



2011 Media Kit

the
Artist's
magazine

and the F+W Media
family of art properties

- * *Watercolor Artist*
- * *The Pastel Journal*
- * *ArtistsNetwork*
- * *WetCanvas*



inspiring, informing, connecting artists
f+w media & the fine arts community

D. Tatman

Deliver your message to the world's largest,
most targeted group of artists!

the
Artist's
magazine

Watercolor
artist

The
Pastel Journal



WetCanvas

The Artist's Magazine

(10 issues/year)

The Artist's Magazine is the flagship of the F+W Media Fine Art brands. Recognized as one of the top 10 visual arts magazines based on Cision U.S., Inc's research of audited circulation numbers, *The Artist's Magazine* reaches more than 101,161 artists, 93% of that circulation being paid subscribers. Focusing on a variety of media and techniques, *The Artist's Magazine* provides the best art instruction in the industry, showcasing the highest quality images and conveying the processes of the best artists working today.

Watercolor Artist

(6 issues/year)

Watercolor Artist is the definitive source for artists of all skill levels working in water-based media. Recognized as one of the top 10 visual arts magazines based on Cision U.S., Inc's research of audited circulation numbers, *Watercolor Artist* reaches a targeted audience of more than 46,508 artists, 81% of that circulation being paid subscribers. Focusing on techniques, current trends, business advice, and reviews of tools and materials, *Watercolor Artist* readers learn from the world's best and brightest water-media painters.

The Pastel Journal

(6 issues/year)

The Pastel Journal is the only fine art magazine devoted solely to pastel. With articles that feature the work of the best artists working in the medium as well as insights into artists' working methods, the magazine delivers inspiration and instruction to both the professional artist and the passionate amateur. *The Pastel Journal* reaches a targeted audience of more than 21,266 artists, 79% of that circulation being paid subscribers. *The Pastel Journal* helps artists cultivate ideas, build skills, explore techniques and nurture their artistic passion.

ArtistsNetwork

Attracting more than 325,000 page views per month with more than 115,000 unique visitors, ArtistsNetwork is the leading online resource for creative inspiration, instruction and information for passionate artists of all skill levels. ArtistsNetwork is the perfect place to target new customers! More than 44% of our traffic is coming to the site for the first time and more than 23% come directly from organic searches. ArtistsNetwork offers a variety of targeting capabilities allowing you to focus your marketing dollars on specific content areas.

WetCanvas

Garnering more than 3.5 million page views per month with more than 347,000 unique visitors, WetCanvas is the largest, online forum specifically designed for artists working in a range of skill levels and variety of media. WetCanvas offers a wide array of targeting capabilities that allow you to focus your marketing dollars on specific geographic segments, search keywords, and specific content areas. WetCanvas offers advertisers a unique opportunity to engage directly with their consumer through interactive channels.



The Artist's Magazine and its family of fine art properties are the top resources for artists of all skill levels. From our print and online audience to our Facebook and Twitter followers, our brands reach more artists than any other media outlet in the industry.

Total Reach

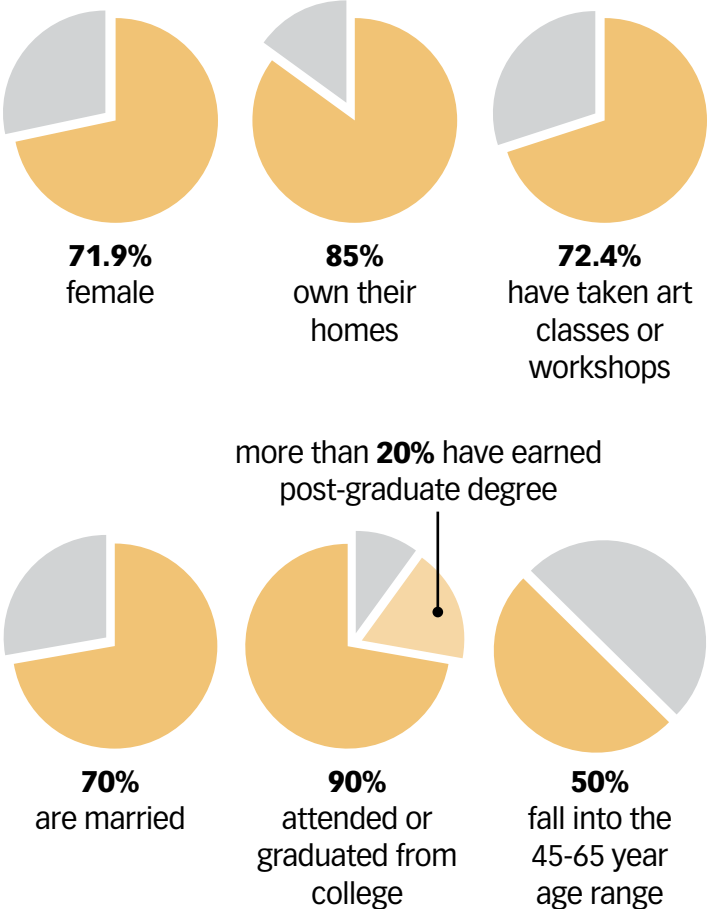
- ▶ **100,161 Paid Circulation** for *The Artist's Magazine*
- ▶ **46,508 Paid Circulation** for *Watercolor Artist*
- ▶ **22,425 Paid Circulation** for *The Pastel Journal*

- ▶ **143,197 Monthly Visitors** to the ArtistsNetwork sites/353,168 page views
This includes ArtistsNetworkTV & Artist's Marketplace
- ▶ **369,770 Monthly Visitors** to WetCanvas
2,679,710 page views
- ▶ **66,000 Email Subscribers** to *The Artist's Magazine's* e-newsletter
- ▶ **78,000 Email Subscribers** to WetCanvas's e-newsletter
- ▶ **17,000 Email Subscribers** to *The Pastel Journal's* e-newsletter
- ▶ **18,000 Email Subscribers** to *Watercolor Artist's* e-newsletter
- ▶ **3,048 Twitter Followers** for *The Artist's Magazine, Watercolor Artist* and *The Pastel Journal*
- ▶ **6,635 Facebook Fans** for *The Artist's Magazine, Watercolor Artist* and *The Pastel Journal*
- ▶ **2,258 You Tube Followers**
58,089 Channel Views

121,000 Unique Email Names
in the *The Artist's Magazine, Watercolor Artist*
and *The Pastel Journal* database

Our print and online audiences are actively engaged artists, creating an average of 20 pieces of art per year. With plenty of time, talent and financial resources, these artists rely on your products and services to fulfill their creative passion.

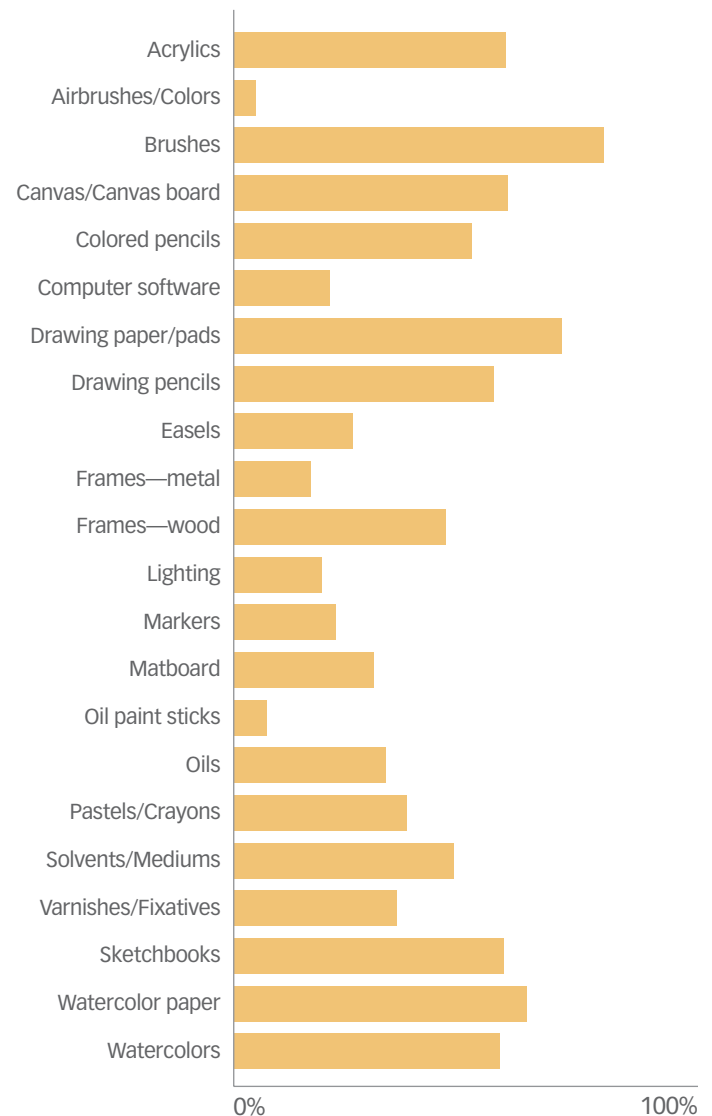
Audience Demographic



\$81,714 median income

Audience Profile

- ▶ Our audience does more than just read about art—the average artist spends between **\$810 and \$1,149 per year** on art materials, books and classes.
- ▶ The average artist creates **20 pieces of art per year** and **51.2%** sell their artwork.
- ▶ The average artist spends nearly **8 hours each week** on the computer and accesses the internet **13.4x per week**.
- ▶ **52.9%** of artists have attended in-person workshops/classes.
- ▶ The average reader looks at each issue of *The Artist's Magazine* **4.1 times** and spends **3 hours and 27 minutes** reading each issue, before sharing the issue with one other person.
- ▶ **81.2%** of readers classify themselves as intermediate to advanced painters, working in diverse media and genres.
- ▶ The average reader has been creating art for nearly **23 years**.
- ▶ **78.5%** have their own studios or a permanent place to create their art, and on average, spend nearly **10 hours** producing artwork each week.



Art material purchases in the past 12 months

I advertise my books, DVDs and International Painting Workshops in *The Artist's Magazine* because my market responds to this publication. I prefer *The Artist's Magazine* over others because I feel it covers a broader market range and artist lifestyles. The articles are upbeat with a can-do attitude. And I especially appreciate the great personal service and follow-through by *The Artist's Magazine's* advertising team. They really look out for me!

—Robert & Kate Burridge, Robert Burridge Studio

2011 Editorial Calendars

The Artist's Magazine | 2011 Editorial Calendar

	Topic	Ad close
January-February (double issue)	Secrets to Painting Children's Portraits	Oct 27, 2010
March (workshop)	Celebrating Artists Over 60	Nov 24, 2010
April	Portraiture Today	Dec 29, 2010
May	Getting Started in Encaustic	Feb 1, 2011
June (workshop)	Finding Your Signature Style	Mar 3, 2011
July-August	Passion for Plein Air	Apr 5, 2011
September (workshop)	Guide to Mediums for All Media	Jun 7, 2011
October	Taking Digital Photographs	Jul 5, 2011
November	Trusty Tools (painting aids)	Aug 2, 2011
December	The Winners of <i>The Artist's Magazine's</i> 28th Annual Competition	Sep 8, 2011

Watercolor Artist | 2011 Editorial Calendar

	Topic	Ad close
February	Annual Watercolor Society Exhibition Award Winners	Nov 24, 2010
April	Choose the Right Workshop	Dec 14, 2010
June	Paint Your Own Backyard, Plein Air Painting	Feb 22, 2011
August	Color Theory Made Simple	Apr 19, 2011
October	Developing a Sketchbook Habit	Jun 21, 2011
Fall 2011	<i>Acrylic Artist</i> Special Interest Publication	Jul 26, 2011
December	10 Up-and-Coming Watercolorists	Aug 23, 2011

Pastel Journal | 2011 Editorial Calendar

	Topic	Ad close
February	The American Landscape	Nov 24, 2010
April	The 12th Annual Pastel 100	Jan 11, 2011
June	Anatomy of a Painting: What Works	Mar 15, 2011
August [our 75th Issue!]	Techniques for Capturing Weather Effects	May 17, 2011
October	Guide to Papers, Grounds and Underpaintings	Jul 19, 2011
December	Moving Toward More Creative, Expressive Color	Sep 13, 2011

2011 Special Interest Print Schedule

Special sections allow advertisers to take part in a combined effort to reach artists interested in particular theme. Each special section is carefully selected and directly related to the editorial content. Designed for small to medium sized budgets, special sections are an economically friendly alternative to display advertising.

The Artist's Magazine

March	Workshop Issue
April	Featured Portrait Workshops, Featured Art Destinations
May	Featured Product Page
June	Workshop Issue
July/August	Featured Plein Air Workshops
September	Workshop Issue
October	Featured Tools for Taking Digital Photos
November	The Gallery
December	Workshop Issue, Holiday Gift Guide

Watercolor Artist

April	Featured Art Destinations
June	Featured Plein Air Workshops
August	Featured Watercolor Products
October	Featured Watercolor Workshops
December	Watercolor Gift Guide

Pastel Journal

April	Featured Art Destinations
June	Featured Pastel Products
August	Featured Pastel Workshops
October	Featured Pastel Surfaces
December	Pastel Gift Guide



The Artist's Magazine offers a diverse venue for artists to connect with one another, as well as with collectors and suppliers in one convenient location. We advertise with them for the excellent exposure to a diverse audience of art enthusiasts. *The Artist's Magazine's* service is excellent!

—JoAnne Pierce,
President, SourceTek

2011 Digital Media

Website Advertising

Target your products and services to the web page most relevant to your business. Whether it's acrylic, watercolor, pastel, drawing or education, ArtistsNetwork and WetCanvas offer the right platform for your business. Choose from several ad positions—most with video capabilities for product demonstration right inside the ad space!

E-Newsletter Advertising

Our newsletters reach an actively engaged audience of more than 175,000 opt-in subscribers who want to learn more about art. Full of editorial content from the editors of *The Artist's Magazine*, *Watercolor Artist* and *The Pastel Journal*, our e-newsletters provide the perfect opportunity to convert our group of passionate artists into your customers. Choose from four different lists—*The Artist's Magazine*, *Watercolor Artist*, *Pastel Journal* and WetCanvas—all featuring Banner, Skyscraper, Button and Classified ad positions. Exclusive or co-sponsored opportunities are available.

41.5% of our readers would like to see more information about art-related products in our e-newsletters.

Dedicated Email Broadcasts

Dedicated Email Broadcasts offer a highly targeted approach to connecting with our passionate group of artists. This unique opportunity offers advertisers the ability to exclusively promote their products/services. Advertisers have the option of exclusive sponsorship or co-sponsorship in a special interest email where advertisers take part in a combined effort to reach artists interested in a particular media/service.

NEW Coupon Directory www.MyArtDeals.com

Brand new to the ArtistsNetwork—MyArtDeals.com. Advertisers now have the opportunity to list their special offers in a searchable coupon format at cost-effective rates producing high ROI. MyArtDeals.com also provides strong SEO support as advertisers will receive a direct text link from our site to theirs. With direct store links, advertisers are able to convert our audience to their customers immediately through their e-stores. Printable views are also available for those without an e-store for the customer who has access to a local retailer.

Partner Program

The Partner Program provides a unique combination of WetCanvas and ArtistsNetwork's best branding and direct response features. Partners receive their own forum and profile page on WetCanvas, allowing partners to upload video, press releases and discount offers, and to conduct surveys. Partners also receive monthly ad impressions, which can be targeted by media and/or geographic segments in addition to e-newsletter and dedicated email broadcast sponsorships to either the ArtistsNetwork or WetCanvas email lists.

67.9% of our WetCanvas members would like our Partners to provide product demonstrations.

Online Video

The ArtistsNetwork and WetCanvas offer a variety of online video options including streaming video ads, video library participation, and video sponsorships of art-related, how-to videos focusing on style and technique. Online video provides a real opportunity to advertise your product/service to an active, engaged and captive audience. Video services also available at our on-site studio.

63.5% of our members would like to see more free art videos on WetCanvas.

56.2% of our readers use instructional online videos to improve their art.



Special Interest Emails allow advertisers to take part in a combined effort to reach readers interested in a particular theme. Designed for small to medium sized budgets, Special Interest Emails are an economically friendly alternative to the Dedicated Email Broadcast and deliver your message to our entire list of 121,000 unique email names!

2011 Special Interest Email Schedule

	Topic	List
February	Workshops	ArtistsNetwork, WetCanvas
March	Portrait Workshops	ArtistsNetwork, WetCanvas
	Art Destinations	ArtistsNetwork, WetCanvas
	Art Destinations	Watercolor Artist
April	Tools of the Trade	ArtistsNetwork, WetCanvas
	Art Destinations	The Pastel Journal
May	Workshops	ArtistsNetwork, WetCanvas
	Plein Air Workshops	Watercolor Artist
June	Plein Air Workshops	ArtistsNetwork, WetCanvas
	Pastel Products	The Pastel Journal
July	Watercolor Products	Watercolor Artist
August	Workshops	ArtistsNetwork, WetCanvas
	Pastel Workshops	The Pastel Journal
September	Digital Photo Products	all lists
	Watercolor Workshops	Watercolor Artist
October	The Gallery	ArtistsNetwork, WetCanvas
	Acrylic Products/Workshops	ArtistsNetwork, WetCanvas, Watercolor Artist
	Pastel Surfaces	The Pastel Journal
November	Holiday Gift Guide	ArtistsNetwork, WetCanvas
	Watercolor Gift Guide	Watercolor Artist
	Workshops	ArtistsNetwork, WetCanvas
December	Pastel Gift Guide	The Pastel Journal
	Holiday Gift Guide	all lists

2011 Print Rates

The Artist's Magazine | Circulation: Published 10 times/year | Average paid circulation: 101,161

Display	1x	3x	6x	10x	16x	20x
Cover 4	\$13,143	\$11,829	\$11,238	\$10,676	n/a	n/a
Cover 2	\$12,124	\$10,912	\$10,366	\$9,848	n/a	n/a
Cover 3	\$11,557	\$10,401	\$9,881	\$9,387	n/a	n/a
Full Page	\$8,158	\$7,750	\$7,362	\$6,626	\$5,963	\$5,068
2/3 Page	\$6,345	\$6,028	\$5,727	\$5,155	\$4,639	\$3,943
1/2 Page	\$4,985	\$4,736	\$4,499	\$4,049	\$3,644	\$3,097
1/3 Page	\$3,512	\$3,336	\$3,169	\$2,852	\$2,567	\$2,182
1/4 Page	\$2,606	\$2,476	\$2,352	\$2,117	\$1,905	\$1,619
1/6 Page	\$1,812	\$1,721	\$1,635	\$1,201	\$1,081	\$919
Classified	1x	3x	6x	10x	16x	20x
Full Page	\$4,079	\$3,875	\$3,681	\$3,313	\$2,982	\$2,534
2/3 Page	\$3,173	\$3,014	\$2,864	\$2,578	\$2,320	\$1,972
1/3 Page	\$2,040	\$1,938	\$1,841	\$1,657	\$1,408	\$1,197
1/6 Page	\$1,246	\$1,184	\$1,125	\$1,012	\$860	\$731
1/12 Page	\$680	\$646	\$614	\$553	\$470	\$399
1/24 Page	\$340	\$270	\$235	\$220	n/a	n/a

\$140 per listing for 40 words or less. \$.50 each additional word.

\$25 addition of company logo. \$50 for font changes or border. \$25 spot color charge.

Watercolor Artist | Circulation: Published 6 times/year | Average paid circulation: 46,508

Display	1x	3x	6x	12x	18x
Cover 4	\$6,200	\$5,891	\$5,581	n/a	n/a
Cover 2	\$5,724	\$5,438	\$5,152	n/a	n/a
Cover 3	\$5,724	\$5,438	\$5,152	n/a	n/a
Full page	\$3,535	\$3,358	\$3,182	\$3,005	\$2,828
2/3 page	\$2,660	\$2,527	\$2,394	\$2,261	\$2,128
1/2 page	\$2,100	\$1,995	\$1,890	\$1,785	\$1,680
1/3 page	\$1,470	\$1,397	\$1,323	\$1,250	\$1,176
1/4 page	\$1,120	\$1,064	\$1,008	\$952	\$896
1/6 page	\$770	\$732	\$693	\$655	\$616
Classifieds	1x	3x	6x	12x	18x
Full page	\$2,657	\$2,524	\$2,391	\$2,125	\$1,860
1/3 page	\$1,181	\$1,122	\$1,063	\$945	\$827
1/6 page	\$738	\$701	\$664	\$590	\$517
1/12 page	\$410	\$390	\$369	\$328	\$287
1/24 page	\$180	\$175	\$155	n/a	n/a

\$60 per listing for 40 words or less. \$.50 each additional word.

\$15 addition of company logo. \$25 for font changes or border. \$15 spot color charge.

Gross rates listed only

The Pastel Journal | Circulation: Published 6 times/year | Average paid circulation: 21,266

Display	1x	3x	6x	12x	18x
Cover 4	\$2,970	\$2,695	\$2,530	n/a	n/a
Cover 2	\$2,750	\$2,475	\$2,365	n/a	n/a
Cover 3	\$2,585	\$2,310	\$2,200	n/a	n/a
Full page	\$1,840	\$1,661	\$1,567	\$1,475	\$1,380
2/3 page	\$1,400	\$1,265	\$1,193	\$1,122	\$1,050
1/2 page	\$1,100	\$995	\$940	\$885	\$830
1/3 page	\$775	\$698	\$660	\$620	\$580
1/4 page	\$540	\$489	\$460	\$430	\$405
1/6 page	\$400	\$368	\$346	\$324	\$305
Classifieds	1x	3x	6x	12x	18x
Full page	\$1,375	1,310	\$1,240	\$1,130	\$990
1/3 page	\$610	\$580	\$550	\$480	\$350
1/6 page	\$380	\$360	\$345	\$295	\$245
1/12 page	\$215	\$200	\$190	\$165	\$140
1/24 page	\$95	\$80	\$70	n/a	n/a

\$35 per listing for 40 words or less. \$.50 each additional word.

\$15 addition of company logo. \$25 for font changes or border. \$15 spot color charge.

2011 Online Rates

ArtistsNetwork | Traffic: 300,000 monthly page views

WetCanvas | Traffic: 4 million monthly page views

ArtistsNetwork		WetCanvas		Artists Marketplace	
Box A, 300x250	\$34	Skyscraper, 120x60	\$10	Featured Listing	\$60/month
Box B, 300x250	\$26	Banner, 468x60	\$10	Basic Listing	\$40/month
Box C, 300x250	\$21				
Leaderboard, 728x90	\$21	WetCanvas Partner Program		MyArtDeals.com	
Skyscraper, 120x600	\$21	Gold Package—120,000	\$895	Premium Position	\$99/month
Banner, 468x60	\$17	Silver Package—70,000	\$545	Basic Position	\$75/month
Large Button, 120x240	\$12	Bronze Package—25,000	\$295	Featured Deal of the Week	\$50 premium/weekly
Button, 125x125	\$9				

Email Advertising	WetCanvas	Artist's Network	The Pastel Journal	Watercolor Artist
E-newsletters/exclusive sponsorship	\$1,950	\$2,150	\$675	\$575
E-newsletters/classified listings	\$65	\$85	\$45	\$35
Dedicated email broadcasts	\$1,850	\$1,550	\$625	\$525
Multi-sponsored broadcasts	\$275	\$295	\$155	\$125

2011 Deadlines

The Artist's Magazine

	Space reservation	Materials due	Newsstand on sale
March	Nov 24, 2010	Dec 1, 2010	Feb 1, 2011
April	Dec 29, 2010	Jan 5, 2011	Mar 1, 2011
May	Feb 1, 2011	Feb 8, 2011	Apr 5, 2011
June	Mar 2, 2011	Mar 9, 2011	May 3, 2011
July/August	Apr 5, 2011	Apr 12, 2011	Jun 7, 2011
September	Jun 7, 2011	Jun 14, 2011	Aug 9, 2011
October	Jul 5, 2011	Jul 12, 2011	Sep 6, 2011
November	Aug 2, 2011	Aug 9, 2011	Oct 4, 2011
December	Sep 8, 2011	Sep 15, 2011	Nov 8, 2011
January/February 2012	Oct 7, 2011	Oct 14, 2011	Dec 6, 2011

Watercolor Artist

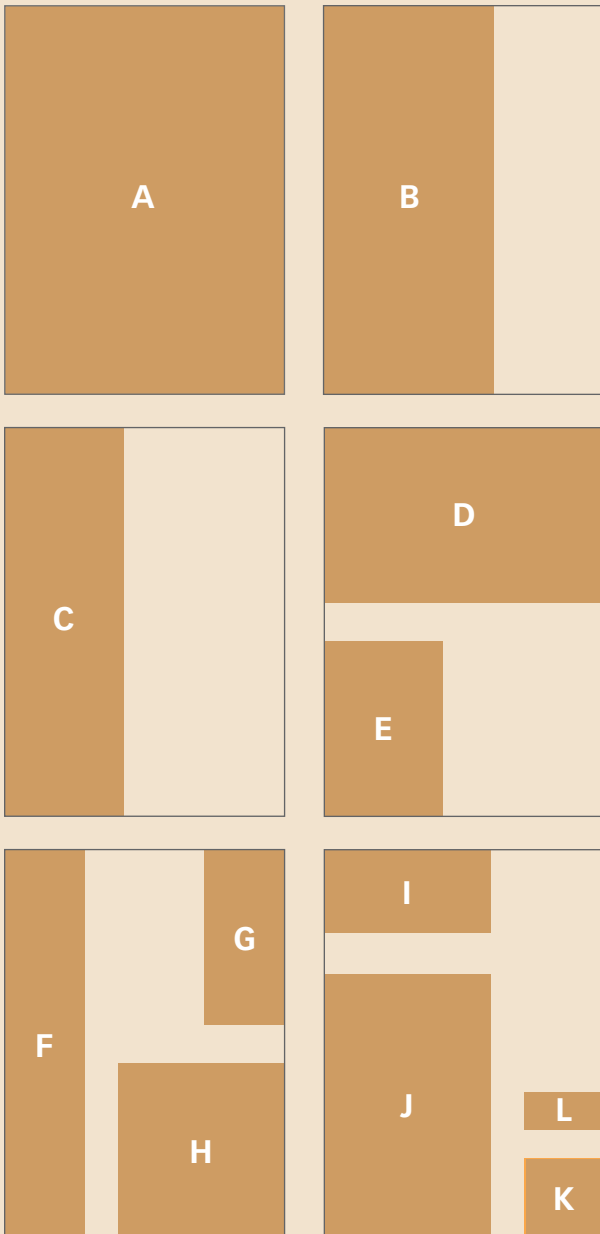
	Space reservation	Materials due	Newsstand on sale
April	Dec 14, 2010	Dec 21, 2010	Feb 22, 2011
June	Feb 22, 2011	Mar 1, 2011	Apr 26, 2011
August	Apr 19, 2011	Apr 26, 2011	Jun 21, 2011
October	Jun 21, 2011	Jun 28, 2011	Aug 23, 2011
Fall	Jul 26, 2011	Jul 31, 2011	Sep 27, 2011
December	Aug 23, 2011	Aug 30, 2011	Oct 25, 2011
February 2012	Oct 25, 2011	Nov 1, 2011	Dec 27, 2011

The Pastel Journal

	Space reservation	Materials due	Newsstand on sale
April	Jan 11, 2011	Jan 18, 2011	Mar 15, 2011
June	Mar 15, 2011	Mar 22, 2011	May 17, 2011
August	May 17, 2011	May 24, 2011	Jul 19, 2011
October	Jul 19, 2011	Jul 27, 2011	Sep 20, 2011
December	Sep 13, 2011	Sep 20, 2011	Nov 15, 2011
February 2012	Nov 8, 2011	Nov 15, 2011	Jan 11, 2012

Print spread specs

Live: 15" × 10" Bleed: 15¾" × 11" Trim: 15½" × 10¾"



A Full page

Live area 7" × 10"
Bleed size 8" × 11"
Final trim size 7¾" × 10¾"

B 2/3 page

4½" × 10"

C 1/2 page vertical

3¾" × 10"

D 1/2 page horizontal

7" × 4¾"

E 1/4 page

3¾" × 4¾"

F 1/3 page vertical

2¼" × 10"

G 1/6 page vertical

2¼" × 4¾"

H 1/3 page square

4½" × 4¾"

I 1/6 page horizontal

4½" × 2¾"

J 1/2 page island

4½" × 7¾"

K 1/12 page square

(classified)
2⅛" × 2⅛"

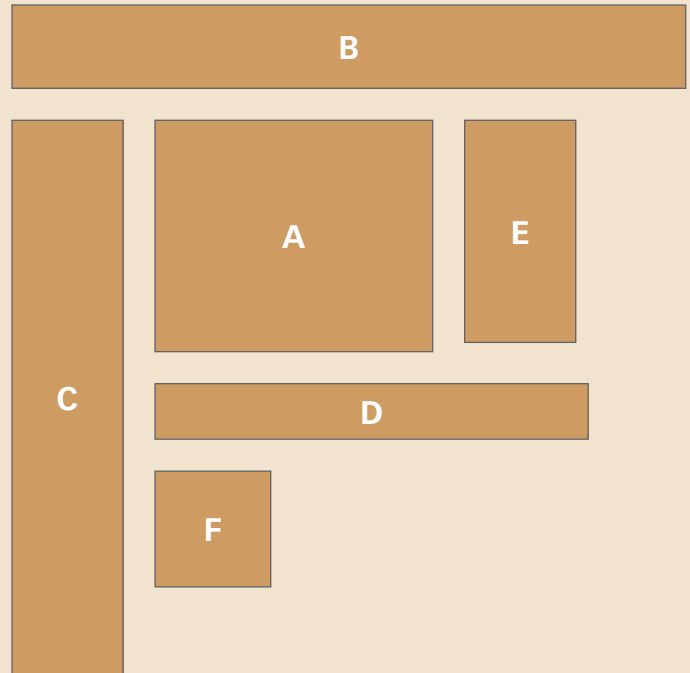
L 1/24 page horizontal

(classified)
2⅛" × 1"

CLASSIFIED DISPLAY:

All display classified ads are 2⅛ inches wide.

Online ad specs



A Box 300 × 250

B Leaderboard 728 × 90

C Skyscraper 120 × 600

D Banner 468 × 60

E Large Button 120 × 240

F Button 125 × 125

Website advertising specs

Maximum file size: 25K • **Maximum Flash ad size:** 25K

JPEG or GIF files: 3rd party ad serving accepted

Animated GIFs: 3 loop maximum

Deadline: 5 business days prior to go-live date

Email advertising specs

HTML version • **Maximum file size:** 50K

Maximum width: 600 pixels

NO Flash, Java, JavaScript, Active X, or automatic downloads.

Images must be .gif or .jpg. All images must be served from the advertiser's server.

If using CSS in your HTML email, you must have the styles embedded in the HTML. Do not link to an external style sheet.

F+W will provide tracking links. All mailings will have opens tracked and will be tracked up to 30 days.

Deadline: 5 business days prior to go-live date



We are regular advertisers in *The Artist's Magazine*, and have been so for years. It is one of our best buys. The first rate editorial content lends credibility to the advertising.

—Eric Sparre, Managing Director, Artspan

Advertising Team

The Fine Art Advertising Team at F+W Media has embraced the new marketing strategies of 2011 and is committed to helping out partners develop innovative ways to market their business.



Kristin Roark

Media Sales Director

Kristin.roark@fwmedia.com | 513-531-2690 ext: 11381

Kristin has been part of the F+W Fine Art Community since 2007 and brings more than 12 years experience in sales & marketing.

Kristin directs the advertising sales team for *The Artist's Magazine*, *Watercolor Artist*, *The Pastel Journal*, ArtistsNetwork and WetCanvas, working exclusively with retailers. In addition, Kristin handles all new business acquisitions and development.



Jan Clemmons

Media Sales Specialist

Jan.clemmons@fwmedia.com | 678-905-4238

Jan has been part of the F+W Fine Art Community since 2009 and brings more than 20 years experience in advertising and marketing.

Jan handles advertising sales for *The Artist's Magazine*, *Watercolor Artist*, *The Pastel Journal*, ArtistsNetwork and WetCanvas, working exclusively with manufacturers and distributors.



Joe Johnson

Media Sales Specialist

Joe.johnson@fwmedia.com | 513-531-2690 ext: 11380

Joe has been part of the F+W Fine Art Community since 2010 and has been in the sales and customer service business for several years.

Joe handles advertising sales for *The Artist's Magazine*, *Watercolor Artist*, *The Pastel Journal*, ArtistsNetwork and WetCanvas, working exclusively with workshops instructors, schools, and classified customers.



Barb Prill

Media Sales Coordinator

Barb.prill@fwmedia.co | 513-531-2690 ext: 13435

Barb has been part of F+W Media for 22 years, working as an Ad Sales Assistant in the Sports Community for 11 of those years. Barb recently joined the Fine Art Team as an Ad Sales Assistant and has already helped hundreds of artists create ads that market their business.

Editorial Team

Fine art instruction has been a cornerstone of F+W Media for more than 25 years. Our magazine, book and interactive properties reach millions of art enthusiasts of all skill levels, who are interested in a variety of media, styles and techniques.



Jamie Markle

Publisher and Editorial Director

As Publisher and Editorial Director, Jamie oversees all F +W Fine Art properties, including magazines, books and websites. In his 12 years with F+W Media, he has worked with hundreds of artists and overseen the development and execution of dozens of books and new products. As a fine artist, he has had the opportunity to work in many different media, including acrylic, watercolor, oil and collage.



Maureen Bloomfield

Editor of The Artist's Magazine

Maureen has been the editor of *The Artist's Magazine* since 2006; prior to that she was editor of *The Pastel Journal* and senior editor of *Watercolor Artist*. Her reviews of and essays on contemporary art have appeared in *artforum*, *ARTnews*, *New Art Examiner* and *Sculpture*. She is a frequent curator and juror.



Kelly Kane

Editor of Watercolor Artist

Kelly has been on the staff at *Watercolor Artist* for 12 years, the last seven as editor. During her tenure at F +W Media, she has also worked on *The Artist's Magazine* and *The Pastel Journal*, interviewing many of the leading artists of our time and writing more than 100 articles on fine art.



Anne Hevener

Editor of The Pastel Journal

Anne has been a publishing professional for more than 17 years, contributing to a variety of periodicals for creative enthusiasts. As the editor of *The Pastel Journal*, she has written about many of today's top pastel artists. She has received the Golden Mentor Award and the "Urania" award from the International Association of Pastel Societies for her contributions to the advancement of pastel.





Page 1 (cover) | *Yellow* (detail, oil, 22×22) by Casey Baugh
Page 2 | *Desert Draw* (watercolor and pastel, 52×38) by David Rothermel
Page 5 | *Mists Over Haleakala* (pastel, 13×24) by Gregory Pai
Page 7 | *Puerto Vallarta Sketch* (detail; watercolor and ink on paper, 5×8) by David Savellano
Page 8 | *Thread to the Past* (pastel, 12×17) by Barbara S. Groff
Page 14 | *Skaters on the Brandywine* (detail, oil, 60×60) by Randall Exon
Page 15 | *Four Loops* (detail, encaustic, 24×24) by Kim Bernard;
middle: *Erubescens* (detail, oil, 34×34) by Casey Baugh;
lower right: *Rule of Twelfth* (detail, oil, 53×72) by Randall Exon
Page 16 | *Rio Brazos* (watercolor on paper, 15×22) by Frank LaLumia



INFORMING, INSPIRING,
CONNECTING COMMUNITY

fwmedia.com