



WORLD OF ART OFFERS **THE IDEAL VEHICLE FOR ADVERTISING** TO REACH THE HIGHLY EDUCATED, AFFLUENT, AND FORWARD-THINKING GROUP THAT COMPRISES OUR READERSHIP

WORLD of ART

TARGET AUDIENCE The world of contemporary art, the world of photography and media, and especially the fine arts: collectors, curators, dealers, artists, galleries, museums and art enthusiasts

FREQUENCY BIMONTHLY /February, April, June, August, October, and December

SUBSCRIPTION PRICE US\$ 40 /six issues

NEWSSTAND PRICE US\$ 7.95 Euro 8.95

INTERNATIONAL CIRCULATION 50,000

READERSHIP 1,400,000

AVAILABLE in more than **35,000** bookstores and newsstands chains: Barnes & Noble, Waldenbooks, Hastings, Borders, Little Professor, Media Play, Michaels, Tower Books & Records, Gander Mountain, JoAnns, Office Max, major art fairs, libraries and more

LENGTH 96 color pages plus cover

PAPER Multi Art Silk /Multi Art Gloss

PRINTED by **PRISMA PRINT** in Europe

NEWSSTANDS AND BOOKSTORES DISTRIBUTION

INGRAM PERIODICALS INC: USA AND CANADA 35,000

Barnes & Noble, Waldenbooks, Hastings, Borders, Little Professor, Media Play, Michaels, Tower Books & Records, Gander Mountain, JoAnns, Office Max or any Canadian /US account who wishes to order WoA through Ingram

INTERPRESS: EUROPE 12,000

SELECTAIR: AUSTRALIA 2000

GORDON AND GOTH: NEW ZEALAND 1000

READER DEMOGRAPHICS

World of Art brings the lives and lifestyle of the readers in focus:

	100% Comp
Men	56
Women	44
Media age	36
Total Adults	
18-34	49
18-49	83
College Educated	63
Employed	76
Professional /Managerial	29
Art collectors	70
Consume or serve distilled liquor	52
Purchased fine jewelry	26
Own /lease imported car	39
Subscription growth/yr	250
Went on a domestic trip/yr	59
Went on a foreign trip/yr	27
Newsstand growth /issue	69
Participated in outdoor sports	79
Written to election official	7

Source: 2002 North American Doublebase; Base Total Adults

INTERNATIONAL CONTEMPORARY GLOBAL ART



GENERAL ADVERTIZING RATES
EFFECTIVE DECEMBER 2002 ISSUE

B&W	1 Issue	6 Issues	12 Issues	18 Issues	24 Issues
1 Page	2,590	2,460	2,230	1,950	1,790
2/3 Page	1,910	1,790	1,640	1,440	1,370
1/2 Page	1,560	1,490	1,340	1,150	1,090
1/3 Page	1,090	1,060	940	830	750
1/6 Page	590	560	510	480	430

Four Color	1 Issue	6 Issues	12 Issues	18 Issues	24 Issues
1 Page	4,520	3,940	3,540	3,120	2,890
2/3 Page	3,420	2,930	2,690	2,340	2,190
1/2 Page	2,580	2,460	2,280	1,960	1,790
1/3 Page	1,850	1,750	1,690	1,380	1,280

Covers	1 Issue	6 Issues	12 Issues	18 Issues	24 Issues
2nd	5,280	4,360	3,940	3,480	3,120
3rd	5,130	4,130	3,660	3,190	2,070
4th	5,660	4,980	4,330	3,940	3,540

CLOSING DATES

MARCH /APRIL	12/21/03
MAY /JUNE	2/15/03
JULY /AUGUST	4/19/03
SEPTEMBER /OCTOBER	6/21/03
NOVEMBER /DECEMBER	8/16/03
JANUARY /FEBRUARY	10/18/04

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FOR ASSISTANCE e-mail production manager, production@worldofartmagazine.com

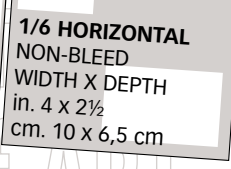
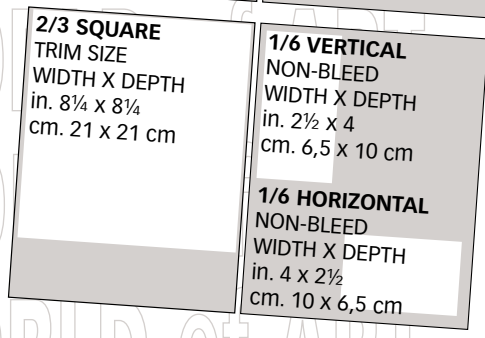
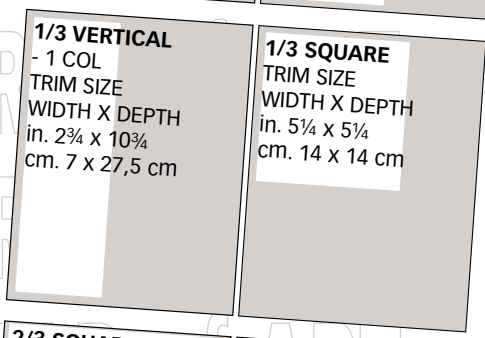
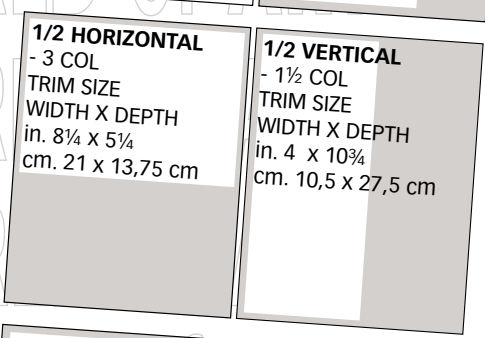
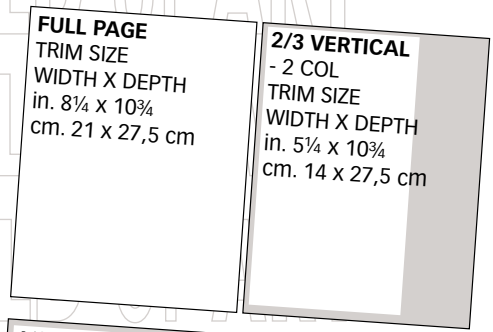
ACCEPTABLE FILE FORMATS

The following digital file types are considered optimum. Each of the preferred formats are acceptable for full or partial pages.
TIFF/IT P1-CT should be 12 res (304.8 dpi). LW should be 72 res (1828.8 dpi). Files should be linear, without dot-gain compensation.
PDF or PDF/X-1 (Professionally Prepared) -Acrobat v4.01; composite CYMK; all fonts embedded; 300 dpi bitmaps /150 lpi resolution, correct size. 15 days prior to specified closing date.

ACCEPTABLE MEDIA: ZIP; CD; or on fully compatible PDF's by e-mail at info@worldofartmagazine.com. Your files can be sent to us within minutes. Note: An accompanying Contract proof must follow the next business day.

GENERAL REQUIREMENTS

TRIM SIZE: WIDTH X DEPTH /27,5 x 21 cm. / 10¾ x 8¼ in. (full page)
COLORS: 4-color Process
PRINTING: Web offset. Our printing process is an advanced computer-to-plate system that dispenses with the need for film production.



MECHANICAL REQUIREMENTS

BLEEDS: Please add 1/8in or 3mm on all bleed edges.
FILM SPECIFICATIONS: Fully compatible PDF's in CMYK
SCREENS: B/W and TWO COLOR Recommended 150 line
FOUR COLOR Recommended 175 line
DENSITY OF TONE: 300%
COPY APPROVAL: WoA must approve all copy and art
INK SPECIFICATIONS: 4/C process. Match colors available.
BINDING SPECIFICATIONS: Perfect bound; jog to foot.

TERMS: 100% full payment with order. All prices are in US\$. These prices do not include specialty inks, or creative design.

COMMISSIONS

15% commission on space and color allowed to recognized agencies, providing balance is received within 30 days of billing date.
SHORT RATES Rate will be adjusted according to published rates if more or less space is used
CANCELLATIONS accepted only before published closing date.

MEDIA KIT 2003