

# VOYZX Art

## *Media Kit*

### **ABOUT:**

VOYZX Art is an international art magazine devoted to different forms of contemporary Surrealism, neo-Dada, Expressionism, and Conceptual Art. We also publish essays related to the background and history of contemporary art.

VOYZX Art explores trends and perspectives of these art directions in our contemporary art world via editorials, essays, interviews, book reviews, artists projects, exhibitions, as well as contemporary surreal and conceptual poetry.

Our mission is to familiarize readers with the overall aspects of these directions of Contemporary Art and popularize them, showcasing artists that employ these art styles all over the globe.

### **PUBLICATION:**

VOYZX Art is the VOYZX Fine Art Project Inc. periodical, published three times per year in English in January, May, and September.

### **PRODUCTION:**

VOYZX Art is available in digital and print versions. The print version has a full colour high-end look with a semi-gloss cover with printing on matte, velvet-finish paper. Print copies are available on demand and can be mailed around the world.

### **ADVERTISING ADVANTAGES:**

VOYZX Art reaches the audience of Surreal, neo-Dada, and Conceptual Art private collectors, artists, art lovers, and art related organizations all around the world. VOYZX Art provides advertisers with the opportunity to have an impact on a readership interested in these particular directions of contemporary art and related exhibitions, venues, galleries and museums, services, books, music, literature, lifestyle products, and so on.

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### READERSHIP GENERAL:

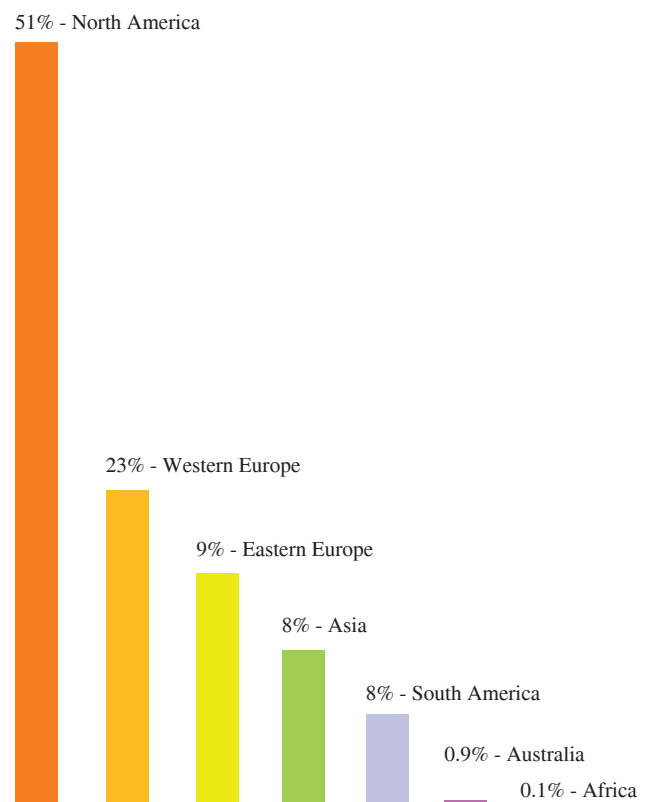
VOYZX Art current readership is over 5,200 readers worldwide (as it on September 2018). Our readers are visual art professionals, curators, dealers, critics, art consultants, collectors, and scholars.

### READERSHIP DEMOGRAPHICS:

We at VOYZX Fine Art Project continuously conduct art market research and analysis. We have built a demographic profile for our readers and based on this information we can say:

- average age is 43 with 65% of readers being female and 35% male;
- readers' main interests include: finance, contemporary art, collecting, music, live theatre, travelling;
- average household income is \$90,000;
- major groups are: a) art collectors: 55%;  
b) art lovers, who regularly visit art galleries, museums, and art fairs: 80%.

### READERSHIP BY REGION:



Data on September 2018

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### ADVERTISING RATES:

#### 4 COLOUR

	1 publication	2 publications	3 publications
Inside cover	\$270	\$234	\$195
Full page	\$165	\$144	\$120
1/2 page vertical	\$105	\$90	\$75
1/2 page horizontal	\$105	\$90	\$75
1/4 page vertical	\$75	\$52	\$45

Above rates are for print-ready ads. Additional costs will be charged for advertising content that is not received in print-ready digital form or that does not conform to our specifications.

### SPECIFICATIONS:

#### FILE FORMAT

- Adobe Acrobat (PDF) PDF/X-1a: 2001 standard, do NOT downsample images in the document;
- Adobe Illustrator EPS;
- InDesign CS, with linked graphics, printer and screen fonts.

#### FILE IMAGE RESOLUTION

The minimum resolution for images and any screened artwork is 300 dpi at 100%.

#### COLOUR MODE

No RGB and PANTONE colours are allowed. All images, graphics and colours must be converted to CMYK before submitting the files.

#### BLACK

Solid black must be supported with a 40% cyan booster.

#### FILE TRANSFERS:

To avoid corruption during transmission please compress files. Files of less than 5 MB can be emailed to [contact@voyzx-art.com](mailto:contact@voyzx-art.com). Files over 10 MB should be transferred via Google Drive.

#### SERVICES:

If you do not have design services available to you, we design your ad for you. Complete design services are available at a minimum charge of \$50.

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### **PUBLISHING SCHEDULE:**

<b>Issue</b>	<b>Close</b>	<b>Material due</b>	<b>Publication</b>
January - April	November 1st	November 15th	January 20th
May - August	March 1st	March 15th	May 20th
September - December	July 1st	July 15th	September 20th

