



# 2013 ADVERTISING OPPORTUNITIES



F Magazine is more than just a print publication - it's an idea, an identity, a community.

Now in its fifth year of publication, this award-winning, hyperlocal, independent arts and culture magazine has proven itself to be a leader in the promotion of Alaska's arts. We are an outlet for robust and insightful criticism and journalism, commentary and analysis on relevant art issues. Completely comprised of volunteers from the top down, our editors are committed to publishing the best original works of poetry, short fiction, photo-journalism, fine art photography and creative non-fiction. F Magazine is greatly invested in the Alaska arts as a creator, sponsor, promoter and advocate for countless arts events and competitions around the state.

Our mission is to bring visibility to Alaska's arts and culture and the rapidly increasing arts consciousness all over the state. We understand that it is arts and culture that bring vibrancy and depth to a community; artistic communities are historically the most financially successful, drawing people from near and far as residents and as visitors. To advertise with F Magazine is to understand the importance of raising this arts consciousness - for the betterment of your business and the community it serves.

This year, F Magazine is going to a quarterly format, giving our editors and contributors more time to deliver a wider array of coverage. Each issue will remain on the stands for three months and can be found at shops, boutiques and eateries all over Anchorage, in more than a dozen towns across Alaska, and has subscription holders all over the country. As a piece of art in itself, with its high gloss, heavy stock pages, F Magazine is not a throw-away publication. Readers collect them, share them, keep them out for guests to view; your ad has a longevity with F Magazine that no other publication in Alaska can provide.

## WHY ADVERTISE WITH F?

- Advertising with F shows you're a supporter of the arts and the community you serve
- Award winning contributors and publication
- Exponentially growing readership and distribution
- Shelf life longevity
- Diverse and dedicated readership
- Statewide distribution

# AD SPECS & RATES

Full Back Cover	8.5" w x 11" h (WITH BLEEDS)	\$985
	8" w x 10.5" h (WITHOUT BLEEDS)	\$900
Full Inside Front Cover	8.5" w x 11" h (WITH BLEEDS)	\$935
	8" w x 10.5" h (WITHOUT BLEEDS)	\$850
Full page	8.5" w x 11" h (WITH BLEEDS)	\$730
	8" w x 10.5" h (WITHOUT BLEEDS)	\$645
Half Page	8" w x 5.125" h (HORIZONTAL) 3.875" w x 10.5" h (VERTICAL)	\$345
Quarter Page	3.875" w x 5.125" h 8" w x 2.4375" h	\$200
Eighth Page	3.5625" l x 2.40625" w (TALL VERTICAL) 2.3125 l x 4.8125 w (HORIZONTAL)	\$ 180

- ★ Inquire about our discounted rates for nonprofits and artists.
- ★ 15% package rate discount for 4 months advance purchase.
- ★ Ad art due: Feb. 1; May 1; Aug. 1; Nov. 1
- ★ Client information for in-house art design is due no later than two weeks before art due date.

## UPCOMING 2013 ISSUES:

- MARCH: The Art of Fashion Photography Winners
- JUNE: Winners of the Alaska Statewide Youth Art & Writing Competition, as well as the all ages F'Air Words Writing Competition
- SEPT: New Audio F'ile Music Compilation
- DEC: AK Film & F-Action music video competition



"F Magazine is the most important thing going on for the arts and journalism in Alaska. It might even be the best thing that has ever happened to the arts here."

Clark Mishler -  
Clark James Mishler Photography

"I just want you to know that I have every issue of your magazine. We are all so excited about what you are doing - that there is finally something to represent the arts in Alaska. Keep up the great work!"

Sarah Coe, Marketing Director -  
House of Harley-Davidson and  
Buell

"The film industry is really taking off here in Alaska. All these people coming up from L.A. and New York get here and they see your magazine and they see that Alaska does have class, style and talent."

Ted Mackies -  
Anchorage Film Commission

