MEDIA KIT

AS DIVERSE AS THE HISTORY OF ART ITSELF

MEDIA KIT
Ms. Pochoda is only the fifth editor since the publication’s founding in 1922. As a longtime magazine professional, she has a keen interest in fine art, antiques, and design and holds a PhD in medieval and Renaissance literature from the University of Pennsylvania. She was the arts editor of The Nation magazine for many years. As editor of ANTIQUES she has safeguarded its tradition while adding articles meant to attract new readers and collectors to the field. In addition to introducing new departments with a market focus, such as The New Collector and Dealer Profiles, Ms. Pochoda has overseen the transformation of The Magazine ANTIQUES’ refreshed design and revitalized editorial coverage.
Jennifer Norton joined *The Magazine Antiques* in 1997 as Advertising Director and in 2009 she was named publisher. Ms. Norton brings comprehensive knowledge of marketing and sales to *Antiques*. She has expanded delivery of the publication’s content through new digital platforms at themagazineantiques.com and introduced monthly e-newsletters. Ms. Norton has also increased sponsorship of several important industry events throughout the States and Europe.

Ms. Norton studied art history and marketing at Purchase College and began her career in the art world selling contemporary print editions at a New York gallery. She was also an advisor to corporations on their art purchases and was introduced to publishing when she was recruited to the sales team at Artnews, a contemporary art publication.
EDITORIAL CONTENT

CURRENT & COMING
What’s happening in museums, auction houses, and galleries in the US

FARTHER AFIELD
A report on international events in the fine and decorative arts

ON THE MONEY
The magazine reports on recent sales by dealers and auction houses

MUSEUM ACCESSIONS
Curators describe their recent acquisitions

NEW COLLECTOR
A detailed introduction to the intricacies of collecting in a particular area

NEW LIGHT
Path breaking discoveries from the field

DEALER PROFILE
A close look at important figures in the trade

TALKING ANTIQUES
Dealers describe a significant object they will bring to a show

LOOKING FORWARD
Trends in the field of decorative arts

HISTORY IN TOWNS
The art, architecture, and history of an American town

PRESERVATION
Notable projects in the rescue of our architectural and design heritage

ENDNOTES
News of people, events, and issues of the day
2015 EDITORIAL CALENDAR

JANUARY / FEBRUARY  The Antiques Season

MARCH / APRIL  Europe and America

MAY / JUNE  The Furniture Issue

JULY / AUGUST  Folk Art and Americana

SEPTEMBER / OCTOBER  Living With Antiques

NOVEMBER / DECEMBER  The Painting Issue

Editorial focus subject to change
ANTIQUES AT THE SHOWS

BONUS DISTRIBUTION 2015

Each month, ANTIQUES distributes at key fine art & antique events to add further value for our clients and ensure that your advertisement is seen by as many prospective buyers as possible.

JANUARY / FEBRUARY
American International Fine Art Fair, FL
The Armory Antique Show, NY
LA Art Show, CA
Los Angeles Jewelry, Antiques & Design Show, CA
Metro Curates, NYC
Naples International Art and Antique Fair, FL
New York Ceramics Fair, NY
Original Miami Beach Antiques Fair, FL
Winter Antiques Show, NY
Washington Antique Show, DC

MARCH / APRIL
BADA, London
Charleston Antiques Show, SC
Chester County Antiques Show, PA
Chicago International Art, Antiques & Jewelry Show, IL
Connecticut Spring Antiques Show, CT
HADA Spring Antiques Show, TX
Maryland Antique Show, MD
The Philadelphia Antiques Show, PA
The Pier Antiques Show, NY

MAY / JUNE
Antiques London, London
Brandywine River Museum Antiques Show, PA
Masterpiece, London
Spring Masters, NY

JULY / AUGUST
Antiques in Manchester, NH
Antiques & Design in the Hamptons, NY
Baltimore Summer Antiques Show, MD
Pickers Market Antiques Show, NH
Midweek Antiques Show, NH
Nantucket Antiques Show, MA
New Hampshire Antiques Show, NH
Newport Antiques Show, RI
Whitehawk Antiques/Indian & Tribal Arts Shows, NM

SEPTEMBER / OCTOBER
ADA Historic Deerfield Show, MA
Antiques + Modernism Winnetka, IL
Cincinnati Antiques Festival, OH
Ellis Boston Antiques Show, MA
Houston Antiques + Art + Design Show
International Fine Art & Antiques Dealers Fair, NY
The San Francisco Fall Antiques Show, CA
Wilton Fall Antiques Market, CT

NOVEMBER / DECEMBER
Boston International Fine Art Fair Show, MA
Dallas International Art Antique & Jewelry Show, TX
Delaware Antiques Show, DE
American Fine Art Fair, NY
Greenwich Winter Antiques Show, CT
Pier Antique Show, NY
Theta Charity Antique Show, TX

Distribution list subject to change
## READER PROFILE

### DEVOTED SUBSCRIBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Male</td>
<td>50.4%</td>
</tr>
<tr>
<td>Female</td>
<td>49.6%</td>
</tr>
<tr>
<td>Median Age</td>
<td>49</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$301,036</td>
</tr>
<tr>
<td>Net worth of $1,000,000+</td>
<td>49%</td>
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<tr>
<td>Net worth $2,000,000+</td>
<td>27%</td>
</tr>
<tr>
<td>Mean value of primary residence</td>
<td>$845,000</td>
</tr>
<tr>
<td>Own a second residence</td>
<td>23%</td>
</tr>
<tr>
<td>Own 3+ residence</td>
<td>Nearly 10%</td>
</tr>
</tbody>
</table>

### SOPHISTICATED READERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Reader satisfaction rate</td>
<td>Over 99%</td>
</tr>
<tr>
<td>Took action as a result of reading</td>
<td>80%</td>
</tr>
<tr>
<td>Spend 1-2 hours with each issue</td>
<td>60%</td>
</tr>
<tr>
<td>Spend 3-4 hours with each issue</td>
<td>25%</td>
</tr>
<tr>
<td>Median subscription length</td>
<td>10 years</td>
</tr>
</tbody>
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### ACTIVE CONSUMERS

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Own or collect art and antiques</td>
<td>94%</td>
</tr>
<tr>
<td>Purchased home furnishings</td>
<td>Over 60%</td>
</tr>
<tr>
<td>Visit art galleries or antique shops</td>
<td>Over 98%</td>
</tr>
<tr>
<td>Attend auctions</td>
<td>Over 67%</td>
</tr>
</tbody>
</table>
Antiques readers are smart, cultured and have a strong interest in the arts.

- 80,000 loyal readers consider the magazine an intelligent, critical publication, spending an average of 79 minutes with each issue.
- 68% have a membership to a museum
- 85% attend performing arts events

Antiques readers travel.

- On average our readers take six domestic trips and 3 foreign trips per year, and more than 60% take interest in art tours while travelling
- 46% visited a dealer, auction or art/antiques fair AND made a purchase during their visit

Antiques readers are serious, dedicated collectors.

- 94% of our readers have an art collection, with an average worth of $441,000
- 79% collect American paintings, drawings and sculptures
- 98% visit art galleries or antiques shops
- 67% attend auctions
- 81% of our readers took action as a result of reading The Magazine Antiques

Source: Simmons Subscriber Study
The Magazine Antiques Reader Survey, 2011
Nathan Liverant and Son is a proud supporter of The Magazine ANTIQUES and has advertised there regularly since the 1960s. We continue to regard the magazine as the backbone of the antiques industry. The Magazine ANTIQUES is synonymous with the highest editorial policy and well-documented articles. It is the publication that most students of the decorative arts follow for new developments and the latest research. It is always exciting to view the creative and artistic marketing by the advertisers and our colleagues.

The Magazine ANTIQUES has given our business national exposure to collectors, museums, and those interested in American decorative arts. The magazine has given us the opportunity to direct our advertising dollar to a concentrated audience, and has helped us develop our national reputation. We highly recommend The Magazine ANTIQUES as the premier advertising vehicle to reach an engaged group of subscribers interested in American antiques, art and the antiques industry.

— Arthur S. Liverant, Nathan Liverant and Son Antiques, LLC., Colchester, CT

In my experience, advertising dollars invested with The Magazine ANTIQUES is money well spent. My responses to ads have always been vigorous and diverse, often resulting in strong sales.

I appreciate the professional service provided by the sales and production teams. In an ever-increasingly competitive market, it is crucial to focus one's energy and resources in a highly focused way. The Magazine ANTIQUES provides that focus for me through its readership. The calls I receive from advertisements in The Magazine ANTIQUES invariably come from serious, sophisticated collectors. It is very common for me to hear from collectors months later that they admired my ad in a previous issue.

— Christopher T. Rebollo, Mechanicsville, PA

Just a short note to thank you again... You may perhaps decisively refer to me as a nostalgia-buff or a rank sentimentalist...but I prefer to view myself as a new-age kind of guy—"everything old is new again". It occurred to me that perhaps that's why I advertise in "The Magazine ANTIQUES".

It stays true to itself and its mission, and, in an age of instant-hype, overkill and art-media intent on covering fads and flavors-of-the-month, The Magazine ANTIQUES continues to stand alone, presenting a scholarly approach in its beautiful, glossy pages. It’s called an old-fashioned approach and I guess I’m an old-fashioned kind of guy. So be assured that as long as I can afford to, I will stay loyal and support your wonderful publication.

— Jack Seidenberg, Seidenberg, New York, NY

I want to report to you once more how very pleased I am with the results that we get from our ads with you. The ad on the paper scroll tea caddy came out a week ago. So far, we have gotten seven calls and one email in response to it. We often did not get that kind of response in a month from our ads with one of your competitors. We have also sold the set of Queen Anne spoons that we ran with you in March. Thank you so much.

— Millicent Creech, M. Ford Creech Antiques & Fine Arts, Memphis, TN
## 2015 ADVERTISING RATES

<table>
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<th></th>
<th>1x</th>
<th>3x</th>
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<tbody>
<tr>
<td>Full page color</td>
<td>$4,520</td>
<td>$4,220</td>
<td>$3,950</td>
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<tr>
<td>Half page color</td>
<td>$2,765</td>
<td>$2,610</td>
<td>$2,450</td>
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<tr>
<td>Quarter page color</td>
<td>$1,760</td>
<td>$1,640</td>
<td>$1,520</td>
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<tr>
<td>Full page b/w</td>
<td>$3,680</td>
<td>$3,330</td>
<td>$3,100</td>
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<tr>
<td>Half page b/w</td>
<td>$2,080</td>
<td>$1,890</td>
<td>$1,765</td>
</tr>
<tr>
<td>Quarter page b/w</td>
<td>$1,350</td>
<td>$1,230</td>
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All rates are net.
### 2015 CALENDAR

<table>
<thead>
<tr>
<th>Month</th>
<th>Ad sales close*</th>
<th>Materials due*</th>
<th>On-sale date*</th>
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<tbody>
<tr>
<td>January / February</td>
<td>11/26/14</td>
<td>12/03/14</td>
<td>1/10/15</td>
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<tr>
<td>March / April</td>
<td>1/30/15</td>
<td>2/06/15</td>
<td>3/17/15</td>
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<tr>
<td>May / June</td>
<td>3/16/15</td>
<td>3/23/15</td>
<td>4/28/15</td>
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<tr>
<td>July / August</td>
<td>5/19/15</td>
<td>5/26/15</td>
<td>6/30/15</td>
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<tr>
<td>September / October</td>
<td>7/31/15</td>
<td>8/07/15</td>
<td>9/15/15</td>
</tr>
<tr>
<td>November / December</td>
<td>9/21/15</td>
<td>9/28/15</td>
<td>11/03/15</td>
</tr>
</tbody>
</table>

*Dates are subject to change.
CONTACT INFORMATION

PUBLISHING & SALES

Jennifer G. Norton  
publisher  212.941.2909  jnorton@brantpub.com

Don Sparacin  
account executive  212.941.2924  dsparacin@brantpub.com

Halley Zinovoy  
account executive  212.941.2952  hzinovoy@brantpub.com

PRODUCTION

Adeline Saez  
production manager  212.941.2830  asaez@brantpub.com

The Magazine ANTIQUES

110 Greene Street  
New York, NY 10012  
212-941-2800  
themagazineantiques.com
Final Furnished Materials:
Images must be CMYK and 300dpi or greater at 100% of output size. Maximum color density is not to exceed 300%.
For bleed ads: Text and images must be .5” from the trim on all four sides (.625" from bleed). If using a rich black, the preferred breakdown is 60% C; 40% M; 40% Y; 100% K.
Typeface of 6-point or smaller will not be accepted.
Preferred file format is PDF/X-1a or a high-resolution PDF. Other acceptable file formats are JPEG, TIFF and EPS.

Accepted Proofs:
All color files must be supplied with a SWOP approved proof with color bars. The only accepted proofs are Kodak© APPROVAL, Fuji© Final, or Matchprint© DIGITAL H/T. The SWOP color bars must appear on supplied proof. A laser proof should be supplied for type placement check against the final furnished file. Laser proofs and color laser proofs are NOT acceptable for ads. If a color ad is submitted without one of these proofs, we can pull a proof for a fee of $75.00. The proof will go directly to the printer for press guidance. SWOP proofs pulled by The Magazine Antiques will only be shown to client upon request provided that the ad has been submitted on or before the published advertising materials deadline. The publication is not responsible for color of proof if client is not able to sign off on proof. The publication is not responsible for variance between digital file and any proof not listed above.

Materials requiring production work:
Digital images must be CMYK and at least 300 dpi at 100% of output size.
Slides and transparencies must carry a tag for identification, and must clearly state front, top and bottom.
Photographs should be sharp focus and high contrast: 8” x 10” or 5” x 7” preferred.
Descriptive copy should be typewritten and should be proofread in advance. F.P.O. artwork and type must be positioned in the correct size and location and must be clearly marked.
All supplied material must be sent via overnight service in rigid packaging to avoid bending or damage.
If the above requirements are not met, reproduction will not be guaranteed.

For any additional information:
Adeline Saez
(212) 941-2830
asaez@brantpub.com

All advertising material should be sent to:
The Magazine ANTIQUES
Attn: Production Dept.
110 Greene St., Ste. 201, New York, NY 10012

The Magazine ANTIQUES reserves the right to charge advertisers that require the composition of an advertisement, alterations supplied final materials, and/or for the creation of proofs.
PREFERRED DIGITAL ADVERTISING FORMATS

1. Half Banner 234 x 60 px
2. Box Ad 300 x 250 px
3. Leaderboard 728 x 90 px

File Size 30k
File Format JPEG/GIF

<table>
<thead>
<tr>
<th>PAGE</th>
<th>ONE WEEK</th>
<th>ONE MONTH</th>
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<tr>
<td></td>
<td>Buyout: $1,000</td>
<td>Buyout: $3,500</td>
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<tr>
<td>Homepage</td>
<td>Half Banner: $275</td>
<td>Half Banner: $1,000</td>
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<tr>
<td></td>
<td>Box: $500</td>
<td>Box: $1,750</td>
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<tr>
<td></td>
<td>Leaderboard: $300</td>
<td>Leaderboard: $1,000</td>
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<tr>
<td>Articles News &amp; Opinion Calendar</td>
<td>Buyout: $700</td>
<td>Buyout: $2,500</td>
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<td></td>
<td>Half Banner: $100</td>
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<tr>
<td></td>
<td>Box: $350</td>
<td>Box: $1,250</td>
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<tr>
<td></td>
<td>Leaderboard: $150</td>
<td>Leaderboard: $650</td>
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For more information please contact your sales representative
Advertisers in ANTIQUES play a significant role in each issue. Our readers shop the pages.
OUR ADVERTISERS

MUSEUMS
Adirondack Museum
American Folk Art Museum
Birmingham Museum of Art
Brandywine River Museum
Bruce Museum
Cincinnati Art Museum
C.M. Russell Museum
Colonial Williamsburg
Corning Museum of Glass
Cooper-Hewitt National Design Museum
Currier Museum of Art
Delaware Art Museum
Driehaus Museum
Flagler Museum
Gibbes Museum of Art
Greenville County Museum of Art
High Museum of Art
Historic New England
Historic New Orleans Collection
Lightner Museum
Mennello Museum of American Art
MESDA
Museum of Fine Arts, Houston
Olana
National Academy Museum
New Bedford Whaling Museum
Peabody Essex Museum
Preservation Society of Newport County
RISD Museum
Ringling Museum of Art
Shelburne Museum
Toledo Museum of Art
Victorian Society in America
Virginia Museum of Fine Arts
Wadsworth Atheneum Museum
Williard House & Clock Museum
Winterthur Museum & Country Estate

FINE ART & ANTIQUES EVENTS
ADA Historic Deerfield Show
American Art Fair
Americana + Antiques at the Pier
American International Fine Art Fair
Antiques in the Hamptons
Art Antiques London
Barn Star Productions
Boston Int’l Fine Art Fair
Brandywine River Museum
Charleston Antiques Show
Chester County Antiques Show
Cincinnati Antiques Festival
Delaware Antiques Show
Dolphin Promotions
Ellis Boston Antiques Show
European Fine Art Fair
Fairfield County Fine Art and Antiques Show
Greater York Antiques Show and Sale
Greenville County Museum of Art Antiques Fine Art & Design
HADA Spring Antiques Show
International Fine Art & Antique Dealers Show
Litchfield County Antiques Show
LA Art Show
Los Angeles Antiques Art & Design Show
Main Line Antiques Show
Marburger Farm Antique Show
Masterpiece
Maryland Hunt Valley Antiques Show
Miami Beach Antique Jewelry and Watch Show
Mid Week Antiques Show
Nantucket Historical Association
Annual Antiques Show
Naples Art & Antiques Show
Naples Winter Antiques Show
New Hampshire Antiques Show
Newport Antiques Show
New York Antiquarian Book Fair
Metro Show NYC
The New York Ceramics Fair
Outsider Art Fair
Philadelphia Antiques Show
Pier Show

AUCTION HOUSES
Artfact Live Auctions
Auctionata
Bonhams

William H. Bunch Auctions
Christie’s
Cordier Auctions
Cowan’s Auctions
Dole New York
Freeman’s
Garth’s Auctions, Inc.
Heritage Auctions
Hermann Historica
iGavel
Ivey-Selkirk Auctioneers
James D. Julia, Inc.
Jeffrey S. Evans & Assoc.
Keno Auctions
Leland Little
Michaan’s
Neal Auction
New Orleans Auction Galleries
Northeast Auctions
Old Political Auctions
Pook & Pook, Inc.
Schwenke Auctioneers
Skinner Auctioneers
Sotheby’s
Sporting Art Auction
Woodbury Auctions
William H. Bunch Auctions & Appraisals
Christie’s
Cordier Auctions
Doyle New York, Auctioneers & Appraisers
Garth’s Auctions, Inc.
Heritage Auctions
Hermann Historica
iGavel
Ivey Selkirk
James D. Julia, Inc.
Keno Auctions
Michaan’s
Neal Auction Company
New Orleans Auction Galleries, Inc.
Northeast Auctions
Pook & Pook, Inc.
Quinn’s Auction Galleries
Skinner Auctioneers & Appraisers
Sloans & Kenyon Auctioneers and Appraisers
Sotheby’s
continued
Our Advertisers

Princeton Fall Antiques Show
San Francisco Fall Antiques Show
Spring Show NYC
Theta Charity Antiques Show
Whitehawk Antique Indian & Tribal Arts Show & Ethnographic Show
Wilton Fall Antiques Market
Winnetka Antiques Show
Winter Antiques Show

Luxury Goods

Elizabeth Locke Jewels
Cartier

Associations

Antiques Council
Antiques Dealers Association of America
Antiques Dealers Association of California
The Art and Antique Dealers League of America, Inc.
The British Antique Dealers Association
The Canadian Antique Dealers Association
CINOA
FADA
Japanese Art Dealers Association
LAPADA
Private Art Dealers Association

Home Furnishings

Americana Authentic Sutter-blinds
Andersen & Stauffer Furniture Makers, LLC
Bevolo Gas Lights
Brunschwig & Fils, Inc.
Country Bed Shop
Duralee
Elmwood Company
L. & J. G. Stickley
Lalique North America Inc.
P.E. Guerin
Pollaro Custom Furniture, Inc.
Remains Lighting
Roman Thomas Inc.
Stephen T. Anderson Ltd.
Steuben Glass LLC