



DENVER PLEIN AIR ARTISTS



Fine Art Connoisseur has evidence that affluent art buyers are indeed spending. We've heard it from many of our advertisers and we're seeing a resurging interest in safe, secure works like the traditional artworks we feature. Proactive gallery owners understand that even in a rocky economy, you must maintain visibility and make available artworks known to potential buyers. An effective program to reach potential buyers is critical to continued success.

Will you be visible this Winter? Are you reaching the buyers with disposable income? Will you whet their appetite with something they simply cannot resist?

A funny thing happens when you don't advertise: Nothing.

Though conspicuous consumption is now out of vogue, collectors continue to quietly purchase artworks, taking advantage of the many opportunities to acquire pieces previously priced higher. Logically, it is America's ultra-wealthy whom you should target with offerings of your best artworks — and no other publication reaches the ultra-wealthy as effectively as *Fine Art Connoisseur*.

Though today's billionaires are being quiet about their wealth and their use of private aircraft, they are spending and flying just the same. Spending levels are indeed reduced, but this affluent sector is spending. In addition to our newsstand reach and our substantial subscriber base of art connoisseurs, *Fine Art Connoisseur* guarantees reach to 300+ billionaires and 1,500 deca-millionaires, plus distribution to most American private jetports. These very people were buying at the Yves St. Laurent auction and flying in to TEFAF. You can reach them in *Fine Art Connoisseur*, which boasts America's most affluent audience, most elegant presentation, most credible experts, and longest shelf life.

As sponsors of the Denver Plein Air Arts Festival 2009 and in support of the many great participating artists, *Fine Art Connoisseur* would like to extend a very special offer!

Full page: ~~\$3520~~ for DPAA \$1800.
Half page ~~\$1927~~ for DPAA \$975.

Please act now, early space reservations get better placements!

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FineArtConnoisseur

THE PREMIER MAGAZINE FOR INFORMED COLLECTORS

Did You Know . . .

Fine Art Connoisseur Readership Has Surged 49 Percent and Now Exceeds 100,000 Collectors

The fastest-growing art magazine in America



Reaching 379 Billionaires

Reaching 1,356 Millionaires worth over 10 million

Distributed in 65 Private Jet Ports



RESEARCH DATA

73% of our audience has purchased paintings in the past 12 months.

53% of our audience has purchased 14 paintings in the past 12 months.

11% of our audience has purchased 57 paintings in the past 12 months.

6% of our audience has purchased 810 paintings in the past 12 months.

2% of our audience has purchased 20 or more paintings in the past 12 months.



COLLECTION VALUE:

31% of our audience has a collection valued at over \$100,000.

12% of our audience has a collection valued at over \$1 million.

ORDER FORM

FORM MUST BE RETURNED WITH PAYMENT AND ALL AD MATERIALS BY OCTOBER 5, 2009.

Name: _____

Address: _____ Apt./Ste./Unit #: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

E-mail address: _____

\$1,800 Full-page Ad (9.25" w x 11.125" h includes bleed)

\$975 Half-page Ad (7.625" w x 4.875" h)

PAYMENT:

Check (make checks payable to *Fine Art Connoisseur*) Check number: _____

Charge My Credit Card: Visa MasterCard American Express 

Credit Card Number: _____ Card Expires: _____

Cardholder Name: _____ Cardholder Signature: _____

Please print

MATERIALS CHECKLIST (PLEASE CHECK ALL THAT APPLY):

Full-page Ad Half-page Ad PDFs PREFERRED

Artwork (HIGH-RESOLUTION DIGITAL IMAGES PREFERRED)

High-resolution (300 dpi) digital images supplied on CD

35mm color slides with match print (*MATCHPRINT MUST BE PROFESSIONAL PRINT. HOME PRINTOUTS NOT ACCEPTED.*)

4x5 transparency with color bar and gray scale

Artwork title, medium, and dimensions in inches

Instructions or special note:

All Materials MUST Be Received By
October 5, 2009

- Full Payment
- Ad Materials/Copy
- Images (see specs)

ALL MATERIALS SHOULD BE SENT TO:

Chad Slade, Production Coordinator
Fine Art Connoisseur Magazine
224 Datura Street, Suite 1015, West Palm Beach, Florida 33401
561.655.8778, Fax: 561.655.6164
Chad@fineartconnoisseur.com

PLEASE NOTE: PAYMENT MUST BE INCLUDED WITH YOUR ORDER.
Credit cards accepted. If you have questions,
please contact your *Fine Art Connoisseur* Marketing Consultant.

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If you have not seen *Fine Art Connoisseur*, call your advertising representative to request a copy.