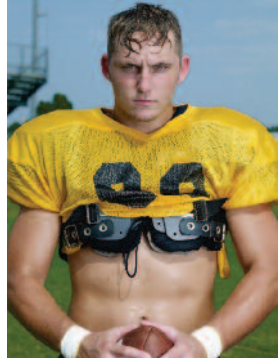


**FABRIK**  
ART, DESIGN | ARCHITECTURE PHOTOGRAPHY ISSUE



# PROFILE

Fabrik as media platform connects and profiles influential and visionary innovators, features contemporary artists, distinctive galleries, trendsetting designers, discerning architects, and showcases emerging artists.

Fabrik covers Los Angeles art, design, architecture, and fashion in a manner as distinctive as it is thorough. A quarterly journal of lively coverage and commentary on the art and design scene(s) in America's new cultural capital, Fabrik also provides extensive directories that list all - all - the best local outlets for new forms, ideas, and expressions in diverse media and disciplines.

## DISTRIBUTION AND REACH

Fabrik reaches an affluent and sophisticated audience of art buyers, collectors, designers, architects, artists and art enthusiasts. Fabrik magazine is distributed gratis throughout the greater Los Angeles area, with emphasis on West Hollywood, Beverly Hills, Culver City, Santa Monica, Venice, Downtown, Chinatown, Silver Lake, Los Feliz and the Mid-Wilshire area.

To ensure quality brand placements, Fabrik maintains a number of direct distribution channels. These include distribution points and placement in environments such as art galleries, design showrooms, bou-

tique and luxury hotels, restaurants, book stores, and high-end fashion emporiums to name a few.

Fabrik is also mailed directly to select AIA architects and ASID interior designers and also distributed at art and design events such as the LA Art Show, Photo LA, Art Contemporary LA, Palm Springs Fine Art Fair, WestWeek, Dwell on Design, LA Design Festival, MOPLA (Month of Photography Los Angeles) and Create:Fixate.

The current circulation of Fabrik runs to 10,000 per issue, with an estimated readership of 30,000.

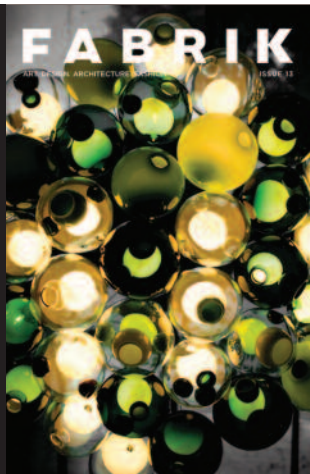
## ONLINE READERSHIP

**Website:** Our website generates an average 15,000 views per month.

**Digital Edition:** Fabrik's digital edition has received over 3.5 Million page views since our 2008 launch.

Due to the nature of the publication — being both a magazine and guide, with gallery listings and exhibit highlights — Fabrik is kept and referenced several times over the course of each issue's lifespan by its readers, longer than most publications.

*\*\* Based on the industry standard of three people on average reading each copy.*



# EDITORIAL FOCUS

Editorially, Fabrik Magazine is divided into the following 6 sections:

**PROFILE:** Focusing on influential personalities transforming the realms of art, architecture and design within the creative communities of Los Angeles.

**ICONOCLAST:** Renegades who significantly form and re-configure the cultural capital of Los Angeles throughout the world.

**THROUGH THE LENS:** A dedicated Photography focus.

**SPOTLIGHT:** We highlight upcoming art, design or architectural special events within this section.

**COMING OUT, GOING IN:** Art Critic Peter Frank’s review of an art show you just might have missed compels you to attend the same gallery’s next show.

**MUSEUM VIEWS:** Also Fabrik’s Associate Editor, Peter Frank’s spin on must-see exhibitions at various L.A. art museums.

**GALLERY & DESIGN GUIDES:** Each issue of Fabrik Magazine includes the comprehensive Los Angeles Art & Design Directory, with highlighted and Fabrik-recommended exhibits, listings of design showrooms, art galleries in Los Angeles and artist showcases.



# DISTRIBUTION CHANNELS

Fabrik is free and widely distributed throughout Los Angeles to art gallery partners, as well as in bulk dispatches to boutique hotels, design showrooms, fashion showrooms, cafés and through other art and design-oriented community locations.

Fabrik is also distributed during special art, design and fashion events through the year, such as The LA Art Show, ArtLA, WestWeek, Fashion Week LA and several Art & Design Walks throughout Los Angeles. Fabrik has formed a unique partnership with the Kor Hotel Group, a collection of distinctive hotels offering innovative style and unique design.

The Kor Hotel Group's LA properties include the chic **Viceroy Hotel** in Santa Monica and Palm Springs, the retro-nostalgic **Avalon** and French-and Far East-inspired **Maison 140** hotels in Beverly Hills and the classically-designed **Chamberlain** in West Hollywood. Fabrik Magazine will be available in every room and lobby of each of these exclusive and chic hotels and in most cases the only magazine in the rooms.

The addition of the Kor Hotel Group has added to the already growing number of hotels that seek Fabrik Magazine as a media partner that caters to their upscale patrons.

## FABRIK ONLINE

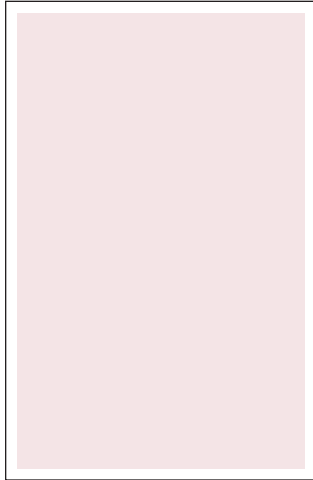
Fabrik's publishers have created a unique marketing tool by making the magazine available both in print format, as well as in an integrated social network community online. Fabrik's electronic web version has over 65,000 subscribers and is growing daily.

Aside from the print publication, the website is regularly updated with news stories and video, exhibit information and blog postings. Separate topic-oriented updates from features are sent out weekly through the online e-newsletter which counts over 65,000 subscribers nationwide.

One of the aspects that makes Fabrik so unique, is that through its flexibility in content and local print production, we can create target-specific marketing and publicity campaigns for our advertisers.

	<b>WINTER ISSUE</b> (January/February)	<b>SPRING ISSUE</b> (April/May)	<b>SUMMER ISSUE</b> (June/July)	<b>FALL ISSUE</b> (September/October)
<b>Editorial Highlights</b>	<b>Visual Art Focus Art Fairs</b>	<b>Photography</b> Coincides with and celebrates the Month of Photography Los Angeles (MOPLA)	<b>Design</b> Coincides with Dwell on Design, featuring profiles with internationally celebrated L.A. designers	<b>Art and Architecture</b>
<b>Editorial Deadline</b>	December 1	March 2	May 4	August 10
<b>Ad Close</b>	December 9	March 9	May 9	August 15
<b>Ad Materials Due</b>	December 15	March 14	May 14	August 24
<b>Street Date</b>	January 6	March 26	June 1	September 7
<b>Special Event Distribution</b>	Photo LA LA Art Show LA Fine Art Fair Art Los Angeles Contemporary Affordable Art Fair Palm Springs Fine Art Fair Palm Springs Modernism Show	Palm Springs Photography Festival  Month of Photography (MOPLA) lectures, exhibitions and events throughout April  San Francisco Fine Art Fair  Beverly Hills Affaire in the Gardens	Dwell on Design  Los Angeles Design Festival	Art Platform—Los Angeles Art Fair  Pulse Art Fair

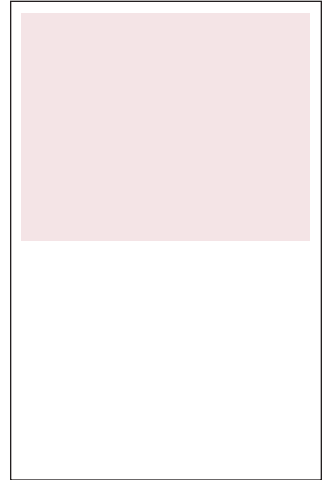
**FULL PAGE**



**2 PAGE SPREAD**



**1/2 PAGE HORIZONTAL**



SIZE	WIDTH	HEIGHT	SPECIFICATIONS
FULL PAGE BLEED	5.75"	8.75"	TRIM: 5.5" X 8.5"
FULL PAGE NON-BLEED	4.75"	7.75"	
2 PAGE SPREAD BLEED	11.25"	8.75"	TRIM: 11" X 8.5"
2 PAGE SPREAD NON-BLEED	10.5"	8"	
1/2 PAGE HORIZONTAL NON-BLEED	4.75"	3.5"	

**MECHANICAL REQUIREMENTS**

Ads up to 10MB should be compressed may be emailed to: ads@fbrk.co.

Larger files can be sent via FTP using the following:

**Host:** fbrk.co

**User Name:** ads

**Password:** guest

For general information or technical questions, contact the art department at (310) 360-8333 or ads@fbrk.co — Fabrik prints computer-to-plate.

**PREFERRED DIGITAL MATERIALS FILE FORMAT:**

- High Resolution Acrobat PDF: Must be created with Acrobat Distiller v4.0 or higher (press optimized), with high-resolution graphics and fonts embedded. **MUST BE** CMYK; **DO NOT USE** RGB, JPEG or nested EPS files. (If native documents and support files are supplied as a backup in a separate folder, they should be clearly indicated as such).

**OTHER ACCEPTABLE FILE FORMATS:**

- QuarkXpress, InDesign, Adobe Illustrator or Adobe Photoshop (.TIF) formats. "Collect for Output" or "Package" document to include all fonts and images
- Images must be high-resolution (300 pixels per inch or better and if color, must be CMYK).

**BLEED:**

- File size must be 0.125" larger than trim size on all four sides. All type and live matter must be held 0.25" inside the trim size.