

LAST CHANCE
BLOUIN SHOP

The Magazine Where Luxury Meets Art

*October
2017*

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VERSION



Editorial Content

The luxury lifestyle for international affluent buyers, travelers and top collectors

Group Editors Louise Blouin, Mark Beech, Kim Conniff Taber and Archana Khare-Ghose.

Ferrari marks its 70th anniversary with a major exhibition at London's Design Museum. By **Mark Beech**. Plus: Ferrari at auctions, a graphical analysis

Wine auctions to watch: wine journalist **Andrew Rosenbaum** reports.

The LBD story - **Jessica Michault** decodes the little wonder called the LBD as Sotheby's readies to auction an important collection of the little black dress -- the **Didier Ludot** collection -- at a Paris auction on October 3

An exhaustive coverage of FIAC Paris with a focus on its Design section

A curated editorial pick for the top buys from blouinshop.com

An overview of the top lifestyle auctions this month across categories -- jewelry, watches, wines, cars

Auction and top exhibition calendar for the entire month

The coverage is helmed by some of the best known names in the field. Our list of contributors is rich and expansive. Besides **Judd Tully, Michael Prodger, and Nina Siegal**, we have on board **Martin Gayford, Andrew Rosenbaum, Elin McCoy, Victoria Gomelsky, Aymeric Mantoux, Digby Warde-Aldam, Stephen Heyman, Joseph Akel, Lisa Contag, Cody Delistraty, Louisa Elderton, Constance Chien, Joyce Lau, and Shannon Eblen.**

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The insider's guide to the
global art scene



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When Luxury meets Art
Since 1979

INTERNATIONAL DISTRIBUTION

Blouin Shop has a Worldwide Distribution



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20K COPIES

AUDIENCE

*International affluent buyers,
travelers, and top collectors*

BREAKDOWN

45%
EUROPE

30%
ASIA

25%
U.S.

BlouinArtinfo.com

10 Million

Visits a year

4.5 Pageviews/session

2.44 min spent on average



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147,000+

Sessions a year

47.5 MILLION
Pageviews generated per year



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1.15 Million
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Berlin, Dehli, Hong Kong,
London, New York, Paris,
Singapore, Sydney, Tokyo

GORDON'S
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Generated per Year



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DIGITAL EDITIONS

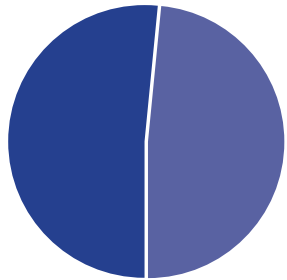


BLOUIN SHOP
MAGAZINE

Magazine Where Luxury Meets Art

Reach Our Affluent and Engaged Online Audience...

Demographics



Female
54%

Male
46%

50% of our Audience

25-44

Education Level- Grand school index

252

High Household Income >\$150K+ index

172

Art Collectors

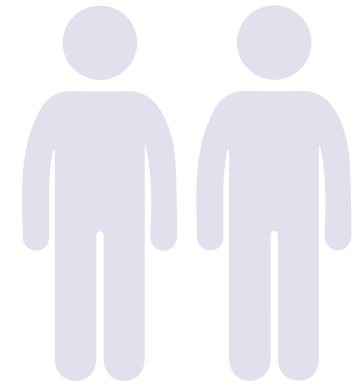
Avg. Estimate of Collection

\$1,070,000

(more than 3 per year)

% Frequent Museums
(more than 3 per year)

67%



% Frequent Galleries
(more than 10 per year)

52%

Affinity Versus Market Average

General Interests

Food & Drinks

3.4

Leisure & Hobbies

4.2

Home Owners

CURRENT HOME VALUE

\$1M+

Shopping Interests

Automotive (owned vehicle price) >\$75K+

70.51

Luxury Travelers

2.27

AFFINITY

14.63x

Business and Occupation

Finance and Banking

1.97

Legal

5.79

Non-Profit

2.18

Real Estate

5.56

Consumer Electronics

Bose

3.81

Apple

1.85

Console Lifestyles

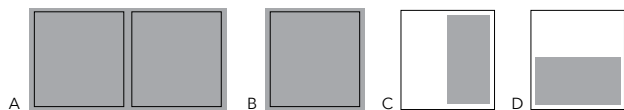
Luxury Home Good Buyers

1.91

Luxury Store Buyers

1.88

MECHANICAL SPECIFICATIONS



BLEED ADS	LIVE AREA	TRIM	BLEED
A. Spread	19.75 x 9.25" 502 x 235mm	21 x 10.5" 534 x 267mm	21.25 x 10.75" 540 x 274mm
B. Full Page	9.25 x 9.25" 235 x 235mm	10.5 x 10.5" 267 x 267mm	10.75 x 10.75" 274 x 274mm
NON BLEED ADS	TRIM		
C. Half Page Vertical	4.625 x 9.25" 117 x 235mm		
D. Half Page Horizontal	9.25 x 4.625" 235 x 117mm		

Please note: Bleed pages require an additional 0.125" or 3.5mm bleed on all sides. Trim size on all ad formats must be 0.375" or 9.5mm inside trim edge.

PRODUCTION CHARGES

Any production costs incurred by the advertiser will be billed as: "Ad Design Production/Layout" charges. Advertisements must meet BLOUINSHOP size and digital file specifications or client will be billed for necessary adjustments. All materials received a week after ad sales close will incur a late fee.

Contact: alschuler@artinfo.com

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Please include your company name on all folders and files.

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For larger files please forward to abajaj@artinfo.com via wetransfer.com or via your own FTP site.

Please send proofs and Mac-formatted CD-ROMS to:

BLOUINARTINFO CORP PRODUCTION DEPARTMENT
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No floppy or Zip discs accepted.

FORMAT

Hi-res PDF files (made using Acrobat Distiller® 5 or later or InDesign). Clients will be billed \$100 for files that require conversion from, Photoshop®, InDesign®, and Illustrator® to PDF.

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The Hi-res PDF files MUST have:

1. All fonts embedded.
2. The correct mode (CMYK or Grayscale) never RGB, LAB or embedded color profiles (No ICC profiles).
3. All spot colors must be converted to CMYK. No file with PMS colors will be accepted unless pre-ordered.
4. All high-res images must be embedded in the file. No OPI (Open Prepress Interface) images can be used.
5. Resolution: 300 DPI for all submitted images and files.
6. All PDFs must have bleed marks and registration marks.

ACCEPTED PROOFS

The following are the only accepted proofs for four color ads:

1. Kodak® Approval proof
2. Fuji® FINALPROOF
3. Matchprint® DIGITAL H/T Proof
4. If a color calibrated proof is not provided with four color ads, client will be billed \$50 for the cost of pulling each proof. Since the client will not be able to sign off on the proof, the publication is not responsible for the color of the proof.

Proofs must be created with SWOP Web Offset gains.

Publication not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 133 line screen on publication base, color calibration SWOP standards, density max 300%.

BACKUP WORK FOLDERS

In addition to the PDF, ALL supporting fonts, illustrations, and image scans must accompany each submitted ad. All submitted fonts must be for MAC OS and Postscript in nature. No PC fonts accepted. Any stylized fonts in Quark® will not be accepted. Illustrator files should have all type converted to outlines. All files must be saved to disc in the Macintosh OS format. A disc directory and proper proof must accompany each ad file. All submitted images and/or files must be converted to CMYK.

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BLOUINSHOP advertising
Paper and digital magazine new opportunity



Print + digital edition + listing offer

Special Package for October Issue

\$4,100 | ~~\$8,200~~ **\$6,150**
for one full page | for a spread of 2 pages

Enhanced Print Listing in BLOUINSHOP	Gallery Name, Address, Phone Number, Website + Pictures + 2 exhibitions with the dates of the exhibition's run.
Contact Information Online	Gallery Name, Address, Phone Number, Website + Pictures + 2 exhibitions with the dates of the exhibition's run.
Microsite access	Sign into microsite and publish social media links, exhibitions, talks, tours at your convenience
Special Placement for Events	Events online highlighted in datebooks
Social Media	2 Twitter and Facebook posts on targeted Art+Auction social media outlets
Newsletter	Choose 2 exhibitions to be included in the Upcoming Exhibitions section of Blouin Art Guide newsletter to our world-wide audience
Print Exhibition Listing in Blouin Gallery Guide	Exhibition listings in Blouin Gallery Guide with pinpointed map (where available)

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for a spread of 2 pages

Enhanced Print Listing in BLOUINSHOP

Gallery Name, Address, Phone Number, Website + Pictures + 2 exhibitions with the dates of the exhibition's run.

Contact Information Online

Gallery Name, Address, Phone Number, Website + Pictures + 2 exhibitions with the dates of the exhibition's run.

Microsite access

Sign into microsite and publish social media links, exhibitions, talks, tours at your convenience

Special Placement for Events

Events online highlighted in datebooks

Social Media

2 Twitter and Facebook posts on targeted Art+Auction social media outlets

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Choose 2 exhibitions to be included in the Upcoming Exhibitions section of Blouin Art Guide newsletter to our world-wide audience

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Paper and digital magazine new opportunity



Print + digital edition + listing offer

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\$24,600

for one full page

~~\$98,400~~

\$36,900

for a spread of 2 pages

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