

art travel guide

Art Travel Guide is a bi-weekly e-mail newsletter reaching a niche audience of over 250,000 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. Advertisers can reach this group of sophisticated readers through a variety of opportunities providing repeat exposure to a highly qualified audience.

REACH 250,000 ART AND TRAVEL LOVERS

- 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: 45%+
 - Average click through rate: .25% - 2.5%+

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

UNIQUE ADVERTISING OPPORTUNITIES

- Geo-targeting
- Behavioral targeting (20+ categories)
- Pre and post campaign research
- Customized publishing opportunities
- Integrated content sponsorships

For more information, please e-mail sales@ttandk.com or call 312-266-6400

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THOMAS, TOWNSEND & KENT
MEDIA FOR TODAY'S DIGITAL CONSUMER

The screenshot shows a newsletter layout. At the top left is the 'art travel guide' logo. To the right is a photo of an art installation. Below the logo is a red banner for a Starwood Preferred Guest credit card, with the text 'THIS ISSUE SPONSORED BY THE STARWOOD PREFERRED GUEST® CREDIT CARD FROM AMERICAN EXPRESS' and a 'LEARN MORE' button. The main content area is titled 'Focus on New York's Winter Art Fair Schedule'. It contains text about the 2007 Art Show and The Armory Show, a photo of a collage of faces, and a 'LEARN MORE' button. Below this is a section titled 'In the Spotlight:' featuring 'the ADAA art show' at the Seventh Regiment Armory, February 22-26, 2007. It lists participating galleries: Lehmann Maupin, Locks Gallery, P.P.O.W. Gallery, and Galerie St. Etienne. To the right of this section is another 'LEARN MORE' button and a Starwood Preferred Guest credit card image. At the bottom right, there is a red callout box with a white dot and line pointing to the 'Sponsorship' section.

Sponsorship

Advertisers get maximum ad exposure and can 'own' issue with our sponsorship opportunities. Sponsors get top banner ad plus at least one additional placement. Exclusive sponsorships may be negotiated.

ADVERTISING OPPORTUNITIES

Newsletter Banner Ads

Multiple ad placements are available in each issue. Our uncluttered design ensures that ads are seen and acted upon by readers.

art travel guide
Special Edition

Focus on New York's Fall Art Fair Schedule

Autumn in New York City always brings an exciting schedule of events for the art world. In this special edition of *Art Travel Guide*, we are providing a list of the important art fairs and museum exhibitions for Fall 2006.

In This Issue:
Focus on New York's Fall Art Fairs
In the Spotlight:
Fall Art Fair Schedule
Museum Exhibitions

ART(212) September 28 – October 1
69th Regiment Armory
Lexington Avenue at 26th Street
212.366.4139

photo ny October 5 – 8
Photo New York
Metropolitan Pavilion
125 West 18th Street
323.937.4659

THE INTERNATIONAL ART+DESIGN FAIR™ October 6 – 11
The International Art + Design Fair
Seventh Regiment Armory
Park Avenue at 67th Street
212.642.8572

The INTERNATIONAL ANTIQUE DEALERS SHOW October 20 – 26
The International Fine Art & Antique Dealers Show
Seventh Regiment Armory
Park Avenue at 67th Street
212.642.8572

ifeda November 2 – 5
International Fine Print Dealers Association (IFEDA) Print Fair

16th annual ifpdaprintfair
November 2-5 2006
New York City

STEPHEN WIRTZ GALLERY
SAN FRANCISCO

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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468x60

Focus on New York Asia Week

160x160

Text Box

160x600

160x160

300x250

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Also published by Thomas, Townsend & Kent:



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 Film Festival January 27 - 28, 2007
- The Los Angeles Antiques Show April 26 - 28, 2007
- Los Angeles Modernism May 4 - 6, 2007
- Los Angeles Jewish & Tribal Art Show November 10 - 11, 2007

galleries

- Acuna Hansen
- Ana Helsing Gallery
- Black Dragon Society
- Shun & Fine
- China Art Objects
- Janet bog gallery
- L.A. Levee
- Michael Kahn Gallery
- Musegrafa Workshop
- Steve Projects

museums

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

hotels

- Loewy Santa Monica Beach Hotel
- Mondrian Hotel
- W Hotel Los Angeles - Westwood

restaurants

- Copa 55
- Royale
- Sera

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 - 26, 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. 222.957.6000

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 129 rooms offer deluxe accommodations: pillowtop beds, Italian marble bathrooms with hydrotherapy tubs, and ocean views. The hotel's

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Site content such as Art Cities gives readers up-to-date information on upcoming art events, distinctive galleries, must-see museum exhibits and the hottest hotels and restaurants.

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- AMD
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- Morningstar
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