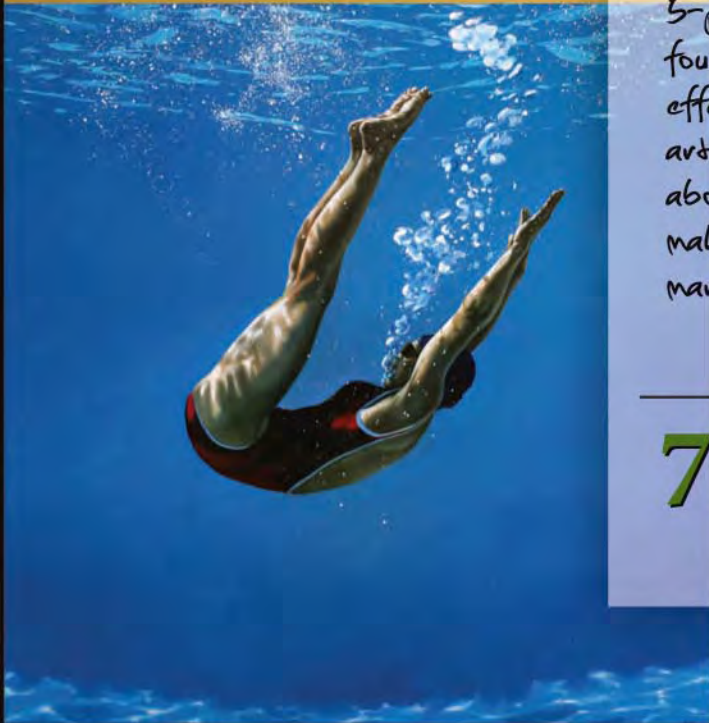




Art Calendar
the business magazine for visual artists

MEDIAKIT



“We have been advertising with ART CALENDAR for 5+ years and have found it a very cost-effective way to reach artists who are both serious about their work and willing to make the effort necessary to market it.”

Eric Sparre, Managing Director
ArtSpan

77% of readers choose their art materials based on brand.

Source: 2009 Art Calendar Subscriber Study

ABOUT Art Calendar

The foremost business publication for visual artists, *Art Calendar* assists artists in reaching their career ambitions by serving as the industry's comprehensive resource for income and exhibition opportunities. *Art Calendar* is published monthly, (12 issues per year) with combined July/August and December/January editions, and each issue of the magazine reaches more than 15,000 artists worldwide. *Art Calendar* and its Web site, ArtCalendar.com, and social networking Web sites, ArtScuttlebutt.com and CrafterCircle.com, are a part of Turnstile Publishing Company. Founded in 1990 and headquartered in Orlando, Fla., Turnstile Publishing Company is also the parent corporation of such affinity brands and niche publications as Golfweek, Golfweek Custom Media, the TurfNet Media Network, and Community Media Holdings, whose titles include *The Seminole Voice* and *The Winter Park/Maitland Observer*.

ART CALENDAR PROVIDES
A COMPREHENSIVE
RESOURCE OF INCOME
AND EXHIBITION
OPPORTUNITIES TO
ASSIST ARTISTS IN
REACHING THEIR
CAREER AMBITIONS.



THE MAGAZINE

Art Calendar magazine is the flagship of the **ART CALENDAR** brand. Written for, by and about artists, *Art Calendar* provides artists with fresh and innovative new ideas, along with all the necessary means to sell their work and further their careers.

Two main components comprise the core of the magazine:

* **EDITORIAL CONTENT** - Written by knowledgeable industry pros and successful working artists, *Art Calendar's* articles, columns and special features focus on education, with topics including art marketing, art law, effective display techniques and much more.

* **LISTINGS** - All of *Art Calendar's* listings offer comprehensive information, contact details, deadlines and event specifics in more than 25 categories, ranging from various competitions and networking opportunities to positions and openings.

“Whether I am wearing the hat of Marketing Director or feeding my creative side as a painter, *Art Calendar* and ArtScuttlebutt.com are two of the main resources I turn to. And since becoming an advertiser, Jerry's Artarama has learned how vital **ART CALENDAR** is as the premier resource for growing our business.”

Micah Mullen, Marketing Director
Jerry's Artarama



ONLINE/DIGITAL

ARTCALENDAR.COM ARTS

Combining the excellence of the magazine with the convenience of the Internet, **ART CALENDAR'S** exciting Web offerings amplify the overall power and impact of the **ART CALENDAR** brand and connect you, the advertiser, with the industry's most desirable market: the passionate artist.

ARTCALENDAR.COM

Supplementing and expanding upon the wealth of information found in its print counterpart, ArtCalendar.com offers additional tips and advice, guidelines, samples, recent issues and archives, subscription information, special offers and a large catalogue of helpful resources, including:

- Top stories and special features
- Artist profiles and blogs
- Online listings
- Calls to artists
- Educational tools
- Instructional videos



FREE ONLINE ARTIST COMMUNITIES

Connecting artists from around the globe, **ART CALENDAR'S** free online communities provide a place where artists can meet, network and discuss the business of art. In addition to enjoying a whole host of interactive features - including live chat, message boards, Q&As, artist spotlights, featured galleries, event calendars, member profiles, artist directories and much more - community members can:

- Set up their own home page
- Build a personal online art gallery
- Post photos, videos and vlogs (video diaries)
- Write blogs
- Create polls and surveys
- Participate in discussion forums
- Start their own special interest and networking groups



ARTSCUTTLEBUTT.COM - Boasting thousands of active members and millions of page views per year, ArtScuttlebutt.com is the premier online community for visual artists.

CRAFTERCIRCLE.COM - Exclusively for crafters, CrafterCircle.com is an extraordinary online community where members can share their crafts and meet people with the same interests.

74%
of readers are making a full- or part-time living with their art.

Source: 2009 Art Calendar Subscriber Study

E-NEWSLETTERS

Art Calendar subscribers, opt-in e-mail subscribers and members of ArtScuttlebutt.com and CrafterCircle.com receive a free, bi-weekly e-newsletter with the latest news, tips and special offers. *Art Calendar* also provides a free, bi-weekly e-newsletter to art supply retailers and manufacturers, complete with special advertising rates and packages. Web banners are available for advertisers in both of these e-newsletters.

DEDICATED E-BLASTS

Offering a dynamic, highly targeted approach to connecting with the brand's exceptional readership, **ART CALENDAR'S** dedicated e-blasts capture the attention of this sought-after audience and provide advertisers with a unique opportunity to promote their own products/services.



CALLS TO ARTISTS E-BLASTS

In addition to e-newsletters, *Art Calendar* distributes a free, weekly Calls to Artists e-blast to its subscribers, opt-in e-mail subscribers and members of ArtScuttlebutt.com and CrafterCircle.com. This e-blast includes a list of the latest Calls to Artists posted on ArtCalendar.com and/or included in the most recent issue of *Art Calendar*, and premium web-banner space is available for advertisers in this weekly e-blast.

WORKSHOPS/ONLINE VIDEO SEMINARS

Let **ART CALENDAR** film, edit and host online workshops or seminars for your company! Promote your new product or service, conduct an instructional video or simply brand your company with **ART CALENDAR'S** specialized video services and video player. Online videos created by **ART CALENDAR** include:

- 📺 Up to 60 minutes of presentation material
- 📺 The ability to play, pause and re-play video at the viewer's convenience
- 📺 A downloadable PDF outline of notes and reference materials from the video presentation
- 📺 Banner ad space on the video player
- 📺 On-demand, live, free and pay-per-view options

Art Calendar will host your online video on ArtCalendar.com and will create a unique page that mimics your Web site so the transition for viewers is flawless. Please call for details.

VIDEO SERVICES

Art Calendar offers high-definition video opportunities, complete with full video services and an onsite film studio. Please call for details.

CONTESTS

Let **ART CALENDAR** create and host your next online contest. **ART CALENDAR** has developed a customizable, user-friendly contest template, which allows entrants to upload images while giving advertisers the ability to collect data from participants. Hosted on ArtCalendar.com, these popular contests also have the ability to mimic the look of an advertiser's site, adding to the overall brand recognition. Please call for details.

PRODUCTION SPECIFICATIONS

PUBLICATION TRIM SIZE 8 3/8" X 10 7/8"

AD SIZE	WIDTH		DEPTH
Full Page	8 3/8"	x	10 7/8"
Half Page - Horizontal	7 1/4"	x	4 7/8"
Half Page - Vertical	3 5/8"	x	9 3/4"
Quarter Page - Square	3 1/2"	x	4 7/8"
Sixth Page - Vertical	2 1/4"	x	4 7/8"

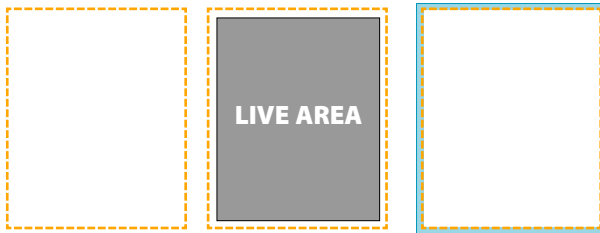
DIGITAL FORMATS Mac OSX Platform:

(Please include an exported EPS with all fonts/images embedded.)

- * QuarkXpress
- * Adobe Photoshop
- * Adobe Illustrator
- * Adobe InDesign
- * Adobe PDFX1a files

- Please place all components (images, documents, fonts) into one folder.
- Send only the files and artwork needed for output; include screen and printer font for each font used (no PC fonts please).
- Include an approved SWOP color proof.
- PMS and Metallics: Corresponding number, proof must be supplied.
- Turnstile Publishing cannot be held responsible for errors in reproduction if an approved color proof is not supplied.

FULL PAGE



Trim: 8 3/8" x 10 7/8"

Live: 7 1/4" x 9 3/4"

Bleed: 8 5/8" x 11 1/8"

MECHANICAL INFORMATION

- Printing: Heatset web offset press
- Binding: Saddle-stitch
- Colors Available: Process, standard red, standard green, PMS, metallics
- Color Sequence: PMS, black, cyan, magenta, yellow

SHIPPING

Ship space orders and materials to:
Advertising Traffic Coordinator
Turnstile Publishing Company
1500 Park Center Drive
Orlando, FL 32835

Questions? Contact Deborah Hesselbart
at 407.563.7022 or DHesselbart@Golfweek.com.

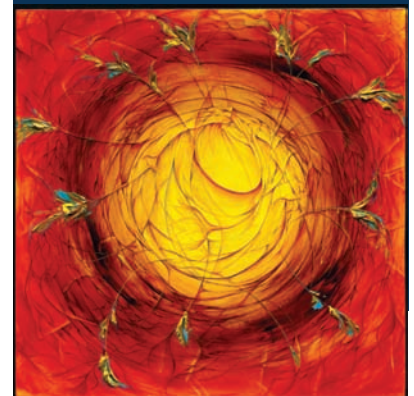


73%
of readers find the
advertisements in
Art Calendar helpful
when considering an
art-related purchase.

Source: 2009 Art Calendar Subscriber Study

“I have been advertising with ART CALENDAR for many years, and all of my campaigns with them have been extremely successful. I currently run print ads in the magazine, as well as banner and button link ads. All of these media are very effective for reaching my target audience, and there are many more options available... each time I add something new, I see immediate results. [ART CALENDAR is] extremely effective at getting the job done and making my phones ring off the hook. I highly recommend this magazine and websites to anyone looking to increase their sales.”

Michael DiGiovanni, President
1st National Processing



Dissolution by Pamela Sukhum

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