

Cabinet

Advertising Kit

Voracious, omnivorous, and playful.
John Strausbaugh, *The New York Times*

Cabinet is my kind of magazine; ferociously intelligent, ridiculously funny, absurdly innovative, rapaciously curious. *Cabinet's* mission is to breathe life back into non-academic intellectual life. Compared to it, every other magazine is a walking zombie.
Slavoj Zizek, philosopher

Cabinet is the secret best art magazine.
Jerry Saltz, art critic

Cabinet brings the reader to other ways of thinking, successfully blending accessibility in its writing and diversity and originality in its content. *Cabinet* is lively, humorous, and fascinating and will be perused over and over again.
Michael Colford, *Library Journal*

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What Is Cabinet?

Since its launch in 2000, *Cabinet* has established itself as an award-winning quarterly magazine of art and culture that confounds expectations of what is typically meant by the words “art,” “culture,” and sometimes even “magazine.”

Like the seventeenth-century cabinet of curiosities to which its name alludes, *Cabinet* is as interested in the margins of culture as its center. Playful and serious, exuberant and committed, *Cabinet's* omnivorous appetite for understanding the world makes each of its issues a valuable sourcebook of ideas for a wide range of readers, from artists and designers to scientists and historians. In an age of increasing specialization, *Cabinet* looks to previous models of the well-rounded thinker to forge a new type of magazine for the intellectually curious reader of the future.

Cabinet has won numerous awards and its activities have been covered by *Artforum*, the *Atlantic*, the BBC, the *Boston Globe*, CBS, *Frieze*, the *Guardian*, the *Los Angeles Times*, NPR, *Nature*, the *New Republic*, the *New York Times*, the *New Yorker*, the *Wall Street Journal*, *Wallpaper*, and the *Washington Post*, among others.



Select Contributors

Artists

Francis Alÿs
Walead Beshty
Matthew Buckingham
Tim Davis
Marcel Dzama
Spencer Finch
Justine Kurland
Douglas Gordon
Joseph Grigely
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Writers

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Jonathan Lethem
Ben Marcus
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George Prochnik
Justin E. H. Smith
Nicola Twilley
Christopher Turner
Margaret Wertheim
Marina Warner

Editorial Content

Presenting wide-ranging, multi-disciplinary content through the varied formats of regular columns, essays, interviews, and special artist projects, *Cabinet*'s hybrid sensibility merges the popular appeal of an arts periodical, the visually engaging style of a design magazine, and the in-depth exploration of a scholarly journal.

Columns

Each full-color issue of *Cabinet* begins with four regular columns. "Inventory" provides an occasion to look at various types of catalogues, lists, and taxonomies. Recent examples include artist Helen Mirra's alternative index for Robert Walser's novella *The Robber* and Mats Bigert's presentation of the craters on Mercury named after significant cultural figures. "Ingestion" examines the intersection of cuisine, aesthetics, and philosophy. Past columns have addressed the related fears of eating an octopus and being eaten by one, and Alice Waters's recipe for cooking Werner Herzog's shoe which the filmmaker was forced to eat in public after losing a bet with Errol Morris. In "Colors," we ask an artist or writer to consider a specific color assigned to them by the editors. Past writers have included artist Tim Davis on olive, novelist Shelley Jackson on mauve, and artist Joseph Grigely on white. In "Leftovers," a writer investigates the larger implications of some form of cultural detritus. Examples have included the fate of Las Vegas's old neon signs, and the competing claims made by scientists and Native Americans when a ten-thousand-year-old body was recently found in Washington state.

Main

The unthemed second portion of the magazine allows for a wide variety of articles, short essays, interviews, and artist projects. Writers have included Slavoj Žižek on capitalism's current fascination with Buddhism; Anne Carson on eclipses; Tom Vanderbilt on the darkest black ever created; George Prochnik on Sigmund Freud's journey to the United States and his search for a wild porcupine; Svetlana Boym on the fate of Tatlin's tower; and Leland de la Durantaye's study of artist Pierre Pinoncelli's peculiar fascination with Marcel Duchamp's urinal.

Interview subjects have included physicist scientist Kenneth Libbrecht on how to build a better snowflake; professor Simon During on the unacknowledged effects of secular magic on modern forms of culture; scholar Scott Sandage tracing the history of failure in American culture; and artist Emilie Clark about her research into three forgotten women naturalists.

Theme

In the third and final section of each issue, *Cabinet* looks at one subject from a broad range of perspectives. Past themes include Friendship, Weather, Trees, Punishment, Evil, Logistics, Failure, Forgetting, Shadows, Insects, and Deception. Typically, this section consists of essays, interviews, and special art projects, all linked by a shared association with the theme. For example, the "Mountains" issue included an interview with Oxford professor Robert Macfarlane on how mountains became an object of literary and philosophical fascination in the eighteenth century; Christopher Turner on the fake lunar mountainscapes found in the photographs of James Nasmyth; Nina Power on the relationship between mountains and right-wing ideology; and artist projects by Marine Hugonnier, Mariele Neudecker, and Joel Sternfeld.

Special Artist Projects

Artist projects appear in each issue and have taken the form of postcards, posters, printed drawings and photographs, bookmarks, CD-ROM collections of sound art, postage stamps, build-it-yourself paper sculptures, meter-long foldouts, and a land giveaway.

Reader Profile

Cabinet's readership is as diverse as its content, consisting of artists, writers, critics, academics, students, journalists, scientists, curators, and art enthusiasts.

I have thoroughly enjoyed every issue of *Cabinet*. As a graphic designer, the magazine's attention to detail and appreciation for clean layouts makes it exciting to read every new issue. Could not ask for a better use for paper.

Subscriber from California

This is one of the most informative, interesting, and hard-hitting magazines out there! This isn't the sort of magazine you can skim through on your way to work, it's a drop-everything-you're-doing literary experience.

Subscriber from Massachusetts

I would especially recommend this magazine to academics, sociologists, students fresh out of school languishing for mental stimulation, historians of science, or visual artists. Aside from this group, however, I believe this magazine to be absolutely fascinating for anyone who enjoys being exposed to a variety of unusual and stimulating topics pertaining to culture and society.

Subscriber from Oregon



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Readership

Circulation	9,000
Total Readership	27,000
Readers Per Copy	3
Subscription	42%
Newsstand	54%
Libraries/Institutions	4%
New York	21%
US	83%
International	17%
Subscription Renewal Rate	52%

**current as of issue 58*

Newsstand Distribution

Cabinet is a quarterly with a shelf life of three months. The issues are not time-sensitive, which leads to many stores also carrying back issues and selling them on a continuing basis.

Cabinet is widely distributed throughout the United States through major chains, independent bookstores, and museums. The magazine is also available in over forty countries abroad, including Canada, the UK, Germany, Belgium, France, the Netherlands, Sweden, Switzerland, Spain, Portugal, Greece, Turkey, Singapore, New Zealand, and Japan. In addition to being distributed as a periodical, issues of *Cabinet* are also distributed worldwide as books (with an ISBN) by D.A.P. / Distributed Art Publishers, further increasing distribution venues and audience.

Select Points of Sale

Art Institute of Chicago
Barnes & Noble, US
Bookcourt, Brooklyn
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Advertising Schedule

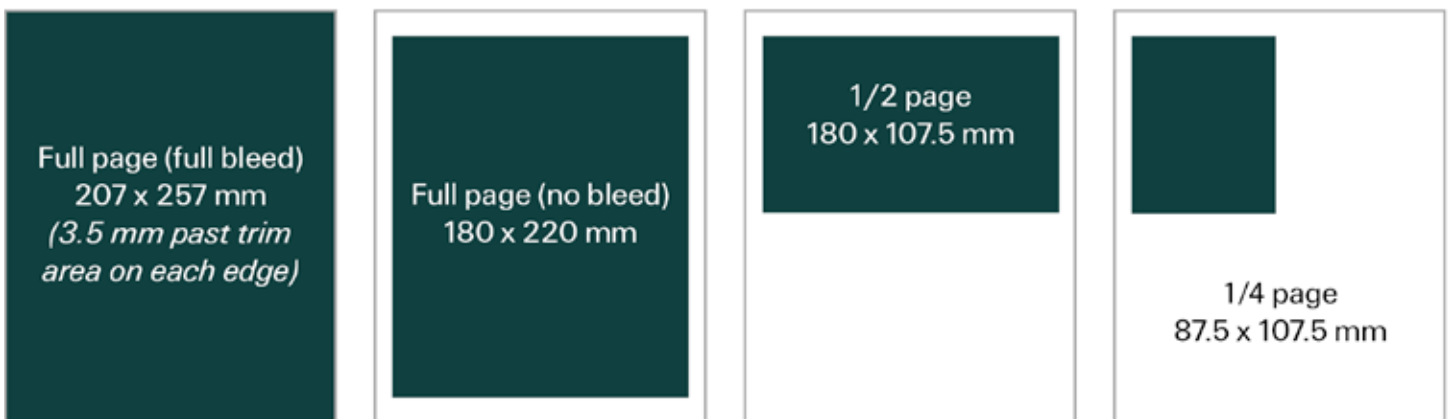
For the most current advertising schedule, please visit <http://cabinetmagazine.org/advertise.php>

Discounts of 10%, 15%, and 20% available for packages of two, three, and four advertisements.

Rates

	Non-profit entities	Commercial entities	Add a Rental
Full page:	\$1,100	\$1,430	\$1000 \$400
1/2 page:	\$600	\$780	\$1000 \$650
1/4 page:	\$350	\$460	\$1000 \$800
Inside cover:	\$1,500	\$1,950	\$1000 \$175
Back cover:	\$1,650	\$2,150	\$1000 \$100

Looking for a space to host a book launch, film screening, or conference? Cabinet advertisers can now rent our 1,000-square-foot Brooklyn space at discounted rates. M–Th rentals only. Ad package discounts do not apply to rentals. Some arts-related and publishing organizations may qualify for non-profit rates.



Mechanical Specifications

All ads print four-color process. *Cabinet's* trim size is 200 mm wide x 250 mm tall.

Full page (full bleed): 207 mm wide x 257 mm tall

Full page (no bleed): 180 mm wide x 220 mm tall

1/2 page: 180 mm wide x 107.5 mm tall

1/4 page: 87.5 mm wide x 107.5 mm tall

Ads must be submitted in one of the following formats: InDesign CS6 (or earlier), Indesign CC, Illustrator CS6 (or earlier), EPS, or Photoshop TIFF. High-resolution (300 dpi) PDF is our preferred format. Please outline all fonts.

TIFF/EPS images must be in CMYK. All photographic files must be in TIFF format at 300 dpi.

Ads that are 12 MBs or smaller can be submitted by email to advertising@cabinetmagazine.org; larger files can be uploaded to an FTP server or sent using a service such as Dropbox or Hightail.