

# MOSAIC ART **NOW**

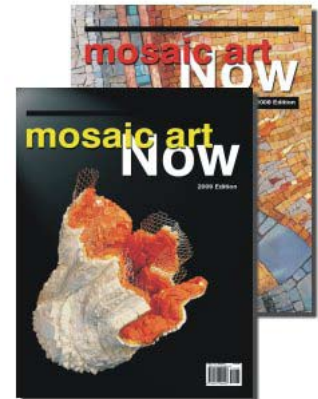
## **2009 / 10 Media Kit**

[www.MosaicArtNow.com](http://www.MosaicArtNow.com)

## Become Part of the Family of MAN

### Mosaic Art NOW Mission

*Mosaic Art Now* (MAN) promotes the international understanding and appreciation of contemporary mosaics through quality publications and a lively online presence. We deliver provocative and inspirational content for artists, curators, architects, designers, collectors and educators.



### How We Realize Our Mission

- Annual full color, glossy magazine - distributed world-wide
- *Mosaic Art Now* website ([www.MosaicArtNow.com](http://www.MosaicArtNow.com))
- **(new)** *Mosaic Art Now* Blog ([MosaicArtNow.blogspot.com](http://MosaicArtNow.blogspot.com))
- **(new)** *Mosaic Art Now* Facebook Page
- **(new)** *Mosaic Art Now* on Twitter

### Current Reach & Readership

- *Mosaic Art Now* reaches over 10,000 mosaic art enthusiasts
- Distributed world-wide with distributors in the US, Canada, South Africa, Australia, New Zealand, The Netherlands, and the United Kingdom.
- MAN's website averages over 2500 unique viewers per month from 81 countries
- In just a few months our new blog averages over 3000 unique viewers per month from 74 countries
- Each blog entry automatically reaches 500 Facebook fans (and growing)
- People are talking about us. *Mosaic Art NOW* has been featured on various blogs, including
  - Design Milk: Art, Architecture, & Design ([www.design-milk.com](http://www.design-milk.com))
  - Materialicious ([www.materialicious.com](http://www.materialicious.com))
  - Kitchen and Residential Design ([www.kitchenandresidentialdesign.com](http://www.kitchenandresidentialdesign.com))
  - GoItaly ([goitaly.about.com](http://goitaly.about.com))
- Outreach and promotion of *Mosaic Art NOW* to the arts community

"What the magazine is to me is a way to connect to other people's work and to the mosaic international world. I want to thank you both for the effort you put in promoting the art of mosaic and evoking awareness to it as part of the art world."

— Nirit Keren, Artist

"I really loved the magazine. I just wanted more . . . more interviews, more pictures, more everything! I can tell there was no skimming. For what we get, I think it's a bargain. Guess I should go back and buy the previous issues!"

— Cindy Megna, Aficionado

"I've just received *Mosaic Art Now*! I have to tell you what an incredible publication it is. Truly inspiring and oddly, not at all daunting! Keep up the great work."

— Dea Fischer, President of the Canmore Artists & Artisans Guild

"Just got totally LOST in your MAN blog. You've done phenomenal work there – digging up and keeping with so many stories. Sometimes it pays to have sleepless nights – thanks so much for filling mine with such delights!"

— George Fishman, Artist



## New for the 2010 Magazine

- The magazine will be **50% larger** than previous editions
- (new) **Exhibition in Print** - the new gallery of mosaic art – is designed to replicate the experience of visiting an exciting, inspirational exhibit at a fine art gallery. It is curated by an experienced and internationally recognized art juror -- Scott A. Shields, Ph.D., Chief Curator, Crocker Art Museum.
- **More feature stories**, profiles of artists from around the world, and new departments
- **Expanded Marketplace** with sections to promote Artists and Learning Opportunities.
- Continuing **expansion** of the blog, Facebook, and Twitter presence

## The Family of MAN - Advantages to Advertisers

- The largest audience for any mosaic-related publication or organization in the world – over 10,000 magazine readers and thousands of monthly readers of the blog, Facebook, and Twitter.
- More than a one-year lifespan for your advertisement. Our readers keep editions of Mosaic Art NOW as part of their personal libraries. Copies of previous years' editions are still in demand.
- **Free** banner and link to your website on the Mosaic Art NOW website. The website's Marketplace and Sponsor pages are the second and third most visited pages after the Home page.
- Readers have told us that the advertisements are an important part of the magazine to them.
- We support the artists and advertisers who appear in the annual magazine by keeping our blog readers and Facebook fans informed about what's going on with your business. For example, we helped promote the Orsoni Prize, announced the launch of the Chicago Mosaic School's new website, wrote a feature blog entry on Mosaika Art and Design's current projects, etc.

"Just wanted to let you know that I got the new Mosaic Art Now and I was just blown away by all the great art! You guys put together a great journal and have out-done yourselves this year."  
— Brian Felix, Artist

"Bill's editorial article was terrific. I made my husband read it and he finally 'got it' – he came to a genuine understanding of art. This is a guy whose head simply does not go to the meaning of art in any way. Thank you both, a really great job."  
— Bonnie Fitzgerald, Artist, Teacher, Entrepreneur

"Nancie has a talent for finding the most interesting, educational and timely articles related to this art form we love, and she goes steps further. She follows up on the subjects she highlights, bringing additional insight and analysis. And she does it all in a way that is entertaining, engaging and educational. I highly recommend that you 'favorite' this blog and refer to it often when you need some inspiration."  
— Lynn Moor, Artist, Teacher, Entrepreneur

"I just wanted to thank you for all your time and knowledge in putting together the most wonderful blog. The content is always timely and inspiring and it is one of the few sites I try to check every day."  
— Patty Chapman, Artist



## Display Advertisements

In keeping with our mission, we have set the ad rates lower than similar arts publications to accommodate the budgets of small as well as large business who want to reach a targeted audience of mosaic artists and aficionados.

Page Size	Annual Edition
Full Page	\$500
Full Page Inside Front/Back Cover	\$650
Full Page Back Cover	\$750
Half Page (horizontal)	\$275
Quarter Page	\$150

All ads are full color.

Full Page ads can include bleed or non-bleed.

Display advertisers will be listed on the website's Sponsors page for one year with link to your website.

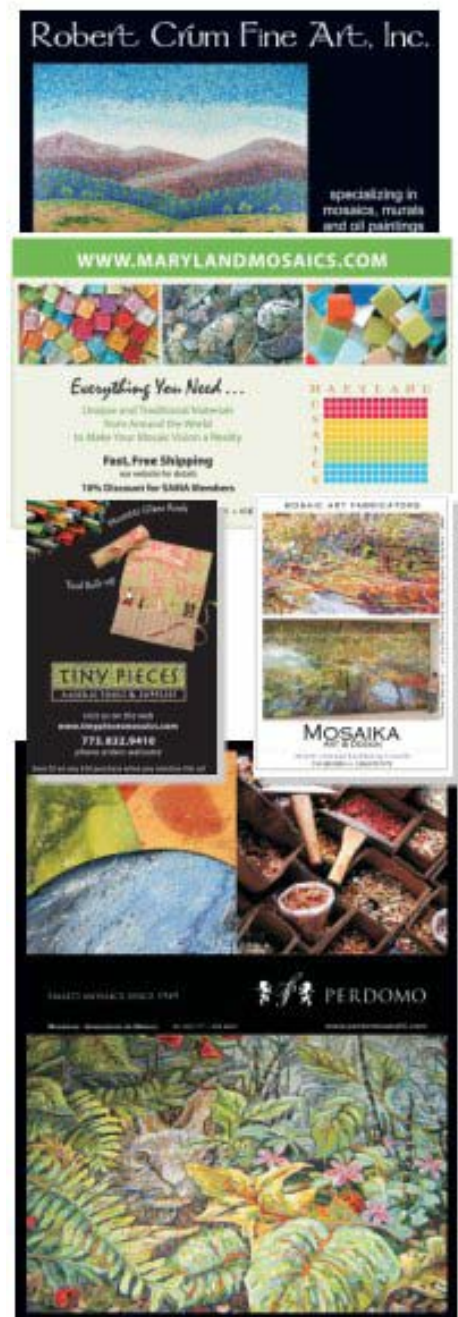
### Specifications

Page Size	Orientation	Width	Height
Full Page	Non-bleed	7.625 inches	10.25 inches
Full Page	Bleed	8.625 inches	11.125 inches
Half Page	Horizontal	7.625 inches	5 inches
Quarter Page	Vertical	3.5 inches	5 inches

Final Artwork: JPG, TIF, or PDF (with embedded fonts)

Digital Images/Ad Quality: 300 dpi, CMYK

Acceptable Media: e-mail attachment or CD-ROM



## Marketplace for Artists & Learning Opportunities

The Marketplace is a dedicated section of the magazine where individual **artists** and **educators** can promote their artwork and services. Each listing includes a photo, contact information, and short statement. You supply the photo and information, and we will place it in a standard layout. Double spaces are also available.

**NEW - Double Ad Option (1/4 page)** either vertically or horizontally across the page gives you more room to promote your artwork or workshops/classes

Each marketplace ad also includes a **free listing** on the Mosaic Art Now website's Marketplace page for one full year with a link to your website and/or email address.

Ad Size	Annual Edition
Standard (1/8 page)	\$65
Double (Horizontal)	\$125
Double (Vertical)	\$125

Your ad includes:

- Your Name
- Your Business Name (optional)
- Contact line for your website URL, email address, or phone number)
- Statement
- Full Color Photo

### Specifications

Ad Size	Photo (max height/width in pixels)	Description
Standard	525 h x 525 w	30 words (250 characters including spaces)
Double (Horizontal)	525 h x 1050 w	60 words (500 characters including spaces)
Double (Vertical)	525 h x 1050 w - or 1050 h x 525 w	60 words (500 characters including spaces)

Photo: JPG, TIF


Photo: 300 dpi, CMYK

Acceptable Media: e-mail attachment or CD-ROM

**NEW - Learning Opportunities Section** for mosaic educators who want to promote their workshops/classes.

#### Mosaic Artist Marketplace

United States




**KIM LARSON**  
Kim Larson Art

Mosaic artist with 25 years experience in the graphic design field available for signage, public installations and fine art. I have assisted on many installations as well as carried out my own designs such as stairways, garden benches and art pieces. See kimlarsonart.blogspot.com.  
kklarson57@sbcglobal.net

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United States




**Shawn Newton**  
Bit by Bit Mosaics

Specializing in fine art and relief mosaics with applications for the home and outdoors. Commissions welcome.  
www.bitbybitmosaics.com

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Canada



**Sophie Drouin**  
Fine Art Mosaics

Sophie Drouin is a second-generation mosaic artist, having studied first with her father, who was trained in Italy. After travelling to Europe herself to study in Italy and France, she now teaches workshops on technique and design with particular attention to natural materials, and enjoys making mosaics that sometimes stretch the possibilities of the medium.  
Sophie has exhibited in the International Mosaic Art juried show every year since she joined SAMA, and is the 2009 recipient of the Member's Choice award.  
www.sophiemosaics.com  
sophie@sophiemosaics.com

1/8 Page Ads

1/4 Page Ad (Vertical)

## The Next Step

### To reserve space for your ad, go to:

<http://www.MosaicRocksPress.com>

Click on the Advertise option in the menu on the left side of the screen. Ads can be purchased with Visa, Mastercard, American Express, or Discover. Payment can be made directly through the shopping cart or through PayPal.

### Questions?

Please contact:

Bill Buckingham [bill@mosaicartnow.com](mailto:bill@mosaicartnow.com)

Nancie Mills Pipgras [nancie@mosaicartnow.com](mailto:nancie@mosaicartnow.com)

### Deadlines for the 2010 edition

Purchase ad: Wednesday, December 16, 2009

Deliver artwork: Monday, January 11, 2010

### Terms

Mosaic Art Now reserves the right to exclude any advertisement which, in its opinion does not conform to the standards of the publication. The advertiser will indemnify and hold Mosaic Art Now/ Mosaic Rocks LLC harmless from and against any loss of expenses resulting from claims or suits based upon the content or subject matter of such advertisements, without limitation, claims or suits for libel, violations of privacy, plagiarism, and copyright infringement.