
Sculpture

International Sculpture Center

14 Fairgrounds Rd, Suite B, Hamilton, NJ 08619
609.689.1051 Fax 609.689.1061

Advertising Sales:

Paulette Cagnetti-Wheatley
609.689.1051, Ext. 306 Fax 609.689.1061
paulette@sculpture.org

**INTERESTED IN REACHING
AN INTERNATIONAL,
WORLD-CLASS
AUDIENCE OF ART COLLECTORS,
ARCHITECTS,
MUSEUM PROFESSIONALS,
& SCULPTORS**

**ADVERTISE IN
SCULPTURE.**

*"Advertising in *Sculpture* is the greatest source of new students in our sculpture program. Our *Sculpture* ads are the best value for reaching the best and the brightest students."*

*Jeremy Swanson
Director of Communications
Anderson Ranch Arts Center*

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2006 MEDIA KIT

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Editorial Office:

1529 18th Street NW, Washington, DC 20036
202.234.0555
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Editor: Glenn Harper, gharper@sculpture.org
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MAGAZINE PROFILE

Sculpture is the premiere publication in the field of contemporary three-dimensional art. It offers exceptional editorial coverage, striking pictorial layouts, and a dynamic forum for exchange between artists and their audiences. Our readers are collectors, curators, dealers, educators, artists, architects, and other professionals who are devoted to keeping pace with the exciting world of contemporary art.

Sculpture features lively dialogue, penetrating interviews, intimate studio visits, and provocative criticism on both emerging and internationally renowned artists. *Sculpture's* articles examine current events and provide commentary on current aesthetic, social, and political issues inherent in contemporary art.

The International Sculpture Center (ISC), founded in 1960, has published *Sculpture* for 20 years. ISC members and subscribers to *Sculpture* live throughout the United States and in more than 70 countries worldwide.

Insider, a 16-page supplement bound into ISC members' copies, lists many opportunities: exhibitions, jobs, grants, competitions, commissions, residencies, member achievements, as well as coverage of important resources for sculptors and collectors. *Sculpture* publishes reviews of recent exhibitions, supplier directories, and reports from international art capitals. *Sculpture* is published 10 times a year, monthly, except for February and August.

Sculpture is the number one publication read by sculptors and is also a basic reference for collectors and art professionals. Advertisers maintain proven results through advertising in *Sculpture*; a majority of advertisers place ads on a regular basis. *Sculpture* reaches qualified readers at a reasonable cost. We look forward to sharing your products, exhibitions, and artwork with our readers.

Recent advertisers in *Sculpture* include Marlborough Gallery, Metropolitan Museum of Art, Hirshhorn Museum and Sculpture Garden, Grounds For Sculpture, Bentley Gallery, Holsten Galleries, Klein Art Works, Byron C. Cohen Gallery, George Adams Gallery, Allan Stone Gallery, Daum Museum of Contemporary Art, Museum of Contemporary Art—Chicago, Pyramid Hill Sculpture Park, McNay Art Museum, Trans Hudson Gallery, Savannah College of Art and Design, Virginia Commonwealth University, University of the Arts, Pratt Institute, University of Virginia Press, Yale University Press, San Francisco International Art Exposition, SOFA Chicago, Fairmount Park Art Association, Benini Foundation, Sculpture Ranch, Anderson Ranch Arts Center, American Bronze Foundry, a.r.t. research enterprises, Absolut, and many other galleries, suppliers, artists, and organizations.

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READER PROFILE*

Readership: 300,000 per year

Nearly 50 percent of *Sculpture* readers are collectors, gallery or museum professionals, architects, landscape architects, and university art professors. The majority of *Sculpture* readers are working sculptors, from the world's leading three-dimensional artists to young, emerging, cutting-edge artists. *Sculpture* readers are the opinion-makers of our time.

According to our most recent survey

- 72 percent of *Sculpture* readers rate the advertisements as important to their work
- 87 percent rate information exchanged in *Sculpture* as important to their work
- 67 percent keep back issues for reference

Sculpture READERS...

- live around the world in over 70 countries
- typically subscribe (or are members) for at least five years
- include over 500 schools and universities
- include hundreds of libraries

*The information given here is based on our most recent reader survey.

NOTABLE *Sculpture* SUBSCRIBERS

Louise Bourgeois
Andre Emmerich
Robert Rauschenberg
Anthony Caro
Magdalena Abakanowicz
Claes Oldenburg
William Tucker
Raymond Nasher
Edward Albee
Peter Voulkos
Alice Aycock
Jennifer Bartlett
Martin Puryear
Beverly Pepper
Ursula von Rydingsvard
Whitney Museum of American Art
Museum of Modern Art
Hirshhorn Museum
Rhode Island School of Design
Musee National D'Art Moderne, Paris
National Museum of Art, Osaka, Japan
Museum of Contemporary Art, Los Angeles
Museum of Contemporary Art, Chicago

NEWSSTAND DISTRIBUTION

More than 1,000 newsstands and bookstores throughout the United States carry *Sculpture*.

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Sculpture offers a clearly targeted readership to those interested specifically in three-dimensional art. Art collectors and administrators who want to be au courant with regard to contemporary art and art issues subscribe to *Sculpture*.

NOTABLE SCULPTORS COVERED IN RECENT ISSUES OF *Sculpture*:

Dennis Oppenheim	John Van Alstine
Duane Hanson	Nam June Paik
Anthony Caro	Mark di Suvero
Sol LeWitt	James Surls
Vito Acconci	Niki de Saint Phalle
Robert Rauschenberg	Deborah Butterfield
Alice Aycock	Patrick Dougherty
Ann Hamilton	Richard Long
Elyn Zimmerman	Lynda Benglis
Martin Puryear	Michael Lucero
Alison Wilding	Ed Kienholz
Henry Moore	Barbara Hepworth
Helmick and Schechter	Eduardo Chillida
Richard Deacon	Louise Bourgeois
Magdalena Abakanowicz	Mel Edwards
Isamu Noguchi	Ursula von Rydingsvard
Mia Westerlund Roosen	Shirazeh Houshiary
Beverly Pepper	Bruce Nauman
Tom Otterness	Antony Gormley
Tony Cragg	David Nash
Anish Kapoor	Mary Miss
Juan Muñoz	David Smith
Jesus Moroles	Joel Shapiro
Henry Moore	Willard Boepple
George Segal	Peter Voulkos
John Crawford	Morio Shinoda
Bill Barrett	Per Kirkeby
Marc Quinn	Claudia Aranovich
Willie Cole	Steve Tobin
Joyce Scott	Tim Hawkinson
Robert Gober	Robert Therrien
Tony Labat	John Kalymnios
Hitoshi Nomura	Alfio Bonanno
Ellen Driscoll	Lorenzo Pace
Alan Sonfist	Athena Tacha
Mags Harries	Anita Glesta
Yoko Ono	Alfio Bonanno

EDITORIAL STATISTICS

Sculpture covers over 200 exhibitions and publishes over 1,000 photographs of works of art per year.

In a typical year, *Sculpture* reports on more than 200 public art projects.

Recent theme issues have included metal and stone sculpture, art and nature, new technologies, sculpture parks and gardens, narrative sculpture, public art, and education of sculptors.

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**TESTIMONIALS FROM LETTERS TO
THE EDITOR:**

"Sculpture magazine is without a doubt, my most effective ad. I have been advertising here since I began my summer marble sculpture workshops in Italy sixteen years ago. Many of my students see my ad in old issues; this publication does not get thrown out. This is my number one advertising source, which I maintain all year even though my workshops are seasonal."

*Lynne Streeter, sculptor,
Oakland, California*

"I have just been honored in receiving a commission for a 13-foot sculpture . . .I was chosen from 120 sculptors worldwide . . .they saw my sculpture advertised in *Sculpture* magazine. . . Thank you ISC, it pays to advertise."

*Esther Wertheimer, sculptor,
Montreal, Quebec*

"I wanted to let you know how much I enjoyed the piece on Mel Chin... it was obvious that a great deal of care went into it. So often we send out material and the result is so disappointing — but this time was...the best I have ever seen."

*George Adams, Frumkin/Adams Gallery,
New York City*

"I love *Sculpture* magazine and always recommend it to my students and sculptor friends. Thanks for your dedication to our artform."

Rob Millard, sculptor, Massachusetts

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ADVERTISING SPACE DEADLINES

Issue	Reservation	Camera-Ready
March	January 3	January 10
April	January 30	February 6
May	March 1	March 9
June	March 30	April 6
July/August	May 1	May 10
September	June 28	July 6
October	July 28	August 8
November	August 30	September 7
December	October 2	October 10
Jan/Feb 07	October 30	November 7

On-sale dates: Jan 1 for Jan/Feb, March 1 for March, etc.

ADVERTISING RATES (RATE CARD #21)

Full:

	1x	5x	10x
color	\$3263	2936	2610
b/w	\$2030	1827	1624

Half:

	1x	5x	10x
color	\$1885	1697	1508
b/w	\$1378	1240	1102

Quarter:

	1x	5x	10x
color	\$1450	1305	1160
b/w	\$870	783	696

Eighth:

	1x	5x	10x
b/w	\$566	508	450

Special Position

Full Page/Color Only

Cover 2, cover 4, and page 1

	1x	5x	10x
	\$4205	3915	3770

Cover 3, page 2, and page 3

	1x	5x	10x
	\$3915	3625	3480

TWO AND THREE-COLOR ADS WILL BE CHARGED AT THE FOUR-COLOR RATE. PMS COLORS NOT ACCEPTABLE.

PRODUCTION FEES

- Typesetting and production: \$60/hour
- Design: \$75/hour
- Four-color separation: \$100
- Corrections: \$45/hour

OVERRUNS

Overrun/tearsheet orders must be received by the camera-ready deadline.

100 backed: \$250	100 unbacked: n/a
500 backed: \$400	500 unbacked: \$700
1000 backed: \$600	1000 unbacked: \$800

CLASSIFIED ADVERTISEMENTS

Classified advertisements are available *only* in the ISC members' copies (in the **Insider** section).

The prices for classifieds are:
 1-50 words: \$100 51-150 words: \$150

DISCOUNTS

- A 5% prepayment discount is available if payment accompanies ad copy and contract.
- A 15% discount is available to nonmember artists and nonprofit organizations.
- A 25% discount is available to ISC Individual Members
 30% discount for Associate/University Members
 35% for Professional Members
- A 15% discount is available to agents representing advertisers.
- Advertisers are not eligible for both nonprofit and agency discounts.

PAYMENTS

Payment must accompany ad for one-time and first-time insertions. Discounts apply to rate price only; they are not inclusive of production fees.

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Shira Billig
1529 18th St. NW
Washington, DC 20036
202.234.0555 Fax 202.234.2663
shira@sculpture.org

Sculpture is produced with state-of-the-art computer-to-plate technology. Advertising materials may be submitted in either digital or conventional form, following the appropriate requirements. Design and production services are available.

PRODUCTION INFORMATION

Sculpture is printed on a web press on 60# matte paper with an ultra-violet coated 8 pt. matte enamel cover. The magazine is perfect bound. Halftones and color separations are shot with a 150 line screen.

AD SIZES

Full page: 7" x 10" (no bleed)
8³/₈" x 11¹/₈" (full bleed)
Half page: Vertical 3³/₈ x 10
Horizontal 7 x 4⁷/₈
Quarter page: 3³/₈ x 4⁷/₈ (vertical ONLY)
Eighth page: 3³/₈ x 2³/₈ (horizontal ONLY)

PAGE SPECIFICATIONS

Trim size: 8¹/₄" x 10⁷/₈" (8.25"x10.875")
Bleed size: Full page only
8³/₈" x 11¹/₈" (8.375"x11.125")
Inside gutter: one page .562"
two-page spread 1.12"

MECHANICAL REQUIREMENTS

Four-Color: Separated negatives, right-reading emulsion side down, in one piece per color with suitable register and crop marks accompanied by one complete color proof.

Black and White: Camera-ready mechanical at 100% of size must be on light board (velox) or PMT. Negatives acceptable when accompanied by proof. Screens and halftones must include complete instructions.

DIGITAL ADS

Supplied digital ads must arrive at *Sculpture* print-ready. This means supplied on disk, to the size and format specified, and including all high-resolution scans, artwork, and fonts used in the ads. Specific instructions are given in the digital specifications section below.

Design services are available see **production fees** for details.

DIGITAL SPECIFICATIONS

Digital ads must be supplied on disk (100mb Zip disk or Macintosh-readable CD) in Quark XPress 6 or earlier (preferred), Illustrator (12 or earlier) and Photoshop (9 or earlier). Ads in Illustrator or Photoshop must be formatted as EPS or TIFF files. PDF files are not acceptable.

All images must be high-resolution (300 dpi at final print size).

Include all high-resolution artwork and logo files, screen and printer fonts (True type fonts are not acceptable), **including** those used for Illustrator and Photoshop files. Separate files must be supplied for each of these. Actual fonts must be used in the creation of the ad (and supplied). It is NOT acceptable to stylize type in the file (e.g., using the bold or italics button); the font itself must be changed, for instance to the bold or italic font version.

Four-Color digital ads (only CMYK acceptable): must be accompanied by a high-quality digital color proof (such as Kodak or Iris) or a proof from film. Color laser or ink-jet prints are NOT acceptable. If an acceptable color proof is not supplied, *Sculpture* will not be responsible for color reproduction quality.

Black and white digital ads: must be accompanied by a high-quality laser print-out.

The advertiser is solely responsible for content and correctness of supplied material.

Digital ads that do not meet these specifications will be returned to advertiser for corrections, and late or design fees may apply.

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INSTRUCTIONS FOR ADS TO BE DESIGNED AT SCULPTURE

Please note that if you require design/production services for your ad, you will need to submit the following materials in advance of the published deadline. The materials deadline is for camera-ready ads only.

IF YOU WANT SCULPTURE TO DESIGN YOUR AD, YOU MUST SUBMIT THE FOLLOWING:

1. layout/design drawing;
2. the actual text to appear in the ad typed and saved in digital form—in a Word processing program or typed into the body of an email. *Sculpture* will not be responsible for manually typing the text);
3. if you have a digital image to be placed in the designed ad, it must meet the digital specs (300 dpi at final size); *Four-Color digital images (only CMYK acceptable)*: must be accompanied by a high-quality digital color proof (such as Kodak or Iris) or a proof from film. Color laser or ink-jet prints are NOT acceptable. If an acceptable color proof is not supplied, *Sculpture* will not be responsible for color reproduction quality;
4. if you need to have an image scanned, you must include the quality 35mm slide or transparency.

Options: You may specify a particular font or a "look" to the type. If *Sculpture* does not own the requested font, a similar one will be substituted. You may include another ad that illustrates the desired layout. If you want to see a proof you must indicate that request. We can supply a faxed b/w laser proof or a pdf file.

**PLEASE INCLUDE ALL YOUR INSTRUCTIONS IN
WRITING. IF THERE ARE QUESTIONS, PRODUCTION
WILL CONTACT THE ADVERTISER FOR CLARIFICATION.**

PLEASE SEND YOUR MATERIALS TO:
SCULPTURE MAGAZINE
ATTN.: Shira Billig
1529 18TH STREET NW
WASHINGTON, DC 20036

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ADVERTISER DIGITAL AD CHECKLIST (this completed form MUST accompany submitted ad materials)
AD SIZE

full full bleed half vertical half horizontal quarter eighth

COLOR SPECIFICATION

b/w four-color
 b/w laser supplied color proof supplied (*color laser or ink-jet prints NOT acceptable*)

MEDIA

100mb Zip CD (Macintosh readable)

SOFTWARE (*check all that apply*)

Quark XPress 5 (or earlier)
 Illustrator 10 (or earlier) EPS
 Photoshop 7 (or earlier) TIFF or EPS

FONTS (*list all fonts used in the file to be output*)

Font names and weights (light, bold, italic, condensed, etc.)

Actual font versions MUST be used; it is NOT acceptable to stylize type in the file (e.g., bolding or italicizing type in the file).

Are all printer and screen fonts included? yes no

If no, explain _____

SUPPLIED ARTWORK FILES (*list all high-res images, graphics, and logos, etc., to be output*)

Were any changes made to any files after the proof was made? yes no

If yes, explain _____

CONTACT INFORMATION (*name, phone, email of person responsible for supplied ad*)
