



• art

P E N S & C U L T U R E

MEDIA KIT

2009 / 2010

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Ingrid Bergman™ 2009 The Family of Ingrid Bergman by CMG Worldwide. I Bergman © The Family of I Bergman (www.ingridbergman.com)

UNFORGETTABLE. | “I have no regrets. I wouldn’t have lived my life the way I did if I was going to worry about what people were going to say”. Ingrid Bergman’s unwavering belief in her personal choices changed Hollywood glamour forever. Natural beauty and talent made her one of the cinema’s timeless female icons. Montblanc pays tribute to an unconventional star, a woman of integrity and sophisticated elegance.

— *The Ingrid Bergman “La Donna” Edition. A refined mother-of-pearl style lacquer cap, featuring Ingrid Bergman’s signature, and a drop-shaped amethyst on the clip.* MONTBLANC. A STORY TO TELL.

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BLANC** 





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● art and writing instruments

The first Latin American publication to specialize in writing instruments and the culture of luxury goods and brands.

Now with 15 editions in Spanish and Portuguese for Argentina, Chile, Uruguay; one for Brazil in Portuguese and 4 editions for Mexico, .art, pens and culture launches its British Edition in the U.K. in English.

Each quarterly issue will deal with the latest developments and trends in the burgeoning market for luxury goods in general and in writing instruments in particular.

● art and the art of handwriting

Conceived to revive interest in the personal touch in communication which only handwriting can give, we explore the special bond transmitted by creators and innovators when they commit their thoughts and ideas to paper through writing instruments.

● art and the glamour of the luxury brands

We explore the sensations transmitted by producers of luxury goods and ideas; their creativity, good taste and innovations. We shall analyse "what makes the difference" by acquiring a luxury object and explore the thinking behind placing an expensive item on the market. The sections to watch are Luxury, Watch, Events, Savoir Vivre, Passions and Get.Away!

● art and culture

This aspect is covered in such sections as The Pen and the Word, Interviews, With Paint and Ink and Dossier. Art in all its expressions is covered by reports on Art Fairs and Exhibitions and interviews with writers, thinkers and philosophers. These articles are written from the viewpoint of the inquiring reader who has unrestricted access to various expressions of art and who comprehend the importance of understanding the motives of the creators and performers.





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● **art and its editorial contents**

Roughly half the magazine's editorial content is devoted to the magical attraction and the techniques incorporated in luxury personal items such as pens and their countries of origin – Germany, France, Switzerland,, Italy, Great Britain and the United States – each with its own special esthetics and technical criteria.

The remaining 50% of editorial content contains interviews with personalities from the world of art and culture who regularly put pen to paper and invest in expensive personal items such as watches, jewellery –even yachts and exclusive automobiles, fine furs , French wines, Havana cigars, expensive perfumes and other products of good taste and exclusivity.



● **art and its number of copies per issue**

10,000 copies in its first edition, reaching 20,000 at edition Number 4.

● **art and its printing quality**

96 pages of fine art matt finish paper 135 gm./m2 with 250 gm./m2 covers in high gloss finish.

● **art and its distribution**

Following the principle that whoever gets it deserves, we send for free 10,000 copies as a direct marketing action to a select mailing of 10,000 VIP consumers of luxury items -clients of our partners like Bentley Motors, Harrods, Penfriend, Edminston, Pen Shop, Montblanc, Cartier among others-, including art collectors, special edition car collectors, art galleries, writers, artists, lawyers, architects, boutique hotels customers, politicians and anchor men. For those not included in the mailing there will be copies for sale in the most renowned bookstores. This 10,000 contacts became 30,000 if we consider .art as a collectible and a coffee table magazine with a readership of 2 readers in addition to receiving an edition.



Da

The Noise and the spirit

Wednesday, September 14

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The pearl of the Orient

PLEASURE & PEOPLE PAGE 8



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●art and its publishing tariffs

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●art and its page dimensions



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● **art closing dates and reception of ads deadline**

Launching 4 october 2009 in the Penshow of London
Closing date for Ads 25 august 2009
Distribution to the mailing in November 2009 for Christmas sesion.

2nd week of february 2010
2nd week of may 2010
2nd week of august 2010
2nd week of november 2010

closing date january 10
closing date april 20
closing date july 20
closing date october 20

● **art reception of Ads.**

Ads would be delivered by e-mail to:

leh@puntoart.com.mx with copy to vferrucci@puntoart.net

Or in CD / Dvd / USB key with the corresponding color test.

Formats accepted are:
High resolution pdf or jpg,
or Adobe Illustrator in .eps with outline typo.





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