

C-Arts is an international art magazine which focuses on informing the readers about art life in Asia, especially in South East Asia. Hence, international problems or events that are important for the development for the arts of Asia — specifically South East Asia will be a major part of the magazine's coverage.

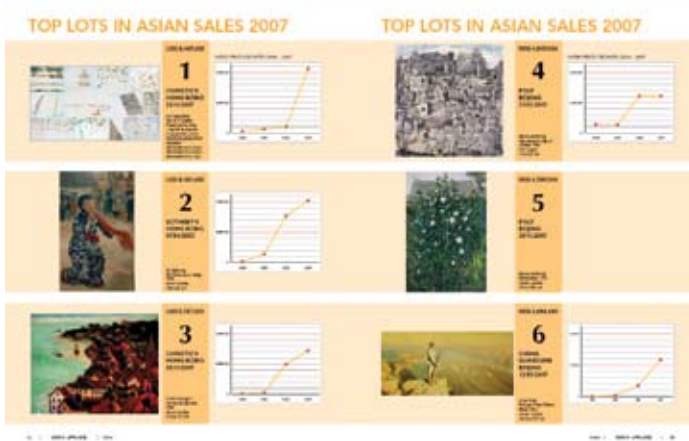
Following the interest in South East Asian contemporary art, a group of art lovers and businessmen have recognized the need for this magazine. Articles revealed in C-Arts discuss vital art trends in Asia and the world, recognize and identify the latest art discoveries as well as previews and reviews of the latest art exhibitions, biennales, art-fairs and/or auctions. C-Arts will subsequently include up-to-date issues about galleries, artists, and museums that focus themselves on the contemporary art of Asia.



blows a fresh wind



The content of C-Arts is carefully selected and monitored by the board of editors, headed by Haryanto Gunawan and Carla Bianpoen. Both have had exceptional knowledge and expertise with contemporary art and the print media. Together with authors of international standing, the magazine looks back to three years of unique and well-informed content hailed in many parts of the world. As media partner in various Asian art fairs and biennales, and read by the international art readership, C-Arts has proven to be of invaluable significance.



to the art world

C-Arts is expected to accelerate the pace of development of the arts in South East Asia and to activate its role on the world map through information on cutting edge art creations, analysis of what is happening in the art world here and a fresh vision into the future. Writers, curators and art critics of repute are invited to join the Editorial Team in materializing a new vision for the arts in South East Asia and beyond.

C-Arts Magazine focuses on Asian contemporary art. Bringing a wealth of inside information, innovative thoughts and new visions, it hopes to engender the development and advancement of Asian contemporary art to take its place in the international circuit. Readers of C-Arts Magazine are highly educated, culturally sophisticated and open to new trends. These include collectors, gallery owners, art dealers, art critics, art historians, directors and curators of museums and other cultural institutions, independent curators, media and public relations specialists, the academic community of various art institutes and other professionals with a penchant for visual art and substantial buying ability.

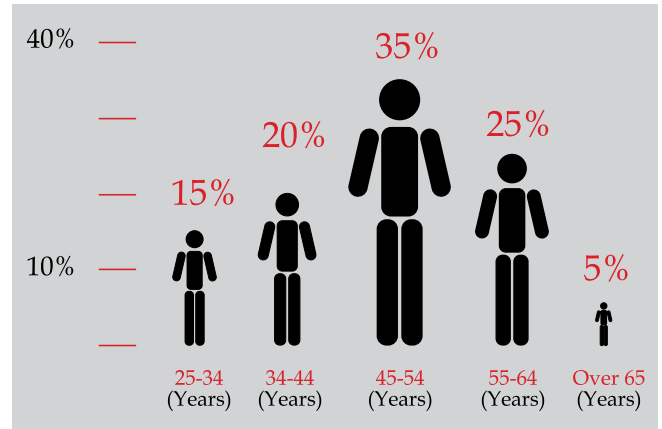
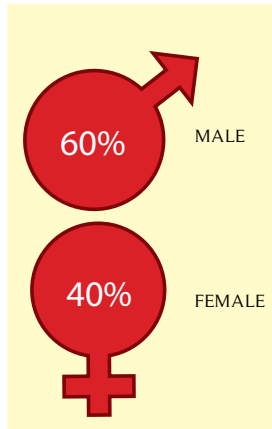
DEMOGRAPHICS

The projection for the C-Arts readers are typically people who have annual incomes of approximately US\$ 150,000 per year. They are well-traveled professionals who are affluent in their lives, thus feel the necessity and have the ability to collect and enjoy art.

Sex:

Male 60%
Female 40%

Age:
25-34 : 15%
34-44 : 20%
45-54 : 35%
55-64 : 25%
Over 65 : 5%



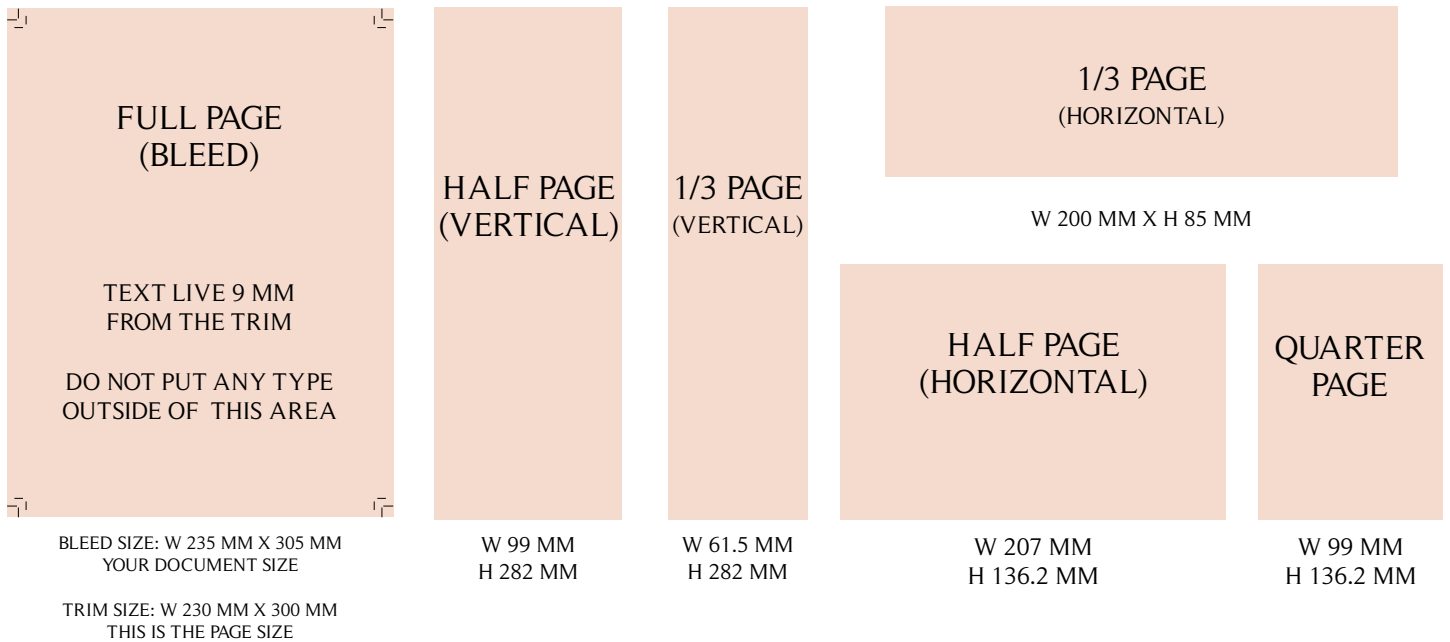
INTERNATIONAL CIRCULATION

C-Arts Magazine focuses on Asian contemporary art. It was launched in November 2007 with an initial 10,000 copies and circulated bi-monthly (February, April, June, August, October, and December). C-Arts Magazine is distributed in Europe, USA, Australia, New Zealand, Hong Kong, Taiwan, Korea, Vietnam, Thailand, Malaysia, Philippines, Singapore, and Indonesia. In line with technological advancements, C-Arts Magazine is now available in digital version through Zinio.com. Thus, readers now enjoy the information about Asian contemporary art anytime, anywhere. The increase in demand of this global and high-technological circulation warrants a positive market project.



Digital Version
Only \$5 (single issue), \$25 (one year subscription).
Distributed by zinio.com





FILE FORMATS:
TIFF, JPEG, PDF (PDF must be Embed fonts in the document)
Illustrator EPS (All fonts must be outlined)

ALL IMAGE FILES MUST BE AT LAST 300 dpi AT THE ACTUAL SIZE
Color Mode: CMYK

ADVERTISING RATE (in USD):

Full Page	: Color \$ 2,500
Half Page	: Color \$ 1,500
Quarter Page	: Color \$ 700
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Inside front cover	: Color \$ 3,000
Inside back cover	: Color \$ 2,800
Page 1	: Color \$ 3,000
Double Page Spread	: Color \$ 5,000

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Jakarta, 10210
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SCHEDULE

Publication Dates : FEBRUARY, APRIL, JUNE, AUGUST,
OCTOBER, DECEMBER

Advertising Deadline :

FEB/MAR issue	All Ads Material Due: JANUARY 25
APR /MAY issue	All Ads Material Due: MARCH 25
JUN/JUL issue	All Ads Material Due: MAY 25
AUG/SEP issue	All Ads Material Due: JULY 25
OCT/NOV issue	All Ads Material Due: SEPTEMBER 25
DEC/JAN issue	All Ads Material Due: NOVEMBER 25

PROFILE & SPESIFICATION

Circulation	: 10,000
Readership (Estimated)	: 50,000
Circulation Area	: Australia, New Zealand, USA, Europe, China, Hong Kong, Taiwan, Korea, Vietnam, Thailand, Malaysia, Philippines, Singapore, and Indonesia
Frequency	: Six times /year
Subscription Price	: 1 year US\$ 60 (print), US\$ 25 (digital), 2 years US\$ 100. Single Issue US\$ 10 (print), US\$ 5 (digital)
Market	: Subscribers, Retail, Outlets, New stands, Hotels, Galleries, Museums, Art Fairs, Digital users
Language	: English
Pages	: 96 pages + 4 Covers
Size	
Trim Size	: W 23 cm x H 30 cm
Bleed	: 0.5 cm all side, extra for bleed
Printing	: Four colors offset (CMYK)
Screen	: 200 lpi
Paper	: Cover 250 gsm art board, Text 100 gsm matte art
Binding	: Perfect Binding + Thread