



PALM BEACH
NAPLES
MIAMI BEACH
LONDON



TYPICAL ATTENDEE PROFILE:

Income Producing Assets \$2.3 million
Average net worth \$5.1 million
Average annual household income \$372,000

Age:
18-34 9%
25-49 52%
50+ 39%

College degree or higher 71%

FAIR CATALOG DISTRIBUTION (per catalog)

2,000 Total number printed

Distribution:
250 Advance mailing to top VIP Collectors
150 Press, Curators, Museums
500 Opening Night to VIPs
550 Exhibitors' Top Clients
100 Local Luxury Businesses

Advertising Rates 2011	1 Catalog	2 Catalogs	3+ Catalogs
Full page	\$2,500	1,800	1,200
Two-page spread	\$3,500	3,000	2,500

*Prices subject to change.

Advertising Deadlines 2011

Publication	Reservation Due	Camera Ready Art Due	Distributed
MIA - Miami	October 22	October 29	January
Art Palm Beach	October 22	October 29	January
American Int Fine Art Fair	October 22	October 29	February
Naples International Art Fair	November 22	November 29	February
Art Naples	December 22	December 29	March

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FULL PAGE		SPREAD	
Non-Bleed	7.5 _(w) x 8 _(h) inches	Non-Bleed	15 _(w) x 8 _(h) inches
Bleed	8.75 _(w) x 9.25 _(h) inches	Bleed	17.25 _(w) x 9.25 _(h) inches
Trim	8.5 _(w) x 9 _(h) inches	Trim	17 _(w) x 9 _(h) inches

Safety .5" • Bleed .125"

AD SPECS

IFAE publications are printed on exceptionally high-quality stock. We accept only full page and 2-page spreads for consistency of layout. Sizes must be adhered to. To ensure the best reproduction possible, please follow material requirements carefully.

PREFERRED MATERIALS

PDF files are acceptable provided they are distilled in Acrobat and must be PDFX1a:2001 compliant. PDF files must be high-resolution (300 dpi) CMYK, with all fonts and images imbedded into the document. PDF files must also include all trim marks and full bleed if applicable.

We also accept TIFF, EPS, AI, PSD, & INDD files with all necessary components. Contact our creative dept for more information +1 239-949-5411 ext: 123.

FILE TRANSPORT INFO

If your files are under 10mb, please email directly to art@ifae.com. For files over 10mb, please send via YouSendIt.com.

ALTERATIONS

If materials are received after deadline, and files or proofs do not meet specifications, IFAE reserves the right to reformat materials to specifications.

TERMS AND CONDITIONS

All advertising is subject to the terms and conditions of the IFAE contract.

IFAE WILL NOT BE RESPONSIBLE FOR REPRODUCTION FROM FURNISHED MATERIALS THAT DO NOT MEET THE SPECIFICATIONS AS OUTLINED ABOVE.

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