

# Advertising in *WOMEN IN THE ARTS* magazine



***Women in the Arts* is the only magazine dedicated to recognizing the achievements of women artists, writers, musicians, performers, and contributors to world culture.**

- 32-page publication with award-winning design published three times a year
- Circulation 30,000, readership of nearly 100,000
- Distributed **nationally** and **internationally** to NMWA members and committees, free for NWMA visitors
- Average reader is 61-year-old woman with a post-graduate degree and a household income of \$89,200—educated, well-traveled, affluent, and passionately devoted to the arts

#### Regular Features and Departments

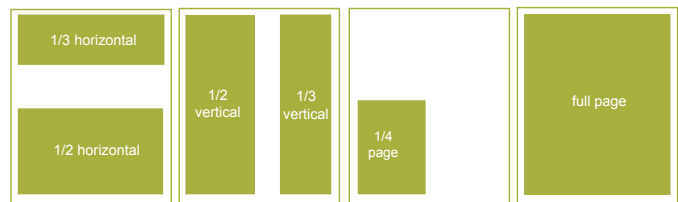
- **Feature Stories** highlight NMWA exhibitions and programs, and include articles on the visual arts, music, theater, dance, film, and literature.
- **Art News** reports current national and international news about women in the arts.
- **Culture Watch** lists major exhibitions of work by women artists around the country and reviews recent books, music, and films.
- **From the Collection** profiles an artist and her work in NMWA's collection.
- **In Her Own Words**, written by an artist about her work in NMWA's collection, describes the artist's inspiration and processes.
- **Calendar** lists NMWA programs and special events.
- **Recent Acquisition** profiles the newest additions to NMWA's collection.
- **Museum News** provides news and information on people making significant contributions to NMWA and the arts.
- **Museum Shop** sells unique items by or about women.

#### Rates (effective October 1, 2009)

Size	Price	w/ Design
Business card (or 25 word message)	\$300	\$360
1/4 page	\$850	\$1,020
1/3 page (vertical or horizontal)	\$1200	\$1,440
1/2 page (vertical or horizontal)	\$1,700	\$2,040
Full page	\$3,500	\$4,200
Full spread	\$6,200	\$7,440
Inside Back Cover, full page	\$5,000	\$6,000
Inside Front Cover, full page	\$5,500	\$6,600

Dimensions	Non-bleed	Bleed
Business card	3.375 × 2"	
1/4 page	3.375 × 4.5"	
1/3 page vertical	2.1875 × 9.5"	
1/3 page horizontal	7 × 3"	
1/2 page vertical	3.375 × 9.5"	
1/2 page horizontal	7 × 4.75"	
Full page	7 × 9.5"	8.5 × 11.125"
Full spread	15.25 × 9.5"	16.75 × 11.125"

Ads that bleed include 0.125" head trim and a 0.125" foot, face, and gutter trim. All live matter should be a minimum of 0.25" from trim. Crossover headlines on spread ads should be a minimum of 0.1875" from gutter trim. NMWA cannot accommodate ad placement requests.



#### Closing Date

early July  
early December  
early April

#### Publication Date

Fall/Winter (September)  
Spring (February)  
Summer (June)

Cancellations are not accepted after the closing date.

**Dates are subject to change. Contact the Publications Department for exact closing dates.**

