

# proximity

media kit 2010

**Proximity is an award-winning magazine dedicated to contemporary art and culture.** Our mission is to amplify discourse on local and global art ecologies. We hope to serve as a map—of artists, collectives and initiatives to commercial galleries, museums and universities—as a means of connecting and cultivating sustainable creative communities.

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*Proximity* is Chicago's only art magazine.

Alongside thematic essays and articles, *Proximity* features artist, gallery and collector profiles, exhibition reviews, critical essays on contemporary art practices, artist portfolios displaying high quality reproductions of work, columns and commentary on Chicago and regional art scenes, and an extensive directory section giving coverage to cultural places and events.

Maps, personal guides, and in-depth coverage of local cultural scenes makes our magazine a useful and critical guide to Chicago's art worlds. The magazine's online component hosts a calendar to the best cultural offerings of the city, contain a database of gallery and

space listings, up-to-date exhibition and artist reviews, discussions, commentary and access to editorial content of the magazine and its sister publications.

The magazine is freely circulated to art and design educators at colleges and universities in Chicago and New York as well as to over 200 galleries and museums. Through our partnerships *Proximity* is also distributed at art fairs and festivals throughout the world. Paid distribution is at museum bookstores, bookshops, and boutiques and via subscriptions. National distribution through Ubiquity. European sales is handled through Motto Distribution.

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## issue # 007 details

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### basics:

**Co-Founders:** Rachael and Edward Marszewski

**Publisher:** The Public Media Institute (501(c)3)

**Designers:** Michael Freimuth, Chad Kouri.

**Editors:** Mairead Case, Rachael and Edward Marszewski

**Contributors:** Keith Brown, Michelle Grabner, Aron Gent, Abigail Satinsky, Albert Stabler, Shannon Stratton, Nicholas Lampert, and others.

- + Published tri-annually in editions of 3-5,000
- + Perfect-bound, b/w, half-color, 160-220 pp
- + Distributed at international art fairs and festivals, as well as galleries, museums, cultural institutions, galleries and bookstores throughout Chicago and the world.

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**PHONE NUMBER:** 773.837.0145

**WEBSITE:** proximitymagazine.com

### in the next issue:

- + A Catalog Of Strategies: A Social Art Encyclopedia
- + A selection of features on micro-granting projects, Art/Ecology projects and activist art.
- + Columns by Salem Collo-Julin and Brett Bloom, Mark Staff Brandl, Mairead Case, Renay Kerkman, Institute For Applied Aesthetics.
- + The Museum of Contemporary Art Project - A collaborative publishing project highlighting new MOCP critical texts on photography.
- + Features on artist studios and artist portfolios
- + Independent contemporary art space profiles

### advertiser benefit:

- + Copies will be distributed at Version Festival and Next Art Fair in late April 2010
- + We are now offering web promotions. Please inquire.
- + Display advertisers receive 5 copies.

## Rates and Technical Specifications

### DEADLINES

Issue Date (#)	Street Date	Ad Closing Deadline	Art Closing
SPRING (007) <i>Strategies</i>	04/22/10	04/05/10	04/09/10
FALL (008) <i>Alt. Pedagogy</i>	09/28/10	09/10/10	09/12/10
WINTER (009) <i>Cities</i>	01/10/11	12/16/10	12/22/10

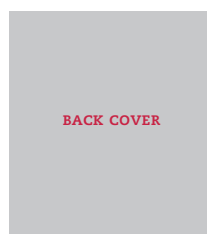
## Advertisement Specifications

### DETAILS

Back Cover: \$1,600 (open rate)  
Full Page b/w (or house pms): \$700  
Full Page Color: \$1200 (open rate)

Size: 7" Wide x 8.75" High

Full size of page (with trim): 7.5" Wide x 9.25" High  
Please note: add 1/8" bleed, keep live area to 1/4" from trim



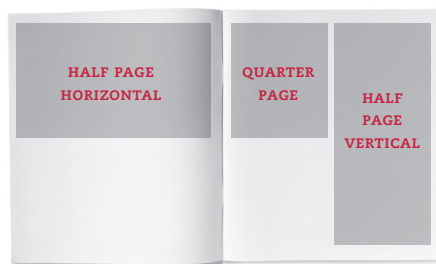
Spread b/w: \$1,300  
Spread Color: \$2,200

Size: 14.5" Wide x 8.75" High

Full size of spread (with trim): 15" Wide x 9.25" High

Half Page b/w (horiz): \$375  
Half Page Color (horiz): \$625 (open rate)

Size: 7" Wide x 4.25" High



Half Page b/w (vert): \$375  
Half Page Color (vert): \$625 (open rate)

Size: 3.375" Wide x 8.75" High

Quarter Page b/w: \$200  
Quarter Page color: \$325

Size: 3.375" Wide x 4.25" High



1/9th Page b/w: \$75  
1/9th Page color: \$125

Size: 2.167" Wide x 2.733" High

**Discounts: Ad Buy Rate/Gross Discount: 3x/10% or 6x/15%**

**REMEMBER:** Always keep important info like photo credits etc. away from the bleed or they might get chopped.

**IMAGES:** Visuals must be CMYK (never RGB, nor duotone, nor multichannel). All art must be at least 300 dpi. If you have a lot of line art (1-bit images) it's recommended that you deliver art at 600 dpi to prevent pixilation.

**HOW AND WHERE TO SEND ADS:** All ads must be sent to *Proximity* in a digital format electronically (email or FTP) or on a CD or portable drive. The preferred format for final artwork is a pdf. If you must, and you have collected everything on CD, you can also mail it to:  
Attn. Production Dept. *Proximity*, 960 W 31st Street, Chicago Illinois 60608 or email to [ed@proximitymagazine.com](mailto:ed@proximitymagazine.com)