

# X-TRA

20010/11 MEDIA &  
ADVERTISING KIT

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[www.x-traonline.org](http://www.x-traonline.org)

# X-TRA

## MISSION

X-TRA IS A QUARTERLY JOURNAL OF ART CRITICISM DESIGNED TO PROMOTE AND PROVOKE INTELLIGENT DISCOURSE ABOUT CONTEMPORARY VISUAL ART IN LOS ANGELES AND BEYOND.

## HISTORY AND PROCESS

**2010 marks our 13th year!** X-TRA has been published quarterly since it's inception and is the longest running critical art journal in Los Angeles.

X-TRA magazine was founded in 1997 by artists Stephen Berens and Ellen Birrell as an outlet for artists and writers to engage in critical discourse about contemporary art and the visual arts culture in Los Angeles. X-TRA functions independently of any institutional affiliation.

Collaboratively assembled by an Editorial Board comprised of artists and writers, X-TRA's multi-generational Editorial team allows the voices of younger members equal weight with more seasoned committee members. Content is not ruled by a singular aesthetic or agenda but rather is intended to provoke critical dialogue and reflect topics of interest to artists and anyone interested in contemporary art.

X-TRA is published by Project X Foundation for Art and Criticism, a non-profit 501c3 corporation.

# X-TRA

## THE X-TRA READER

Our readers are sophisticated, well educated, and progressive. They make art, collect, teach, or write about art. Once they start reading X-TRA, they keep reading it.

25% college degrees or currently enrolled  
60% graduate degrees or currently enrolled  
7% PhD

7% 18-24  
30% 25-34  
30% 35-44  
20% 45-54  
10% 55-64  
3% over 65

23% \$25,000 - 50,000 individual yearly income  
25% \$50,000 - 80,000  
25% \$80,000-100,000  
25% over \$100,000

**54% save every issue!**  
25% save for at least a year.

35% collect art  
20% give to the arts  
90% work in the arts

46% visit art galleries or museums once a week or more  
10% visit art galleries at least once a week or more  
36% visit art galleries or museums once a month

[Based on results from 2010 X-TRA Reader Survey  
conducted by ars prudentiae]

[www.x-traonline.org](http://www.x-traonline.org)

# X-TRA

## DISTRIBUTION

X-TRA has enjoyed widespread distribution via galleries, museums, newsstands, bookstores, and other nonprofit arts venues, and art schools throughout the greater Southern California region since 1997.

In the 2009 we DOUBLED our subscribers and advertisers. We are on track to double those numbers again in 2010.

Over the last years, X-TRA has aimed to greatly expand its reach by initiating nationwide distribution and is currently available at more than 300 newsstands and bookstores across the country.

With the launch of our 10th volume in 2007, X-TRA introduced a complete redesign featuring superior four-color printing on high quality paper. Beautiful museum quality reproductions now complement and better reflect the longstanding quality of X-TRA's essays, articles and reviews.

With its high print quality, elegant design, dedication to thoughtful and provocative critical writing, and ongoing marketing efforts, X-TRA's distribution and readership has been steadily increasing and will continue to grow as we move forward.

We can provide a current list of booksellers and newsstands on request.

# X-TRA

## CIRCULATION

X-TRA REACHES OVER 12,000 READERS PER ISSUE.

Circulation Distribution:

35% College Distribution

20% Newsstand and Bookstores

35% Subscription

10% Art Fairs, Conferences, and Targeted Events

## DISTRIBUTORS

Ingram Periodicals, Inc.

Armadillo & Co Distributors

Ubiquity

## LIBRARY SUBSCRIPTION SERVICES

EBSCO, SWETS, Harrassowitz

## INDEXES

ARTBibliographies Modern

H.W. Wilson Art Index

Bibliography of History of Art (BHA)

# X-TRA

## X-TRA CONTRIBUTORS

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# X-TRA

## FACTS AND FIGURES

- X-TRA is the longest running critical art publication focused on Los Angeles.
- X-TRA has published many critical reviews of contemporary exhibitions at galleries and major institutions that were not covered by any other journal.
- X-TRA is one of nine publications chosen to receive a 3-year grant from the Andy Warhol Foundation for Visual Art in 2007.
- X-TRA is found in many institutional libraries, including MOCA, the Metropolitan Museum of Art, LACMA, the Art Institute of Chicago, the Houston Art Museum, RISD, the Getty Research Institute and Princeton University.
- X-TRA participates in art fairs and conferences, including College Art Association, Art Contemporary Los Angeles, New York Book Fair, Art Basel Miami Beach, ARLIS/NA, NAAO, and Frieze.
- X-TRA has been awarded grants from a number of national and local granting organizations including the National Endowment for the Arts, the Pasadena Art Alliance, the Los Angeles Department of Cultural Affairs, the California Community Foundation, and the Los Angeles County Arts Commission in addition to the generous support of the Andy Warhol Foundation for Visual Art.
- X-TRA's Editorial Board is made up of a committee of artists, curators, and art historians who work collectively to decide on the content and editorial direction of the magazine.

# X-TRA

## EVENT SPONSORSHIP OPPORTUNITIES

X-TRA is interested in developing an active and rigorous program of public events in the Los Angeles area and beyond.

A number of years ago, we began hosting events in conjunction with the launch of each issue. The eclectic mix of participants and venues works to build and sustain an active intellectual community.

Recent Los Angeles events include a discussion between Allen Ruppersberg and William Leavitt moderated by Carole Ann Klonarides at MOCA, Jerry McMillian in conversation with Damon Willick at Honor Fraser Gallery, Brandon LaBelle and Ben Lord presentations hosted by Human Resources, and a screening of short art videos at the Mountain Bar.

### 1 IMAGE 1 MINUTE

X-TRA'S annual fundraising live event is called 1 IMAGE 1 MINUTE. In 2009, X-TRA hosted 1 IMAGE 1 MINUTE at REDCAT theater and this past winter, the event was presented by Art Los Angeles Contemporary art fair at the Pacific Design Center. Both events sold out and were met with rave reviews and amazing support.

For each 1 IMAGE 1 MINUTE event, over 45 Artists, Curators, and Historians each present a significant photograph of their choosing for 1 minute. Participants from all over the LA art community came together for this live presentation of ideas and anecdotes inspired by images. Ranging from funny to poignant to historically iconic, the presentations will surprise, delight, and inspire.

Past participants include Dave Muller, Leonard Nimoy, Karen Moss, Delia Brown, Shannon Ebner, Charlotte Cotton, Bettina Korek, Thomas Lawson, Howard Singerman, Martin Kersels, and Karen Lang.

We welcome partnership and corporate sponsors for these events. Contact our office at [editors@x-traonline.org](mailto:editors@x-traonline.org) for more information.

[www.x-traonline.org](http://www.x-traonline.org)

# X-TRA

## ADVERTISING SCHEDULE / VOLUME 13

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### VOLUME 13, NO. 1 / FALL 2010

AD RESERVATION DEADLINE	5/10/10
AD COPY DUE	5/24/10
PUBLICATION DATE	9/06/10

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### VOLUME 13, NO. 2 / WINTER 2011

AD RESERVATION DEADLINE	7/26/10
AD COPY DUE	8/09/10
PUBLICATION DATE	11/17/10

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### VOLUME 13, NO. 3 / SPRING 2011

AD RESERVATION DEADLINE	10/25/10
AD COPY DUE	11/08/10
PUBLICATION DATE	2/14/11

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### VOLUME 13, NO. 4 / SUMMER 2011

AD RESERVATION DEADLINE	1/24/11
AD COPY DUE	2/07/11
PUBLICATION DATE	05/16/11

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## AD SPECS

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Full Page Ad	7.75 in. wide x 9.5 in high
Half Page Ad, horizontal	7.75 in. wide x 4.625 in. high
Half Page Ad, vertical	3.75 in. wide x 9.5 in. high
Quarter Page Ad	3.75 in. wide x 4.625 in. high
Eighth Page Ad	3.75 in. wide x 2.25 in. high

All ad files should be emailed to [ads@x-traonline.org](mailto:ads@x-traonline.org)  
Please use [yousendit.com](http://yousendit.com) for large files.  
Preferred format - Illustrator eps files with all fonts outlined.  
All images must be 300 dpi and BW or CMYK.  
EPS, Pdfs, Photoshop, and In Design files accepted.  
No Word, Corel Draw, or Quark files.

## AD RATES

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AD SIZE/PLACEMENT	COLOR	ONE ISSUE	MULTIPLE
<i>BACK COVER</i>	4 Color	\$3000	\$2500
<i>INSIDE BACK COVER</i>			
FULL PAGE	4 Color	\$1500	\$1200
HALF PAGE	4 Color	\$900	\$700
<i>INTERIOR PAGES</i>			
FULL PAGE	4 Color	\$900	\$700
HALF PAGE	4 Color	\$450	\$400
1/4 PAGE	4 Color	\$250	\$200
1/8 PAGE	4 Color	\$200	\$150

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First time advertiser's payment is due by the ad reservation deadline, all others will be billed upon publication.

Media Kit available for download at [www.x-traonline.org](http://www.x-traonline.org)

For more information, please contact  
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