

# THE SEEN

CHICAGO'S INTERNATIONAL JOURNAL OF CONTEMPORARY & MODERN ART

PUBLISHING NETWORK  
**MEDIA KIT**

THE SEEN, Chicago's International Journal of Contemporary & Modern Art, is dedicated to year-round coverage of the best in international contemporary art. The free 140+ page, fullcolor publication launched in Fall of 2015. Issue 10 will launch in Spring / Summer 2020 and Issue 11 (Fall / Winter) of the printed edition will launch in September to align with the opening of EXPO CHICAGO (September 24–27, 2020) will launch

in Fall / Winter 2020. The 12,000+ count run of THE SEEN is available in Chicago Culture boxes, museums, organizations, institutions, universities, and gallery districts throughout Chicago, as well as top national and international museums and art spaces through Motto distribution. In addition to local distribution, THE SEEN is sent to 500 of the top international VIPs, collectors, curators, and gallery principals. Reaching a highly specialized audience

of creatives with an interest in contemporary art, design, architecture, and culture, advertising in THE SEEN is an ideal opportunity for select businesses looking to reach this audience — galleries, museums, institutions, organizations, film, architecture, dance, design, theater, fashion, luxury brands, dining, and hotels should advertise.

For questions on advertising opportunities in THE SEEN, please contact [editor@theseenjournal.org](mailto:editor@theseenjournal.org) or by phone at 312.867.9220.

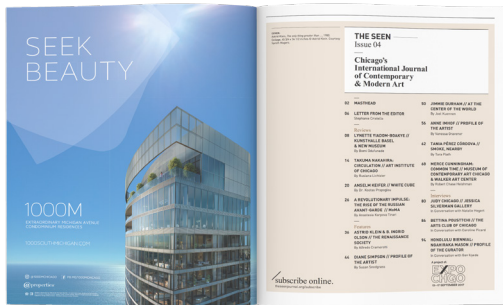
**Distribution: 12,000+**

**ISSUE 10**

**Space Reservation: March 3, 2020**  
**Ad Artwork Due: March 14, 2020**  
**Delivery: Week of April 13, 2020**

**ISSUE 11**

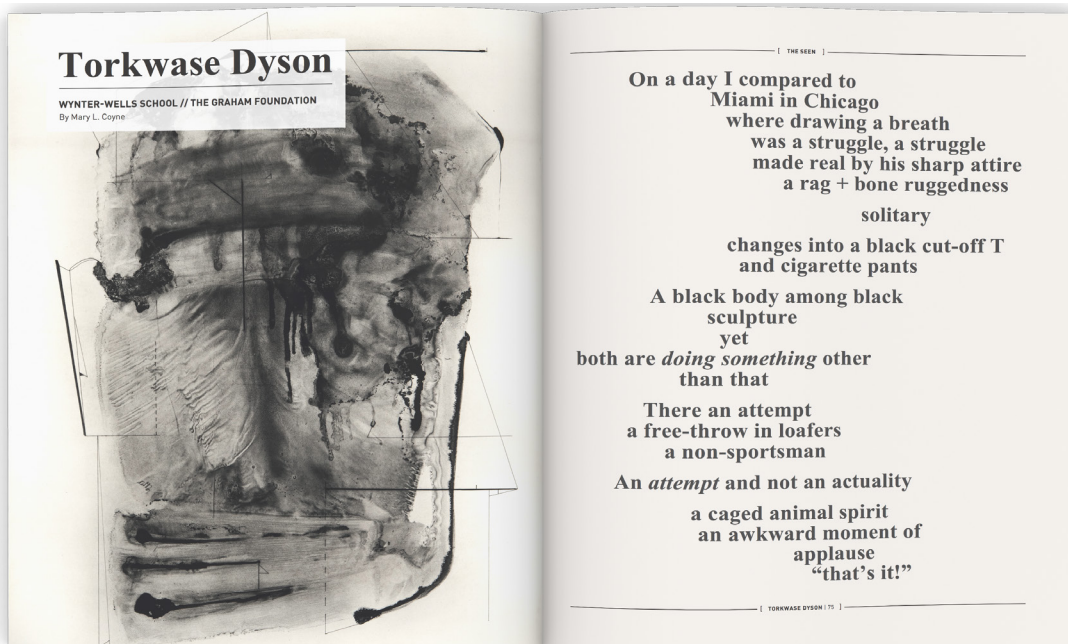
**Space Reservation: July 15, 2020**  
**Ad Artwork Due: August 10, 2020**  
**Delivery: Week of September 22, 2020**



INSIDE FRONT COVER

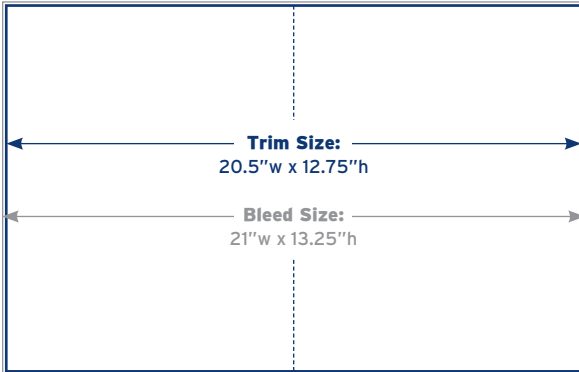


FULL, 1/4 & 1/2 PAGE ADS

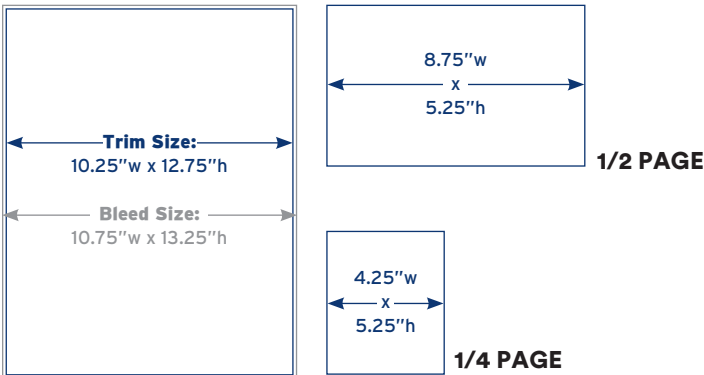


EDITORIAL

**Ad Sizes  
Dimensions in Inches**



**SPREAD**



**FULL PAGE / COVERS**



**Spread**

21 inches wide x 13.25 inches tall, full bleed.  
Pull bleeds an additional .25 inches **\$4,500**

**Full page**

10.75 inches wide x 13.25 inches tall for bleed.  
Pull bleeds an additional .25 inches **\$3,000**

**1/2 page**

8.75 inches wide x 5.25 inches tall **\$2,000**

**1/4 page**

4.25 inches wide x 5.25 inches tall **\$1,500**

**Back Cover**

10.75 inches wide x 13.25 inches tall for bleed.  
Pull bleeds an additional .25 inches **\$5,000**

**Inside Front Cover**

10.75 inches wide x 13.25 inches tall for bleed.  
Pull bleeds an additional .25 inches **\$3,000**

**Inside Back Cover**

10.75 inches wide x 13.25 inches tall for bleed.  
Pull bleeds an additional .25 inches **\$3,000**

**Requirements: Print ready PDF files are preferred.**

Colors should be set to CMYK. Files must be saved at a minimum of 300dpi with NO CROP MARKS and .25" bleeds on all sides if applicable. THE SEEN is not responsible for print accuracy. Advertiser agrees to cover any charges associated with corrections made to files that were improperly supplied. Ads may be submitted via email to editor@theseenjournal.org or dropbox link.

RESERVATION	ISSUE	ARTWORK & COPY DUE	PUBLICATION DISTRIBUTION
March 3, 2020	10	March 18, 2020	April 13, 2020
July 15, 2020	11	August 10, 2020	September 22, 2020

## Online Dispatch

As a core of THE SEEN Network, the new Online Dispatch opportunity provides a platform for museums, galleries, and institutions to deliver highly-curated announcements directly to the inboxes of our selective subscriber base. Through our publisher, EXPO CHICAGO, we are able to network with industry arts professionals, delivering your press announcements to leading museum directors, collectors, curators, artists, writers, and gallerists.

This placement provides an ideal platform for releases and announcements on exhibitions, contemporary art events, panels, and educational programming and residencies.

## Mailing List: 12,000+

Limited to 1 announcement per month

Selection at the discretion of the Editors

THE SEEN | Chicago's International Journal of Contemporary & Modern Art [View this email in your browser](#)

**THE SEEN** CHICAGO'S INTERNATIONAL JOURNAL OF CONTEMPORARY & MODERN ART

**Online Dispatch**

— *Spirit of the Waves: Nelly Agassi* —

— **at the Graham Foundation** —

THE SEEN presents the inaugural edition of our Dispatch Series, a platform for sharing exhibitions and happenings worthy of critical attention. In her first major US exhibition, *Nelly Agassi*, a 2019 Graham Foundation Fellow, presents an archival memory of the iconic Madlener House, the home of the *Graham Foundation for Advanced Studies in the Fine Arts*.

**CLOSING AUGUST 3**  
Madlener House  
4 West Burton Place  
Chicago, Illinois 60610

Wednesday–Saturday,  
11 a.m.–6 p.m.  
and by appointment  
[grahamfoundation.org](http://grahamfoundation.org)

**Cost**  
\$1,000

### How to Submit

Please send website url and 2-3 sentence description of desired announcement along with an approved image to [editor@theseenjournal.org](mailto:editor@theseenjournal.org) for consideration; exact copy and image specifications will be provided upon confirmation of Online Dispatch announcement. *Timing of announcement to be mutually agreed upon by the advertiser and editorial staff; design is at the discretion of THE SEEN and will adhere to publication and style guidelines and branding.*

**Online Placements**

THESEENJOURNAL.ORG

**Run & Impressions**

Banner Ads run for one month from post date unless otherwise specified. Post date can be negotiated depending on the content relevance/ timing of the Ad. Each Ad is allotted 2,500 impressions. THE SEEN Issues are sent in one dedicated mailing on the last day of each month. One dedicated ad will be run in each issue to our subscriber base of **12,000+ emails**, including International VIPs and Galleries.



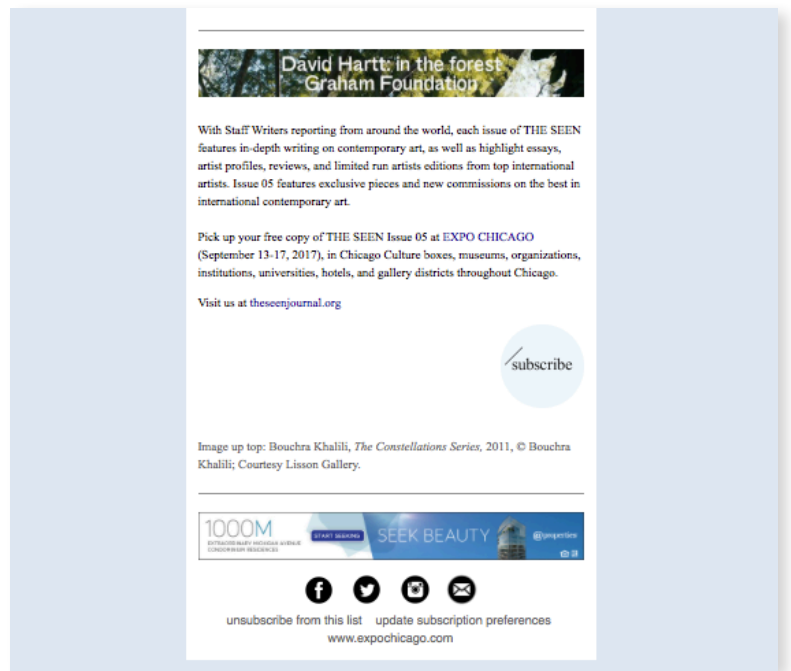
**MONTHLY ISSUE AD**

Must be 728 wide x 90 pixels high.  
Acceptable formats include .jpg, .png, and .gif  
(limit 3 frames). **\$300**



**HOMEPAGE BANNER AD**

Must be 1280 wide x 200 pixels high.  
Acceptable formats include .jpg, .png, and .gif  
(limit 3 frames). **\$400**



\*For accurate scale and positioning, please visit: [theseenjournal.org](http://theseenjournal.org)

THE SEEN	MATERIALS DUE		COST
Monthly Mailing	The 1st of the month (sends last day of month)		\$300
THE SEEN	MATERIALS DUE	GOES LIVE	COST
Banner Advertising	1st of the month	Mid-month	\$400