PAST YEAR

83%

ART PURCHASERS ARE  
COLLECTORS

500K

STREAMLINE SOCIAL  
FOLLOWERS

20K

AVG. MONTHLY  
VISITORS TO  
FINEARTCONNOISSEUR.COM

40K

MONTHLY PRINT READERS

85%

READERS THAT PURCHASE  
ART FROM GALLERIES

FINEART  
CONNOISSEUR





# FINEART CONNOISSEUR

## BRAND HIGHLIGHTS

Reaction Time — The Lizard and the Roadrunner, 2017, bronze, 18 x 13 1/2 x 3 1/4 in.

**MUSEUMS AND GALLERIES** are sacred places for all art collectors and enthusiasts. In our January/February issue we highlight noteworthy and prominent exhibitions opening throughout the year. This comprehensive roadmap never fails to generate excitement, and it provides invaluable guidance to navigate the sometimes daunting maze of upcoming art events.

**THE 10TH ANNUAL COLLECTOR'S ISSUE** Each year in our March/April issue, Peter Trippi gives the viewer access to some of the world's most exclusive art collections. This reader favorite not only provides elucidating information about hundreds of artists, it also gives great insight into their collectors.

**COLLECTOR'S GUIDE TO CHARLESTON** In our May/June issue, everything is blooming in the art world! With juried competitions all over the country, this issue features some of the best. Notably, the issue includes our Collector's Guide to Charleston, SC, the premier destination in the Southeast for collectors and artists alike. We can't wait to show you what we discovered.

**WOMEN IN ART** In our July/August issue, we celebrate women artists! Often overlooked or disregarded in the past, the works of female artists nationwide are increasingly becoming a much-deserved area of focus in the art world. Our annual *Women in Art* issue also showcases sculptors producing inspired 3-D work.

**THE WESTERN CONNOISSEUR** will debut in our September/October issue. This exciting issue features artworks that traverse the plains and mountainous terrain of the Big Sky region, while revealing the enduring Western spirit.

**PORTRAIT AND FIGURATIVE** Every November, *Fine Art Connoisseur* returns to its realism roots and showcases portrait and figurative artists. In this exploration and celebration of the human form, this issue illustrates the ability of a portrait or figurative image to transcend time, while providing an intimate glimpse into our past.



# FINE ART CONNOISSEUR

## 2024 EDITORIAL CALENDAR

FINE ART CONNOISSEUR	SPACE DEADLINE	EDITORIAL	SPECIAL ADVERTISING SECTIONS
JAN/FEB	Dec 1	Museums & Galleries	Museum & Gallery Guide
MAR/APR	Feb 1		10th Annual Collector's Spotlight
MAY/JUNE	Apr 1	Collector's Guide (Charleston & Santa Fe)	Oil Painters of America (OPA)
JULY/AUG	Jun 3	Women in Art Sculpture	Women Artist's Spotlight National Sculpture Society Sculpture in the Park
SEPT/OCT	Aug 1	The Western Connoisseur	Western Artist's Showcase Collector's Guide (Jackson Hole) American Impressionist Society
NOV/DEC	Oct 1	Portrait and Figurative Issue	Portrait & Figurative Showcase American Artists Professional League Small Works Holiday
JAN/FEB '25	Dec 2	Museums & Galleries	Museum and Gallery Guide

PLEIN AIR MAGAZINE	SPACE DEADLINE	EDITORIAL	SPECIAL ADVERTISING SECTIONS
FEB/MAR	Jan 3	2024 Artist's Workshop Guide; International Artists	International Artist's Spotlight Lighthouse Art Center Indiana Plein Air Painters 25th Anniversary
APR/MAY	Mar 1	PACE 2024 in North Carolina	PACE 2024 Faculty North Carolina PleinAir Festival Outdoor Painters Society (OPS)
JUN/JULY	May 1	The Watercolor Issue	Watercolor Art Showcase Door County Paint Grand Traverse
AUG/SEPT	July 1	The Pastel Issue	Pastel Artist Showcase
OCT/NOV	Sep 2	Artists to Watch	Holiday Gift Guide Guide to Outdoor Painting
ULTIMATE GUIDE SUPPLEMENT	Oct 20		
DEC/JAN '25	Nov 1	2025 Ultimate Artists' & Collectors' Guide to Plein Air Events & Organizations; Small Works	Gifts for the Artist in Your Life Small Works Holiday

PleinAir  
MAGAZINE



# FINE ART CONNOISSEUR

## 2024 PORTFOLIO CALENDAR

FINE ART CONNOISSEUR	ENTRY DEADLINE	THEME	NOTES
JAN/FEB	Nov 15	Birds	
MAR/APR	Jan 15	Florals and Botanicals	
MAY/JUNE	Mar 15	Coastlines, Lighthouses, and Boatlife	
JULY/AUG	May 15	Light and Shadow	
SEPT/OCT	Jul 15	Wildlife at Play	
NOV/DEC	Sep 13	Portraits	
JAN/FEB '25	Nov 15	Tabletop	

PLEIN AIR MAGAZINE	ENTRY DEADLINE	THEME	NOTES
FEB/MAR	Dec 13	Artists over 65	
APR/MAY	Feb 15	Nature's Studio	
JUN/JULY	Apr 15	Ship Shape	
AUG/SEPT	Jun 14	The Poetry of Glass, Wood, and Steel	
OCT/NOV	Aug 15	On the Other Side of the Easel (Artist's Painting Artist's)	
DEC/JAN	Oct 15	Branching Out	
FEB/MAR '25	Dec 12	TBD	

PleinAir<sup>®</sup>  
MAGAZINE





Fatima Ronquillo, *Child with Armadillo and Golden-Cheeked Warbler*, oil, 36 x 30 in

# FINEART CONNOISSEUR

## PRODUCTION SCHEDULE AND RATE INQUIRIES

### JANUARY/FEBRUARY 2024 – MUSEUMS AND GALLERIES ISSUE

Space Close Date: 12/1/23

Materials Due Date: 12/4/23

### MARCH/APRIL 2024 – 10TH ANNUAL COLLECTOR'S SPOTLIGHT

Space Close Date: 2/1/24

Materials Due Date: 2/5/24

### MAY/JUNE 2024 – COLLECTOR'S GUIDE TO CHARLESTON

Space Close Date: 4/1/24

Materials Due Date: 4/3/24

### JULY/AUGUST 2024 – WOMEN IN ART AND SCULPTURE ISSUE

Space Close Date: 6/3/24

Materials Due Date: 6/5/24

### SEPTEMBER/OCTOBER 2024 – THE WESTERN CONNOISSEUR AND COLLECTOR'S GUIDE TO JACKSON HOLE

Space Close Date: 8/1/24

Materials Due Date: 8/5/24

### NOVEMBER/DECEMBER 2024 – PORTRAIT AND FIGURATIVE ISSUE

Space Close Date: 10/1/24

Materials Due Date: 10/3/24

### JANUARY/FEBRUARY 2025 – MUSEUMS AND GALLERIES ISSUE

Space Close Date: 12/2/24

Materials Due Date: 12/4/24

### PRINT ADVERTISING PREMIUM POSITIONS

INSIDE FRONT COVER

INSIDE BACK COVER

BACK COVER

OPPOSITE MASTHEADS

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### CONTACT YOUR MARKETING SPECIALIST FOR RATE INQUIRIES AND PREMIUM POSITIONS

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*\*Dates and rates subject to change.*



## 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.**

## AD MATERIALS SUBMISSION:

### UPLOAD YOUR AD MATERIALS TO OUR AD PORTAL:

[FineArtConnoisseur Magazine Ad Material Submission Form](https://fineartconnoisseurmagazine.wufoo.com/forms/special-sections-material-submission/)

### FOR SPECIAL SECTIONS, PLEASE USE THIS LINK:

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

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.

## 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 (Ads created by Fine Art Connoisseur):

**HIGH-RESOLUTION IMAGES & LOGOS** — JPG or TIF in CMYK mode, at least 300 dpi, 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.



**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.

**FINEART  
CONNOISSEUR**

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