

Painting World[®]

magazine

Media Kit 2018-2019

◆ Full Advertising Information & Rates ◆



Painting World Magazine Media Kit

Contact Information:

Kole Hunt, Editor
editor@paintingworldmag.com
www.paintingworldmag.com

What is Painting World Magazine?

Painting World Magazine brings its readers the best painting and mixed media tutorials from some of the top artists worldwide in the decorative arts industry.

We are focused on creating a community full of people who inspire each other and share great ideas!

Our readers can learn about decorative painting, mixed media, tole painting, rosemailing, primitives, modern painting and more!

Painting World Magazine is published six times per year, every other month beginning with the January-February New Year Issue.

Our site, www.paintingworldmag.com as well as our social media networks are updated on a regular basis.

By advertising with Painting World Magazine you can reach a vast audience everywhere they are looking!

Our Platforms Include:

- Painting World Magazine print and digital editions
- Amazon.com® digital subscriptions
- Bi-Weekly Email Newsletters
- Top Social Media Networks

Who reads Painting World Magazine?

- 86% Women
- 22% under age 55; 36% between age 55-64; 42% age 65+
- Interests: Home & Garden Decor, Hobbies, Arts & Entertainment, Gifts, Seasonal Items & Decor, Cooking
- Most live in the United States and Canada
- Circulation: ~2600+ print & digital subscribers
- 16,000+ Social Media Followers

Subsequent issues will continue to grow, we're the leading magazine in the industry!

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Annual Advertising Calendar

Issue	Ad Deadline	Themes	Publish Date
February 2019	11/15/18	Vintage Valentine's / Early Spring / Art Deco / Friendship / Easter Gifts: Cards, Decor, Use- ful or Unique	01/01/19
April 2019	01/15/19	Spring / Gardening / Home Decor / Picnics Planting, Picnic, and Home Decor Surfaces	03/01/19
June 2019	03/15/19	Tropical / Beach / Ocean / Travel Useful or Trendy surfaces	05/01/19
August 2019	05/15/19	Harvest / Autumn / Thanksgiving / Hallow- een / Woodland and Streams Kitchen Collection surfaces	07/01/19
October 2019	07/15/19	Ornaments--Vintage Holiday / Art Deco / Snowman / Elves / Santa Door Decor	09/01/19
December 2019	09/15/19	Holiday / Winter / Snowscapes Country and City Home Decor	11/01/19

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Advertising Rates

All costs are net | All ads are 4-color | Rates listed are prices PER ISSUE

Design services are available. Pricing is in addition to rates below.

Size	1x	4x	6x
Full Page Back Cover	\$1499	\$1299	\$1099
Full Page Inside Front Cover	\$1399	\$1299	\$1199
Full Page Inside Back Cover	\$1299	\$1199	\$1099
2 Page Spread	\$2399	\$2199	\$1999
1 Page	\$1199	\$1099	\$999
2/3 Page	\$849	\$749	\$649
1/2 Page	\$699	\$599	\$499
1/3 Page	\$529	\$429	\$329
1/4 Page	\$449	\$349	\$249
1/6 Page	\$259	\$199	\$159

* If you are doing multiple ads, ask us about a multi-ad discount.*Ask about advertising on our blog.

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Advertising Design Services

We're pleased to be able to offer top-notch design services at the most reasonable prices available. Our graphic artists can create an advertisement that reflects your personality and will effectively draw readers to your business!

Contact Info: 937.343.4440

info@paintingworldmag.com

Size	Design *	Logo Design	Copy Add-on
Full Page Back Cover	\$500	Full Color = \$500	\$150
Full Page Inside Front Cover	\$500	B/W = \$350	\$150
Full Page Inside Back Cover	\$500		\$150
2 Page Spread	\$500		\$150
1 Page	\$350		\$130
2/3 Page	\$250		\$130
1/2 Page	\$250		\$130
1/3 Page	\$150		\$120
1/4 Page	\$120		\$110
1/6 Page	\$110		\$100
1/12 Page	\$100		\$50

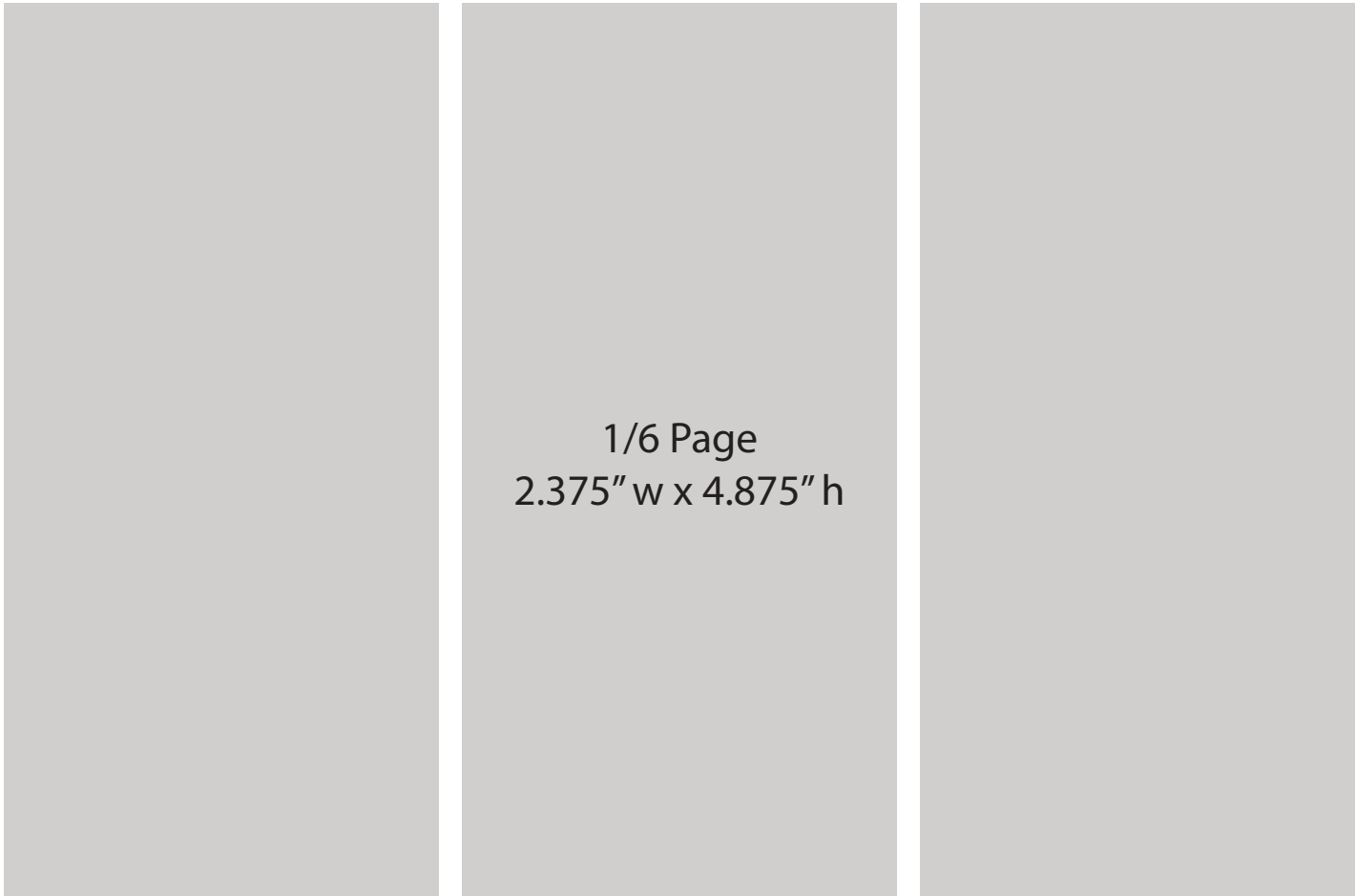
*Includes 2 concepts and 1 round of revisions. Printing service's available upon request.

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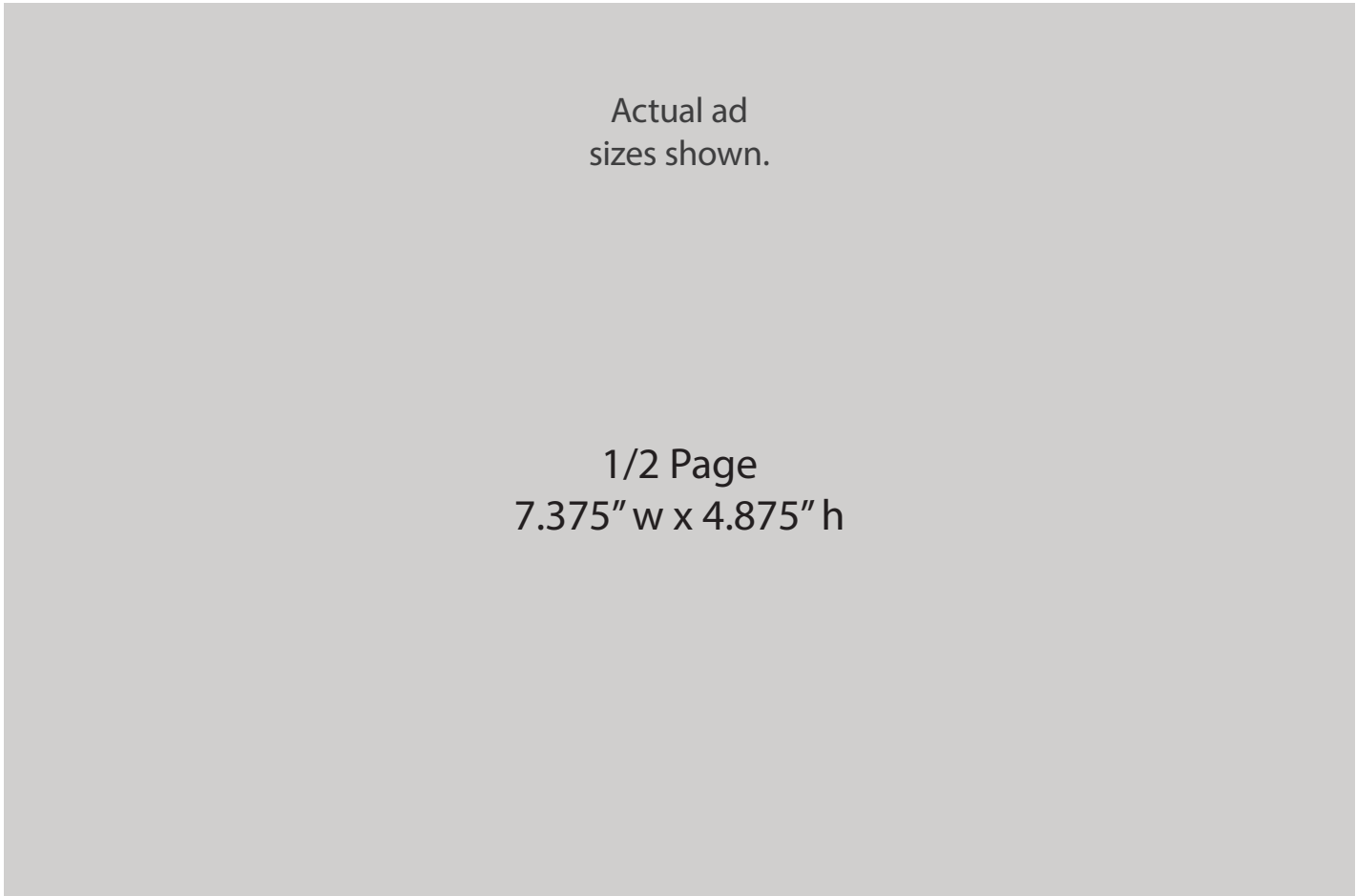
Print Ad Sizes

Trim 8.375" x 10.875"

Size	Orientation	Dimensions WxH <small>(excluding bleed, add .125" for full bleed)</small>
Full Page Back Cover	FULL	8.375" x 10.875"
Full Page Inside Front Cover	FULL	8.375" x 10.875"
Full Page Inside Back Cover	FULL	8.375" x 10.875"
2 Page Spread	FULL x2	16.75" x 10.875"
1 Page	FULL	8.375" x 10.875"
2/3 Page	2/3 Horizontal	7.375" x 6.5"
1/2 Page	1/2 Horizontal	7.375" x 4.875"
1/3 Page Vertical	1/3 Vertical	2.375" x 9.875"
1/3 Page Horizontal	1/3 Horizontal	7.375" x 3.25"
1/4 Page	1/4 Vertical	3.625" x 4.875"
1/6 Page	1/6 Vertical	2.375" x 4.875"
1/12 Page	1/12 Squared	2.375" x 2.375"



1/6 Page
2.375" w x 4.875" h



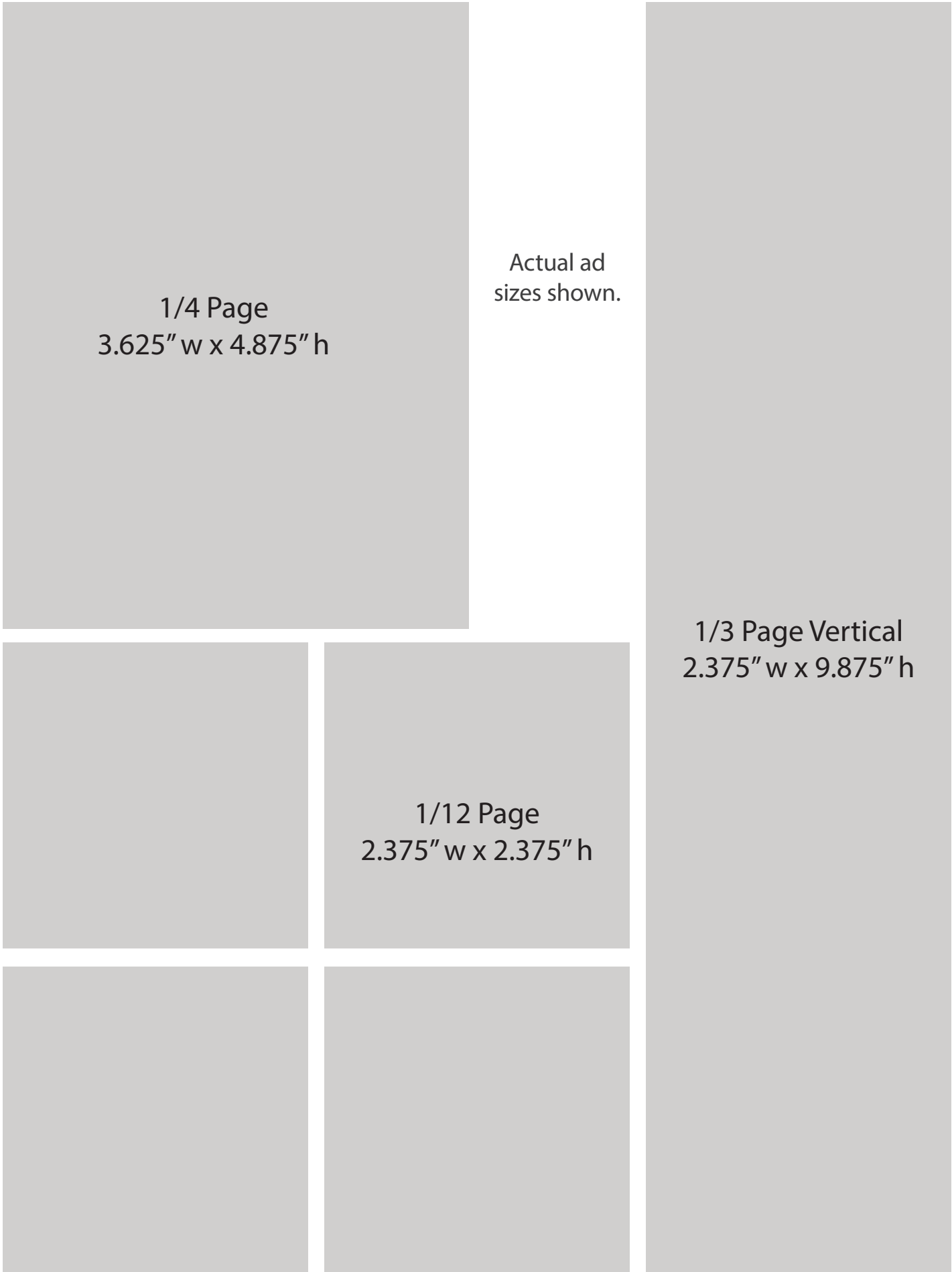
Actual ad
sizes shown.

1/2 Page
7.375" w x 4.875" h

2/3 Page
7.375" w x 6.5" h

Actual ad
sizes shown.

1/3 Page Horizontal
7.375" w x 3.25" h



1/4 Page
3.625" w x 4.875" h

Actual ad
sizes shown.

1/3 Page Vertical
2.375" w x 9.875" h

1/12 Page
2.375" w x 2.375" h

Editorial Mission

We are completely dedicated to the joy of creating delivered to our readers! We select only the best articles from the top designers in the industry and will be featuring all the hottest new techniques, products and artists. Our audience is a huge range of artists just starting out with their craft to seasoned professionals who have

supported the industry since the 1970s. Editor-in-Chief, Kole Hunt and the team at Loon Publishing, LLC, together with top designers, photographers, outstanding writers and a passionate readership are entirely committed to helping the decorative painting industry grow!

The logo for Painting World magazine features the text "Painting World® magazine" in a white serif font, centered within a white rectangular frame. The frame is overlaid on a large, vibrant pink brushstroke that sweeps across the middle of the page. The background is a light gray, flanked by vertical bands of pink and blue paint splatters on the left and right sides respectively.

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World®
magazine