

Art Los Angeles Reader

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MEDIA KIT 2017

Art Los Angeles Reader &

TERREMOTO

Issue 4

Art Los Angeles Reader is a platform for critical reflection and celebration of art in Los Angeles. We use Los Angeles as a lens to understand artists practices, and artists practices to understand the world around us. We focus on contemporary art, but give respect to our history, while seeking to engage the diversity of the city itself. The Reader is published by Fair Grounds Associates, producers of Art Los Angeles Contemporary.

This Issue

In the spirit of Pacific Standard Time: LA/LA, the Art Los Angeles Reader's fourth issue isn't just focusing on the themes of LA/LA, but enacting it through a special collaboration with Terremoto Magazine. Terremoto is a tri-annual magazine dedicated to contemporary art in and around Mexico City and the Americas. Each issue aims to offer a transversal point of view on current practices, actors, and problematics of the region. Each issue is printed in both English and Spanish, and features the voices and ideas of cutting edge art professionals in Mexico, Central America, South America, the Caribbean, and border states of the U.S.

To be released in October 2017, the Art Los Angeles Reader will expand its focus from art in Los Angeles to the city's greater context in relation to Mexico City and Latin America. It features original, in-depth essays by leading art writers, and curators whose combined credits include Artforum, Art in America, Cabinet, Frieze, and LA Weekly. Five essays are commissioned by the Reader, and the other five by Terremoto, to create a dynamic publication that symmetrically represents Los Angeleno and Latin American perspectives in the exploration of PST's central themes.

It will feature writing by Anthony Carfello, Contemporary Collective, Selene Preciado, Alma Ruiz, and more.

Past Contributors

Both the Art Los Angeles Reader and Terremoto have an impressive list of past contributors, including some of their respective city's leading artists, curators, filmmakers, and writers. A selection of which includes Math Bass, Garrett Bradley, Karon Davis, Aria Dean, Travis Diehl, Olivia Erlanger, Morgan Fischer, Jonathan Griffin, Suzy Halajian, Richard Hawkins, William Leavitt, Lucrecia Martel, Helen Molesworth, Forrest Nash, Sean Raspet, Franklin Sirmans, Courtney Stephens, Catherine Wagley, Kate Wolf, and Amy Yao.

Advertisers

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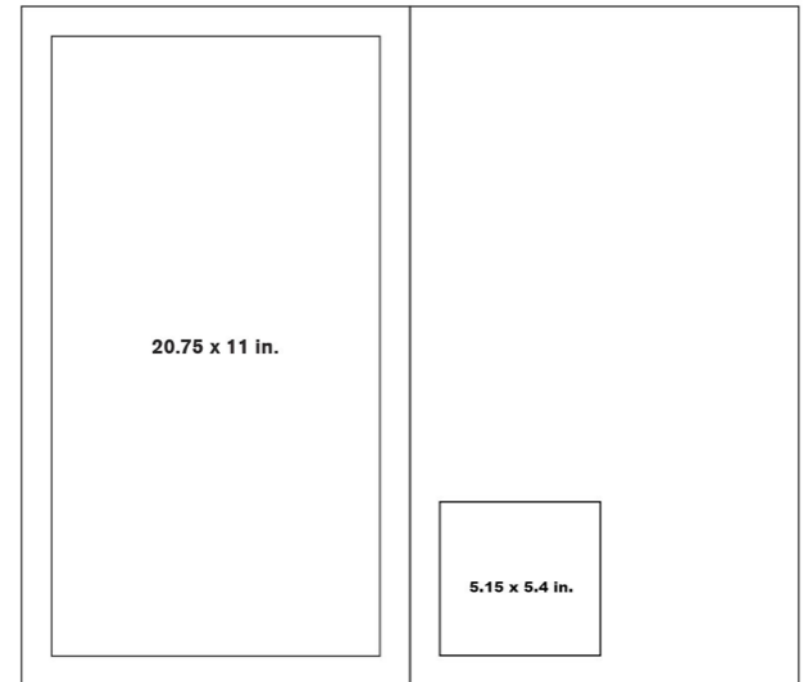
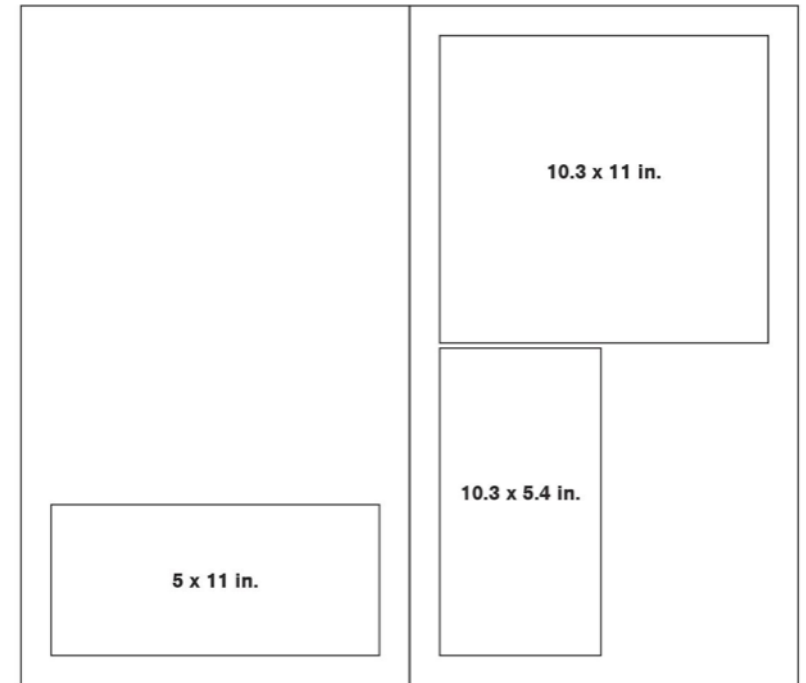
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Distribution & Audience

This special issue, consisting of 15,000 copies, will be distributed through both the Reader and Terremoto arteries, making its coverage uniquely diverse and expansive.

Within Los Angeles

Through the Reader channel, Issue 4 will be distributed directly to influential readers comprising prominent artists, collectors, curators, gallery professionals, and VIPs participating in Art Los Angeles Contemporary, as well as stocked by specialty bookstores, newsstands, hotels, shops, galleries, and museums throughout Los Angeles.

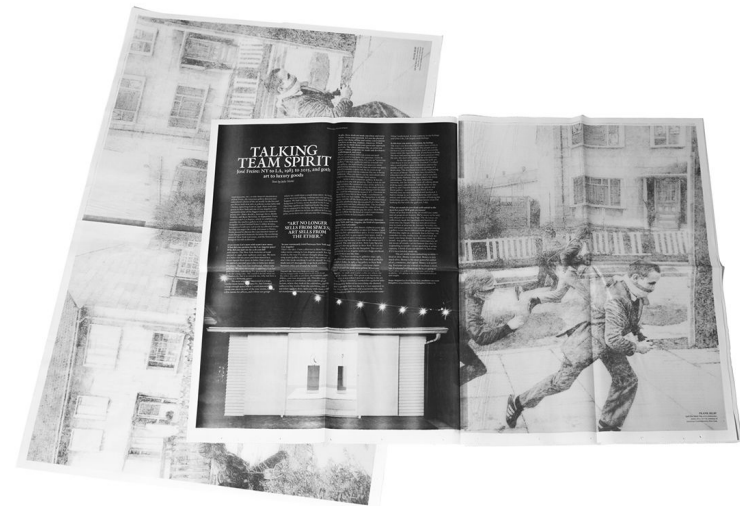
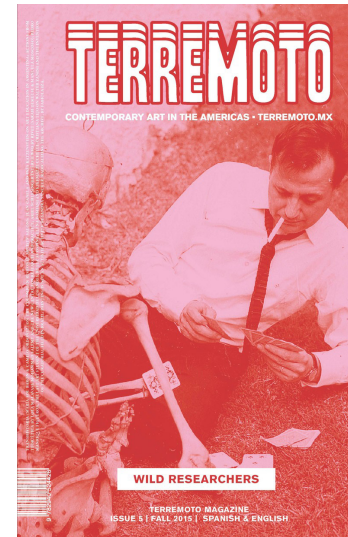
Latin America and Beyond

Through the Terremoto channel, Issue 4's coverage will extend to leading museums, galleries, and bookstores throughout Argentina, Australia, Brazil, Belgium, Chile, Colombia, Denmark, Germany, Italy, Mexico, Perú, Switzerland, and in the U.S., Houston, Miami, New Orleans, New York and San Francisco.

Events

The issue will be celebrated and distributed at three exclusive launch events: one in Mexico City during Gallery Weekend Mexico, one in Los Angeles the week of PST's commencement, and at the Museum of Contemporary Art Santa Barbara in October.

It will also be present throughout Pacific Standard Time at various VIP events and prominent gallery openings, and featured in Art Los Angeles Contemporary's dedicated Reader Lounge at the fair.



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