

# proximity

media kit 2009

**Proximity is a 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.

---

*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, an artist portfolio displaying high quality reproductions of artist's 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.

The magazine is freely distributed to art and design educators at colleges and universities in Chicago as well as over 100 midwestern galleries and museums. Through our partnerships *Proximity* is also distributed at art fairs and festivals throughout the world. Local paid distribution is at museums bookstores, bookshops, and boutiques and via subscriptions. National distribution is handled online and through Ubiquity as well as Ingram Distribution. European distribution by Motto.

# proximity

## issue # 004 details

---

---

### basics:

**Co-Founders:** Rachael and Edward Marszewski  
**Publisher:** the Public Media Institute (501(c)3)  
**Designer:** Michael Freimuth, Chad Kouri.  
**Managing Editor:** Mairead Case

**Contributors:** Albert Stabler, Gregory Sholette, Bad At Sports, Charlie Vinz, Nic Costa, Caroline Picard, MK Meador, Joseph Del Pesco, Aron Gent, and others.

- + Published tri-annually in editions of 6-7,000
- + Perfect-bound, 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.

**EMAIL:** ed@proximitymagazine.com  
**PHONE NUMBER:** 773.837.0145  
**WEBSITE:** proximitymagazine.com

### in the next issue:

- + (Con) Temporary Art Chicago Guide (see page 4)
- + International art scenes reviewed: directories and features on Belgrade, and Chicago.
- + Features and interviews: Brial Ulrich, Theaster Gates, Ant Farm, Robert Schechter, Renny Pritikin + others.
- + Columns by Salem Collo-Julin and Brett Bloom, Randy Kober, Mark Staff Brandl, Renay Kerkman, Jamie Treckerm and the Art Fag.
- + Features on artist studios and artist portfolios
- + Independent Contemporary art space profiles

### advertiser benefit:

- + Copies will be freely distributed at Chicago art fairs and festivals
- + Display advertisers receive 20 copies.
- + a Special (Con) Temporary Art Chicago Guide will be used for future reference

## Rates and Technical Specifications

### DEADLINES

Issue Date (#)	Street Date	Ad Closing Deadline	Art Closing
April (004)	04/23/09	03/20/09	03/028/09
August (005)	08/25/09	07/24/09	08/01/09
December (006)	12/01/09	10/27/09	11/01/09

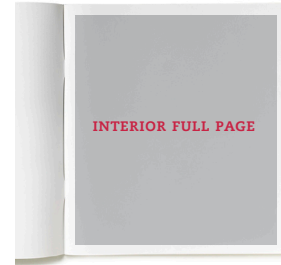
## Advertisement Specifications

### 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



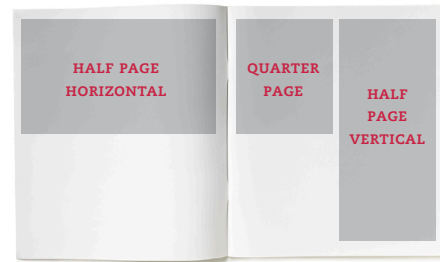
Spread b/w: \$1,300  
Spread Color: \$2,200

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 InDesign files with all used images and fonts (including screen and print fonts) or as a pdf. Once you have collected everything on CD, send it to:  
Attn. Production Dept. Proximity, 960 W 31st Street, Chicago Illinois 60608

# **(CON)TEMPORARY ART CHICAGO GUIDE**

Proximity magazine cordially invites you to (Con)Temporary Art Chicago. This conceptual platform creates a parallel (and integrated) program showcasing the best cultural offerings in the city of Chicago during the art fairs season (late April to early May).

We are going to map the cultural spots of Chicago in our beautifully designed guide. The floorplan of the map is the entire city.

The halls are made up by prominent Chicago-based art institutes and initiatives, like: Art Institute of Chicago, the Museum of Contemporary Art Chicago, Chicago Cultural Center, Millennium Park, Hyde Park Art Center, the Smart Museum, The Renaissance Society, Columbia College, Artropolis, Chicago Architecture Foundation, Version Festival, Museum of Contemporary Photography, several temporary art projects, independent art spaces and other culturally significant projects.

The (Con)Temporary Art Chicago Guide is an opportunity to experience the city as a space for contemporary art, to reflect on the need and vulnerability of these cultural presentations and to celebrate art. Day and night, inside and outside, high and low; with each moment new encounters.

In the guide: Exhibitions, lectures, presentations and meetings are presented within inspiring routes. From gallery route to solo-route, from openings to cafés. This extended (Con)Temporary Art Chicago Guide gives detailed program information and a critical context on the wider meaning of the art as market and public commons.

The (Con)Temporary Art Chicago Guide will contain articles and interviews by prominent cultural figures in Chicago as well as directories of the organizations and spaces involved with the art fairs and festivals taking place at the that time. The guide becomes it's own artifact for future reference.

The GUIDE is a 64 page booklet that will contain:

- Annotated directory of "halls" galleries, and spaces
- Gallery Routes
- Collection Route
- Street Strategy
- UnGuided tours
- Talks and presentations
- Openings and Parties
- and More..

Please inquire for inclusion in the guide, special advertising rates, as well as sponsorships.  
[ed@proximitymagazine.com](mailto:ed@proximitymagazine.com)  
773 837 0145