

2012 ADVERTISING RATE CARD



Your industry magazine for more than 14 years

ABOUT AMR

Since 1998, *Art Materials Retailer* has helped promote thousands of products to the AM industry. It remains the only trade magazine for this unique and very specialized market.

THE BEST PLACE TO ADVERTISE

By advertising in your industry's *only* printed trade publication, you're taking advantage of the most cost-effective form of communication between manufacturers and retailers.

Research shows that trade advertising:

- Creates brand awareness.
- Stimulates interest in new products.
- Enhances product loyalty.
- Strengthens perceived value, and
- Increases market share.

In fact, trade advertising helps you take a large number of people through fewer steps of a sale by providing contact information and awareness. As awareness of your brand increases through advertising, so too does *preference* for your brand.

In the AM industry, you can improve response to your ads by featuring a special offer or discount to retailers. Free freight, additional percentage off, no minimums and free sample products are just a few effective ideas.

PROVIDING PRACTICAL NEWS FOR RETAILERS

That's the focus of *Art Materials Retailer*. By providing profiles of successful stores, product recommendations from AM retailers, how-to articles for running a retail business plus new product features, the magazine is widely anticipated and read cover to cover by employees of every store on our mailing list.

CIRCULATION – 6,065

5,000 - Art & Craft Supply Stores
(including fine art stores, college bookstores, online retailers)

1,065 - Digital Magazine Readers

PROUD MEMBER OF




2012 MAGAZINE ISSUES

NAMTA Show Ad Space Due: Mar 9 Mailing Date: Apr 9	Launch new products with an ad in our biggest issue of the year. Buyers preparing for NAMTA's Art Materials World, May 9-11 in Orlando, will shop our show preview pages first. They'll see your message, even if you're not exhibiting in Orlando. <i>Bonus Distribution at NAMTA's Art Materials World International Convention & Trade Show</i>
Buyers' Guide/ Back-to-School Ad Space Due: June 8 Mailing Date: July 6	Perfectly timed to reach buyers just prior the back-to-school ordering season, this special annual issue features a 32-page full-color directory of industry vendors, publishers and distributors, plus a cross-reference of their products. It's handy and easy-to-use – a great desk reference for art materials retailers all year long.
Holiday Ad Space Due: Aug 31 Mailing Date: Sept 28	Reach buyers now to promote your gift ideas and fourth-quarter specials. Create a strong selling season by showing them products to attract and excite holiday gift givers.
New Products Ad Space Due: Dec 7 Mailing Date: Jan 4, 2013	Be among the first in the new year to present your products to AM retailers. Your ad in this early 2013 issue will reach buyers before Creativeworld in Frankfurt, and the CHA Show in Anaheim. <i>Bonus Distribution at the CHA Winter Conference and Trade Show</i>

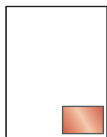
ADVERTISING BONUS

For each issue you advertise in receive a FREE product editorial and FREE online vendor ad.



The Internet has not replaced print advertising. The two work well together – magazines lead all other media in influencing buyers to start a search for products online, according to MPA.

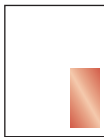
MAGAZINE AD SPECS



1/8 PAGE

Horizontal

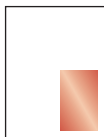
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1/6 PAGE

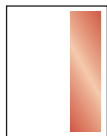
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1/4 PAGE

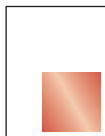
3-1/4" x 4-3/4" (WxH)



1/3 PAGE

Vertical

2-1/4" x 10" (WxH)



1/3 PAGE

Square

4-5/8" x 4-3/4" (WxH)



1/2 PAGE

Vertical

4-5/8" x 7-5/8" (WxH)



1/2 PAGE

Horizontal

7" x 5" (WxH)



2/3 PAGE

4-5/8" x 10" (WxH)



*Please contact one of our
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advertising proposal.*

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