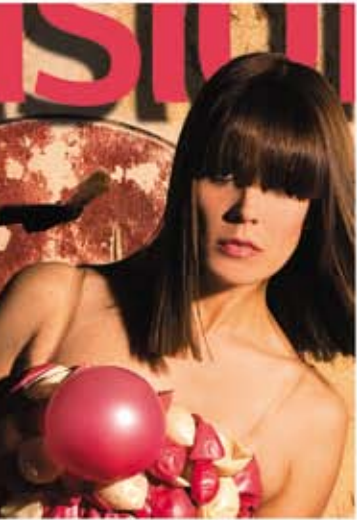


envision

DELAWARE VALLEY'S VISUAL ARTS MAGAZINE



Media Kit

envision the magazine

DELAWARE VALLEY'S VISUAL ARTS MAGAZINE



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DELAWARE VALLEY'S VISUAL ARTS MAGAZINE



The artist's journey
is a continuing quest to
define and express the
extraordinary.

Anonymous

Foresight

Features



12

LYONS' EYE

Dedicated and rebellious, Philadelphia photographer Lauren Lyons creates images that are beautiful and, well...strange.

24

FOR LOVE OR MONEY

Local experts shed some light on the sometimes confusing, and often expensive, world of collecting art.

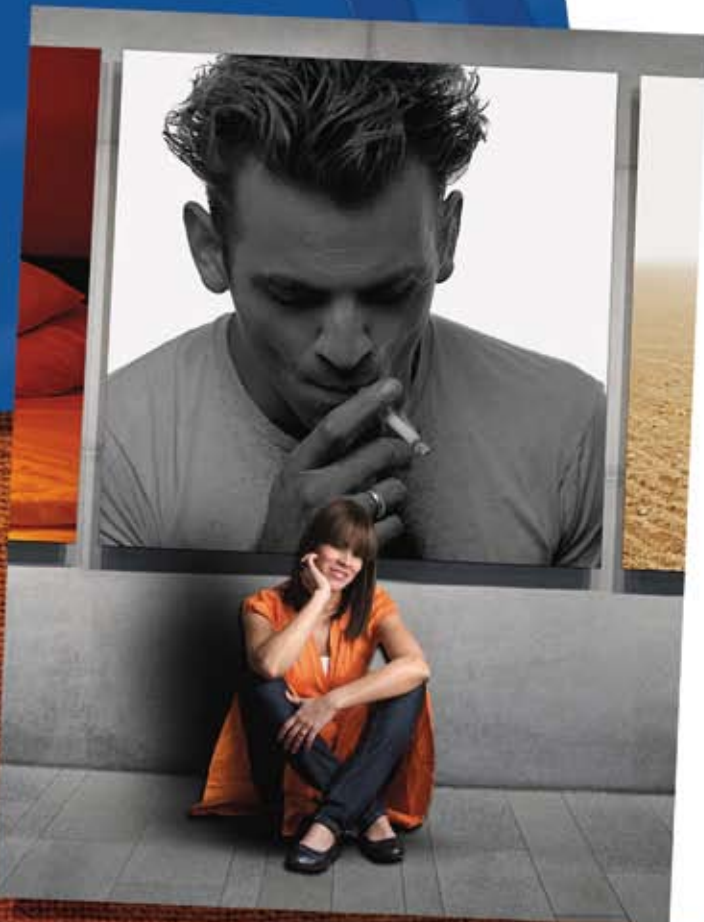
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SCULPTING WITH HOPE

At the age of 33, Father Leonard Caruso will turn clay into art with youthful enthusiasm.

Departments

- 8 **INSIGHT**
Short articles big on info.
- 36 **GALLERIES & MUSEUMS**
Visual art in the Delaware Valley.
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The summer art scene's hottest dates.
- 46 **HINDSIGHT**
Interviews. Starting (Brown gets naked).



Lyons' Eye

PHILADELPHIA PHOTOGRAPHER LAUREN LYONS CREATES IMAGES THAT MAKE YOU LOOK TWICE.



Interview by Sal Emma
Photographs by Lauren Lyons

STRAIT-LACED, QUIET, BUSTLING. THESE ARE THE KINDS OF WOMEN LAUREN LYONS LIKES TO DESCRIBE HERSELF. IT NEVER FAILS TO GET A REACTION, SHE KNOWS WHAT SHE'S DOING. Five minutes with her is all you need to appreciate the wondrous juxtaposition of the description. She's anything but.

In the decade since she was first unleashed on the *City of Brotherly Love*, she's found her voice. And there's nothing quiet about it. The work defies pigeonholing. Often unconventional, sometimes in your face—her photographs are nothing if they aren't compelling.

She has crafted a portfolio that channels the raw energy of her creativity without boundary. For Lyons, it's not about pretty pictures. It's about images that go straight to the gut before wrapping themselves around your brain. Like their creator, they never fail to get a reaction.

She knows what she's doing.

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DELAWARE VALLEY'S VISUAL ARTS MAGAZINE



Galleries & Museums



Learn more about the artist and the work in this article.



Learn more about the artist and the work in this article.



Learn more about the artist and the work in this article.

THE NOYES MUSEUM OF ART

The Art Museum of Southern New Jersey

Fall Exhibits
W. Carl Burger's World

David Stephens: A Visionary's Long Journey

100 New Jersey Artists Make Prints: Fifteen Years of the Rutgers Center for Print and Paper



Lily Lake Road, Oceanville (Galloway Township)
Call (609) 652-8848 or visit www.noyesmuseum.org

PENNSYLVANIA

Main Line Art Center
245 Passapatan Road
Riverfront, PA
Phone: 215-472-1234
www.dlartcenter.org

Thomas Galleries
4143 Walnut Street
Philadelphia, PA
Phone: 215-477-1234
www.thomasthomas.com

Sarah Webster Gallery
2000 Walnut Street
Philadelphia, PA
Phone: 215-477-1234
www.sarahwebstergallery.com

Woodson Art Museum
2000 Walnut Street
Philadelphia, PA
Phone: 215-477-1234
www.woodsonartmuseum.org

NEW JERSEY

Arcade Gallery
14th Ashbury Avenue
Ocean City, NJ 08226
Phone: 732-737-1234
www.arcadegallery.com

Art Gallery of Gloucester County
1400 Townsend Road
Browns Mills, NJ 08015
Phone: 609-399-1234

Atlantic City Art Center
New Jersey Avenue and the Boardwalk
Atlantic City, NJ 08401
Phone: 609-317-1234
www.acartcenter.org

Grounds For Sculpture
18 Fairgrounds Road
Hamilton, NJ 08611
Phone: 609-486-1234
www.groundsfor Sculpture.org

Hammonden Arts Center
107 Bellevue Avenue
Hammonden, NJ 08037
Phone: 973-796-1234
www.hammondenartscenter.org

Noyes Museum of Art
713 Lily Lake Road
Oceanville, NJ 08231
Phone: 609-652-8848
www.noyesmuseum.org

Riverfront Renaissance Center for the Arts
12 North High Street
Millville, NJ 08261
Phone: 609-317-1234
www.riverfrontcenter.org

Rutgers-Camden Center for the Arts
301 and Pearl Streets
Camden, NJ 08102
Phone: 856-217-1234
www.rutgerscamdenarts.org

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For Love or Money

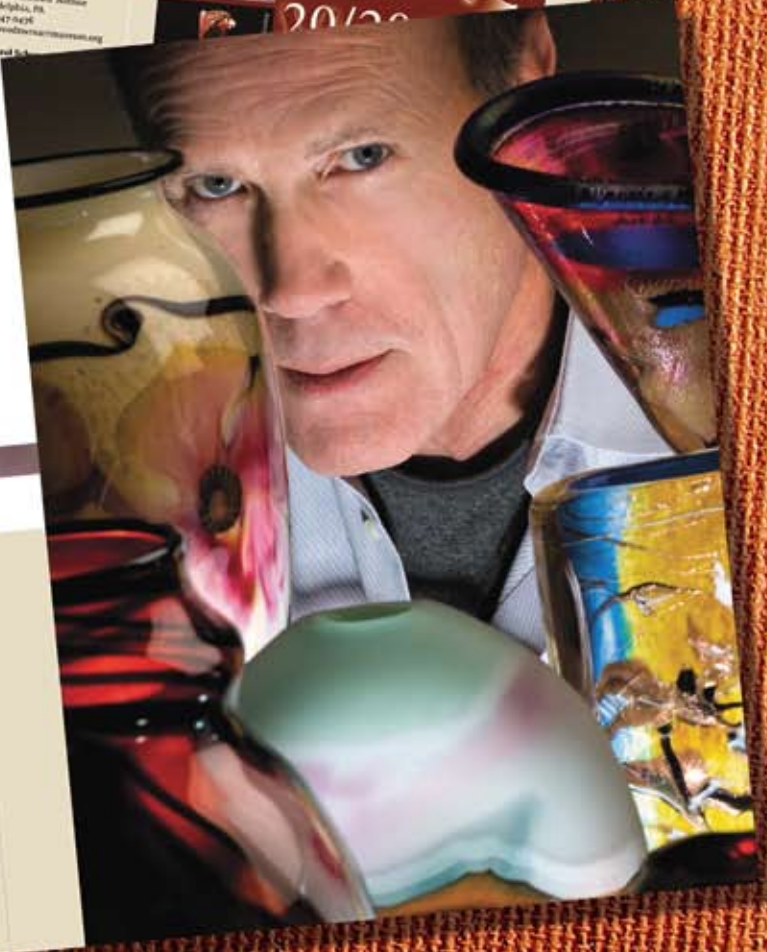
The real reasons people collect art

Story by Rob Laymon
Photographs by Bill Horin

TERRY KELLY PREPARED TO COLLECT ART WITH A KIND OF DELIBERATE BLINDNESS.

I nterested in glass art and moved to start a collection, Kelly surveyed the many fine attractions that art holds for the collector, to find the proper attitude and motivation. Well, he could use the glass to decorate rooms. Sure, he could use it to color the sunlight entering his living room. He could hold spiders in it, or coffee, or confetti for some future celebration. He could anchor important papers with it, or grip upon a door. He could sit complacently upon a chair, seeing it, throw themselves into the arms of admiration for his taste and breeding. And, let us not forget! He could make it an investment! No, let us not forget that for one moment, art collecting only rarely escapes

that very philistine habit of measuring everything in dollar values. By god, they even have an index now that'll chart the appreciation of your art "portfolio"—portfolio in the financial sense—as if your beautiful objects were so many shares outstanding from Mercury Incorporated. In the end, though, Kelly chose a simpler reason to collect, a reason held closer to the heart—warm, subjective, incredibly naive. It was called love. "It has to get you emotionally, and in the imagination," Kelly said. "It has to be something you have a very strong personal feeling for. You can worry about monetary value much later."





It's a mad, monied world fueled on practicality, schedules and pragmatism. Yet, even with the rush of commerce and the crush of each day's problems, *the arts thrive.*

In every city, town and village, *artists are at work.* Creating, expressing, leaving their mark on the world for all to see.

Envision Magazine is a window into the soul of the arts.

Envision shines a light on the world of the visual arts in the Delaware Valley. A collaboration of seasoned graphic artists, editors, writers and photographers, *Envision* captures the commitment, allure and passion of the arts.

Envision is taking a fresh look at the Delaware Valley's vibrant, fascinating arts scene—revealing new talent and experienced professionals. It combines thought-provoking prose with striking photography, design and illustration, delivered in a beautifully printed package, published quarterly.

Envision takes a long view of the visual arts. The vision includes all flavors of expression: fine arts, gallery pioneers, commercial practitioners, museum champions—and a nod to the many niches in between, like architecture, the culinary arts and even sand sculpting.

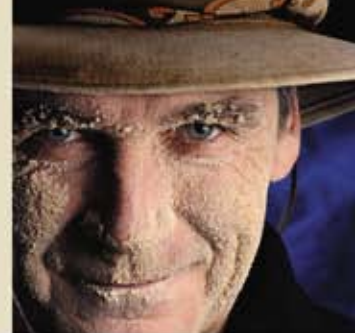
Envision brings you up-close and personal to artists, galleries, museums, arts organizations and more—the dynamic, collaborative tapestry of individuals keeping the arts alive.

We cover the arts with our natural sense of inquisitiveness and humor. We're not art critics or self-appointed experts—but we know how to discover a good story and deliver it to the reader with a fun, informative and entertaining style.



envision rate card

DELAWARE VALLEY'S VISUAL ARTS MAGAZINE



ADVERTISING RATES

B&W	4x	2x	1x
Full Page*	\$1,895	\$1,975	\$2,250
2/3	\$1,445	\$1,540	\$1,650
1/2	\$1,050	\$1,125	\$1,250
1/3	\$675	\$715	\$785
1/6	\$325	\$360	\$390
1/12	\$195	\$225	\$235

*No charge for bleed

Color

Add \$125 per spot color; \$375 for four color.

Back Cover

Full-page earned rate plus 25% (commissionable).

Inserts

Full page earned rate plus \$175 for backup. Each additional page, one-half earned rate.

Guaranteed Position

Earned rate plus 15% (commissionable) subject to availability and not cancelable after closing date.

Typesetting, Design and Layout

Ads prepared by Envision will be invoiced at \$50 for initial layout plus \$25 for each revision.

MECHANICAL REQUIREMENTS

	Inches
Full Page Bleed (<i>Pre-trim</i>)	8.5 x 11.125
Full Page Trim Size	8.25 x 10.875
Full Page Bleed Live Matter	8 x 10.5
Full Page	7 x 10
2/3 Page	4.625 x 10
1/2 Page (<i>Island</i>)	4.625 x 7.375
1/2 Page (<i>Horizontal</i>)	7 x 4.875
1/3 Page (<i>1 Column</i>)	2.25 x 10
1/3 Page (<i>2 Column</i>)	4.625 x 4.875
1/6 Page	2.25 x 4.875
1/6 Page (<i>2 Column Horizontal</i>)	4.675 x 2.375
1/12 (<i>Square</i>)	2.25 x 2.375

* Standard column depth is 10" (140 agate lines)

* Three columns to a page

* Minimum 300dpi

CONTRACT INFORMATION

Frequency Discounts

Rate is determined by number of insertions used during a contract year. Space will be billed at earned rate unless rate is specified in advance to advertiser. Applicable short rates will be billed or earned rebates made at end of contract period unless otherwise specified in publisher/advertiser agreement. Rates are subject to adjustment upon 60 days notice.

Prepayment

2% if received 48 hours prior to closing date.

Agency Commission

15% on space and position if payment is received within 30 days of billing date (no cash discounts) and camera-ready material is sent by agency to Envision office. Publisher holds advertiser and its agency jointly and severally liable for all sums due publisher. 1 1/2% charge on accounts over 60 days.

Cancellations

Not accepted after space closing.

Advertising Responsibility

Advertisers and their agencies will indemnify, defend and hold harmless the publisher from any claim and all loss, expense or liability arising out of publication of any advertising copy. The liability of the publisher for any error or omission or delay for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by such individual advertisement. The publisher may reject any advertising considered not suitable for publication.

Issuance and Closing Dates

Envision is published quarterly. Advertising closes 30 days before publication date. Advertising material deadline/camera-ready materials to be supplied 21 days before publication. Allow seven business days for ads set by Envision.

Rate card #1—effective Dec. 1, 2007

Envision Magazine Headquarters: 733 Lily Lake Road Oceanville, NJ 08231

tel: 609 652-8848 ext 11 / e-mail: sales@envisionartsmagazine.com / Web: envisionartsmagazine.com

envision specifications

DELAWARE VALLEY'S VISUAL ARTS MAGAZINE



Envision is being published quarterly beginning in May 2008. Every issue focuses on the region's arts scene. Coverage includes:

- Talented artists
- Galleries and exhibition venues
- The arts in the community
- Listings of upcoming openings and shows

Envision defines the visual arts broadly. Painters, illustrators, sculptors and photographers are featured—along with tattoo artists, sand sculptors and glassblowers. Envision delves into their work and inspiration.

Envision also covers related topics, such as galleries and arts organizations. The magazine is written for people who appreciate the arts — all of the arts.

Envision itself is a work of art. Creative covers set the tone. Strong graphic design makes every page intriguing. Articles capture the spirit of the artists. And high-quality color printing faithfully reproduces the photography and illustration.

The publication overflows with artistic expression.

EDITORIAL DIRECTION

Bill Horin, who has 27 years of experience as a magazine photographer, is publisher and editor of Envision, and the former publisher of artBEAT Magazine. Bill Healey, the art director, is principle of Altagraf Design, which serves national accounts. Professional writers, graphic designers and photographers are retained as needed to create the editorial product. Envision also has an association with the Noyes Museum.

The goal of the editorial team is to draw much-needed attention to the visual arts in the Delaware Valley.

Be part of the picture.

2008 ADVERTISING DATES

Summer Issue

Ad closing date: **April 22**

Camera-ready art deadline: **April 29**

Issue date: **May 22**

Fall Issue

Ad closing date: **August 1**

Camera-ready art deadline: **August 8**

Issue date: **September 1**

Winter Issue

Ad closing date: **October 22**

Camera-ready art deadline: **October 29**

Issue date: **November 22**

Spring Issue

Ad closing date: **February 1**

Camera-ready art deadline: **February 8**

Issue date: **March 1**

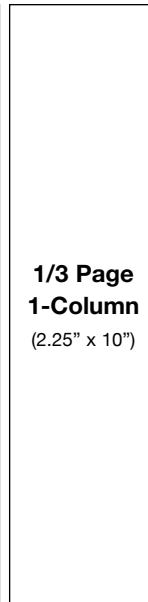
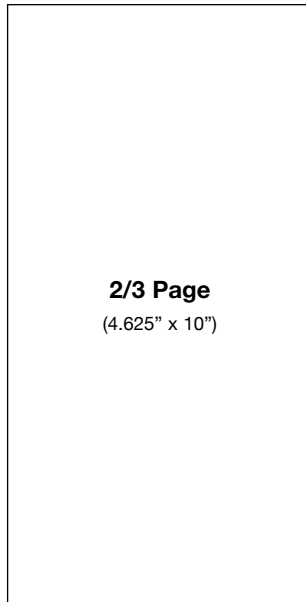
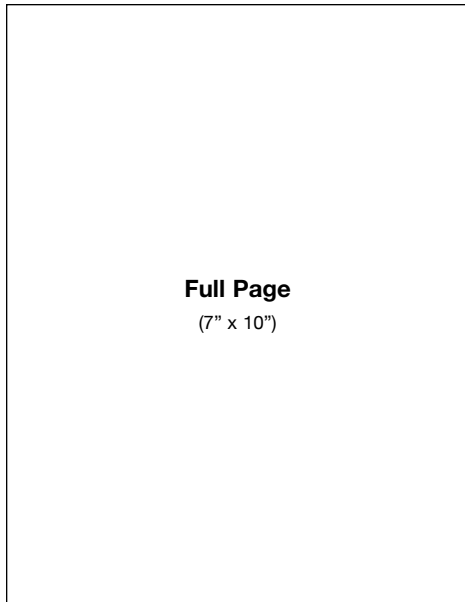


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DELAWARE VALLEY'S VISUAL ARTS MAGAZINE



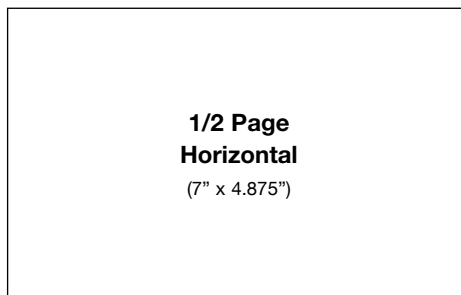
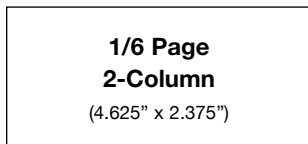
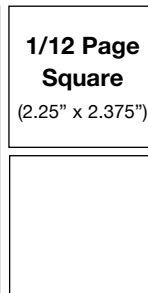
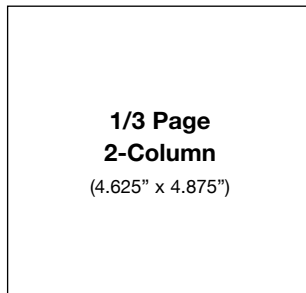
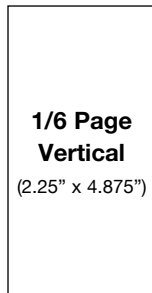
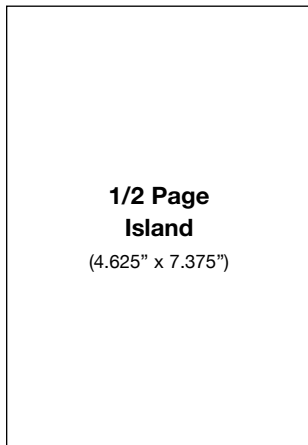
PRINTING SPECIFICATIONS

Trim size is **8.25 in. x 10.875 in.**
Bleed pre-trim is **8.5 in. x 11.125 in.**
Standard column dept is **10 in.**
Three columns to a page
Inside pages: **150 line screen**

Electronic File Requirements

All ads must be submitted in PDF format; CMYK, 300dpi at actual size; all fonts must be embedded.

Please provide a color proof with all material submitted for publication.



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envision market coverage

DELAWARE VALLEY'S VISUAL ARTS MAGAZINE



Envision Magazine is mailed to the patrons of the Noyes Museum, the Atlantic City Art Center, the Riverfront Renaissance Center for the Arts, and other arts institutions. It is also distributed free in more than 90 locations throughout the Delaware Valley. Distribution locations include:

- Galleries and museums
- Borders Bookstore
- Colleges
- Libraries
- Professional offices
- Selected restaurants

Subscriptions are available. Envision is also creating a web site that will have a gallery guide updated throughout the year.

DISTRIBUTION

56,000 readers per publication
Published quarterly

AUDIENCE PROFILE

AFFLUENT, EDUCATED, AND YOUNG

43% male; 56% female
42% earn \$50,000+; 55% earn \$100,000+
37% between 25 and 44; 57% between 49 and 64
86% have completed college; 58% have done postgraduate work

SOPHISTICATED

Culturally aware and active
89% regularly attend exhibitions and performances
74% attend the latest films
63% travel frequently
55% make art

POISED TO SPEND

81% plan to take a vacation
74% eat out regularly
52% will purchase art
51% intend to purchase furniture
48% anticipate making a financial investment
36% will likely visit a spa
34% plan to purchase a computer

Source: The Noyes Museum of Art



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