

Media Kit 2016/2017

BOMB

The Artist's Voice

Artists, Writers, Actors,
Directors, Musicians,
Architects, Photographers
— Culture Makers

BOMB publishes artists in conversation with other artists. That unique format means that in every issue we bring our readers original, thought-provoking work from the most influential contemporary writers, actors, directors, musicians, architects, choreographers and visual artists.

Artists love this: our archive reads like a cultural who's who of the last 35 years. Our readers love it, too. And because we publish unique content by such influential figures, our readers are pretty influential themselves. Half of them spend more than \$10,000 a year on art; 92 percent of them attend the latest films; well over half buy more than thirty books a year; and 87% prefer dining out. BOMB is the magazine that cultural tastemakers turn to when they want to read about their peers.

And we're far from just a print magazine—though at 60K readers of the print edition, we're doing pretty well on that front. BOMB today is a brand that stretches across many platforms. Our website—which is updated daily with new content—attracts 2 million visitors a year from around the world; our frequent parties and live events are attended by art's elites and an ever-growing number of young culture makers, the stars of tomorrow; a major book compilation of our interviews is forthcoming; and we have strong followings in any social media you care to mention.

As the publishing landscape has shifted in recent years, some magazines have suffered. Meanwhile, BOMB has grasped the potential of its new global audience and gone from strength to strength. We tap in to a vast network of creators engaged in a meaningful conversation about the arts and looking to be inspired—perhaps by you.

Our Reach

In Print

Circulation: 32,000
4.2 Readers per issue: 144,000
4 issues per year

Distribution:

- 50% newsstand
- 40% subscription
- 10% Promotional Distribution

- 68% East Coast
- 20% West Coast
- 12% Mid-States (museums, cultural centers, and university bookstores)

Over 1,300 in-depth artist interviews
First Proof literary supplement showcases groundbreaking writers in all genres.

THE MOST AFFORDABLE AND ACCESSIBLE
LEGACY ARTS AND CULTURE MAGAZINE.

Online

NEW INTERVIEWS, FICTION, PORTFOLIOS,
POETRY, REVIEWS PUBLISHED DAILY

Monthly visitors: 135,000
Monthly Page Views: 290,000
Average Time on Site: 03:26
Daily Views: 3,800
Page/Visit: 2.21

An archive of over 7,000 articles
Visitors from 195 countries & all culture markets:

New York / London / Los Angeles / Chicago /
San Francisco / Paris / Toronto / Philadelphia
/ Sydney / Berlin / Melbourne / Portland /
Seattle / Boston / Montreal / Austin / Mexico
City / Houston / Amsterdam / Vancouver /
Dublin / Auckland / Buenos Aires / Oakland
/ San Diego / Sao Paulo / Cambridge /
Denver / Atlanta / Madrid / Milan / Athens
/ Baltimore / Moscow / Istanbul / Seoul /
Barcelona / Singapore / Tel Aviv / Rome /
Bogota / Dallas / Vienna / Stockholm / Hong
Kong / Pittsburgh / New Orleans / Rio de
Janeiro / Columbus / Santiago / Glasgow
/ Oslo / New Delhi / Brooklyn / Miami /
Brussels / Copenhagen / Lisbon / Belgrade
/ Zurich / Edinburgh / Bangkok / Warsaw /
Albuquerque / Munich / Krakow / Phoenix /
Perth / Hialeah / Bucharest / Hamburg /

Social Media and Events

Email – 22K eblast list (including MFA sign-ups)
Facebook – 65K
Twitter – 50K
Tumblr – 17K

LIVE: BOMB partners with the most innovative organizations and personalities to offer cutting-edge programming:

- Exclusive launch parties at the hippest Brooklyn and national venues
- Art fairs and book festivals around the country
- All-star literary readings and performances and interviews

BOMB Gala draws artists, literati, philanthropists, and collectors together to celebrating BOMB contribution to the world of arts and letters. The evening includes an art auction, a seated dinner, and toasts to our fabulous honorees. Known as the Best Party in Town, the BOMB Anniversary Gala takes place in April at Capitale in New York City and is attended by 500 high-profile guests from across the arts.

Demographics

**BOMB's readers
and participants are:**

BOMB's readers and participants are:

Bi-coastal, well-educated, single, and urban.
PRACTICING ARTISTS in all genres and at all levels
of fame.

Engaged in contemporary culture, connoisseurs of
the visual, literary, and performing arts— by passion
or profession.

- Female: 51% / Male: 49%
- 21–41 years of age: 70%
- 42–62 years of age: 30%
- Average household income: \$135,000
- Prefer dining out: 87%
- Spend \$10,000 or more per year on art: 50%
- Buy over 30 books per year: 59%
- Buy/download over 25 albums per year: 83%
- Attend the latest films: 92%

BOMB readers are active social networkers who know that
living well is an art in itself.

Print Advertising Specs and Guideline

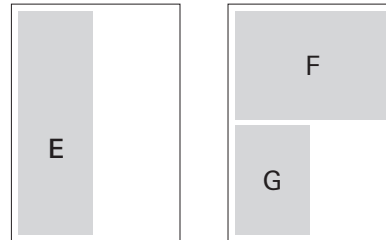
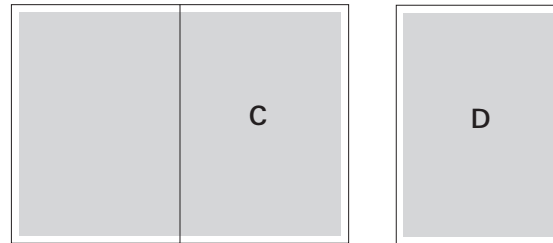
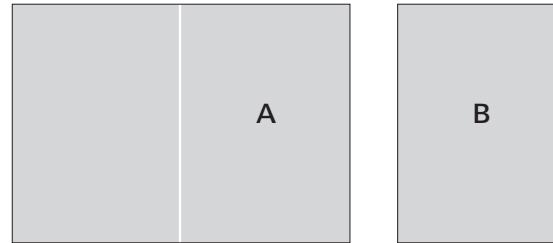
Media

- We accept Mac-formatted CD/DVD media
- E-mail files to monforton@bombsite.com
- Or upload to our ftp site (email us for specifications)
- Please include a color or laser proof for our reference

Format

- We accept high-res PDF, tiff or eps files; (Quark files will not be accepted)
- Fonts must be embedded
- Ads must be 300dpi
- Files must be in CMYK or grayscale (RGB and Pantone will not be accepted)
- Four-color black (or “rich black”) is comprised of: 10% Cyan, 10% Magenta, 10% Yellow, and 100% Black. Four-color blacks in ads cannot exceed these levels

Sizes



Bomb Ad Sizes

BOMB Magazine is 9 × 11.25 inches.

Bleed ads (includes .125 inches bleed)

A. Spread	18.25 × 11.5 inches
B. Page	9.25 × 11.5 inches

Non-bleed ads

C. Spread	16.25 × 10.375 inches
D. Page	7.875 × 10.375 inches
E. Half page (vertical)	3.75 × 10.375 inches
F. Half page (horizontal)	7.875 × 5 inches
G. Quarter page	3.75 × 5 inches

Print Advertising Schedule and Rates

Ad Schedule

Issue	Spring 139	Summer 140	Fall 141	Winter 138
Reservation	01/16/17	04/10/17	07/10/17	10/10/16
Art Due	02/01/17	04/20/17	07/20/17	10/24/16
Newsstands	03/15/17	06/15/17	09/15/17	12/15/16

BOMB Ad Rates

BOMB		1x	2x	3x	4x
Page	Color	\$4000	\$3600	\$3200	\$2900
	B/W	\$2000	\$1700	\$1445	\$1300
Half page	Color	\$2400	\$2160	\$1944	\$1740
	B/W	\$1000	\$900	\$810	\$720
Quarter page	Color	\$1000	\$900	\$800	\$720
	B/W	\$660	\$590	\$550	\$480
Inside front	Color	\$6335	\$5700	\$5130	\$4600
Inside back	Color	\$4600	\$4100	\$3700	\$3350
Back cover	Color	\$6720	\$6040	\$5440	\$4800

First Proof Ad Rates

First Proof		1x	2x	3x	4x
Page	Color	\$2300	\$2080	\$1640	\$1300
	B/W	\$1300	\$1100	\$1000	\$900
Half page	Color	\$1200	\$1000	\$1000	\$900
	B/W	\$900	\$800	\$700	\$600
Quarter page	B/W	\$600	\$500	\$400	\$300
Back cover	Color	\$2600	\$1700	\$1600	\$1500

Web Advertising: Homepage

Carousel Image + Text Box 460 × 332 px


(in rotation up to four)

\$800 a week

\$3,000 a month

(with Curated Landing Page)

\$4,000 a month

BOMB — Artists in Conversation Daily Quarterly Archive Subscribe 




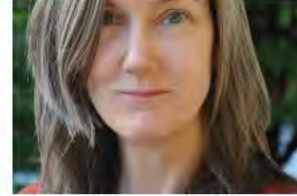
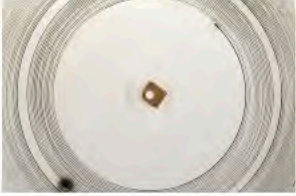


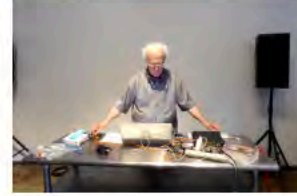
[Search](#)

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Ad Title Goes Here
Additional Information

Dummy Copy: Vid ute voluptaquis
apel ma corion consequae plabore
pero omnimin ullaborit utdae ium
aut re exp dolo et, etur.

Carousel Image
460 × 332

<p>Art : Artists On Artists</p> <p>Audra Wolowiec by Emmalea Russo</p> 	<p>Art : Portfolio</p> <p>Motherland by Cecilia Corrigan</p> 	<p>Literature : First Proof</p> <p>Four Poems by Aimee Herman</p> 	<p>Literature : Interview</p> <p>Nell Zink by Keith Gessen</p> 
<p>Literature : Interview</p> <p>Lewis Freedman by Judah Rubin</p> 	<p>Literature : First Proof</p> <p>Mooning by Kenward Elmslie</p> 	<p>Art : Artists On Artists</p> <p>James Esber by David Geers</p> 	<p>Music : Review</p> <p>All Is but Circuitry by Steve Dalachinsky</p> 

Web Advertising: Sidebars

A: 300 × 600 px

B: 300 × 250 px

C: 300 × 125 px

D: 125 × 125 px

Daily

A: \$2000 a month

B: \$1400 a month

C: \$840 a month

D: \$560 a month

Full Site

(appears on all pages)

A: \$3000 a month

B: \$2000 a month

C: \$1200 a month

D: \$800 a month

note: web ads are delivered in
jpeg and gif formats

BOMB – Artists in Conversation

Daily Quarterly Archive Subscribe Search


May 20, 2014

Advertisements

Daily Postings Literature : Interview

Stanley Crawford
by Stephen Sparks

Voices in the countercurrent, gentle satire versus
jugular-vein satire, and the material world of growing
things.



A
300 × 600

BOMB – Artists in Conversation

Daily Quarterly Archive Subscribe Search

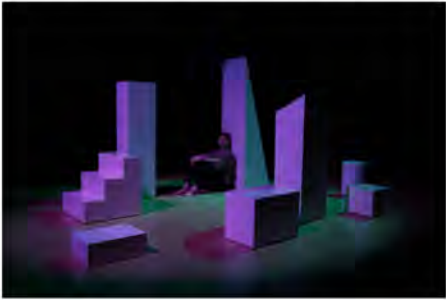
May 14, 2014

Advertisements

Daily Postings Art : Interview

Gordon Hall
by Emily Zimmerman

The founder of the Center for Experimental Lectures
on lecture performances at the Whitney Biennial.



B
300 × 250

C
300 × 125

D
125 × 125

Gordon Hall, *Read me that part a-gain, where I disin-herit everybody*, 2014. Wood, paint, and performance-lecture with projected images and colored light, 50 min. Commissioned by EMPAC / Experimental Media and Performance Art Center, Purchase, New York.

Web Advertising: Header Banners

Full Archive and Search
728 × 90 px

\$2000 a month

Interview
460 × 150 px

\$500 a month

\$1200 a quarter (3 months)


\$2000 a year

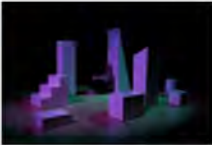
BOMB – Artists in Conversation Daily Quarterly Archive Subscribe Search


Search Options
Art
Filters
 All
 Architecture
 Art
 Dance
 Film
 Literature
 Music
 Theater


Sponsor


Archive 728 × 90


Art : Interview
Bryan Zanisnik
by Sara Roffino

Performance Art, Ecology


Art : Interview
Gordon Hall
by Emily Zimmerman

Performance Art, Whitney Biennial

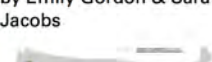
Art : Interview
Sara Greenberger Rafferty
by Cat Kron

Whitney Biennial, Humor, Copyright

Art : Interview
Jill Magid
by Jovana Stokic

Artist's Books, Spy Stories, Exhibitions

Art : Portfolio
Portfolio
by Anna Plesset


Art : Oral History
Kara Walker & Larry Walker


Art : Interview
Jeanine Oleson
by Alanna Martinez


Art : Interview
smudge studio
by Emily Gordon & Sara Jacobs



BOMB – Artists in Conversation Daily Quarterly Archive Subscribe Search

Daily Postings
 All
 Architecture
 Art
 Dance
 Film
 Literature
 Music
 Theater

Sponsor

Advertisements

Interview 460 × 150

Art : Interview
Gordon Hall
by Emily Zimmerman
May 14, 2014
The founder of the Center for Experimental Lectures on lecture performances at the Whitney Biennial.


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