

{artsy}

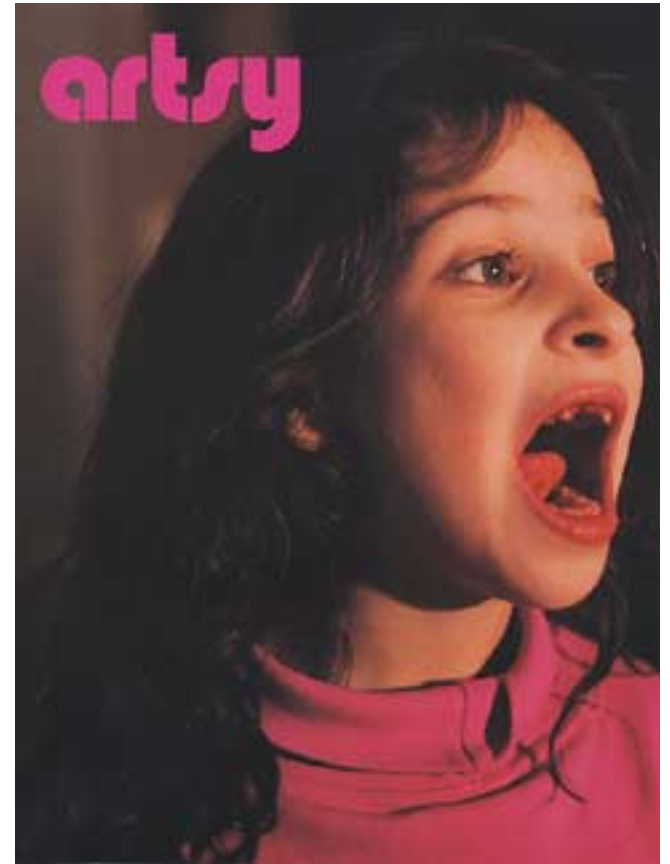
WSSE
May 2003



Image courtesy and copyright of Karin Luner

“No attitude. Just art.”

a**about us**.....
artsy is the first source for emerging and established female artists. Constantly searching the world for new talent, we make finding new artists easier for curators, collectors, dealers, galleries and art lovers. The publication is distributed in select art galleries throughout Connecticut, New York, Massachusetts, Los Angeles, San Francisco, UK, Germany, Austria & France.



Artsy is a slick new publication designed to be representative of contemporary feminism, couture, music and innovative art work.

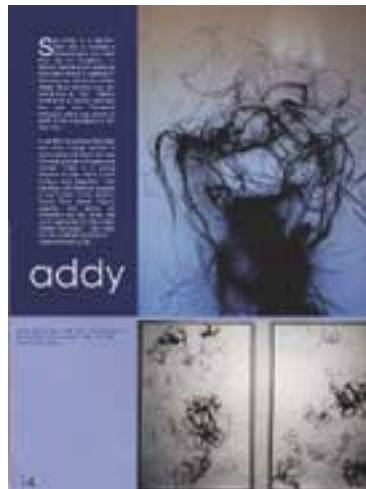
Although we are known for occasionally highlighting a male artist, our mission is to create a friendly forum for female artists. We are interested in working beyond the problem of gender inequality in the art world and its practices by interviewing established artists and showcasing emerging artists.

O.....**our readers**.....
ur readers vary in age. They value well thought out content and great design. Comprised of artists, students, curators, designers, gallery owners and many other art professionals; our readers are college educated. Most posses a Bachelors Degree and some even hold a Masters in their respected field of study.

Since you can only get a copy of Artsy in galleries, you can rest assured that our readers posess a desire to keep up with the modern art scene.

We differ from the standard art publications by featuring high quality work and large names without a pretentious attitude. We pride ourselves on being passionate about the arts and are confident that like minded readers share this philosophy.





.....**distribution**.....

We are an annual publication based out of San Francisco and Connecticut. By the year 2004, we anticipate becoming a quarterly publication. The magazine is distributed in select art galleries and book stores throughout New York, Connecticut, Massachusetts, San Francisco, Great Britain, Germany, Austria & France. There are 5,000 copies distributed. For a complete listing of vendors please visit our website:

Each gallery is hand picked by the magazine and is known as a cultural "hotspot".





"L'Esprit Maudit" (1983/87) oil on canvas

"No other strength" (1983/87) oil on canvas, 100 x 100 cm

rodriguez

RODRIGUEZ is a female artist who has experimented with a variety of subject matter and mediums in order to convey a subtle message. She has taken a representational approach of public work, focusing upon women's issues, in the form of murals, posters, tape, oil, acrylic, pencil, and other mediums.

In a 1983 Rodriguez spent a lot of time studying and drawing the Munch-Baker woman. She did not see Munch-Baker, later during her prison years, she became interested in comic books and pulp magazines as well as SF magazines. The illustrations that she made during these early years have greatly influenced her work today. "My love for cartoons did not end with my own 'Yulet' (play) and language found in my own imagination. Many of my drawings, paintings, and illustrations deal with issues women face and deal with female empowerment in beauty and politics. The cartoon that I draw, such as princess and such, depict women who are supporting the whole concept of women being beautiful and beautiful."

Also, Rodriguez completed her BFA at the University of Kansas and did her Masters in order to receive her Masters at the San Francisco Art Institute. She has had completed part of her



"No. 14" (1983/87) oil on canvas, 100 x 100 cm

My Grandmother Kept Her Sexuality Linda Jo Scott

My grandmother kept her sexuality packed away in a beautiful, colorful dress with a beautiful, colorful design on it.

"Only if that's the way she likes" she whispered.

She was the best.

She was the best.

She was the best.

She was the best.

She was the best.

She was the best.

She was the best.

She was the best.

She was the best.

She was the best.

She was the best.

She was the best.

RODRIGUEZ is a female artist who has experimented with a variety of subject matter and mediums in order to convey a subtle message. She has taken a representational approach of public work, focusing upon women's issues, in the form of murals, posters, tape, oil, acrylic, pencil, and other mediums.

In a 1983 Rodriguez spent a lot of time studying and drawing the Munch-Baker woman. She did not see Munch-Baker, later during her prison years, she became interested in comic books and pulp magazines as well as SF magazines. The illustrations that she made during these early years have greatly influenced her work today. "My love for cartoons did not end with my own 'Yulet' (play) and language found in my own imagination. Many of my drawings, paintings, and illustrations deal with issues women face and deal with female empowerment in beauty and politics. The cartoon that I draw, such as princess and such, depict women who are supporting the whole concept of women being beautiful and beautiful."

Also, Rodriguez completed her BFA at the University of Kansas and did her Masters in order to receive her Masters at the San Francisco Art Institute. She has had completed part of her

amake-goods.....
 tsy's liability is only limited to the portion of the advertisement affected by an error. Make-goods or credits are limited to mistakes that materially lessen the ads effectiveness. Adjustments will be based on a percentage of effectiveness an errors detracts from an advertisement. Internet advertising does not apply. Artsy is not responsible for losses or damages resulting from errors of any advertisement. Adjustments will not be made for errors in camera-ready copy submitted by the advertiser or their agency.

.....**tech. specifications**.....

We use Macintosh computers. Our magazine is 8.5 x 11 inches. Artsy accepts graphics in PSD, TIFF or EPS formats. Do not compress them. To avoid problems, include the original files for all linked or embedded artwork as well as all fonts used. We prefer Quark files over Pagemaker. We support files created in the following software packages:

*Adobe Illustrator, Adobe Pagemaker,
Adobe Photoshop, Quark X-Press*

Save all files in CMYK mode at 600 dpi (400 dpi being the smallest for us). If using layers to construct the image, flatten them before saving. Files must be submitted in camera ready format either by mail or on standard zip disks, Mac/PC compatible 100 mb size desired (Zip 250 mb disks are ok).

If submitting by mail, make sure the image is no larger than 8.5 x 11 inches, otherwise we can't scan it. Electronic .pdf files maybe sent via the internet to our email. All ad colors must be set in CMYK, all the web banners must be set in RGB. We will not be liable for incorrectly submitted ads. If placing a full page ad. you can send over your complimentary banner ad in .jpg format. We must first approve it and the maximum size is 460 by 60 pixels.



for further information please email artsymag@yahoo.com

O

.....**policies**.....

ur publication uses advertising that reflects its readers. Or is it the other way around...overall it's a symbiotic relationship. We will not tolerate offensive advertising. Main point is: "be tasteful". Since tastefulness is a subjective quality, the editors reserve the right to reject any advertising they deem inappropriate for the publication.

We judge with intent, purpose, scope and audience in mind. No illegal organizations, items or activities could be advertised. The advertiser and if applicable, the advertiser's agency assumes responsibility for all content of the advertisement. The advertiser assumes liability for all claims against Artsy resulting from the publication of advertisement. All advertising must be free of deception. It must accurately reflect products and services being offered and correct prices for the goods being depicted.



a

.....**payment**.....

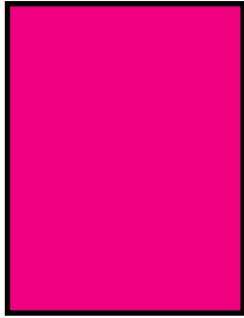
ll advertising must be paid for by April 20th. Please make the checks out to Artsy Magazine. Either call in or e-mail us first with advertising orders. Credit cards can be taken online only. All information is processed by Julia Laricheva: 1(203)314-4763 or email julia@artsymag.com. All copyready images must be in by March 29, March 19th for advertisers requiring to see proofs of their ads. Please send all materials to:

artsy magazine
Julia Laricheva
2127 Second Avenue
NY NY 10029

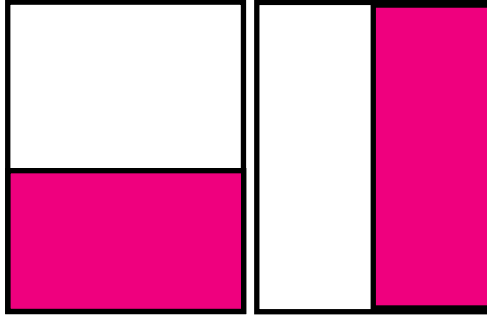


*All copy-ready images must be in by
March 29.*

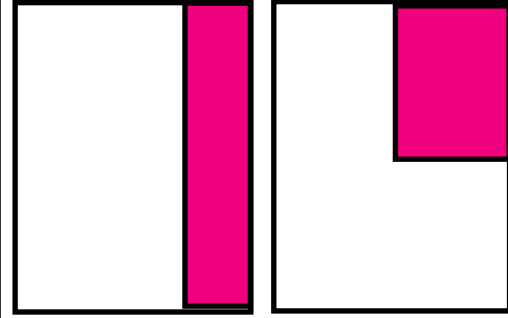
Full Color



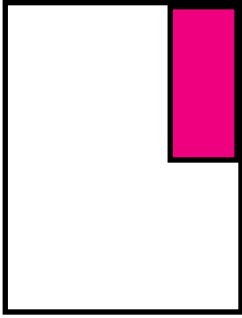
FULL PAGE
\$900



HALF PAGE {horiz. or vert}
\$500



1/4 of PAGE {horiz. or vert}
\$300



1/6 of page
\$150

if you run an ad in only one issue :

if you run the same ad in two consecutive issues:

FULL PAGE
\$850

HALF PAGE
\$450

1/3 of PAGE
\$275

N/A

if you run the same ad in three consecutive issues:

FULL PAGE
\$800

HALF PAGE
\$400

1/3 of PAGE
\$250

N/A

if you run the same ad in four consecutive issues:

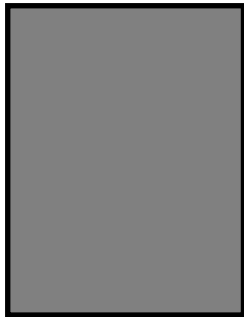
FULL PAGE
\$775

N/A

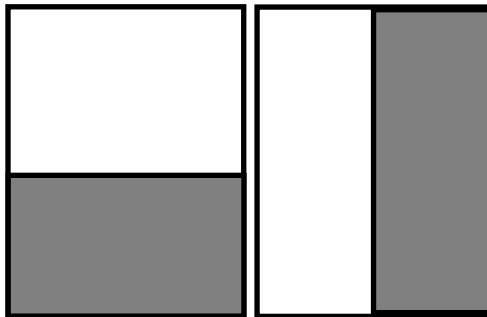
N/A

N/A

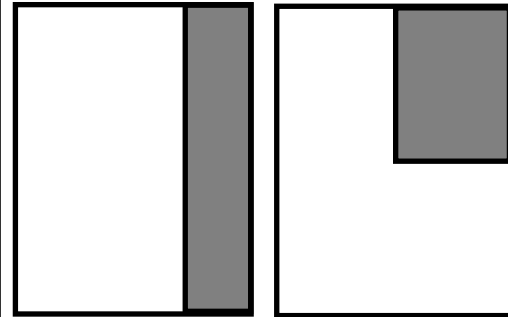
Black & White



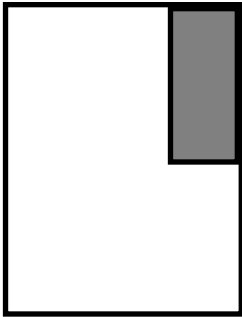
FULL PAGE
\$800



HALF PAGE {horiz. or vert}
\$450



1/4 of PAGE {horiz. or vert}
\$250



1/6 of page
\$125

if you run the same ad in one issue :

if you run the same ad in two consecutive issues:

FULL PAGE
\$750

HALF PAGE
\$425

1/3 of PAGE
\$225

N/A

if you run the same ad in three consecutive issues:

FULL PAGE
\$700

1/3 of PAGE
\$400

1/3 of PAGE
\$200

N/A

if you run the same ad in four consecutive issues:

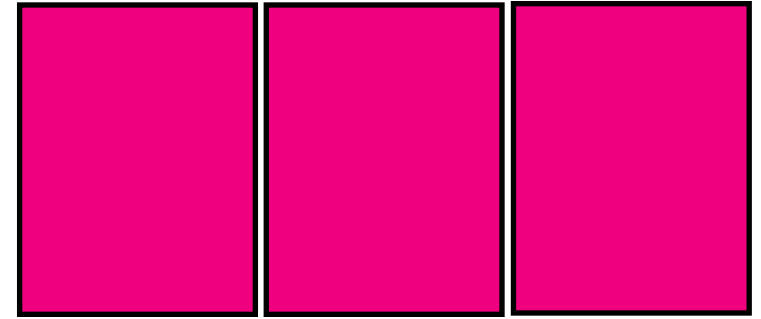
N/A

N/A

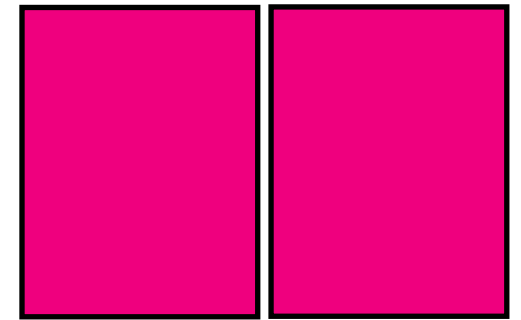
N/A

N/A

TYPE SETTING AND PRODUCTION CHARGES FOR FULL PAGE: \$300
TYPE SETTING AND PRODUCTION CHARGES FOR HALF PAGE: \$200
DESIGN CONCEPTS FOR A FULL OR A HALF PAGE: \$200

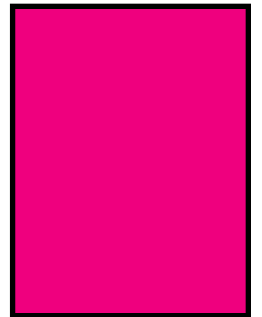


A THREE PART FOLD OUT SPREAD \$3000

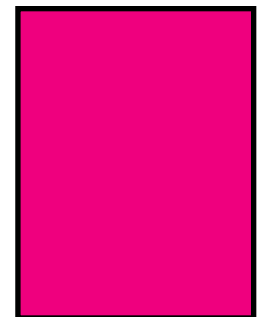


TWO PAGE SPREAD \$2000

Artists included:
Karin Luner
Sharon Guy
Mary Hatch
Sandra Bermudez
Megan Mitchell
Isis Rodriguez
Susan Patton



OUTSIDE BACK COVER \$1200



INSIDE FRONT OR BACK COVER \$1000

Design and copy: Julia Laricheva, Jasmine Trabelsi

.....statistics.....

- Artsy is a new magazine devoted to emerging/established women artists & writers.
- Breakthrough talent gets discovered through Artsy.
- Alongside the newcomers are freshperspectives on established artists.
- Circulation: 5,000 copies in US and abroad. The publication is distributed by select art galleries and national magazine vendors across the US and overseas.
- Artsy is an annual publication that is working on becoming a quarterly one.
- Our web site is frequently updated and can be found at www.artsymag.com. Our site receives 60.000 hits a month, just through word of mouth alone.
- Our target audience includes both men and women. Although women are our primary subscribers, ages 18-35. They are the population's largest segment, representing over 33 million consumers.
- As a special offer, if you place a half a page ad in our May 2003 issue, you will receive a free web banner on the Artsymag.com website advertising your business/gallery for eight months.

.....important dates.....

MARCH 19: All ads must be in for advertisers requiring to see proofs of their ads.

MARCH 29: All copyready images must be in.

APRIL 20: All advertising must be paid for.

Please send all materials to:

artsy magazine
Julia Laricheva
2127 Second Avenue
NY New York 10029