

X-TRA

2011 MEDIA &
ADVERTISING KIT

Shana Lutker, Managing Editor
ads@x-traonline.org, office: 323/982-0279
PO Box 41-437 Los Angeles CA 90041

www.x-traonline.org

X-TRA

MISSION

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

HISTORY AND PROCESS

2011 marks our 14th 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 and 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.

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THE X-TRA READER

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

35% college degrees or currently enrolled
50% graduate degrees or currently enrolled
10% PhD

9% 18-24
32% 25-34
30% 35-44
20% 45-54
5% 55-64
3% over 65

24% \$25,000 - 40,000 individual yearly income
20% \$40,000 - 60,000
25% \$60,000 - 80,000
29% over \$80,000

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

60% collect art

[Based on results from 2006, 2009, and 2010 X-TRA Reader Surveys conducted by ars prudentiae and Vertical Response]

X-TRA

X-TRA'S GROWTH

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

In 2004, X-TRA greatly expanded its reach by initiating nationwide distribution and is currently available at more than 300 newsstands and bookstores across the country.

With the launch of Volume 10 in Fall 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 long-standing quality of X-TRA's essays, articles and reviews.

With its improved print quality, new design, and ongoing marketing efforts, X-TRA's distribution and readership have steadily increased over the past 4 years.

This year we are re-designing and relaunching our website as a dynamic and innovative new platform to access both current issues and the entire archive of X-TRA. Our new site will be able to provide a comfortable and versatile reading space on the web for our content. We will establish an events section and expand our online store.

X-TRA

CIRCULATION

X-TRA REACHES OVER 10,000 READERS PER ISSUE.

CIRCULATION DISTRIBUTION

40% College Distribution

30% Newsstand and Bookstores

25% Subscription

5% Art Fairs

DISTRIBUTORS

Ingram Periodicals, Inc.

Armadillo & Co Distributors

Ubiquity

LIBRARY SUBSCRIPTION SERVICES

Ebsco Subscription Services, SWETS, Harrassowitz

RESEARCH INDEXES

ARTBibliographies Modern

H.W. Wilson Art Index

Bibliography of History of Art (BHA)

Ebsco

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X-TRA CONTRIBUTORS

Ayisha Abraham, Nancy Adajania, Amy Adler, Meena Alexander, Rheim Alkadhi, Ken Allan, Ken D. Allan, Tom Allen, Stephanie Allespach, Madena Asbell, Michael Asher, Dave Bailey, Chris Balaschak, John Baldessari, Judie Bamber, S E Barnet, Justin Beal, Laurel Beckman, Christopher Bedford, Andrew Berardini, Stephen Berens, Andy Bernard, Linda Besemer, Ellen Birrell, Enid Baxter Blader, Robert Bordo, Ewan Branda, Kaucyila Brooke, Elizabeth Bryant, Sky Burchard, Kristian Burford, Johanna Burton, Koan Jeff Bysa, Kristin Calabrese, Juli Carson, Yau Ching, Neha Choksi, Philippe Codognet, Tony Cokes, Sande Cohen, Bartholomew Cooke, Lynne Cooke, Otino Corsano, Erin Cosgrove, Douglas Crimp, Brenda L. Croft, Russell Crotty, Cathy Curtis, Dorit Cypis, Trinie Dalton, Allan deSouza, Leslie Dick, Yianni Doulis, Karen Dunbar, Sam Durant, Marte Eknaes, Angela Ellsworth, Jae Emerling, Clara Ennis, Karl Erickson, Sandra Esslinger, Aleksei Federov-Davydov, Peter Fend, Jud Fine, Eva Forgacs, Kiangra Ford, Luis H. Francia, Nicholas Frank, Tommy Freeman, Richard Fung, Malik Gaines, Birgit Gehrt, Amy Gerstler, Jeremy Gilbert-Rolfe, Meredith Goldsmith, Jennifer Wulffson Goodell, Michelle Grabner, M.A. Greenstein, Joseph Grigley, Karl Haendel, Gordon Haines, David Hatcher, Kiang Hei Han, Jacci Den Hartog, Doug Harvey, Sharon Hayes, Micol Hebron, Ed Heckerman, Chris Heenan, Linda Hudson, Steven Hull, Naomi Hume, Giovanni Intra, Christopher James, Ricky Jay, Gabrielle Jennings, Amelia Jones, Vishal Jugdeo, Robin Kahn, Mitchell Kane, Susan Kandel, Marina Kappos, Allan Kaprow, Mike Kelley, Mary Kelly, Heidi Kidon, Soo Jin Kim, Ernst Kirchner, Norman Klein, Adam Kleinman, Tom Knechtel, Steve Knezevich, Silvia Kolbowski, Liz Kotz, Ellen Kraut-Hasegawa, Laura Kuo, Tessa Laird, Karin Lanzoni, Lisa Lapinski, Laura Larson, Thomas Lawson, Dinh Q. Le, Jon Leaver, William Leavitt, Mark Robert Lewis, Daniel Libeskind, Robert Linsley, Meg Linton, El Lissitzsky, Mara Lonner, Catherine Lord, Eva Luckring, Peter Lunenfeld, Shana Lutker, Ming-Yeun S. Ma, Jane McFadden, Euan Macdonald, Renee Magritte, Constance Mallinson, Stephanie Mar, Annika Marie, Timothy Martin, T. Kelly Mason, Matrix-L, Kobe Matthys, Keith Mayerson, Barbara McCarren, David Mendel-Black, Shaheen Merali, Aram Moshayedi, Margaret Morgan, Spencer Mishlen, Christopher Miles, Jill Miller, Yong Soon Min, Carter Mull, Harryette Mullen, Dave Muller, Julian Myers, Meena Nanji, Kristina Newhouse, Morris Newman, Chris Nicols, Patrick Nickell, Lorraine O'Grady, Eve Oishi, Sharon Olinka, Michel Oren, Ruben Ortiz-Torres, Jim Ovelman, Ben Patterson, Andrew Perchuk, Glenn Phillips, Bonnie Porter, Julian Pozzi, Elizabeth Pulsinelli, Laura Raicovich, Jessica Rath, Man Ray, Lane Relyea, Larry Ribbles, Larry Rinder, Diego Rivera, David Robbins, Marcos Rosales, Moira Roth, Kati Rubiyini, Jerome Saint-Loubert-Bie, Wendy Salmond, Connie Samaras, Loren Sandvik, Naomi Sawelson, David Schafer, Mark von Schlegell, Carolee Schneeman, Nizan Shaked, Jim Shaw, Kyungmi Shin, Amy Sillman, Susan Silton, Elizabeth Sims, Howard Singerman, (S)Language, Yvette Soler, Kristina Solomoukha, Lucy Soutter, Sue Spaid, Brad Spence, Tyler Stallings, Frances Stark, Shepherd Steiner, Darcey Steinke, Robert Stone, Erika Suderberg, Kevin Sullivan, Mitchell Syrop, Izumi Tachiki, Lisa Tan, Diana Thater, Hank Willis Thomas, Reiko Tomii, Elizabeth Tremante, Kerry Tribe, Shirley Tse, Brian Tucker, Jan Tumliir, Richard Turner, Thakeray Turner, Matias Viegner, Angie Waller, Anne Walsh, John Walsh, C. Ware, Jon Wasserman, Benjamin Weissman, James Welling, Christine Wertheim, Bill Wheelock, Claude Willey, Damon Willick, Holly Willis, Peter Wollen, Lebbeus Woods, Richard Wright, Midori Yamamura, Mika Yoshitake...and more!

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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 funding and institutional support 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 Los Angeles Contemporary, ARLIS/NA, the Armory, New York Art Book Fair, and Art Platform.
- X-TRA has received funding from national and local granting organizations including the National Endowment for the Arts, The Peter Norton Family Foundation, the Pasadena Art Alliance, the Los Angeles Department of Cultural Affairs, the California Community Foundation, the Los Angeles County Arts Commission in addition to the generous support of the Andy Warhol Foundation for Visual Art.
- X-TRA is printed in Singapore by Four Colour Printing.

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EVENTS AND SPONSORSHIP OPPORTUNITIES

X-TRA is dedicated to hosting events to serve and expand our community here in Los Angeles. Over the past five years, our wide range of public events have included discussions with artists Allen Ruppersberg, William Leavitt, Silvia Kolbowski, Justin Beal, Jerry McMillian, and Vishal Jugdeo at venues ranging from MOCA to the Mandrake Bar. We organized a screening of the work of Gary Beydler at the Armory Arts Center, a video program at the Mountain Bar in Chinatown, and lectures at Human Resources and Imprenta with Jennifer Doyle and Benjamin Lord. This year we will produce a re-staging of Robert Wilhite's *Chinese Cocktail* with the support of the Getty as part of the Pacific Standard Time Performance and Art Festival.

1 IMAGE 1 MINUTE is X-TRA'S annual fund-raising live event. In 2009, X-TRA hosted the first 1 IMAGE 1 MINUTE at REDCAT theater. During the 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.

In 2010 and 2011, we partnered with Art Los Angeles Contemporary art fair and held the event at the Pacific Design Center's Silver Screen Theater and at the Creative Artists Agency Theater. All of the events sold out and were met with rave reviews and amazing support.

Past participants number over 140, and include Dave Muller, Karen Moss, Delia Brown, Shannon Ebner, Charlotte Cotton, Bettina Korek, Thomas Lawson, Leonard Nimoy, Howard Singerman, Jedidiah Cesar, Lauri Firstenberg, Wu Tsang, Christine Y. Kim, Jeffrey Deitch, Alexandra Grant, Martin Kersels, and Karen Lang.

We welcome partnership and corporate sponsors for these events. Contact our office at editors@x-traonline.org for more information.

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ADVERTISING SCHEDULE / VOLUME 14

VOLUME 14, NO. 1 / FALL 2011

AD RESERVATION DEADLINE	5/09/11
AD COPY DUE	5/23/11
PUBLICATION DATE	9/05/11

VOLUME 14, NO. 2 / WINTER 2012

AD RESERVATION DEADLINE	7/25/11
AD COPY DUE	8/08/11
PUBLICATION DATE	11/14/11

VOLUME 14, NO. 3 / SPRING 2012

AD RESERVATION DEADLINE	10/24/11
AD COPY DUE	11/07/11
PUBLICATION DATE	2/14/12

VOLUME 14, NO. 4 / SUMMER 2012

AD RESERVATION DEADLINE	1/16/12
AD COPY DUE	2/06/12
PUBLICATION DATE	05/12/12

AD SPECS

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
Please use 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

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

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

For more information, please contact
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ads@x-traonline.org, office: 323/982-0279

current as of 08/11, rates subject to change