

How can you reach some of western Pennsylvania's most affluent, well-educated, and culturally involved residents?



Advertise in CARNEGIE.

CARNEGIE delivers
the depth, diversity, and excitement of the four
Carnegie Museums of Pittsburgh!

CARNEGIE magazine is published bi-monthly by Carnegie Museums of Pittsburgh for its members and donors.

Six times a year, CARNEGIE magazine delivers the depth, diversity, and excitement of the four Carnegie Museums: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. Each issue is packed with previews of the latest exhibitions, behind-the-scenes peeks at the dynamic offerings of the four museums, and a look at the work of the museums' internationally renowned curators and scientists. CARNEGIE magazine also presents its culturally involved members with updates on the local arts scene and delves into groundbreaking research going on right here in western Pennsylvania.

*“CARNEGIE
magazine is
something
cultural coming
into my home on
a regular basis.
It adds another
dimension to
our lives.”*

Carnegie Museums Member

About our **READERS**



One out of every 25 Pittsburghers is a Carnegie Museums of Pittsburgh member, and those members are among the most affluent, influential, literate, and culturally involved consumers in the greater Pittsburgh area.

Individuals and families join Carnegie Museums for the inspirational, educational, cultural, fun, and family-oriented experiences they find at the four museums. As members, they read and refer to CARNEGIE magazine to find out what's happening at the museums they support and stay connected with Pittsburgh's thriving cultural community.



How do readers use CARNEGIE Magazine?

In a 2002 readership survey:

- 75 percent of all respondents said they read the magazine's cover story or feature stories, the calendar of events, and articles about the individual museums;
- 60 percent of all respondents stated they used the magazine to plan their personal and family activities; and
- 85 percent of all respondents indicated they believe CARNEGIE magazine is an informative, helpful, and useful resource.



Top five reasons to advertise in CARNEGIE:

- To reach a diverse, highly educated, and sophisticated audience.
- To reach an affluent and family-oriented audience with discretionary income.
- It's an efficient media buy.
- Your ad will be seen easily with a guaranteed 40:60 ads:editorial ratio.
- With four museums represented in one magazine, it's like placing an ad in four different publications at once.

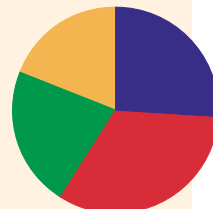
Reader PROFILE

Readership

CARNEGIE magazine has a circulation of 30,000 and a readership of approximately 60,000 due to documented pass-along readership.

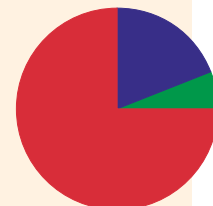
Income

- \$40,000-\$60,000 – 26%
- \$60,000-\$100,000 – 33%
- \$100,000 or more – 22%
- Other – 19%



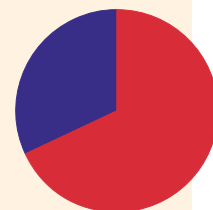
Residence

- Allegheny County – 75%
- Adjacent Counties – 19%
- Other – 6%



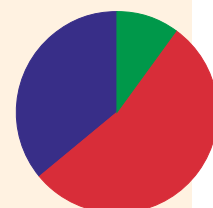
Gender

- Female – 68%
- Male – 32%



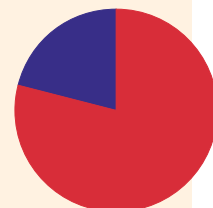
Age

- 18-34 – 10%
- 35-54 – 54%
- 55 and older – 36%



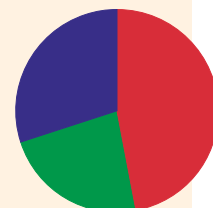
Family

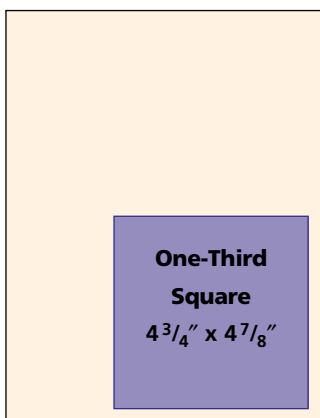
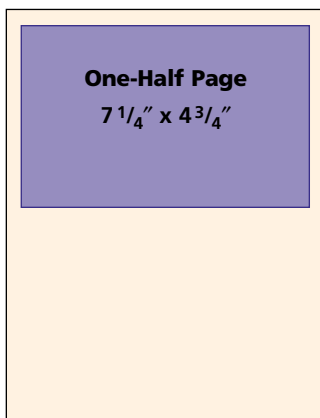
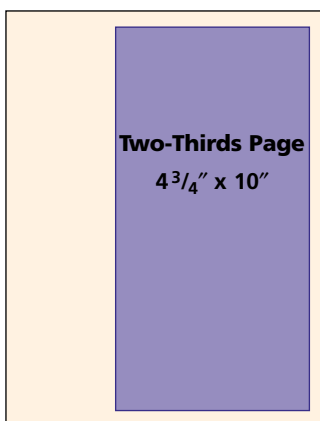
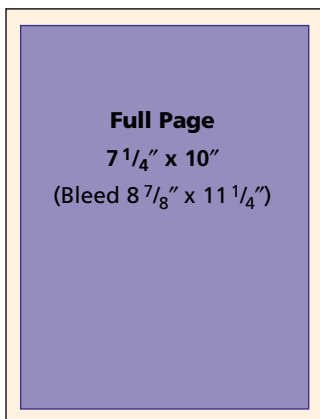
- Children under 18 – 79%
- No children/Children over 18 – 21%



Education

- Graduate – 47%
- Undergraduate – 30%
- Other – 23%





Production Requirements

Mechanical Sizes:

Full Page Bleed – 8 7/8" x 11 1/4"

Book Trim Size – 8 1/2" x 10 7/8"

Page Live Area – 7 1/4" x 10"

Printing Method: Offset. Standard four color process inks.

133 line screen – maximum 300% Total Coverage Area.

Proofs: Advertisers must provide accurate proofs. Black & white laser, color laser, or inkjet proofs are for digital ad content only.

Digital File Specs: PDFs are required. Files received in any other format are subject to additional charges to the Advertiser.

Media: Email preferred. Zip Disk or CD-ROM accepted (must fax copy of ad if emailing files).

Production Charges: Any changes required in furnished materials will be billed at prevailing printer's rates. Cost for size alterations, color separations, halftone screening, ad design, and layout will be charged to the Advertiser.

Closing Dates: Check CARNEGIE magazine Editorial Calendar or contact Mohr & More Media Sales at 412.366.2080.

Send all artwork, contracts, and copy to:

Terry Mohr

Mohr & More Media Sales

103 Ennerdale Lane

Pittsburgh, PA 15237

T 412.366.2080

F 412.366.2080

C 412.302.8424

E tdmohr@comcast.net

For more information, visit our Web site at www.carnegiemuseums.org.

Net Advertising Rates

Black & White	1x	3x	6x
Full Page	\$1820	\$1700	\$1545
Two-Thirds Page	\$1365	\$1260	\$1075
One-Half Page	\$1075	\$965	\$845
One-Third Square	\$600	\$520	\$465
Four-Color	1x	3x	6x
Full Page	\$3035	\$2700	\$2270
Two-Thirds Page	\$1855	\$1565	\$1265
One-Half Page	\$1570	\$1275	\$1030
One-Third Square	\$1105	\$840	\$665

Cover and premium positions: Up to an additional 15%

Non-profit rate: 15% off rates listed above

Editorial Calendar 2004

CARNEGIE MAGAZINE

Issue	Editorial Features	Closing Date
March/ April	<p>Cover Story <i>Romantic Landscapes</i> – Carnegie Museum of Art presents three complementary exhibitions featuring paintings, prints, and photographs from the Romantic period. <i>Hudson River School: Masterworks from the Wadsworth Atheneum Museum of Art</i> features 55 paintings of the Hudson River Valley by artists such as Thomas Cole, Frederic Church, and others from the first school of American landscape painting. <i>The Romantic Print in Britain</i>, organized by the Yale Center for British Art, maps the evolution of the Romantic preoccupation with the natural and man-made worlds. <i>Eloquent Vistas: The Art of Nineteenth Century American Landscape Photographers</i>, organized by the George Eastman House in Rochester, New York, features nineteenth century photographs of America's then-expanding frontier.</p> <p>Other Features <i>The Science of Weather</i> – Carnegie Science Center announces a partnership with WTAE to produce the station's daily weather forecasts from the museum and to indicate to the public the area's expected weather using the colorful cone atop the Science Center. The article will also discuss the science behind severe weather and weather forecasting.</p> <p><i>Summer Camps</i> – This article features the many unique summer camp opportunities offered for children in grades K through 6 by Carnegie Museum of Art, Carnegie Museum of Natural History, and Carnegie Science Center.</p>	January 28, 2004
May/ June	<p>Special Issue <i>The Andy Warhol Museum Celebrates its 10th Anniversary</i> – The Andy Warhol Museum takes a look at Warhol's life and how Pittsburgh made him the man and artist he was. Members of the Board, staff, and local celebrities remember the museum's beginning and explore Warhol's current reputation and influence both here in the United States and abroad. Readers will learn how the museum has thrived and what Director Thomas Sokolowski has planned for the next 10 years.</p>	March 30, 2004
July/ August	<p>Cover Story <i>All About Biodiversity</i> – Interviews with Carnegie Museum of Natural History Director Bill DeWalt, David Smith, director of Powdermill Nature Reserve, and others will highlight the many ways in which the Museum of Natural History is addressing the issue of biodiversity in our region.</p> <p>Other Features <i>Early Learning at Carnegie Museums of Pittsburgh</i> – Discover how children as young as three years old can benefit from a visit to the four Carnegie Museums.</p> <p><i>The Future of Oakland</i> – As one of the most prominent cultural organizations in the region, Carnegie Museums of Pittsburgh taps the leaders of Oakland's largest institutions to hear their plans for the future of Oakland.</p>	May 26, 2004
September/ October	<p>Cover Story <i>Andy Warhol's Time Capsules</i> – An exhibition of the complete contents of 15 of Andy Warhol's three-dimensional diaries opens in October. This first-ever exhibition will explore Warhol's life and all its minutiae.</p> <p>Other Features <i>Learning to Love Art: Should Art Museums try to Attract new Visitors?</i> – This article will explore the sometimes controversial topic of whether art museums should make a concerted effort to influence people to learn about and enjoy the works of art featured in their museums or just market themselves to the existing audience of art lovers. Enjoy interviews with directors and curators from Carnegie Museum of Art and The Andy Warhol Museum as well as other prominent art museums.</p> <p><i>Bronze Age Sculpture at Carnegie Museum of Natural History</i> – This feature will highlight primitive archaeological finds from Mesopotamia, including sculptures, pottery, vessels, and more.</p>	July 28, 2004
November/ December	<p>Special Issue <i>The Carnegie International</i> – <i>The Carnegie International</i> is the most important and prestigious international survey of contemporary art in North America. A highly anticipated event in the cultural community worldwide, this time-honored survey has proven to be a bellwether of contemporary artistic directions in the Americas, Europe, Asia, and elsewhere. The 2004 <i>International</i> is the 54th in the survey series founded at the behest of Andrew Carnegie in 1896. It will feature paintings, sculpture, photography, works on paper, and film and video works by established and emerging artists.</p>	Sept. 27, 2004

CARNEGIE Magazine

2004 Advertising Space Agreement

Advertiser _____

Street Address _____

City _____ State _____ Zip _____

Contact Name _____

Telephone _____ Fax _____

E-mail _____

Agency Name and Address (if applicable):

Issue(s) of insertion (check all that apply):

☐ Jan/Feb ☐ Mar/Apr ☐ May/Jun ☐ Jul/Aug ☐ Sep/Oct ☐ Nov/Dec

Ad size (check one):

- ☐ One-Third Page (square, 4 ³/₄" x 4 ⁷/₈")
☐ One-Half Page (horizontal, 7 ¹/₄" x 4 ³/₄")
☐ Two-Thirds Page (vertical, 4 ³/₄" x 10")
☐ Full Page (7 ¹/₄" x 10")

Ad color (check one): ☐ Four Color ☐ Black & White

Cost per issue _____

Additional for premium placement _____

Non-profit discount _____

x Number of issues _____

Total Amount due _____

Authorized by (print name) _____

Title _____

Signature _____ Date _____

Special Billing Instructions (if applicable) _____

Advertiser hereby authorizes CARNEGIE Institute to insert Advertiser's advertisement(s) in CARNEGIE magazine as indicated above. If the frequency of ads indicated above is not met, Advertiser will be short-rated.

**Make checks payable to Carnegie Institute
and send all contracts, checks, and artwork to:**

Terry Mohr
Mohr & More Media Sales
103 Ennerdale Lane
Pittsburgh, PA 15237

T 412.366.2080 C 412.302.8424
F 412.366.2080 E tdmohr@comcast.net

Payment Terms

- Payment in full is due 30 days from invoice date. A 15 percent commission is allowed to recognize advertising agencies on space, color, and position charges. However, no agency commission will be allowed if payment is not received within 60 days from invoice date. Production and mechanical charges, including insertion fees, are non-commissionable.
- The Publisher reserves the right to request a credit application from an Advertiser and to request pre-payment of advertising space reserved.
- The Publisher may refuse to publish future advertising if an Advertiser's account becomes delinquent.
- In the event of non-payment, Publisher reserves the right to hold an Advertiser and/or its advertising agency jointly and separately liable for such monies as are due and payable to CARNEGIE Institute.

Advertising Terms & Agreements

- CARNEGIE magazine reserves the right to review and possibly reject any advertising. Publisher also reserves the right to reduce or limit space requested by an Advertiser.
- A contract year is six (6) consecutive issues.
- Deadlines and cancellation dates are per the published Schedule of CARNEGIE magazine deadlines. Cancellations will not be accepted after the scheduled closing date for reservations, and the scheduled insertion will be billed regardless of whether the ad actually is printed in the issue.
- New materials are due at least 15 business days prior to the issue date or the publisher has permission to pick up the ad used in the previous issue.
- Requested positions are not guaranteed unless a special position premium has been paid or the position is agreed to in writing.
- CARNEGIE magazine shall be under no liability for failure, for any reason, to insert an ad.
- All Advertisers must adhere to the Mechanical Specification page contained in the CARNEGIE magazine Media Kit. Rates are based on camera-ready art or acceptable electronic materials. Any revision or special handling required for advertising materials will be billed to the Advertiser, and CARNEGIE magazine shall be under no liability for accuracy of changes requested.
- CARNEGIE magazine does not assume liability for the return of advertising material.
- Publisher is not responsible for errors in editorial or design that are found in artwork received from an Advertiser or its advertising agency or graphic designer. The Advertiser assumes liability for all content, including text and illustrations in advertising published and also assumes responsibility for any claims made against CARNEGIE magazine, including the cost of defending such a claim.
- Advertiser shall have the right to terminate this agreement upon giving CARNEGIE magazine written notice at least 30 days before it wishes to terminate said agreement.