

## readership + demographics

THE ONLY ART MAGAZINE THAT'S FUN TO READ

### AUDIENCE:

51% male  
49% female

20% between 18-24 years  
25% between 25-34 years  
25% between 35-44 years  
15% between 45-54 years  
10% between 55-64 years  
5% over 65 years

88% have college degrees  
or currently in college

29% \$80,000+ yearly income  
25% \$60,000 - 80  
20% \$40,000 - 60  
23% \$25,000 - 40

89% attend cultural  
exhibitions regularly  
52% purchase/collect art  
55% make art  
61% travel frequently  
72% eat out regularly



**A**rtillery is an art publication geared towards the artist, gallerist, curator, collector, designer and enthusiast. We provide accessible text on current issues, thoughts and trends in the art world. Based out of Los Angeles and covering the international art scene, we have grown into a "must read" for anyone interested or involved in the current explosion of art culture.

Artillery has a readership of 30,000 and delivers over 12,000 copies to galleries, museums, college campuses, coffee houses and bookstores throughout California and New York. We have over 350 partners in distribution including major art galleries such as Blum & Poe, Gagosian and art institutions like MOCA, Brooklyn Museum and Museum of Latin American Art. We distribute and represent the magazine at major international art fairs in Miami, New York, San Francisco and Los Angeles.

We are proud to be distribution partners with The Standard Hotel, Downtown LA and Hollywood. Each issue is placed in every room reaching a chic, young, cultured, jet-setting audience — a demographic your advertisement wants to reach.

Artillery is in its fourth year of publication and we are proud to have such quality repeat advertisers including MOCA, Hammer Museum, Ace Galleries, Roberts & Tilton, Otis College of Art and Design, Bonhams, Miami Basel, The Armory Show and Blue Ice vodka.

Artillery has infiltrated the competitive art market that can seem exclusive and hard to reach. Advertise with *Artillery* and hit your target.

contact Paige Wery (323) 243 0658 • [publisher@artillerymag.com](mailto:publisher@artillerymag.com)

PO BOX 26234, Los Angeles, CA 90026 [artillerymag.com](http://artillerymag.com)

*Artillery* is an alternative contemporary art publication that reflects the vitality of the creative world today. We tap the provocative, with readable articles, intelligent reviews, in-depth profiles and pithy columns. *Artillery* can be relied on for the latest art world news. We don't mince words, we are "killer text on art."

In addition to our print edition, we have a strong Web presence with bloggers, Facebook and Twitter. Our YouTube site features new videos every issue, with exclusive footage of openings, current and historical interviews, along with independent artist videos. We have a steadfast public following with regular events such as live debates, poetry readings and exhibitions.

*Artillery* is published in Los Angeles where the nation's top art schools, prominent galleries and artists have helped create the current art explosion. Though we are LA-based, we cover the international scene with contributors in New York, San Francisco, Dallas, Berlin, London and at the biennials. All this makes *Artillery* formidable, entertaining and different — the alternative magazine we like to call: The only art magazine that's fun to read.



## ad guidelines

THE ONLY ART MAGAZINE THAT'S FUN TO READ

Completed ads will be accepted in PDF, TIFF or JPEG formats. Use the press-optimized setting when making PDFs in Acrobat. All ads must be 300 dpi and CMYK. We recommend to *not* use crop marks and color bars.

### dimensions

#### FULL PAGE

trim size (W x H) 8.25" x 10"  
bleed size (W x H) 8.75" x 10.5"  
live area (W x H) 7.5" x 9.25"



#### HALF PAGE VERTICAL

3.675"(W) x 9.25"(H)



#### HALF PAGE HORIZONTAL

7.5"(W) x 4.5"(H)



#### QUARTER PAGE

3.675"(W) x 4.5"(H)



Artillery can design and produce your ad for you at no extra cost. Please call 213-250-7081 for details, or for any questions regarding these specs.

e-mail camera-ready ad to [tulsak@sbcglobal.net](mailto:tulsak@sbcglobal.net)

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### volume 3 , 2008-09

SEPT/OCT, 2008 [no 1, vol 3]

Space reservation deadline: **AUGUST 18**

Advertising art deadline: **AUGUST 22**

Print date: **SEPTEMBER 3**

NOV/DEC, 2008 [no 2, vol 3]

Space reservation deadline: **OCTOBER 20**

Advertising art deadline: **OCTOBER 24**

Print date: **NOVEMBER 5**

• **Miami art fairs distribution**

JAN/FEB, 2009 [no 3, vol 3]

Space reservation deadline: **DECEMBER 15**

Advertising art deadline: **DECEMBER 19**

Print date: **JANUARY 14**

• **Los Angeles art fairs distribution**

MARCH/APRIL, 2009 [no 4, vol 3]

Space reservation deadline: **FEBRUARY 6**

Advertising art deadline: **FEBRUARY 13**

Print date: **FEBRUARY 24**

• **New York art fairs distribution**

MAY/JUNE, 2009 [no 5, vol 3]

Space reservation deadline: **APRIL 20**

Advertising art deadline: **APRIL 24**

Print date: **MAY 6**

JULY/AUG, 2009 [no 6, vol 3]

Space reservation deadline: **JUNE 6**

Advertising art deadline: **JUNE 12**

Print date: **JUNE 24**

### volume 4, 2009-10

SEPT/OCT, 2009 [no 19, vol 4]

Space reservation deadline: **AUGUST 14**

Advertising art deadline: **AUGUST 21**

Print date: **SEPTEMBER 2**

NOV/DEC, 2009 [no 20, vol 4]

Space reservation deadline: **OCTOBER 16**

Advertising art deadline: **OCTOBER 23**

Print date: **NOVEMBER 4**

• **Miami art fairs distribution**

JAN/FEB, 2010 [no 21, vol 4]

Space reservation deadline: **DECEMBER 11**

Advertising art deadline: **DECEMBER 18**

Print date: **JANUARY 6**

• **Los Angeles art fairs distribution**

MARCH/APRIL, 2010 [no 22, vol 4]

Space reservation deadline: **FEBRUARY 5**

Advertising art deadline: **FEBRUARY 12**

Print date: **FEBRUARY 24**

• **New York art fairs distribution**

MAY/JUNE, 2010 [no 23, vol 4]

Space reservation deadline: **APRIL 16**

Advertising art deadline: **APRIL 23**

Print date: **MAY 5**

JULY/AUG, 2010 [no 24, vol 4]

Space reservation deadline: **JUNE 11**

Advertising art deadline: **JUNE 18**

Print date: **JUNE 30**

*all dates are subject to change*

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### LOS ANGELES METROPOLITAN AREA

#### Chinatown

Automat  
Brewery  
Charlie James Gallery  
China Art Objects  
The Company  
Cottage Home  
5th Floor Gallery  
François Ghebaly Gallery  
Happy Lion  
Jancar Gallery  
Kontainer Gallery  
Kunsthalle LA  
L2 Kontemporary  
LMAN  
North Hill Exhibitions  
Ooga Booga  
POV evolving  
Parker Jones  
Redling Fine Art  
Sabina Lee Gallery  
Sam Lee Gallery  
Sister  
SolwayJones  
Telic Arts Exchange  
Thomas Solomon Gallery  
Via Cafe

#### Culver City

Angles Gallery  
Billy Shire Fine Arts  
Blum & Poe  
Cardwell Jimmerson  
Cherry and Martin  
Corey Helford Gallery  
de Soto Gallery  
George Billis Gallery  
Honor Fraser  
JK Gallery  
Kinkead Contemporary  
Koplin del Rio  
LA Contemporary  
LAXART

LaBasse Projects  
Kim Light/Lightbox Gallery  
Maloney Fine Art  
Mandrake Bar  
Roberts & Tilton  
Royal-T Cafe  
Scion Space  
Susan Vielmetter  
Taylor De Cordoba  
Walter Maciel  
Western Project

#### Downtown

2nd Street Cigars & Gallery  
7 + Fig  
Bert Green Fine Art  
Boyd Street Grill  
CAAM  
Cirrus Gallery  
Crewest  
Deborah Martin Gallery  
El Nopal Press  
Edgar Varela Fine Arts  
LA Artcore Center  
LA Center for Digital Art  
MOCA Bookstore  
Morono Kiang  
Pete's Cafe  
Phyllis Stein Art  
Raw Materials  
REDCAT  
Santee Alley Lofts  
The Standard, Downtown  
The Hive Gallery  
Tarryn Teresa Gallery  
Traxx Restaurant

#### Eastside/Pasadena

Another Year in LA  
Armory Pasadena Arts  
Avenue 50 Studio  
Blick Art Materials  
Brand Library  
Cactus Gallery  
Center for the Arts,  
Eagle Rock

Drkrn Gallery  
Gallery at the End  
of the World  
Gallery Godo  
Haus  
Kristi Engle Gallery  
The Majestic Roof  
Mendenhall-Sobieski  
Offramp Gallery  
Project 210  
Random Custom Framing  
Sea and Space  
Swork Cafe

#### Hollywood

A&I Hollywood  
Barnsdall Art Park  
Blick Art Materials  
Carmichael Gallery  
Couturier Gallery  
DNJ Gallery  
Fahey/Klein  
Jack Rutberg  
LACE  
Merry Karnowsky Gallery  
New Image Art  
Stephen Cohen Gallery  
Thomas Paul Fine Art  
Tinlark Gallery  
Wacko

#### Silver Lake/Echo Park

Artology 101  
Black Maria Gallery  
Chango Coffee House  
Downbeat Café  
Echo Park Film Center  
Matrushka Construction  
Skylight Books  
STORIES Book Store  
Thinkspace Art Gallery  
Tropical Cafe  
Video Journeys

#### Mid-Town

1401 P.E.  
Ace Gallery, Wilshire  
ACME  
Daniel Weinberg  
Edward Cella  
Icon LA  
Lawrence Asher Gallery  
Marc Foxx  
Steve Turner Contemporary

#### West Hollywood Beverly Hills

Ace Gallery, BH  
Don O'Melveny  
Forum Gallery  
Gallery 825/LAAA  
Gagosian BH  
Garboushian Gallery  
Gemini G.E.L.  
Guy Hepner  
Kopeikin Gallery  
Louis Stern Gallery  
Manny Silverman  
Margo Leavin  
M+B Fine Art  
Michael Kohn Gallery  
Regen Projects  
Sherwood Magazines  
The Standard, Hollywood  
Tasende Gallery  
Scalo Guye  
Timothy Yarger

#### Santa Monica/ Venice

18th Street Arts Center  
Abbot's Habit  
Bergamot Station  
Beyond Baroque  
Blick Art Materials  
Copro Gallery  
D3 Projects  
Equator Books  
Fourth Corner Frames

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Gallery of Functional Art  
Gerbert Gallery  
Hamilton Press  
Latin American Masters  
Mark Moore Gallery  
Novel Cafe  
Patrick Painter East  
Patrick Painter West  
Richard Heller Gallery  
Robert Berman Gallery  
Rosamund Felsen  
Rose Gallery  
Santa Monica Art Museum  
Tag Gallery  
Track 16 Gallery  
Utrech Art Supply

### San Fernando Valley

Cella Gallery  
Left Coast Galleries

### SO CAL COLLEGE CAMPUSES

Art Center, Pasadena  
CALArts  
Cal State Fullerton  
Cal State Long Beach  
Cal State LA,  
Luckman Gallery  
Cal State Northridge  
Cal State Pomona  
Cal Poly Pomona,  
Kellog Gallery  
Claremont Graduate  
University: Peggy  
Phelps Gallery  
El Camino College Art  
Gallery  
CSU San Bernardino  
Loyola Marymount Univ  
Mount Saint Mary College  
Mount San Antonio  
Otis College  
Pepperdine University  
Pitzer College

UC Irvine  
UCLA, Broad Art Center  
USC, Fisher Gallery

### Orange County

Angels Gate Cultural Cntr  
CSUF Grand Central Art Ctr  
Hibbleton Gallery  
Huntington Beach Art Ctr  
Irvine Fine Art Center  
JoAnne Artman  
Laguna Beach Art Museum  
MOLAA  
OCMA

### Inland Empire

Claremont Museum of Art  
Cal Poly  
Pomona, Downtown  
DA Center for the Arts  
DBA 256 Gallery  
Imago Galleries  
Palm Springs Art Museum  
Riverside Art Museum  
Royale Projects  
UCR, Sweeney Art Gallery  
Wignall Museum

### Torrance

Torrance Art Museum

### SANTA BARBARA

Contemporary Arts Forum  
UC Santa Barbara

### SAN FRANCISCO & BAY AREA

Adler & Co.  
Art Zone 461  
Baer Ridgeway  
Berkeley Art Gallery  
Catherine Clark Gallery  
Eleanor Harwood Gallery  
Electric Works  
George Lawson Gallery

Hang Art  
Headlands Ctr for the Arts  
Hotel des Arts  
Jack Fischer Gallery  
Johansson Projects  
Marx & Zavattero  
Mark Wolfe  
Micaela Gallery  
Patricia Sweetow  
The Peanut Gallery  
Ratio 3  
Rosenthal Gallery  
Shooting Gallery  
Swarm  
Southern Exposure  
Stephen Wirtz Gallery

### NEW YORK CITY METROPOLITAN AREA

Artists Space  
Cavin Morris  
Cheim & Reid  
Chelsea Art Museum  
Clamp Art  
Daniel Reich Gallery  
Dia Beacon  
Denise Bibro  
Derek Eller Gallery  
Envoy Gallery  
Exit Art  
Feigen Cont.  
Foley Gallery  
Gasser & Grunert  
I-20  
Jack Shainman  
Janet Borden  
Jeff Bailey Gallery  
Kathleen Cullen Fine Art  
Kavi Gupta  
Kinz + Tillou Fine Art  
Location One  
Louis Meisel  
Marianne Boesky Gallery  
Nicole Klagsbrun  
Participant Inc.  
Performance Space 122

Printed Matter  
RareArt Properties Inc.  
Rental Gallery  
Ronald Feldman  
Sara Tecchia Roma  
Spencer Brownstone  
St. Marks Bookshop  
Swiss Institute  
Taxter and Spengemann  
Throckmorton  
Winkleman Gallery

### Brooklyn & other burroughs

A.M. Richard Fine Art  
Brooklyn Fireproof  
Brooklyn Museum  
Cinders Gallery  
Dean Project  
DUMBO Arts Center  
The Hogar Collection  
Jack the Pelican  
Parker's Box  
Pierogi  
Rotunda Gallery  
Slate Gallery