



# artsee

for people who create, support and love art

MEDIA KIT

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## About artsee

**Mission Statement:** *artsee* magazine is dedicated to being THE SOURCE for visual arts in North and South Carolina. Our mission is to keep residents and visitors to the Carolinas informed of happenings in the region's arts community, while providing editorial content that is both exciting and educational. Anyone residing in or visiting the Carolinas can learn about upcoming arts events by reading *artsee* magazine or visiting [artseemagazine.com](http://artseemagazine.com). *artsee* readers gain access to the knowledge and talents of area businesses, artists, collectors and enthusiasts that comprise the Carolinas' vibrant arts scene.

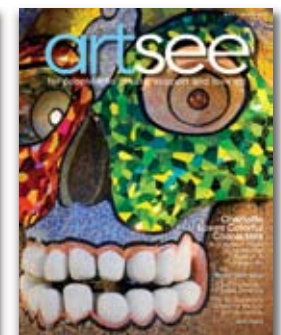
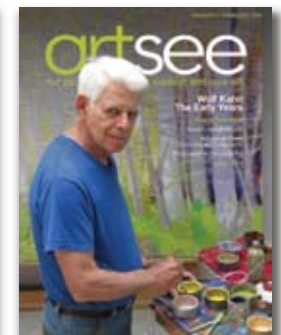
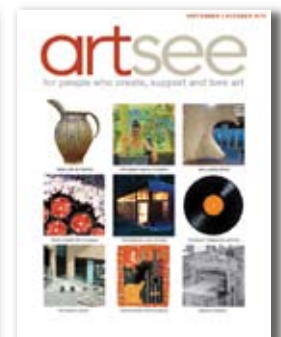
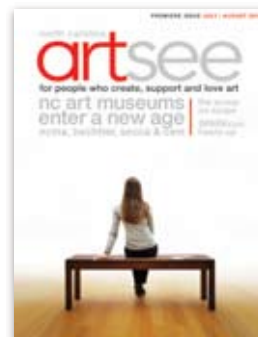
**Company Goals and Objectives:** *artsee* magazine focuses on the people, places and organizations that play a pivotal role in making art accessible to everyone. Through our distribution of 20,000 magazines and online at [artseemagazine.com](http://artseemagazine.com), we expose our readers to a wide variety of art-related topics that highlight and encourage participation and support for the arts community.

## Our Readers

- *artsee* readers see art offerings (events, visual and performing arts) as important or extremely important when traveling for leisure, and nearly 88% will travel 100 miles or more to attend arts events and exhibitions
- 69% of *artsee* readers are the decision makers in a business or the head of a household
- Over 90% of *artsee* readers shop for art works and art-related products while traveling
- 100% of *artsee* readers dine out an average of 3.5 times a week
- 74% of *artsee* readers have a college degree
- Over 50% of *artsee* readers have an average annual income of greater than \$150,000

### Statement of Circulation

Statement required by 39, USC 3685 showing the ownership, management, and circulation of artsee magazine, published bimonthly at 982 Trinity Rd, Raleigh, NC 27607-4940.  
Information is as of January 2011. Annual subscription rate: \$32. Publisher: DWEEB, Inc., whose owners represent: Publisher: Sean Byrne, Design: Dan and Van Early, Editorial: T.S. Donahue. The known bondholders, mortgages and other security holders owning any percentage are: None. Extent and Nature of Circulation: A. Average total copies (net press run) during preceding 12 months/bimonthly: 60,000. B. Average total of distribution for past 12 months: 10,000/bimonthly. C. Total Distribution over last 12 months: 60,000. D. Actual distribution over past 12 months: 58,000. E. Expected distribution for calendar year 2012: 120,000. F. Expected actual distribution for calendar year 2012: 117,000. We certify that the statements made by us above are correct and complete. - Sean Byrne, Publisher.



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Each full-color, photo-filled issue of *artsee* will keep you informed of happenings all over the Carolinas in all areas of the visual arts. Our content will keep you surprised, entertained and informed.

## DEPARTMENTS

**Inside *artsee*** - table of contents

**Letter from *artsee*** - letter from our managing editor

**Ask the Arts Lawyer** - art-related questions answered by art lawyer Daniel Ellison

**Seen** - event photos

**Exposure** - artists' photos of their work

**Perspective** - art opinion column

**Calendar** - calendar of events

**Sketches** - events or news of particular interest

## FEATURES

**Sightseeing** (*art in unique places*) There's art all around us. This feature is dedicated to exploring the out-of-the-ordinary, unexpected beauty found in places you may have overlooked.

**Openings** (*gallery and museum shows*) Every issue of *artsee* will keep you informed of upcoming gallery and museum shows. We'll cover who's showing where and when and we'll even give you a preview of what to expect.

**Portfolio** (*business of art column*) Learn all about art as it relates to the business world. We'll share tips and information on becoming a successful artist and collector.

**Conversations** (*interviews*) We'll talk to the people shaping our art community—the artists, patrons, collectors, gallery owners, nonprofit leaders, curators and educators. Find out what these prominent people think about the things that matter to you.

**Profile** (*portraits of artists*) In-depth and informative articles about some of the Carolinas' most talented and interesting artists.

**Emerging** (*up-and-coming artists*) In this section, find out about artists you may not have heard about yet and the venues where they are showing.

**Academia** (*art education or art history stories*) Learn about nationally-recognized institutions that teach the fine arts. See how it's being taught and how it's changing the classroom. From time-to-time, we'll also cover art from a historical perspective—providing a little art education of our own.

**ArtSmart** (*knowledge is power*) Experts in all areas of visual art contribute on a wide range of topics— everything from art restoration to art technique.

**Community** (*art-related nonprofit news*) Talk about unappreciated artists. How about recognizing the people who do so much to enrich our community. That's what this section is all about. We'll let you know about these organizations and the valuable work they're doing.

**Landscape** (*community & local organization news*) Here we recognize local businesses and organizations impacting the visual arts communities across the Carolinas.

**As *artsee* continues to evolve, watch for new features to be added.**



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## 2011 Rates and Dates

### RATES AVAILABLE ON REQUEST

Pricing is available for placements of full page, 2/3 page, 1/2 page, 1/3 page and 1/4 page in 1, 3, 6 and 12 issues. We also offer the back cover, inside front cover and inside back cover.

(Please see our spec sheet for sizes).

Artists may purchase Exposure Ads at a special artist rate available only through our website - [www.artseemagazine.com](http://www.artseemagazine.com)

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2011 ADVERTISING CLOSING DATES		2012 ADVERTISING CLOSING DATES	
Issue	Closing Date	Issue	Closing Date
Nov/Dec	Oct 17	Jan/Feb	Dec 1, 2011
		Mar/April	Feb 6
		May/June	April 2
		July/Aug	June 4
		Sept/Oct	August 6
		Nov/Dec	October 8

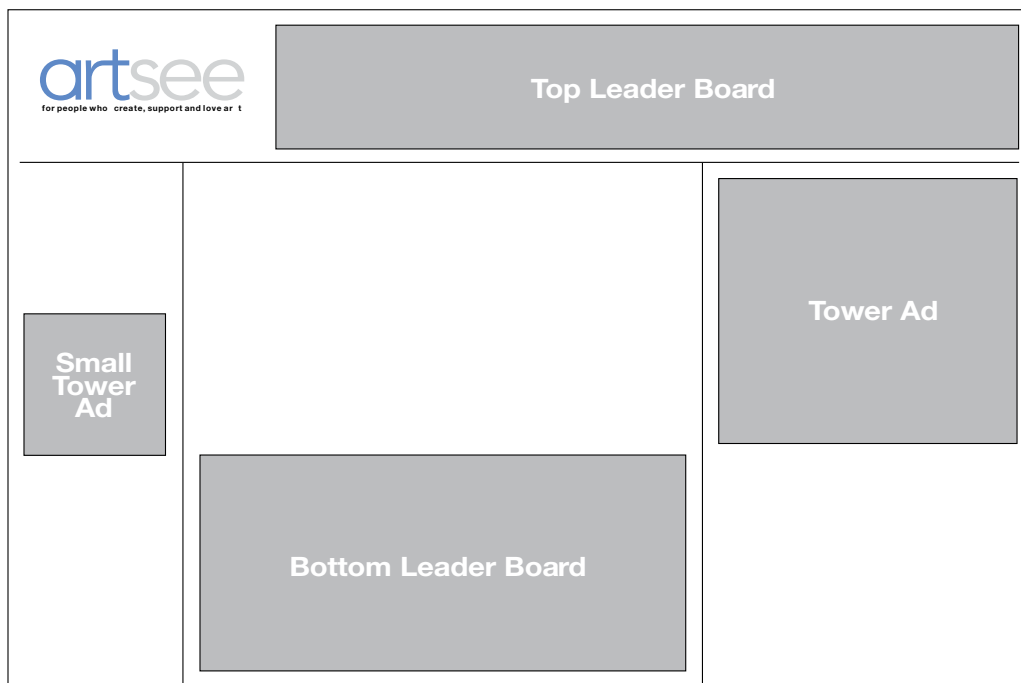


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## Web Advertising Specs

Top Leader Board	728 x 90 pixels
Bottom Leader Board	450 x 200 pixels
Large Tower Ad	300 x 250 pixels
Small Tower Ad	125 x 125 pixels

**PLEASE INQUIRE ABOUT RATES** (per issue)



Website page



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## Print Advertising Sizes and Specs

### AD SIZES

### DIMENSIONS

width x height

Full Page (full bleed)	8.75 x 11.125
Full Page (no bleed)	7.5 x 9.875
1/2 Horizontal	7.5 x 4.875
1/2 Vertical	3.625 x 9.875
2/3 Vertical	4.9375 x 9.875
1/3 Square	4.9375 x 4.8125
1/3 Vertical	2.3125 x 9.875
1/4 Horizontal	7.5 x 2.25
1/4 Vertical	3.625 x 4.8125
1/6 Horizontal	4.9375 x 2.25
1/6 Vertical	2.3125 x 4.8125

**PUBLICATION TRIM SIZE** 8.5" X 10.875"

### GENERAL FILE INFORMATION

Preferred file format is high resolution PDF but 300dpi JPGs are accepted

- Full bleed ads must have .125" bleed. Keep live material .25" within trim
- All fonts must be embedded or outlined
- Images should be CMYK and 300dpi
- When saving file do not include crop marks if possible
- Please name files using company or individual's name

### Additional Charges

Any ads that do not adhere to our specifications and need to be adjusted may be charged an additional production fee. Our creative staff is available to create bold, effective advertisements for you. Contact us for an estimate.

### Transmission of Files

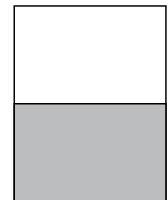
Files may be sent via [artseemagazine.com/advertise.com](http://artseemagazine.com/advertise.com) or sent on a CD-ROM to *artsee*, 982 Trinity Rd., Raleigh NC 27607.



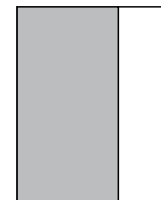
Full Page



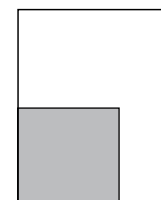
1/2 Vertical



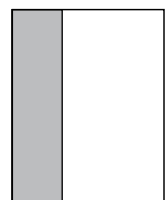
1/2 Horizontal



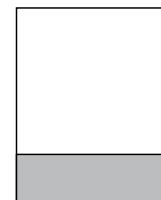
2/3 Vertical



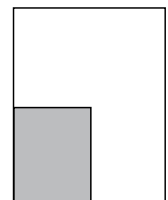
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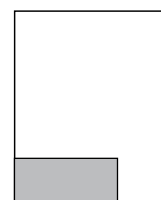
1/3 Vertical



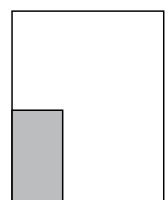
1/4 Horizontal



1/4 Vertical



1/6 Horizontal



1/6 Vertical

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## Distribution

### NORTH CAROLINA

#### ABERDEEN

Artist League of the Sandhills

#### ASHEBORO

Randolph Arts Guild

#### ASHEVILLE

Bender Gallery  
Blue Spiral1 Gallery  
Constance Williams Gallery  
Groveswood Gallery

#### BEAUFORT

Beaufort Art Center  
Handscapes Gallery

#### BOONE

Turchin Center for the Visual Arts

#### BURLINGTON

Burlington Artists League

#### CARRBORO

Southeastern Camera

#### CARY

Cary Gallery of Artists  
Jordan Hall Arts Center  
The Russian Art Gallery

#### CHAPEL HILL

Ackland Museum Store  
Flyleaf Books  
Frank Gallery  
The Virginia Gail Collection  
Whole Foods

#### CHARLOTTE

Borders Bookstore  
Charlotte Art League  
Green Rice Gallery & Studios  
Hidell Brooks Gallery  
Hodges Taylor Art Consultancy  
Jerald Melberg Gallery  
Lark & Key Gallery (2 locations)  
McCull Center for the Visual Arts  
Red Sky Gallery  
Visit Charlotte

#### CHEROKEE

Oconaluftee Institute  
for Cultural Arts

#### DURHAM

Durham Arts Council  
Durham Art Guild  
Golden Belt Arts  
Horse & Buggy Press  
LabourLove Gallery  
Nancy Tuttle May Studio  
Outsiders Art & Collectibles  
Through This Lens  
Whole Foods

#### FAYETTEVILLE

Cape Fear Studios

#### GREENSBORO

African American Atelier  
Elsewhere Collaborative  
Green Hill Center for NC Art  
Weatherspoon Art Museum

#### GREENVILLE

City Art Gallery  
East Carolina School  
of Art and Design  
Leo Jenkins Fine Arts Center  
Emerge Gallery  
Greenville Museum of Art

#### HICKORY

Hickory Museum of Art

#### HILLSBOROUGH

Eno Gallery

#### KINSTON

Kinston Community Council  
for the Arts

#### MOREHEAD CITY

Arts & Things Gallery  
City News

#### NEW BERN

Art & Materials  
Carolina Creations

#### PENLAND

Penland School of Crafts

#### PINEVILLE

Civic & Cultural Arts Center  
of Pineville

#### PITTSBORO

Chatham County Library  
Liquidambar Gallery

#### RALEIGH

Adam Cave Fine Art  
Artspace  
Askew Taylor Paints  
Flanders Gallery  
Gallery C  
Jerry's Artarama  
Little Art Gallery  
Local Color Gallery  
Nicole's Studio & Art Gallery  
The Carter Building  
The Mahler Fine Art  
Visual Art Exchange  
Whole Foods Ridgewood

#### ROCKY MOUNT

The Maria V. Howard Arts  
Center at the Imperial Centre

#### SALISBURY

Waterworks Visual Arts Center

#### SAXAPAHAW

Saxapahaw Artists

#### SOUTHERN PINES

Artist Alley  
Eye Candy Gallery

#### SWANSBORO

Tidewater Gallery

#### VILAS

Wayne Trapp Studio

#### WAKE FOREST

Lede Studio & Gallery  
Sunflower Studios

#### WASHINGTON

Inner Banks Artisans' Center

#### WILMINGTON

Modular Graphics & Media  
Tavernays Jewelers  
Walls Fine Art Gallery

#### WINSTON-SALEM

Arts Council of Winston-Salem  
Associated Artists of Winston-Salem  
Piedmont Craftsmen Gallery  
SECCA (Southeastern Center  
for Contemporary Art  
Visit Winston-Salem

### SOUTH CAROLINA

#### CHARLESTON

Eye Level Art  
Robert Lange Studios  
Gibbes Museum of Art

#### CLEMSON UNIVERSITY

Center for the Visual Arts at  
Clemson University  
Lee Gallery at the Center for  
the Visual Arts at Clemson  
University

#### COLUMBIA

City Art  
Cultural Council of Richland  
and Lexington

#### GREAT FALLS

Avante Garde Center

#### GREENVILLE

Art Bomb Studios  
Hampton III Gallery Ltd.  
LC Art Gallery  
Lynn Strong Gallery  
Metropolitan Arts Council

#### LANCASTER

Bob Doster's Backstreet Studio  
See Lancaster

#### ROCK HILL

The Arts Council of York County  
Winthrop University Galleries  
College of Visual and  
Performing Arts

**We are constantly adding  
additional distribution  
points. Please visit  
[artseemagazine.com](http://artseemagazine.com)  
for an updated list.**



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## 2011/2012 Editorial Calendar

<p><b>Nov/Dec 2011</b> <i>Editorial Closes Sept 14</i></p> <p>Durham, NC Sightseeing</p> <p>Landscape Columbia, SC</p>		
<p><b>Jan/Feb 2012</b> <i>Editorial Closes Nov 11, 2011</i></p> <p>Education in Arts Issue (Art EDU Guide)</p> <p>Collector's Issue (Corporate/Private Collections)</p> <p>Midlands SC</p>	<p><b>Mar/April 2012</b> <i>Editorial Closes Jan 11, 2012</i></p> <p>Cultural Historical Issue</p> <p>Central NC</p> <p>Eastern NC</p> <p>Spoleto Festival Charleston, SC</p>	<p><b>May/June 2012</b> <i>Editorial Closes Mar 14</i></p> <p>Grand Strand/ Low Country SC</p> <p>Beaufort, NC/ Beaufort, SC</p>
<p><b>July/Aug 2012</b> <i>Editorial Closes May 16</i></p> <p>Coastal Creativity, Art Along Our Shores</p> <p>Bele Chere, Asheville, NC</p> <p>Handmade Issue, Carolina's Specialty Arts (Pottery, Weaving, Etc.)</p>	<p><b>Sept/Oct 2012</b> <i>Editorial Closes July 8</i></p> <p>Upstate SC</p> <p>Western NC</p>	<p><b>Nov/Dec 2012</b> <i>Editorial Closes Sept 19</i></p> <p>Architecture Issue</p> <p>Mountain Art Issue</p> <p>Religious Art</p>

***This calendar is subject to change without notice.***