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 had 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. Since the launch of this magazine, focusing entirely on the market for contemporary and historic Native American arts, we have only grown our partnerships and collector reach.

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

Fine art galleries, museums and auctions houses across the country that specialize in Native American art 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.

Our ads in Native American Art magazine have consistently brought new clients into the gallery and we have consistently sold the pieces featured in the ads.

— Charles King, owner, King Galleries
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.

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

Auctions
Major works coming up for sale at the most important auction houses dealing in historic Native American art. From Bonhams and Heritage Auctions to Cowan’s Auctions and Hindman, we will cover all auctions of Native American art as they happen and offer reports on all the major sales.

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.
2020 EDITORIAL CALENDAR
Editorial Coverage and Previews of Upcoming, Events, Exhibitions and Auctions

» FEBRUARY/MARCH  Space Booking: 12/9/2019  Ad Materials Due: 12/18/2019
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 ArtWalk, 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

» APRIL/MAY  Space Booking: 2/7/2020  Ad Materials Due: 2/14/2020
Special Focus: Textiles

ADDITIONAL DISTRIBUTION:
- Native Treasures, Museum of Indian Arts & Culture, Santa Fe, NM
- Abbe Museum Indian Market, Bar Harbor, ME (Media Sponsor)
- Artesian Art Festival, Sulphur, OK (Media Sponsor)
- 46th annual Trails of Tears Art Show, Cherokee Heritage Center, Park Hill, OK
- Gathering of Nations Indian Trader Market, Albuquerque, NM
- Scottsdale Art Auction, Scottsdale, AZ
- Altermann Galleries & Auctioneers’ Sale, Scottsdale, AZ
- Trappings of Texas, Museum of the Big Bend, Alpine, TX

Special Focus: Beadwork

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
2020 EDITORIAL CALENDAR (continued)
Editorial Coverage and Previews of Upcoming, Events, Exhibitions and Auctions

» AUGUST/SEPTEMBER Space Booking: 8/8/2020  Ad Materials Due: 8/19/2020
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

» OCTOBER/NOVEMBER Space Booking: 8/7/2020  Ad Materials Due: 8/14/2020
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)
» 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
» Arts of the American West, Hindman, Denver, CO
» Cowboy Crossings, National Cowboy & Western Heritage Museum, Oklahoma City, OK
» Select museum exhibitions

» DECEMBER/JANUARY Space Booking: 10/9/2020  Ad Materials Due: 10/16/2020
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
ONLINE 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, which arrives 10 days before the printed version of the magazine hits newsstands. All advertisers are included in this online magazine, with live links to their websites.

Not only do I enjoy advertising in Native American Art magazine, I find it a great investment. In the December/ January 2019 issue I sold a beautiful vintage Zuni Rainbow Man squash blossom necklace to a wonderful client back east. The exposure in this magazine is worth its weight in good turquoise!

— Barbara Miles, owner, Miles and Miles Trading

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>

2020 EDITION

<table>
<thead>
<tr>
<th></th>
<th>SPACE BOOKING</th>
<th>CAMERA-READY AD</th>
<th>PUBLICATION DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>February / March</td>
<td>December 9</td>
<td>December 18</td>
<td>January 24</td>
</tr>
<tr>
<td>April / May</td>
<td>February 7</td>
<td>February 14</td>
<td>March 23</td>
</tr>
<tr>
<td>June / July</td>
<td>April 8</td>
<td>April 17</td>
<td>May 22</td>
</tr>
<tr>
<td>August / September</td>
<td>June 8</td>
<td>June 19</td>
<td>July 24</td>
</tr>
<tr>
<td>October / November</td>
<td>August 7</td>
<td>August 14</td>
<td>September 25</td>
</tr>
<tr>
<td>December ’18 / January ’19</td>
<td>October 9</td>
<td>October 16</td>
<td>November 23</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

www.NativeAmericanArtMagazine.com
7530 E. Main St., Ste.105, Scottsdale, AZ 85251 | PO Box 2320, Scottsdale, AZ 85262-2320
Tel: 866-619-0841 | Fax: 480-425-0724 | Email: JoshuaRose@NativeAmericanArtMagazine.com
YOU ALSO GET FREE ONLINE EXHIBITION SPACE TO GO WITH YOUR AD

In addition to your print ad in the magazine and on our website, you’ll receive FREE Online Exhibition Space where you can showcase up to 20 images from your upcoming show or any of your current inventory.

FREE Online Exhibition Space where you can post up to 20 images from your own inventory and collectors can email inquiries directly to your inbox.

Advertisement Space eligible for images in your Online Exhibition Space

» Full Page ......................... 20 IMAGES
» Half Page .......................... 10 IMAGES
» Quarter Page ....................... 5 IMAGES

You Get Your Own Account and Dashboard So You Can Manage Your FREE ONLINE EXHIBITION SPACE

• Easy to use upload tool allows you to post up to 20 works of art in your inventory directly to our new website

• Top to bottom scrolling allows collectors to see large detailed images of each work of art

• Log on anytime to mark works sold

• Swap or post new images while the edition is live

READERS also have access to the Whole Edition in their Pocket!
Your ad and Online Exhibition Space will go everywhere our savvy readers go.
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 10MB 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.

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

AD MATERIAL SPECIFICATIONS

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 10MB 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.

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

AD MATERIAL SPECIFICATIONS

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 10MB 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.

AMENDMENTS
Any amendments required to your file, at plate stage, will incur an additional charge.
UPLOADING IMAGES OF YOUR WORKS FOR SALE TO THE ONLINE EXHIBITION SPACE

1. Check Your Email
   You will receive an email from us showing your ad and giving you access to your Online Exhibition Space.

2. Collect Your Images and Captions
   Before you begin uploading your show gather the images in .JPG format and the captions of up to 20 pieces of artwork to be included in this edition’s Online Exhibition Space on our website.

3. Verify Your Information
   Once you click on the link below you will be taken to your Online Exhibition Space webpage on our site. Once logged in, you can make edits right on the page. You will see that some of the required information has already been entered. You will also see buttons to allow you to edit your space. These buttons are only visible to you as the administrator. Please take this opportunity to verify both your gallery’s and exhibition’s information.

4. Add Your Artwork
   Now you’re ready to begin uploading your artwork. Click the “Add Artwork” button, and this will take you to the Add Artwork form. Simply fill out this form and click Upload Artwork or continue adding additional artworks. Simply repeat this process for up to 20 works of art.

“Inquiries and purchases from collectors around the world rise every time the magazine comes out. This magazine allows me to stand out from the plethora of other galleries.”
— Katie Richarme, owner, The Dancing Rabbit Gallery

**Deadlines for Uploading Images to your Online Exhibition Space**

<table>
<thead>
<tr>
<th>EDITION</th>
<th>AD BOOKING</th>
<th>UPLOAD &amp; EDIT AVAILABLE</th>
<th>EXHIBITION SPACE LIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>February/March</td>
<td>December 9</td>
<td>Through March 19</td>
<td>Jan. 20-March 19</td>
</tr>
<tr>
<td>April/May</td>
<td>February 7</td>
<td>Through May 19</td>
<td>March 20-May 19</td>
</tr>
<tr>
<td>June/July</td>
<td>April 8</td>
<td>Through July 19</td>
<td>May 20-July 19</td>
</tr>
<tr>
<td>August/September</td>
<td>June 8</td>
<td>Through September 19</td>
<td>July 20-Sept. 19</td>
</tr>
<tr>
<td>October/November</td>
<td>August 7</td>
<td>Through November 19</td>
<td>Sept. 20-Nov. 19</td>
</tr>
<tr>
<td>December/January</td>
<td>October 9</td>
<td>Through January 19</td>
<td>Nov. 20-Jan. 19</td>
</tr>
</tbody>
</table>

www.NativeAmericanArtMagazine.com
7530 E. Main St., Ste.105, Scottsdale, AZ 85251 | PO Box 2320, Scottsdale, AZ 85252-2320
Tel: 866-619-0841 | Fax: 480-425-0724 | Email: JoshuaRose@NativeAmericanArtMagazine.com