THE ONLY MAGAZINE DEVOTED TO KEEPING YOUR
UPCOMING EXHIBITIONS AND AUCTIONS IN FRONT
OF SERIOUS COLLECTORS OF AMERICAN ART
MORE THAN A MAGAZINE…

American Fine Art Magazine is an interactive marketing tool specially written to generate publicity and increase business for historic American fine art dealers and auction houses.

In researching the fine art media before deciding to launch this magazine, we noticed there was little or no coverage given to upcoming shows, sales or auctions of historic American art. We found that existing magazines were not providing editorial space to preview your upcoming events. American Fine Art Magazine has changed all that.

American Fine Art Magazine is unique in that it PREVIEWS exhibitions and auctions before they open rather than REVIEWS them after the event is over.

You now have the opportunity to have your upcoming events previewed in a timely manner. Readers are then able to make intelligent choices about the fine art pieces they want to add to their collections.

WHO MAKES THE AMERICAN FINE ART MARKET TICK?

American Fine Art Magazine has enlivened the market for historic American paintings and sculpture by focusing on the personalities and characters behind the scenes that make it all happen.

EDITORIAL COVERAGE AND PREVIEWS OF UPCOMING EVENTS, SALES AND AUCTIONS

American Fine Art Magazine focuses on future upcoming shows and auctions, making serious collectors aware in advance of the major works coming to market. Editorial includes authoritative commentary by curators, as well as interviews with top gallery and museum directors.

INSIDE THE HOMES OF MAJOR COLLECTIONS

Through the pages of this magazine, our award-winning photographers take readers inside the homes of major fine art collectors.
A Proactive Magazine for a Dynamic Industry

*American Fine Art Magazine* is the first publication to offer complete and comprehensive coverage of the upcoming shows, auctions and events of this always-fascinating market so deeply tied to American history, society and culture.

**Auction Reports and Analyses**

Our issue-by-issue auction previews and reports will fill you in on the best work coming up for sale at the top auction houses across the country.

**The Most Comprehensive Fine Art Coverage in the World**

From the publishers of *American Art Collector*, *Western Art Collector* and *Native American Art* magazines. American fine art galleries, museums and auction houses can have the same marketing support these other art market segments are already enjoying.

You may be familiar with our other innovative magazines. By **Previewing** upcoming shows, *American Art Collector*, *Western Art Collector* and *Native American Art* have changed the way art is bought and sold in this country.

By providing this same Preview concept for fine art dealers in the historic American art market, our magazine achieves similar results for this long-neglected, yet important, field.

This is the magazine the historic American fine art market has been waiting for.

I Invite You to Submit Material for Your Upcoming Shows or Auctions of Historic American Fine Art

Because I want to **Preview** only the best of the upcoming exhibitions and auctions, I invite you to contact me personally so I can consider your exhibitions and sales for inclusion in future issues of *American Fine Art Magazine*.

We’ve put together a wonderful editorial staff to bring a new level of authority and insight to the pages of our magazine.

Joshua Rose
Editor
*American Fine Art Magazine*

Email: editor@AmericanFineArtMagazine.com
Telephone: (480) 246-3785 or (866) 619-0841
7530 East Main Street, Suite 105
Scottsdale, AZ 85251
ANATOMY OF THE MAGAZINE
Editorial Coverage and Previews of Upcoming Events, Exhibitions and Auctions

EDITORIAL FOCUS
American Fine Art Magazine is comprised of many different sections and features, all designed to keep you informed on what’s happening in the market for historic American art.

PREVIEWS
In the preview pages, we showcase the finest works by historic American artists that are available for sale at the country’s leading galleries.

AUCTIONS PREVIEWS AND REPORTS
Each month we alert you to upcoming historic American art auctions nationwide. Read our expertly written reports on prices realized so you can stay informed on the market.

EVENT AND FAIR PREVIEWS AND REPORTS
Each month we alert you to important historic American art events and fairs nationwide. Then, read our reports in the subsequent issue to see who was there, what sold and how successful the entire event or fair was.

MARKET REPORTS
Find out what’s happening in galleries from New York to California. American Fine Art Magazine is the only magazine providing nationwide coverage of upcoming shows and auctions showcasing historic American art.

COLLECTORS’ FOCUS
Find out everything the discerning collector needs to know about important and timely segments of the historic American art market.

COLLECTOR HOMES
In each issue, you will find a behind-the-scenes look into a coveted collector home, with interviews of some of the top historic American art collectors providing an in-depth discussion about their top-tier collections, accompanied by exquisite photographs by Francis Smith.
Expert Contributors

American Fine Art Magazine has carefully put together an impressive staff to deliver the most timely and accurate information on the historic American art market.

James Balestrieri

James Balestrieri is director of J. N. Bartfield Galleries in New York City. Jim has written plays, verse, prose and screenplays. He has degrees from Columbia and Marquette universities, attended the American Film Institute and has an MFA in playwriting from Carnegie Mellon. He has an excellent wife and three enthusiastic children.

Jay E. Cantor

Jay E. Cantor started the American Art Department for Christie's in the late '70s, is on the board of the Winter Antiques Show, the Art Committee for The Century Association, the board of directors of The Century Archives Foundation, and recently retired as the chairman of the Collections Committee and a member of the Steering Committee for Friends of American Arts at Yale University. He also served as the founding president of the Georgia O'Keeffe Museum in Santa Fe, New Mexico.

John O'Hern

John O'Hern retired to Santa Fe after 30 years in the museum business, specifically as the Executive Director and Curator of the Arnot Art Museum, Elmira, New York. John was chair of the Artists Panel of the New York State Council on the Arts. He writes for gallery publications around the world, including regular monthly features on Art Market Insights in American Art Collector and Western Art Collector magazine.

Francis Smith

The combination of art history studies done at Vassar and an abiding fascination with American culture makes photographer Francis Smith feel right at home shooting for American Fine Art Magazine. He is further exploring his love for photography and United States history through a new, independent project titled America by Another Name.
The online magazine is the entire publication, cover to cover, that can be viewed directly on the website or downloaded in PDF format. It is a unique tool for all of your marketing purposes.

- Your advertisements in the online magazine will have a live link that sends collectors directly to your website.
- Eager collectors can view artwork from historic American art featured in each issue and plan their collecting strategies before the magazine hits newstands.
- The online magazine brings collectors straight to your website to help you sell more artwork.
- As an advertiser, you can also feature up to 20 additional works of art in the brand-new Online Exhibition Space, which provides collectors with the opportunity to view and purchase art directly from you.
You Also Get FREE Online Exhibition Space to Go with Your Ad

In addition to your print ad in the magazine and on our website, you’ll receive FREE Online Exhibition Space where you can showcase up to 20 images from your upcoming show or any of your current inventory.

You Get Your Own Account and Dashboard So You Can Manage Your FREE ONLINE EXHIBITION SPACE

- Easy to use upload tool allows you to post up to 20 works of art in your inventory directly to our new website
- Top to bottom scrolling allows collectors to see large detailed images of each work of art
- Log on anytime to mark works sold
- Swap or post new images while the edition is live

Readers also have access to the Whole Edition in their Pocket!
Your ad and Online Exhibition Space will go everywhere our savvy readers go.
Promote Your Upcoming Historic American Art Shows and Auctions

“We have found the range and scope of American Fine Art Magazine to be an excellent fit for us. Our clients return time again to the magazine, enjoying both the diversity and quality of content.”
— Evan Feldman, director, Gerald Peters Gallery, Santa Fe, NM

“We have seen our client list grow significantly thanks to our ads reaching American Fine Art Magazine’s audience of educated and serious collectors.”
— Catharine Holmes, Vose Galleries

Contact our advertising department to reserve your advertising space at (480) 425-0806 or email Joshua Rose at editor@AmericanFineArtMagazine.com.

NEED ASSISTANCE CREATING YOUR ADVERTISEMENT?
Call our marketing department to inquire about our affordable design services at (866) 619-0841.

“Promote Your Upcoming Historic American Art Shows and Auctions”

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**ACCEPTED AD FILE FORMATS**

Whichever format you choose, all images and files must be 300 dpi at 100% scale. Images should be in CMYK. We accept RGB and Spot Color files and images, but we must convert them to CMYK, which will slightly affect the color.

**InDesign CS6 or lower**

Please include all fonts and images used.

**PDF files**

When creating a PDF use the PDF/X1a:2001 setting.

**Illustrator CS6 or lower**

Please save image as an .eps file. Convert fonts to outlines.

**Photoshop files**

Please save image as a .psd, .tiff or .eps file. Include all fonts used.

**TIP:** When using BLACK as your background color, create a “Rich Black” by using the following percentages: 30C, 20M, 20Y, 100K.

**SUBMITTING FILES BY SHIPPING**

Please do not use the US Postal Service. Use a shipping service that gives a tracking number like FedEx, UPS or DHL. We accept files on CD-ROM.

**SUBMITTING FILES ELECTRONICALLY**

- When emailing artwork please keep in mind that our email is limited to 10MB per email (including your attachments). Use file compressing programs like StuffIt or ZIP to lower the size of your files.
- If the file size is over 32 MB, we recommend the files be sent to traffic@americanfineartmagazine.com through a file sharing website such as www.WeTransfer.com, www.hightail.com or www.dropbox.com.

**ACCEPTED PROOFS**

In order to help ensure correctness and accuracy of color, please provide a proof of your ad. We accept contract proofs. The CONTRACT PROOF is a color proof that is looked on as a contract between the printer and client as the final proof before going to press. Currently the de facto standard for a contract proof is a Matchprint or laminate proof although some high-end digital proofs are considered good enough to accurately predict color from the press.

- A contact proof is not the same as a contract proof (unless it's a typo).
- The contract proof is the one that says to the printer “Everything looks good, let's go to press.”

If you cannot provide a contract proof, we can accept a COLOR TARGET. A color target is any printout of the ad or image(s) in the ad that you are happy with, which we can use to verify color. We cannot guarantee an exact match, but we will make every effort to match the color target.

Color adjustments can only be made to workable files that include all high-res images and fonts.

**AMENDMENTS**

Any amendments required to your file, at plate stage, will incur an additional charge.

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**NEED ASSISTANCE CREATING YOUR ADVERTISEMENT?**

Call our Advertising Department to inquire about our affordable design services. (866) 619-0841

**HAVING TROUBLE CREATING OR SUBMITTING YOUR ADVERTISEMENT?**

We can help. At American Fine Art Magazine we strive to make the process of submitting your advertisement as easy and smooth as possible. Feel free to contact our Advertising Traffic Department to help with any questions you may have. Email us at traffic@AmericanFineArtMagazine.com
Uploading images of your works for sale to the Online Exhibition Space

1. **Check Your Email**
   You will receive an email from us showing your ad and giving you access to your Online Exhibition Space.

2. **Collect Your Images and Captions**
   Before you begin uploading your show, gather the images in JPG format and the captions of up to 20 pieces of artwork to be included in this edition’s Online Exhibition Space on our website.

3. **Verify Your Information**
   Once you click on the link below you will be taken to your Online Exhibition Space webpage on our site. Once logged in, you can make edits right on the page. You will see that some of the required information has already been entered. You will also see buttons to allow you to edit your space. These buttons are only visible to you as the administrator. Please take this opportunity to verify both your gallery’s and exhibition’s information.

4. **Add Your Artwork**
   Now you’re ready to begin uploading your artwork. Click the “Add Artwork” button, and this will take you to the Add Artwork form. Simply fill out this form and click Upload Artwork or continue adding additional artworks. Simply repeat this process for up to 20 works of art.

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“American Fine Art Magazine is dedicated to covering and promoting all things related to the American art world, making it the ideal platform to reach both existing and potential collectors through advertising.”
— Bethany Dobson, director, Debra Force Fine Art

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**DEADLINES FOR UPLOADING IMAGES TO YOUR ONLINE EXHIBITION SPACE**

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