

ARTISTS TO ARTISTS—SINCE 1981

BOMB
MEDIA
KIT
2012

OUTSPOKEN. INTIMATE. LEGENDARY

THE STORY OF BOMB



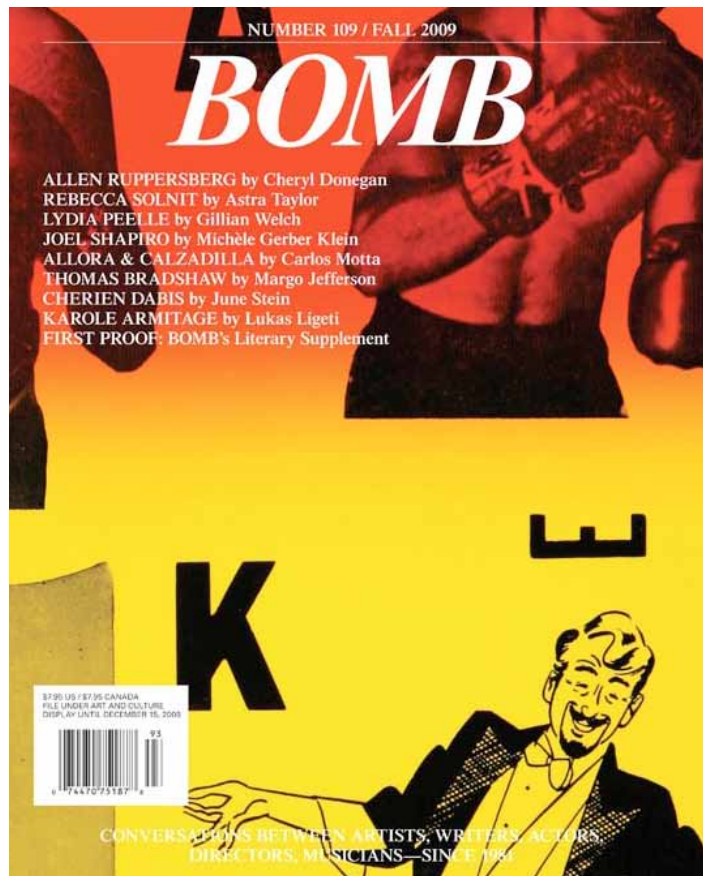
Betsy Sussler, 2004. Photo by Lynne Tillman.

BOMB delivers the artist's voice. That is our mission. It has been since 1981.

For 31 years, BOMB has been publishing conversations *between* artists, writers, actors, directors, musicians, and architects. Launched because its early editors—all practicing artists and writers—saw a disparity between how their work was being discussed by critics and how they discussed it among themselves, BOMB interviews focus on the creative process and the ideas artists generate through dialogue.

Our goal is to fulfill this mission in print and to expand the possibilities of this form into the digital realm, with an online archive of 1,200 interviews and over 800 Artist on Artist essays; multimedia broadcasts of web-exclusive interviews, podcasts, and streaming video; a dynamic blog; BOMBLive! staged conversations; literary readings; and launch parties.

BOMB CONTINUES TO DELIVER THE ARTIST'S VOICE INTO THE 21ST CENTURY AS A MULTI-PLATFORM BRAND.



THE MAGAZINE

BOMB Magazine offers unscripted and outspoken artist-to-artist interviews. A breakout publication in the early '80s, it remains at the forefront today. Launched by the enthusiasm of New York's downtown art community, BOMB has kept an eager readership informed on a wide range of innovators in art, literature, music, theater, and film for 30 years.

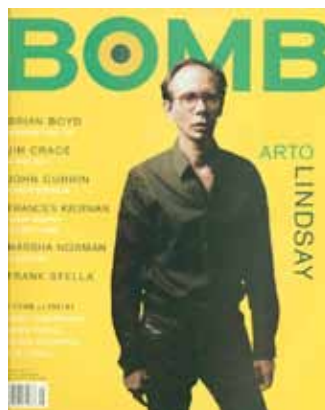
**“READING BOMB INTERVIEWS
WAS ONE OF THE WAYS I BEGAN
TO CONCEIVE OF MYSELF AS
AN ARTIST.”**
—MIRANDA JULY

BOMB is a national publication with:

- 144,000 readers
- 118 issues published since 1981
- Over 1,200 in-depth interviews
- Over 800 Artist-on-Artist essays
- Hundreds of reviews about the arts by artists
- *First Proof*, BOMB's literary supplement, built into each quarterly issue, showcases groundbreaking writers—emerging as well as established—and represents the most innovative publishers in the business.

BOMB has an active and loyal editorial board of 90 award-winning professionals in the visual, performing, and literary arts.

OUTSPOKEN. INTIMATE. LEGENDARY.



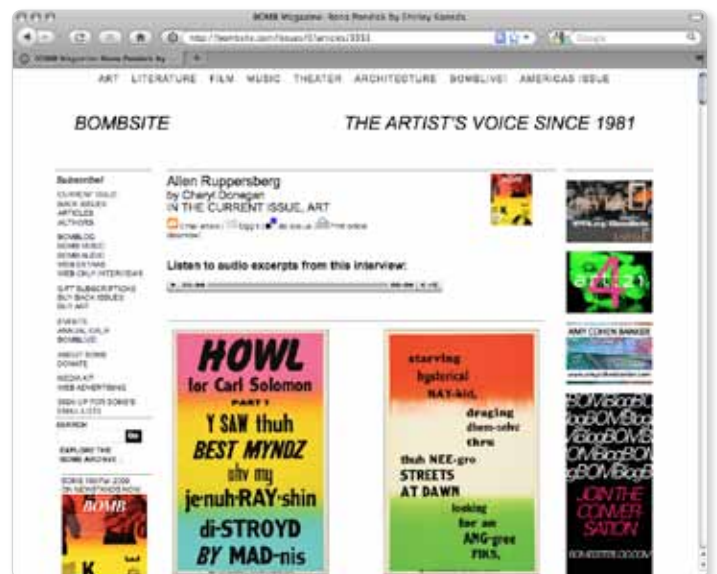
THE WEB

BOMBsite.com is a compelling online destination where visitors can experience BOMB's legacy in real time—building on decades of interrelated conversations in our Digital Archive. Web-exclusive interviews and multimedia content increase accessibility to, and dialogue with, new audiences virally.

- Web-exclusive interviews and BOMBLive! Videos
- “Fiction for Driving” and “Phoned-In” audio podcasts
- Daily posts about music, art, literature, poetry, and film on BOMBlog
- Provocative writing about the arts by emerging artists

Partnerships with other cutting-edge websites connect us directly with a host of art and literary organizations, expanding BOMB's community and opening new opportunities for dialogue: Art:21, PEN America, The Root.com, Brooklyn Academy of Music, ArtForum, Academy of American Poets, Flavorpill, and more.

ACTIVE FACEBOOK FANS, TWITTER FOLLOWERS AND YOUTUBE CHANNEL SUBSCRIBERS EXPAND OUR ONLINE NETWORK.



THE BOMB ARCHIVE

Since 1981, BOMB Magazine has published over 1,000 interviews. Considered primary documents of American cultural history, our archive has twice been awarded NEA National Preservation Grants for excellence.

In 2004, Columbia University's Rare Book & Manuscript Library acquired the first quarter century of BOMB's Archive, including the original audio recordings, multiple edits, and correspondence.

In 2006, with support from the New York State Council on the Arts, the Andy Warhol Arts Writing Initiative, as well as donations from BOMB's Board of Trustees, BOMB began a three-year process of digitizing its interviews to make them available as a free virtual library by the end of December 2009.

BOMB interviews are legendary. They are used by students, scholars, and researchers worldwide who want direct access to artists' and writers' voices. Many of BOMB's contributing editors—professional artists, authors, and theorists who are also professors—use BOMB regularly in their syllabi.

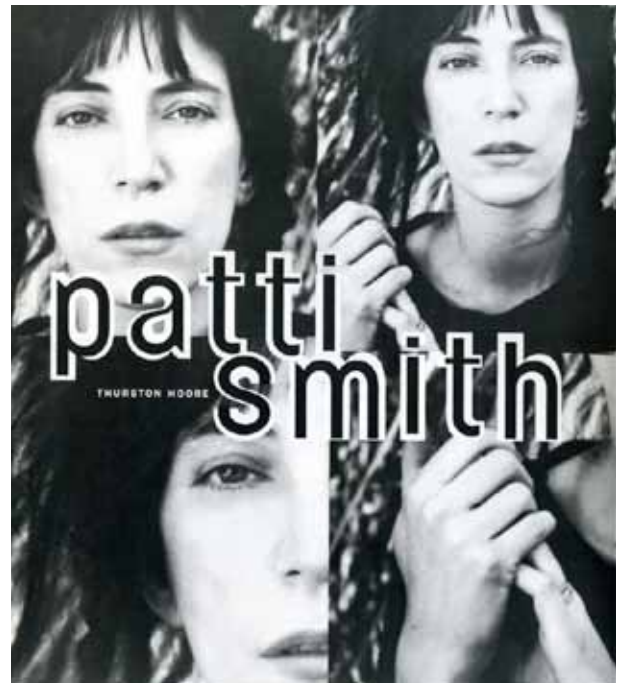
"No other magazine, no other source of any kind, consistently advances so much vivid and indispensable intelligence into how art actually gets made in America and around the world as BOMB. Their artist-to-artist conversations reinvented the artist interview as an instrument for craft and collaborative autobiography, and exemplify the traditions of practitioner criticism at our contemporary best—experienced, canny, empathetic, dramatic, and revelatory."

—Robert Polito, Director, New School Graduate Writing Program

To contribute to our digitization efforts, contact Paul Morris at 718.636.9100 x104.

OUR BOMB ARCHIVE HAS OVER
1,200 INTERVIEWS INCLUDING:

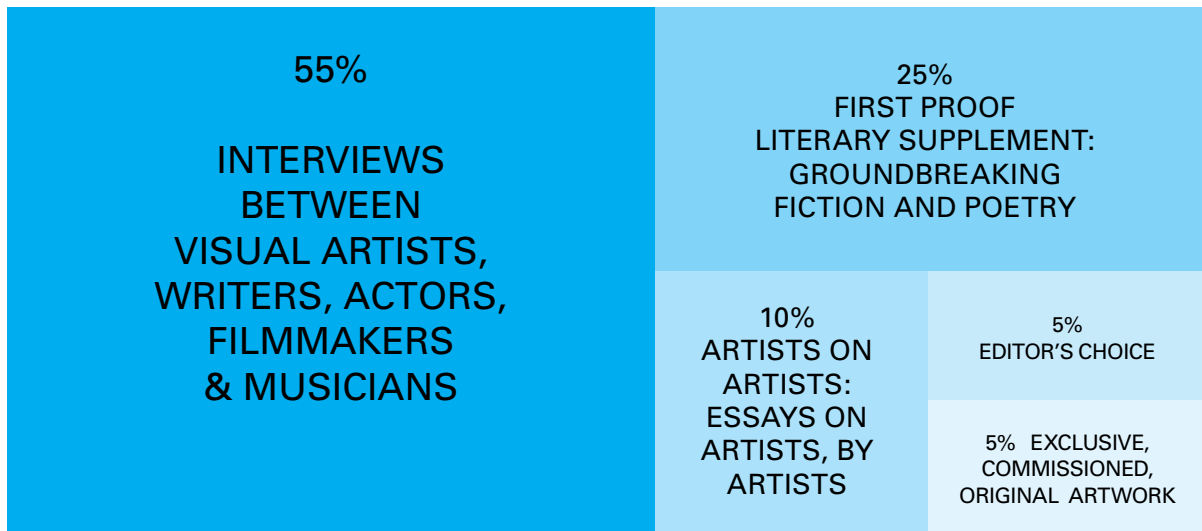
ANTONY
VITO ACCONCI
ROBERT ALTMAN
ROBERTO BOLANO
ANNA DEVEARE SMITH
JUNOT DIAZ
DEBORAH EISENBERG
ERIC FISCHL
PHILLIP SEYMOUR HOFFMAN
STEPHEN HOLL
NAN GOLDIN
JONATHAN LETHEM
SOL LEWITT
FRANCES MCDORMAND
ROBERT MAPPLETHORPE
PATTI SMITH
KARA WALKER



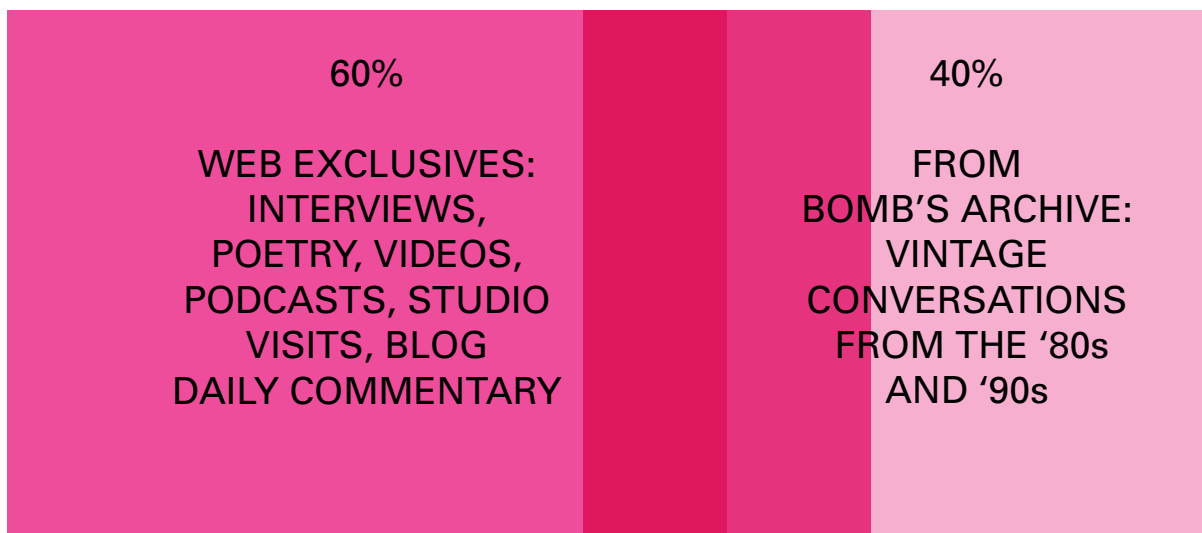
THE BOMB BRAND COVERS
THE WIDEST SWATH OF
CONTEMPORARY ARTS.

EDITORIAL COMPOSITION

BOMB MAGAZINE



BOMBSITE.COM



30%
"HOT THEN, HOT NOW"

LIFESTYLE/ DEMOGRAPHIC



BOMB'S READERS ARE:

BI-COASTAL, WELL-EDUCATED,
SINGLE, AND URBAN.

ENGAGED IN CONTEMPORARY
CULTURE, CONNOISSEURS OF
THE VISUAL, LITERARY, AND
PERFORMING ARTS—BY PAS-
SION OR PROFESSION.

- Male: 49% / Female: 51%
- 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 24 CDs/MP3s per year: 83%
- Attend the latest films: 92%

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



READERSHIP

PRINT

CIRCULATION: 32,000
4.2 READERS PER ISSUE: 144,000

Frequency:
4 issues per year

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

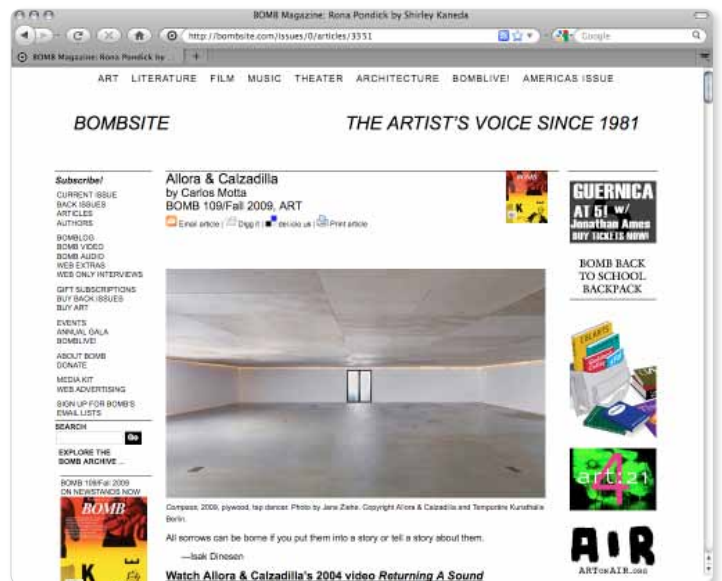
58% East Coast
27% West Coast
15% Mid-States (museums, cultural centers, and university bookstores)

WEB

MONTHLY VISITORS: 117,000

Page Views: 290,000
Average Time on Site: 03:26
Daily Blog Views: 750
Page/Visit: 2.21

8,200 Facebook Fans
5,000 Twitter Followers
18,000 views on YouTube
10,000 monthly Bomblast



BOMBSHOP

ARTISTS SUPPORT BOMB BY DONATING THEIR ARTWORK.

The BOMB Art Program: Artists who have been highlighted in BOMB frequently donate original work to support the organization. Because of this, we are able to offer it at significant discounts to museums, university galleries, corporations, and respected collectors.

The BOMB Print Club: a collaboration between BOMB, the artists, and the printer, the BOMB Print Club offers limited edition fine art prints by **Paul Pfeiffer, Steve DiBenedetto, Joanne Greenbaum, Brian Tolle, Oliver Herring, Inigo Manglano-Ovalle, and Sharon Harper.**

Artists' Drawings: Original, signed 3 x 5 inch drawings by **Gregory Botts, Joe Bradley, Echo Eggebrecht, Eric Fischl, Karl Haendel, Adam Helms, David Kramer, Keith Meyerson, James Nares, Danica Phelps, David Salle, Billy Sullivan, and Jason Tomme.**

Editions: by **Tom Otterness, Ward Shelley, Michael Williams**

Posters: by **David Kramer, Lamar Peterson**

For more information about all of these programs, contact Mary-Ann Monforton at 718.636.9100 x105.



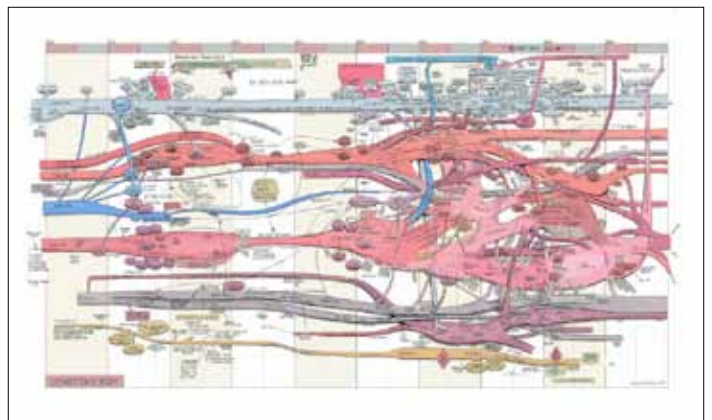
Eric Fischl, *Watercolor for BOMB*, 2009, 4 x 6 inches. Courtesy of the artist and Mary Boone Gallery.



Tom Otterness, *Pink Bomb*, 2006, Cast rubber and cord, 3 inches in diameter x 7 inches high. Unlimited edition. Commissioned for BOMB's 25th Anniversary.



Joanne Greenbaum, *Untitled (Black Corners)*, 2008, Archival pigment print on Sunset Cotton Etch with four layers of silkscreen, 29 x 24 inches. Edition size: 30



Ward Shelley, *Downtown Body*, 2008, Offset lithograph, printed on Monadnock paper, 25 x 38 inches. Signed, numbered edition of 250. Commissioned for BOMB #105, Fall 2008. Original drawing is now a part of the Whitney Museum's permanent collection.

EVENTS

BOMB PARTNERS WITH THE MOST INNOVATIVE ORGANIZATIONS AND PERSONALITIES TO OFFER CUTTING-EDGE PROGRAMMING:

- Exclusive launch parties at the hippest venues
- Art fairs & book festivals around the country
- BOMBLive! conversations and interviews
- All-star literary readings & performances



Above: BOMB's Summer Launch Party at Galapagos Art Space, DUMBO, Brooklyn

Right from top: BOMB's Park LIT Reading Series; BOMB's BookExpo America Bash, PowerHouse Arena, Brooklyn; BOMBLive! Honor Moore & Victoria Redel in Conversation, Housing Works Bookstore, NYC; BOMBLive! Young Jean Lee & Richard Maxwell in Conversation, P.S.122, NYC.

GALA

ATTEND THE PARTY OF THE YEAR, BOMB'S ANNUAL SPRING GALA & SILENT AUCTION, 300+ GUESTS—ART COLLECTORS, PHILANTHROPISTS, ARTISTS, AND THE LITERATI AT LARGE—CONVERGE ONCE A YEAR FOR OUR FESTIVE BLOWOUT AT THE HOTTEST SPOTS IN NEW YORK CITY.



Left from top: BOMB's Annual Spring Gala & Silent Auction, The National Arts Club, NYC; Toaster, Marina Abramovic; Trustee, Michèle Gerber Klein & Christian Cota; Karen Waisman, Carlos Brillembourg, and Tim Nye, BOMB's Chairman of the Board.



Below: 2009 honorees Laurie Andersen & Lou Reed; Elan Gentry, Alina Kohlem, and Sandy Rower; Eric Fischl & Kara Walker; 2008 honoree Mikhail Baryshnikov.

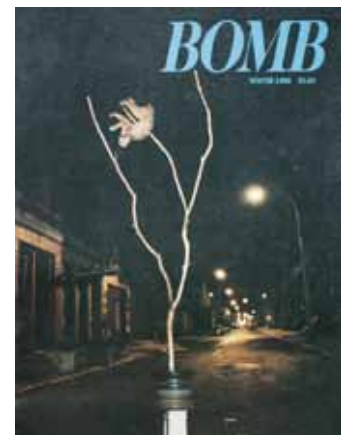
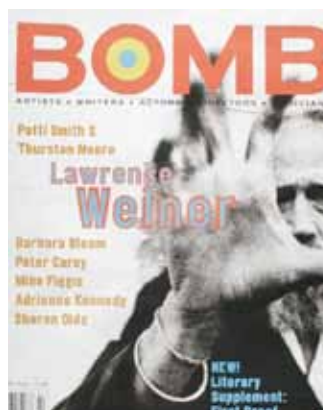
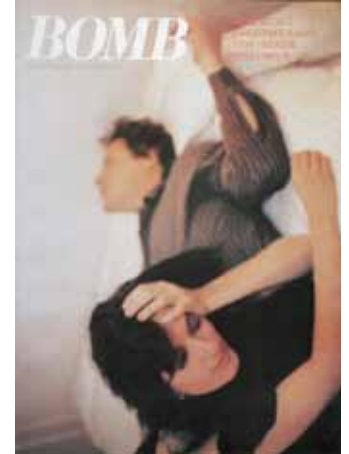


SPONSORSHIP

THERE ARE MANY WAYS TO GET INVOLVED:

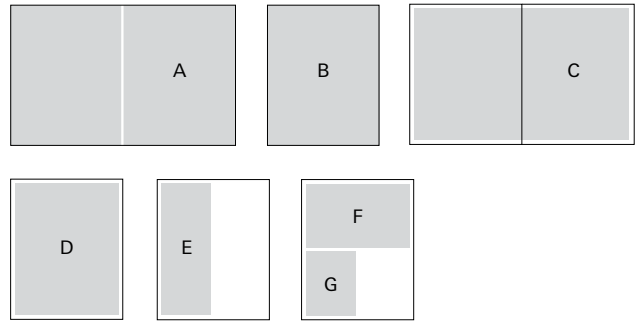
- Produce a BOMBLive! interview series, filmed before a live audience for web broadcast.
- Partner for each issue's launch parties at the hippest venues in the city.
- Host our highly attended reading series in bars and performance spaces all around town.
- Sponsor our literary initiatives: *First Proof* literary supplement, Fiction for Driving podcasts, and annual writing contests.
- Sponsor an interview series in the magazine or online via our video & audio podcasts.
- Product donation: Highlight your product by sponsoring BOMB's Annual Spring Gala & Silent Auction, BOMBLive! staged interviews, or one of its launch parties, and have your logo included on all marketing materials.

To sponsor an event or to donate a product, contact Paul Morris at 718.636.9100 x104.



ADVERTISING SPECS AND GUIDELINES

SIZES



BOMB AD SIZES

BOMB Magazine is 9 × 11.25 inches.

Bleed ads (includes .125" bleed)

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

Non-bleed ads

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

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

ADVERTISING SCHEDULE AND RATES

AD SCHEDULE

SPRING
Issue 119
Reservation: 01/23/12
Art Due: 02/06/12
Newsstands: 03/24/12

SUMMER
Issue 120
Reservation: 04/14/12
Art Due: 04/27/12
Newsstands: 06/16/12

FALL
Issue 121
Reservation: 07/14/12
Art Due: 07/28/12
Newsstands: 09/16/12

WINTER
Issue 118
Reservation: 10/13/12
Art Due: 10/27/12
Newsstands: 12/9/12

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	\$1500	\$1400	\$1300	\$1200
	B/W	\$1300	\$1200	\$1100	\$1000
Half page	Color	\$1200	\$1100	\$1000	\$900
	B/W	\$900	\$800	\$700	\$600
Quarter page	B/W	\$600	\$500	\$400	\$300
Back cover	Color	\$1800	\$1700	\$1600	\$1500

BOMBSITE AND BLOG ADVERTISING SPECS/RATES

WEB STATISTICS:

Monthly visitors: 117,000
Monthly page views: 290,000
Average Time on Site: 3:26
Daily Blog Views: 750
Page/Visits: 2:21

8,200 Facebook Fans
5,000 Twitter
18,000 viewers on YouTube
10,000 monthly Bomblast

BOMBSITE.COM

HEADER BANNERS: 548 x 90 pixels
Placement: Header (above feature)
\$1000/month in rotation 4 max

CONTEXTUAL BANNERS: 548 x 90 pixels
\$1000/year
• Placement in the archived interview as a header
• 1 week rotation in the *Hot Then Hot Now* section on BOMBsite.com

RIGHT SIDE BAR

125 x 90	\$350/month
125 x 180	\$450/month
125 x 270	\$550/month

BOMBSITEBLOG.COM

HEADER BANNERS: 920 X 91 pixels
\$1500/month in rotation 4 max

BIG BOX
230 x 230 \$500/month

STRIP BANNER
230 x 37 \$300quarter
230 x 90 \$500/quarter

PROMOTIONS

MULTI-PLATFORM PROMOTIONS are offered on a quarterly basis in BOMB Magazine (print) on BOMBsite.com and BOMBlog.com (web) and in the quarterly BOMBlast alert. \$500/quarter

BOMB Downtown Gallery Guide: Highlights the burgeoning downtown art scene

BOMB Summer Road Trip Map: Highlights summer exhibitions and cultural events across the USA

BOMB Backpack: Highlights MFA Art and Writing Programs

BOMB Shop: Highlights creative gifts

BOMB Shelter: Highlights Art and Writing Residencies

CONTACT

BOMB Magazine
80 Hanson Place
Suite 703
Brooklyn, NY 11217
t. 718.636.9100
f. 718.636.9200
www.bombsite.com

Media & Marketing
Paul Morris
General Manager
718.636.9100 x105
paul@bombsite.com

Associate Publisher
Art Programs & Advertising
Mary-Ann Monforton
Associate Publisher
718.636.9100 x105
monforton@bombsite.com

**BOMB MAGAZINE.
OUTSPOKEN. INTIMATE.
LEGENDARY...
SINCE 1981.**

BOMB Magazine, a.k.a. New Art Publications, Inc.,
is a 501(c)(3) not-for-profit. Founded in 1981.
All rights reserved.