



TARGETED CIRCULATION OF 100,000 COLLECTORS

Fine Art Connoisseur reaches the most focused, influential audience of affluent art collectors in the magazine industry. Delivered to individual subscribers worldwide and fine newsstands in the U.S. and Canada, *Fine Art Connoisseur* has a strong focus on the new generation of wealthy art collectors.

Fine Art Connoisseur demonstrates in every issue that our readers value and trust this award-winning publication. With its inspirational combination of editorial content and premium sales offerings, *Fine Art Connoisseur* is an upscale package that readers desire.

Fine Art Connoisseur has won national publishing awards and has accomplished important publishing milestones:

- **70% RENEWAL RATE** — The renewal rate national average is 20%.
- **EXCEPTIONAL NEWSSTAND LAUNCH SUCCESS:**
 - 1) When launched at Barnes & Noble bookstores, *Fine Art Connoisseur* exceeded national launch sales averages within the chain by 50% in the United States and 75% in Canada.
 - 2) As a result of the successful Barnes & Noble launch, Borders Books & Music also picked up the magazine. Pick-up by both is very rare in the early stage of a publication's life.
- **GIANT SPIKE IN NEW SUBSCRIBERS** — This spike is a result of continual promotion efforts, distribution of samples to gallery patrons, and collectors.
- **DISTRIBUTION IN HOTELS CATERING TO THE ULTRA-WEALTHY**
- **DISTRIBUTION TO JET PORTS**

A REFRESHING APPROACH

Publications typically inflate subscription figures to look good. Frequently, publishers sell copies to wholesalers, producing the ability to claim high paid-circulation figures; those with such subscriptions are referred to as “junk subscribers” — not interested in the subject matter nor in potential customers. *Fine Art Connoisseur* has chosen to avoid this questionable practice and therefore does not target “junk subscribers.” *Fine Art Connoisseur* offers its advertisers a targeted circulation of collectors and art buyers, rather than building inflated numbers with no value to the advertiser.

Fine Art Connoisseur readership circulation — 100,000 qualified art collectors and buyers*

Fine Art Connoisseur distribution:

- *Fine Art Connoisseur* subscribers
- *Fine Art Connoisseur* on newsstands
- Important art openings, fairs, and other events
- Promotional sampling to gallery patrons
- Upscale hotel in-room distribution and jet ports
- Rates of growth are increasing monthly

*Calculation based on publisher's own data and industry average of 2.5 pass-along readership as of February 1, 2007

FineArtConnoisseur

THE PREMIER MAGAZINE FOR INFORMED COLLECTORS