MORE THAN A MAGAZINE...

Native American Art magazine is an interactive marketing tool specially written to generate publicity and increase business for Native American galleries, art dealers, artists, events, fairs and auction houses.

Through Western Art Collector, we have spent the last decade as very active participants in the Native arts market. We have already been media sponsors for events such as the Santa Fe Indian Market, the Heard Museum Guild Indian Fair & Market and the Cherokee Art Market. We’ve been waiting for the perfect time to launch a magazine that focuses entirely on the market for contemporary and historic Native American arts and we feel that time is now.

Native American Art is unique in that it PREVIEWS exhibitions, gallery shows, fairs, markets and auctions before they open rather than REVIEWS them after the event is over.

You now have the opportunity to have your upcoming events previewed in a timely manner. Readers are then able to make intelligent choices about the fine art pieces they want to add to their collections.

Who Makes the Native American Art Market Tick?

Native American Art will enliven the market for historic and contemporary Native art by focusing on the personalities and characters behind the scenes who make it all happen.

Editorial Coverage and Previews of Upcoming Events, Sales and Auctions

Native American Art magazine focuses on future upcoming shows and auctions, making serious collectors aware in advance of the major works coming to market. Editorial will include authoritative commentary by curators as well as interviews with top gallery and museum directors.

Inside the Homes of Major Collectors

Through the pages of this magazine, our award-winning photographers take readers inside the homes of major Native American art collectors.
A PROACTIVE MAGAZINE FOR A VIBRANT INDUSTRY

Native American Art is the first-ever bimonthly publication offering complete and comprehensive coverage of the market for contemporary and historic Native art. Native American Art will cover upcoming shows, auctions, fairs, markets, exhibitions and events of this always-fascinating market so deeply tied to Native American history, society and culture.

The Most Comprehensive Art Coverage in the World
A new title from the publishers of American Art Collector, Western Art Collector and American Fine Art Magazine. American fine art galleries, museums and auctions houses across the country that specialize in Native American art can now have the same marketing support these other art market segments are already enjoying from our other publications.

You may be familiar with our three other innovative magazines. By PREVIEWING upcoming shows and events, American Art Collector, Western Art Collector and American Fine Art Magazine have changed the way art is bought and sold in this country.

By providing this same PREVIEW concept for art dealers and galleries in the Native American art market, our magazine achieves similar results for this long-neglected, yet important, field.

This is the magazine the Native American art market has been waiting for.

As an American Indian artist, Native American Art magazine has provided me an opportunity to reach new customers in areas of the country that I would not otherwise been able to reach.

— Fortune Huntinghorse, artist

I NOW INVITE YOU TO SUBMIT MATERIALS FOR YOUR UPCOMING SHOWS, EXHIBITIONS AND AUCTIONS OF NATIVE AMERICAN ART.

Because I want to PREVIEW only the best of the upcoming exhibitions, gallery shows and auctions, I invite you to contact me personally so I can consider your events for inclusion in future issues of Native American Art.

We’ve put together a wonderful editorial staff to bring a new level of authority and insight to the pages of our magazine.

Joshua Rose
Editor
Native American Art

Email: JoshuaRose@NativeAmericanArtMagazine.com
Telephone: (480) 246-3785 or (866) 619-0841
7530 E. Main Street, Suite 105
Scottsdale, AZ 85251
ANATOMY OF THE MAGAZINE

Editorial Coverage and Previews of Upcoming, Events, Exhibitions and Auctions

Editorial Focus

Native American Art magazine is unique in its concept and presentation. Divided into four major categories, each bimonthly issue will show readers how to find their way around upcoming arts shows, auctions and events so they can stay fully informed about this vibrant market.

Upcoming Gallery Shows
Previews of upcoming shows of Native American art at contemporary and historic galleries across the country.

Upcoming Museum Exhibitions
Insights from top curators about the major exhibitions of Native American art being organized at key American museums.

Upcoming Events, Markets and Fairs
Previews and reports of all the major art fairs and events taking place across the country.

Upcoming Auctions
Major works coming up for sale at the most important auction houses dealing in historic Native American art. From Sotheby’s and Bonhams to Santa Fe Art Auction, Alterman Galleries & Auctioneers and Whitehawk, we will cover all auctions of Native American art as they happen.

Expert contributors

Native American Art has carefully put together an impressive staff to deliver the most timely and accurate information on the Native American art market.

» JAMES BALESTRIERI
James Balestrieri is director of J. N. Bartfield Galleries in New York City. Jim has written plays, verse, prose and screenplays. He has degrees from Columbia and Marquette universities, attended the American Film Institute and has an MFA in playwriting from Carnegie Mellon. He has an excellent wife and three enthusiastic children.

» JOHN O’HERN
John O’Hern retired to Santa Fe after 30 years in the museum business, specifically as the Executive Director and Curator of the Arnot Art Museum, Elmira, New York. John was chair of the Artists Panel of the New York State Council on the Arts. He writes for gallery publications around the world, including regular monthly features on Art Market Insights in American Art Collector and Western Art Collector magazines.

» DANIEL NADELBACH
Daniel Nadelbach has specialized in architecture, fashion, and hospitality over a 25-year career. Clients include Auberge Resorts, Ocean Drive, Head Sports, One & Only, and Sotheby’s. Recent assignments have taken him to Bora Bora (St. Regis/Starwood), Zanzibar (The Palms), and Sri Lanka (Kahanda Kanda). See his photography at www.nadelbachphoto.com.
2019 EDITORIAL CALENDAR
Editorial Coverage and Previews of Upcoming, Events, Exhibitions and Auctions

» FEBRUARY/MARCH Space Booking: 2/8/2019  Ad Materials Due: 2/15/2019
Special Focus: Official Magazine of the Heard Museum Guild Indian Fair & Market

ADDITIONAL DISTRIBUTION:
» Heard Museum Guild Indian Fair & Market, Phoenix, AZ (Official Magazine)
» American Indian Art Show | Marin, San Rafael, CA (Media Sponsor)
» San Francisco Tribal & Textile Art Show, San Francisco, CA (Media Sponsor)
» Native American Art Walk, Scottsdale, AZ (Media Sponsor)
» Skinner’s American Indian & Ethnographic Art, Auction Boston, MA
» Southeastern Wildlife Exposition, Charleston, SC
» Masters of the American West, Autry Museum of the West, Los Angeles, CA
» For the Love of Art Gala & Auction, Booth Western Art Museum, Cartersville, GA

Special Focus: Historic & Contemporary Fashion/Clothing

ADDITIONAL DISTRIBUTION:
» Native Treasures, Museum of Indian Arts & Culture, Santa Fe, NM
» 46th annual Trails of Tears Art Show, Cherokee Heritage Center, Park Hill, OK
» Gathering of Nations Indian Trader Market, Albuquerque, NM
» Cowan’s Auctions, American Indian Art and Western Art, Cincinnati, OH
» Walker’s Auctions, Inuit and First Nations Auctions, Ottawa, ON
» Scottsdale Art Auction, Scottsdale, AZ
» Altermann Galleries & Auctioneers’ Sale, Scottsdale, AZ
» Trappings of Texas, Museum of the Big Bend, Alpine, TX

Special Focus: Pottery

ADDITIONAL DISTRIBUTION:
» Brian Lebel’s Cody Old West Show & Auction, Santa Fe, NM (Media Sponsor)
» Native Heritage Series, Museum of Northern Arizona, Flagstaff, AZ
» Indian Market and Festival, Eiteljorg Museum, Indianapolis, IN
» Native POP: Art Market and Cultural Celebration, Rapid City, SD
» Heritage Auctions’ American Indian Art Auction, Dallas, TX
» Bonhams’ Native American Art Auction, San Francisco, CA
» Prix de West, National Cowboy & Western Heritage Museum, Oklahoma City, OK
» Buffalo Bill Center of the West’s Symposium, Cody, WY
2019 EDITORIAL CALENDAR (continued)
Editorial Coverage and Previews of Upcoming, Events, Exhibitions and Auctions

» AUGUST/SEPTEMBER Space Booking: 6/7/2019  Ad Materials Due: 6/14/2019
Special Focus: Official Magazine of SWAIA Santa Fe Indian Market
ADDITIONAL DISTRIBUTION:
» SWAIA Santa Fe Indian Market, Santa Fe, NM
   (Official Magazine)
» Whitehawk Antique Indian & Ethnographic Art Show, Santa Fe, NM (Media Sponsor)
» Objects of Art Santa Fe, Santa Fe, NM (Media Sponsor)
» The Antique American Indian Art Show, Santa Fe, NM (Media Sponsor)
» Great Southwestern Antiques Show, Albuquerque, NM (Media Sponsor)
» Altermann Galleries & Auctioneers Sale, Santa Fe, NM
» IAIA Museum of Contemporary Native Arts, Santa Fe, NM
» Hold Your Horses, Phippen Western Art Museum, Prescott, AZ
» A Timeless Legacy: Hockaday Museum of Art, Kalispell, MT
» Bighorn Rendezvous, The Brinton Museum, Bighorn, WY
» Select hotels and events across Santa Fe, NM

» OCTOBER/NOVEMBER Space Booking: 8/6/2019  Ad Materials Due: 8/16/2019
Special Focus: Museums
ADDITIONAL DISTRIBUTION:
» Cherokee Art Market, Tulsa, OK (Media Sponsor)
» American Indian Arts Marketplace, Autry Museum of the American West, Los Angeles, CA
» Heritage Auctions’ American Indian Art Sale, Dallas, TX
» Historic Canyon Road Paint Out & Sculpt Out, Santa Fe, NM (Media Sponsor)
» Arts of the American West, Leslie Hindman Auctioneers, Denver, CO
» Cowboy Crossings, National Cowboy & Western Heritage Museum, Oklahoma City, OK
» Select museum exhibitions

» DECEMBER/JANUARY Space Booking: 10/7/2019  Ad Materials Due: 10/18/2019
Special Focus: Jewelry
ADDITIONAL DISTRIBUTION:
» SWAIA Winter Market (Media Sponsor)
» Brian Lebel’s Old West Show, Mesa, AZ (Media Sponsor)
» Bonhams’ Native American Art Auction, San Francisco, CA
» Skinner’s American Indian & Ethnographic Art Auction, Boston, MA
» Altermann Galleries & Auctioneers’ December Sale, Santa Fe, NM
VIRTUAL DIGITAL MAGAZINE

Everything we do at Native American Art magazine is tailored to help you sell more artwork. We email the entire publication in digital format to our subscribers and VIP database, and this digital version arrives 10 days before the printed version of the magazine. All advertisers are included in this virtual magazine, with live links to their websites.

Awareness and reach are critical for an online gallery, and Native American Art gives me both. For example, an elegant piece of pottery featured in one article was noticed and purchased the first day that issue hit the street, and a necklace in another ad was also immediately purchased.

— Katie Richarme, owner, The Dancing Rabbit Gallery

PROMOTE YOUR UPCOMING NATIVE AMERICAN ART SHOWS, EVENTS, FAIRS, MARKETS AND AUCTIONS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1400</td>
<td>$1200</td>
<td>$1200</td>
</tr>
<tr>
<td>Half Page</td>
<td>$875</td>
<td>$760</td>
<td>$760</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$550</td>
<td>$495</td>
<td>$495</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2019 ISSUE</th>
<th>SPACE BOOKING</th>
<th>CAMERA-READY AD</th>
<th>PUBLICATION DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>February / March</td>
<td>December 7</td>
<td>December 14</td>
<td>January 25</td>
</tr>
<tr>
<td>April / May</td>
<td>February 8</td>
<td>February 15</td>
<td>March 22</td>
</tr>
<tr>
<td>June / July</td>
<td>April 8</td>
<td>April 19</td>
<td>May 24</td>
</tr>
<tr>
<td>August / September</td>
<td>June 7</td>
<td>June 14</td>
<td>July 22</td>
</tr>
<tr>
<td>October / November</td>
<td>August 9</td>
<td>August 16</td>
<td>September 20</td>
</tr>
<tr>
<td>December ’18 / January ’19</td>
<td>October 7</td>
<td>October 18</td>
<td>November 22</td>
</tr>
</tbody>
</table>

Contact our advertising department to reserve your advertising space at (866) 619-0841

Need Assistance Creating Your Advertisement?
Contact your sales representative to inquire about our affordable design services
ACCEPTED AD FILE FORMATS
Whichever format you choose, all images and files must be 300 dpi at 100% scale. Images should be in CMYK. We accept RGB and Spot Color files and images, but we must convert them to CMYK, which will slightly affect the color.

InDesign CS6 or lower
Please include all fonts and images used.

PDF files
When creating a PDF use the PDF/X1a:2001 setting.

Illustrator CS6 or lower
Please save image as an .eps file. Convert fonts to outlines.

Photoshop files
Please save image as a .psd, .tiff or .eps file. Include all fonts used.

TIP: When using BLACK as your background color, create a “Rich Black” by using the following percentages: 30C, 20M, 20Y, 100K.

SUBMITTING FILES BY SHIPPING
Please do not use the US Postal Service. Use a shipping service that gives a tracking number like FedEx, UPS or DHL. We accept files on CD-ROM.

SUBMITTING FILES ELECTRONICALLY
• When emailing artwork to traffic@NativeAmericanArtMagazine.com, please keep in mind that our email is limited to 10MB per email (including your attachments). Use file compressing programs like StuffIt or ZIP to lower the size of your files.
• For files under 32MB, you can upload through our website. Go to www.nativeamericanartmagazine.com/upload and log in using the access code, which can be received by contacting our Advertising Traffic Department.
• For files 32MB and over, we recommend www.wetransfer.com, a website that offers free transfer of large files. The site is simple to use and requires the sender's and recipient's email addresses for notification. Some other options are www.hightail.com or www.dropbox.com.

ACCEPTED PROOFS
In order to help ensure correctness and accuracy of color, please provide a proof of your ad.

We accept contract proofs. The CONTRACT PROOF is a color proof that is looked on as a contract between the printer and client as the final proof before going to press. Currently the de facto standard for a contract proof is a Matchprint or laminate proof although some high-end digital proofs are considered good enough to accurately predict color from the press.

• A contact proof is not the same as a contract proof (unless it’s a typo).
• The contract proof is the one that says to the printer “Everything looks good, let’s go to press.”

If you cannot provide a contract proof, we can accept a COLOR TARGET. A color target is any printout of the ad or image(s) in the ad that you are happy with, which we can use to verify color. We cannot guarantee an exact match, but we will make every effort to match the color target. Color adjustments can only be made to workable files that include all high-res images and fonts.

Attn: If a color calibrated proof is not provided with 4-color ads, the publication cannot be held responsible for correctness of color.

AMENDMENTS
Any amendments required to your file, at plate stage, will incur an additional charge.

AD MATERIAL SPECIFICATIONS

AD SIZES

<table>
<thead>
<tr>
<th>Spread</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed</td>
<td>16.75”</td>
<td>11.00”</td>
</tr>
<tr>
<td>Trimmed</td>
<td>16.00”</td>
<td>10.75”</td>
</tr>
<tr>
<td>Live area*</td>
<td>16.00”</td>
<td>10.25”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Half page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal</td>
</tr>
<tr>
<td>Vertical</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Qtr page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.46”</td>
</tr>
</tbody>
</table>

*Text should fall within the Full page Live area width for each page

FULL PAGE AD

FULL PAGE

1/4

1/2 H

1/2 V

BLEED: This area will be trimmed off when printed.
TRIM: This is the size of the ad once the Bleed has been trimmed.
LIVE AREA: Keep any important elements of the advertisement within this area to be certain that those elements are not too close to the gutter, in jeopardy of getting trimmed, etc.

NEED ASSISTANCE CREATING YOUR ADVERTISEMENT?
Call our Advertising Department to inquire about our affordable design services. (866) 619-0841

HAVING TROUBLE CREATING OR SUBMITTING YOUR ADVERTISEMENT?
We can help. At Native American Art we strive to make the process of submitting your advertisement as easy and smooth as possible. Feel free to contact our Advertising Traffic Department to help with any questions you may have. Email us at traffic@NativeAmericanArtMagazine.com