

art travel guide

Art Travel Guide is a bi-weekly e-mail newsletter reaching a niche audience of over 150,000 art and travel enthusiasts. These frequent travelers plan culture-filled journeys around the world to visit museums, art fairs and the most popular galleries. In each impactful issue, our dedicated editorial staff focuses on an art-rich city and highlights recommended art events, restaurants and accommodations.

REACH THESE UPSCALE, CULTURED TRAVELERS

- 55% Male/45% Female
- Average Age: 49
- 93% attended/graduated from college
- 51% live in households with children
- Average HHI: \$137,000
- 17% travel 10 or more times for leisure annually
- 22% plan to spend over \$7,500 on their next trip
- 70% prefer full-service luxury resorts and hotels



FRESH SUBSCRIBER FILE AND DYNAMIC UPDATING

- 100% opt-in
- Niche audience = highly engaged readers
- Inactive readers dropped after 6 months
- Weekly subscriber updates
- 100% CAN SPAM compliant
- Rigorous list hygiene = high open and click rates *
 - Average open rate: 35%+
 - Average click through rate: .25% - 4.5%+

* Range covers variety of advertising options, creative and placement types

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- Geographic and Behavioral targeting
- Pre and post-campaign research
- Custom publishing opportunities and integrated content
- Exclusive sponsorships
- Targeted Solo e-mail blasts sent to readers
- Postal lists also available



HSBC Private Bank are the Principal Sponsor of Design Miami/

December in Miami - Focus : Design/Miami

Again *Art Travel Guide* focuses on the ever-expanding roster of shows on view in Miami in early December. With so many shows to cover, we thought it best to focus on just one for this issue. Design Miami, now in its third year, focuses strictly on contemporary trends in international design. This concentration distinguishes Design Miami from all other shows happening concurrently this year in Miami.



To create great design, one philosophy works best. Assume nothing. ▶

Thomas Hart
Thomas Hart
Managing Director — *Art Travel Guide*

Featured Event


Design Miami
December 7 - 9, 2007
Moore Building
4040 NE 2nd Avenue
Miami Design District, Miami

Design Miami/ 7/8/9
December 2007
Miami/ Florida

Design Miami was launched to provide a new type of commercial and cultural format to bring together today's most significant high-end designers, dealers, collectors, curators and critics in one place. Taking advantage of the phenomenal draw of Art Basel Miami Beach and all of the other fairs it has spawned, Design Miami quickly established itself as an uniquely important fair in Miami. Because of this success, Design Miami/Basel was launched in 2006 to coincide with Art Basel in June. Below are some of the events sponsored by Design Miami this year.

Design Talks: Free to the Public, December 7 - 9, 5:30 - 6:30pm
Collectors Preview: Invitation only, December 6, 5 - 7pm
Press Preview: Registration Required, schedule pending
Vernissage: Invitation only, December 6, 7 - 11pm
Designer of the Year Dinner: Invitation only, December 7, 8 - 10pm

Other Fairs in Miami



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See Monet, Degas and Matisse in Baltimore
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Baltimore Museum Focus: Impressionist Series and Matisse

In this issue of *Art Travel Guide* we focus on two shows, one featuring several masters of French Impressionism and the other, the sculptures of Henri Matisse. First, the Baltimore Museum of Art hosts the last stop of the national tour of **Matisse: Painter as Sculptor**. And at The Walters Art Museum, **Déjà Vu? Revealing Repetition in French Masterpieces** is on view with many famous masterpieces of Impressionism. Having these important exhibitions running concurrently makes for a great excuse for a getaway to this lovely city on the Chesapeake Bay.

Thomas Hart
Thomas Hart
Managing Director — Art Travel Guide

Featured Events

Baltimore Museum of Art
10 Art Museum Drive
Baltimore, MD 21218-3098
443.573.1700

Matisse: Painter as Sculptor
Through February 3, 2008

Baltimore hosts the last chance to see this exceptional exhibition of Matisse's sculpture - the first major show of most of this work in the United States in nearly 40 years. The show examines the influence Matisse's two-dimensional work had on more than 50 years of sculptural output. Works by some of his contemporaries are included in the exhibition, which further illuminates some of Matisse's inspiration.

The Walters Art Museum
600 N. Charles St.
Baltimore, MD 21201
410.547.9000

Déjà Vu? Revealing Repetition in French Masterpieces
Through January 1, 2008

Déjà Vu? explores the motivation and execution of repetitive artworks from 1800 - 1940 focusing on an unprecedented combination of works by David, Delacroix, Ingres, Monet, Cézanne, Degas and Matisse. Included in the exhibition are examples of Claude Monet's *Grainstacks* series and several versions of Jacques-Louis David's *Death of Marat*. In two small related exhibitions, the Walters is presenting pieces from its permanent collection also focusing on the idea of copying and repetition. Pieces from the Walters' Asian, Egyptian, Greek, Renaissance and Baroque collections are included.


Two Great Exhibitions. Only in Baltimore.

Matisse
Corot Degas
Cézanne
Monet
Delacroix
& more

Déjà Vu?
Revealing Repetition in French Masterpieces
By The Walters Art Museum


Matisse:
Painter as Sculptor
At The Baltimore Museum of Art


Book Your Tickets & Hotel Packages Now!



Special Edition Newsletters

These special issues with an 'advertorial' format (written by *Art Travel Guide*) provide greater visibility and an opportunity to relay detailed product information. An ad from the sponsor is also included. A limited number of special editions are published annually.





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Focus on New York Asia Week

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Thomas Hart
Thomas Hart
Managing Director — Art Travel Guide

Text Box

In the Spotlight:

New York Arts of Pacific Asia Show.
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Month

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The International Asian Art Fair
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ADVERTISING OPPORTUNITIES

art travel guide Los Angeles

art fairs | events

- Photo Los Angeles January 18 - 21, 2007
- Los Angeles Art Show January 24 - 28, 2007
- Art Los Angeles January 25 - 28, 2007
- Los Angeles Fine Print Fair January 27 - 28, 2007
- The Los Angeles Antiques Show April 26 - 29, 2007
- Los Angeles Modernism May 4 - 6, 2007
- Los Angeles Artist & Tribal Art Show November 10 - 11, 2007

galleries

- Acuna Hansen
- Ana Helsing Gallery
- Black Dragon Society
- Blum & Poe
- China Art Objects
- Estel bag gallery
- L.A. Lovers
- Michael Kahn Gallery
- Musegrafa Workshop
- Felix Projects

museums

- The Getty
- Hammer Museum
- Los Angeles County Art Museum
- Museum of Contemporary Art Los Angeles

hotels

- Lowry Santa Monica Beach Hotel
- Mission Hotel
- W Hotel Los Angeles - Westwood

restaurants

- CORE 55
- Rivale
- Siena

Past Art Events

January is a great time for art in Los Angeles. America's second largest art market outside New York has experienced an explosion of new galleries, the majority in Chinatown, near downtown. But the current hot area to check out is Culver City, not far from Los Angeles International Airport. And even with the influx of these newcomers, the more established art scene along Wilshire Boulevard and in Santa Monica continues to thrive.

Photo Los Angeles
Santa Monica Civic Auditorium
January 18 - 21, 2007

In its 16th year, Photo LA is arguably the best photo fair on the West Coast. The 70 participating galleries hail from all over the United States, with a smattering of European exhibitors. As a bonus for the spectators and collectors, a full schedule of lectures by well-known photographers is always on tap. 323.937.4659

Los Angeles Art Show
Barker Hangar at Santa Monica Airport
January 24 - 28, 2007

In the world of ever-expanding contemporary art fairs, the Los Angeles Art Show is a bit of fresh air. This is the 12th year for the show, organized by the Fine Art Dealers Association (FADA), a West Coast-centric alternative to the Art Dealers Association of America (ADAA). What makes this show interesting is its openness to many periods of art - hence, the show is touted as offering the viewer "Five Centuries of Fine Art." 310.822.9145

Art LA
Santa Monica Civic Auditorium
January 25 - 28, 2007

Art LA is the contemporary fair that takes place concurrently with the Los Angeles Art Show. Cutting-edge material abounds at this intimate, relaxed fair. 323.937.4659

Museums

Los Angeles County Museum of Art
Magritte and Contemporary Art: The Treachery of Images
Nov. 19, 2006 - March 4, 2007

This exhibition offers a survey of Magritte's influences on pop, conceptual, and post-modern art. A few dozen Magritte works will be on view, as well as works by Jasper Johns, Ed Ruscha, Jeff Koons, and others. 323.857.6000

J. Paul Getty Center
From Caspar David Friedrich to Gerhard Richter: German Paintings from Dresden
Continuing through April 29, 2007

This intriguing exhibition focuses on the native Dresden masters, Friedrich and Richter. Other artists represented reflect the advances in painting from Romanticism to the modern day. 310.440.7300

Hotel

Hotel Casa Del Mar
1910 Ocean Way, Santa Monica
310.581.5533

Housed in a former 1920s beach club, this Art Deco hotel is nicknamed the "Grand Dame of Santa Monica." Located steps from the Pacific Ocean, each of the 128 rooms offer deluxe accommodations: pillowtop beds, Italian marble bathrooms with hydrotherapy tubs, and ocean views. The hotel's

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