

Who is Review?

Review Publishing produces publications about visual art culture for regional distribution. For the past 10 years, its print periodical *Review* provided a venue for emerging and established art historians, curators, artists, writers and students to publish critical reviews, editorials, features, and virtual exhibitions. Although no longer publishing a print periodical, *Review* provides the same type of content in its online publication. Our readership has doubled since we switched to our online format, and as we add new writers, articles, and features we expect that readership to continue to expand.

The online magazine and weekly emailer have also allowed us to publish more articles and increase the timeliness, comprehensiveness, and effectiveness of our visual art events listings as well as calls and opportunities for regional artists.

In addition to our online magazine, we publish an annual *Year In Review*, highlighting the region's achievements in visual arts in the past year. Review Publishing also strives to work cooperatively with other individuals and organizations to create unique printed publications that relate to the visual arts in our region. In September of 2009, Review Publishing was proud to publish the 10th anniversary catalog for the Avenue of the Arts Foundation. We look forward to similar publishing endeavors in 2010.

Sponsorship, Underwriting, Visibility

What is Visibility?

Visibility with Review Publishing is similar to what for-profit businesses call advertising (with some content restrictions - think underwriting in public television and radio). We offer visibility in Review Publishing's online magazine, email blasts, and our printed publications commensurate with pledged support.

What is Underwriting?

Review Publishing is also made possible by foundations, corporations, and individuals who provide funds to underwrite our content and general operations. Most people will be familiar with the public television message, *"This program was made possible by (UNDERWRITERS) and by contributions to your PBS station from viewers like you. Thank you."* Review Publishing provides similar

acknowledgment of underwriters' support using graphic placements in our publications. Review Publishing is only able to fulfill its mission to increase awareness of the visual arts in our region and provide a venue for visual arts discourse through the support of the community it serves. Underwriting is a huge part of that support.

Who Sees Your Message?

The visibility you receive through Review's publications reaches a diverse audience, including artists, writers, educators, collectors, well-educated business people, and community leaders. Below are the results from our most recent readership survey:

Demographics

Gender:

Female 56%

Male 44%

Age Range:

18 - 24 5%

26 - 44 50%

45 - 64 38%

65 - 74 6%

75 and over 1%

Profession:

Artist 39%

Arts Appreciator 31%

Arts Professional 22%

Collector 8%

Purchase artwork on a regular basis:

Yes 76%

No 25%

Household Income:

\$100K and greater 28%

\$80K - \$99,999 12%

\$65K - \$79,999 14%

\$40K - \$64,999 16%

\$25K - \$39,999 17%

Less than \$25K 13%

Level of Education:

Doctorate 5%

Graduate 40%

Undergraduate 39%

Professional School 4%

Some College 10%

Currently a College Student 2%

How Does Supporting Review Help Your Business?

Advertising:

Review reaches a very desirable and targeted audience. By receiving visibility in Review's publications, your message will reach attractive potential consumers of your product or services.

Public Relations:

Our readership is loyal and enthusiastic and often chooses to do business with fellow supporters. Your association with Review Publishing enhances your credibility with our audience and will create a positive image.

Community Involvement:

Review Publishing is a valuable, non-profit community resource, serving the greater Kansas City area and beyond for more than 10 years. Your support is also a tax-deductible, philanthropic gift.

Pledge Levels and Visibility

Sponsors at the following giving levels are acknowledged in Review's publications in a way commensurate with pledged support. Feel free to ask about donation levels for custom sizes and placements!

ONLINE MAGAZINE:

6 MONTHS

MONTHLY

\$1,250

\$250

Leaderboard (top): Home Page 728 x 90

\$750

\$150

Side Bar: Home + Article Pages 125 x 125

EMAIL: SIDEBAR 125 x 125

6 MONTHS

MONTHLY

\$750

\$150

ONLINE MAGAZINE + EMAILER SIDE BAR:

6 MONTHS

MONTHLY

\$2,000

\$350

Leaderboard (top): Home Page 728 x 90

\$1,500

\$275

Side Bar: Home + Article Pages 125 x 125

Year-long commitments receive an additional 10% discount.

YEAR IN REVIEW ANNUAL PUBLICATION

(Publication dimensions are 8.5" x 8.5")

YEAR IN REVIEW ONLY:

Full Page:

\$1,000

YEAR IN REVIEW + ONLINE:

Receive 25% off online visibility

1/2 Page:

\$600

Receive 20% off online visibility

1/4 Page:

\$350

Receive 15% off online visibility

1/8 Page:

\$200

Receive 10% off online visibility

Just to Support the Arts

If you prefer to support Review Publishing without receiving visibility on our site or in our other publications, your donation is still most welcomed! Support of the arts has decreased markedly in the past two years and we, like many arts organizations, need that support in order to further our mission.

Sponsor Events

We are looking forward to planning 2-3 annual events. Sponsors for these events are welcomed, as are in-kind contributions and donation of goods or services.

For more information, visit Review's website: <http://ereview.org> or contact our art director at artdirector@ereview.org