

ARTISTRY

2023-24 Media Kit

Make Art Thrive With *Artistry*

Artistry is more important now than ever. It's the only publication that covers all arts and cultural activities in Central Florida (Orange, Seminole, Osceola and Lake counties) — and is a vital lifeline between arts organizations and the sophisticated and savvy audiences who visit galleries, museums, concerts, films, plays and cultural events of all kinds. With so many new and creative ways of presenting arts programming, the information *Artistry* provides its readership is integral to the region's cultural life. And it reaches an enormous audience of arts enthusiasts.



16,000 IN PRINT

The print edition is mailed to approximately 4,000 donors, VIPs and financial supporters of United Arts of Central Florida, while 12,000 are distributed through more than 100 high-profile partners including arts venues (museums, theaters, galleries), chambers of commerce, colleges and universities, community centers and libraries and retail locations frequented by the magazine's target audience.

NEW! *Artistry* is now available on newsstands at Publix, Walgreens, CVS, Barnes & Noble and at Orlando Sanford International Airport to reach the visitor market!

8,200 IN DIGITAL FORMAT

In addition to the print version, a premium digital version is sent to nearly 8,200 people who have specifically asked to receive emailed arts updates from United Arts of Central Florida. The reader-friendly digital edition includes hot links to all advertisers for maximum impact.

Living well is an art! So, readers of *Artistry* have sophisticated tastes and enjoy dining at upscale restaurants, purchasing quality merchandise and services, improving their homes and traveling for pleasure. Reach these highly desirable consumers in print and online through the only magazine dedicated exclusively to the cultural activities that they enjoy.

ARTISTRY

2024 Editorial Calendar

Each issue of *Artistry* features one or more major themes, plus substantial additional content:

NOVEMBER/DECEMBER, 2023

Holiday Gift Guide: Cultural events and one-of-a-kind gifts that make the season memorable:

Space Deadline: 9/08/2023

Materials Deadline: 9/15/2023

JANUARY/FEBRUARY, 2024

91st annual Bach Festival: This beloved annual event celebrates the legacy of J.S. Bach plus other great classical composers.

35th Annual ZORA! Festival: Eatonville hosts this annual event, which honors home-grown folklorist Zora Neale Hurston.

Space Deadline: 11/11/2023

Materials Deadline: 11/18/2023

MARCH/APRIL, 2024

The Florida Film Festival: This special annual event spotlights leading-edge cinema.

Summer Cultural Camps: A comprehensive guide to art and science camps in our own backyard.

Space Deadline: 1/5/24

Materials Deadline: 1/12/24

MAY/JUNE (SUMMER), 2024

Orlando International Fringe Theater Festival: An unjuried, uncensored celebration of creativity that includes theater, dance, music and the visual arts.

Space Deadline: 3/1/24

Materials Deadline: 3/8/24

SEPTEMBER/OCTOBER, 2024

Season Preview: Your most comprehensive source for Central Florida's 2024–25 cultural season.

Space Deadline: 6/28/24

Materials Deadline: 7/5/24

CULTURA



McCarty's Epic Car Meem
By *Michelle G. Smith*

For such a beautiful, meaningful occasion, it's a shame that the 91st Annual Bach Festival will be the last. The festival, which has been a tradition for over 90 years, will conclude this year with a final performance of the "Epic Car Meem" on September 15th. The festival, which has been a tradition for over 90 years, will conclude this year with a final performance of the "Epic Car Meem" on September 15th.



McCarty's Epic Car Meem is a unique performance piece that has become a highlight of the festival. It features a car that is transformed into a stage, with performers using the car's interior and exterior as a set. The performance is a blend of music, dance, and theater, and it has become a beloved tradition for festival-goers.

CHROMA

Everett Spruill, Jazz and Justice

By *Rona Gordon*




Everett Spruill is a pianist, composer, and social activist. His music is a blend of jazz and social commentary, and he has been a prominent voice in the community. His latest work, "Jazz and Justice," is a collection of songs that explore themes of inequality and social justice. Spruill's music is a powerful statement on the state of the world, and it has inspired many people to take action.

TAPESTRY

Renaissance Man
VERKATILE ARTIST UNIFIES THROUGH VIVID PAINTINGS.




Renowned painter and artist, [Name], is a true Renaissance man. His work spans across various mediums, including painting, sculpture, and performance. He is known for his vibrant colors and detailed compositions, and his art has been exhibited in galleries and museums around the world. His latest work, "Renaissance Man," is a portrait of a man in a white suit, which is a nod to the artist's own life and career.

EMBROIDERY WITH SKILL & SOUL

THE RESULTS ARE TRIBUTE AND EXQUISITE.




Embroidery is a craft that has been practiced for centuries, and it is a skill that requires patience and precision. [Name] is a master of the craft, and her work is a testament to the art's beauty and complexity. Her latest work, "Embroidery With Skill & Soul," is a piece that combines traditional techniques with modern design. The result is a tribute to the craft and a work of art that is both beautiful and meaningful.

FEATURED DEPARTMENTS

Some or all these departments appear in each issue of *Artistry*:

Chroma brings you into the working studios of local artists and into the dining rooms of area restaurants.

Cultural Calendar tells you where to go and what to do in the worlds of visual and performing arts.

Cultura offers information about what's coming up for dozens of arts and cultural organizations — from exhibitions to performances.

Tapestry is a pictorial preview of exhibitions and activities that you won't want to miss.

Thrive introduces you to the fascinating faces of the area's cultural scene.

UA Insider updates you on the latest news and happenings at United Arts of Central Florida.

The Official Publication of



ARTISTRY

ADVERTISING

People who support the arts enjoy the finer things in life, and *Artistry* serves as their guide to arts and culture in Central Florida. The official publication of United Arts of Central Florida, *Artistry* is produced five times a year by Winter Park Publishing Company. Each issue covers the best in local dance, music, film, theater, visual arts and special events. The magazine also includes articles about home décor and artful shopping and dining and personality profiles of artists and leaders in the arts and culture community.

ADVERTISING SPECIFICATIONS

Document Construction

- All ads should be constructed using CMYK graphics and colors — no PMS colors or RGB images. Resolution of graphics should be 300 dpi and they should be placed at 100%.
- **Full-page ads:** Ad should be built to trim size. If ad is to bleed, background image must be extended an additional 0.125" beyond the trim size on all four sides. Live area should be 0.25" inside the trim size on all four sides. Spreads should be supplied as spreads, not as individual pages. Proof should include bleeds only, no cropmarks.
- **Partial-page ads:** Ad should be built to trim size; partial-page ads do not bleed. If an ad does not have a defined edge, a border may be applied at the publisher's discretion.

Digital Formats

- PDF/X-1a PDF is the preferred format for file submission. All high-resolution images must be included and fonts embedded when the high-resolution PDF file is saved.
- TIFF and JPG files are also acceptable formats. Resolution should be 300 dpi and color mode should be CMYK. TIFF files should be flattened and fonts embedded.

COVER RATES (gross)

Position

NEW
LOWER
RATES!

6X

Back Cover	\$2,300
Inside Front Cover	\$2,200
Inside Back Cover	\$2,100

ADVERTISING RATES (gross)

Ad Size

1X

3X

6X

NEW
LOWER
RATES!

Full Page	\$2,200	\$1,900	\$1,750
Half Page	\$1,900	\$1,600	\$1,200
Third Page	\$1,200	\$950	\$600
Sixth Page	\$600	\$400	\$300

MECHANICAL REQUIREMENTS (width x height)

Size

Trim

Bleed

Full Page	8.125 x 10.75	8.375 x 11
Half Page Horizontal	7.125 x 4.75	
Half Page Vertical	3.475 x 9.8125	
Third Page Horizontal	4.6875 x 4.75	
Sixth Page Horizontal	4.6875 x 2.215	

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