

THE WINTER SHOW

A Benefit for East Side House



THE WINTER SHOW CATALOGUE

2020 MEDIA KIT

THE WINTER SHOW

A Benefit for East Side House Settlement

Dear Friend,

The Winter Show has been America's leading art, antiques, and design fair for 66 years! Join us in the **66th edition of our award-winning catalogue** and reach our carefully targeted audience—**25,000 affluent buyers** of luxury goods from the worlds of industry, media, culture, and the arts. With categories that include **antiques and fine art, interior design, architecture, real estate, luxury retail, fairs, auctions, insurance, philanthropy, and finance**, the catalogue is the go-to sourcebook for a knowledgeable and sophisticated audience with taste and means.

Benefits to Catalogue Advertisers:

- **SPECIAL INVITATION! Reserve NOW for a 10% discount! Deadline September 27, 2019.**
- **OR reserve a full-page ad at full price and receive two tickets (value of \$600) to the Opening Night Party** on January 23, 2020.
- **Your ad** in the beautifully printed and widely-cited catalogue, distributed to all attendees of **The Winter Show**, and **additional year-round exposure** in the **digital catalogue** (with links to all advertiser websites) posted on the Fair's website.
- **20 complimentary Run-of-Show tickets** (does not include Opening Night) will be distributed, with our compliments, to all advertisers for sharing with clients, colleagues, and friends.
- Support one of the city's most effective non-profits, **East Side House Settlement**. By advertising with us, you contribute to the venerable community-based organization in the South Bronx, dedicated to helping over 10,000 individuals improve their lives each year. **In 2019, East Side House was named a Charity Navigator 4-Star charity for the eighth consecutive year.**
- A favorite of collectors, museum curators, and interior designers, The Winter Show highlights a dynamic mix of works dating from **ancient times through the present day**. Each object on display is vetted for authenticity, date, and condition to ensure that buyers can purchase with confidence.

Highlights of the 66th Winter Show:

- Held at the **Park Avenue Armory** from January 24 – February 2, the Fair features **70 of the world's leading experts** in the fine and decorative arts.
- The **Opening Night Party** on **January 23** ranks among the top 10 charity events in New York and the Fair's visitors make it one of the city's 15 top annual events in attendance. This year **Pamela & David Ford** will be presented with an award for their unwavering dedication to and work on behalf of historic preservation, education, and the arts. **Chubb** returns again this year as the lead sponsor of **The Winter Show**, marking 24 years of steadfast support.
- The 2020 loan exhibition, **Unrivaled**, will be presented by **The Hispanic Society Museum & Library**, curated by **Philippe de Montebello** and **Peter Marino**, and featuring works by Velásquez, El Greco, Goya, and Sargent, among others.
- Once again, the Fair will honor distinguished **Design Co-Chairs**: acclaimed interior designers **Amelia Handegan** and **Brian J. McCarthy**, and award-winning architect **Annabelle Selldorf**.
- **Young Collectors Night**, on January 30, will again be sponsored by *New York* magazine.
- Please contact me directly or scroll down for detailed information outlining the rewards of advertising with us, and be a part of New York's most prestigious, elegant, and generous Fair!

Sincerely,



Jill A. Bossert

Director of Advertising Sales
The Winter Show Catalogue
jbossert@nyc.rr.com
718-222-5020
wintershowadvertising.com



THE WINTER SHOW 2020

MAKING A STATEMENT

Strong attendance, excellent sales, corporate underwriting, and advertiser support have made **The Winter Show** America's leading art, antiques, and design fair for over 65 years.

Join us in our **66th edition of The Winter Show catalogue** and reach our carefully targeted audience—25,000 affluent buyers of luxury goods from the worlds of industry, culture, and the arts. The official publication of the Fair, the catalogue is distributed to all attendees.

Held in New York City at the Park Avenue Armory from **January 24 – February 2, 2020**, the Fair features 70 renowned experts from around the world. Discover incomparable works of art and fascinating objects dating from ancient times to the present day.

thewintershow.org

SPECIAL INVITATION!

Reserve now for a 10% discount.

Deadline September 27, 2019.

Benefits to Catalogue Advertisers:

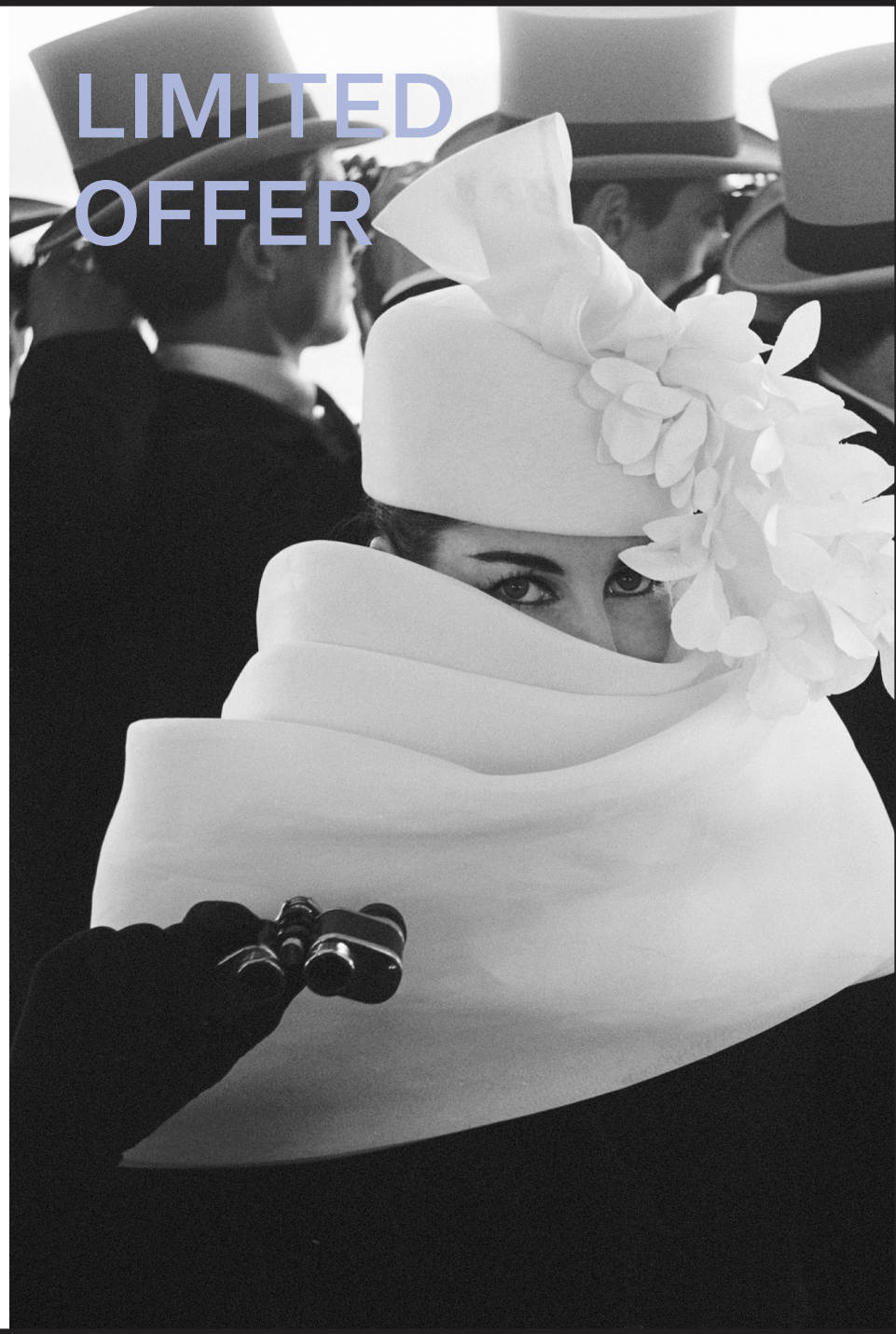
Reserve a Full-page Ad at full price and receive **2 Patrons tickets** for 7 PM entry **to the Opening Night Party** on January 23 (a value of \$600).

Year-round exposure in the **online flip-page version of the catalogue** (with links to all advertiser websites) to be posted on The Winter Show's website.

20 complimentary Run-of-Show tickets (exclusive of Opening Night) for all advertisers. to share with clients, colleagues and friends.

Distributed at the Fair and available online from: **January 23, 2020**

LIMITED OFFER



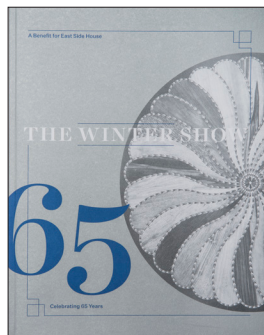
ADVERTISING RATES

2020 WINTER SHOW CATALOGUE ADVERTISING RATES

By Invitation Only: Early Space Reservation Discount

10% off until September 27, 2019

Ad Size	Standard Rate	Discount Rate
Full Page, Four Color	\$3000	\$2700
Half Page, Four Color	\$1850	\$1665
2-Page Spread, Four Color	\$5000	\$4500
Preferred Placement	\$3500	\$3150
Inside Covers	\$6500	\$5850



[View 2019 Catalogue](#)

To reserve your spot today, contact me:

Jill A. Bossert

Director of Advertising Sales

The Winter Show Catalogue

718.222.5020

jbossert@nyc.rr.com

Distributed at the Fair
and available online from:

January 23, 2020

THE WINTER SHOW

Deadlines

10% Discount

Ad Space Reservations:

[September 27, 2019](#)

Standard Rate

Ad Space Reservations:

[November 12, 2019](#)

Digital Files

and Contract Proofs:

[November 20, 2019](#)

[DOWNLOAD 2020](#)

[AD CONTRACT AND SPECS](#)

**For Ad File Preparation
Requirements go to:
wintershowadvertising.com**

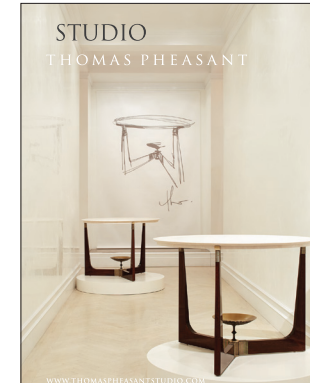
FEATURED ADVERTISERS



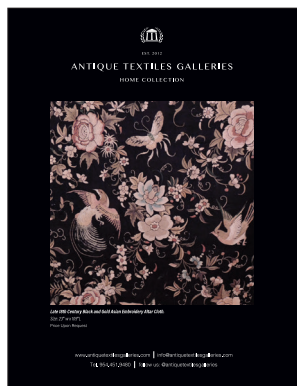
Chanel



Stair



Thomas Pheasant



Antique Textiles Galleries



John B. Murray Architects



Bulgari

FEATURED ADVERTISERS

Antiques & Fine Art Dealers

Appraisers Association of America
Associated Artists LLC
Bernd Goeckler Antiques
Carl Moore Antiques
Gill & Lagodich
H.M. Luther
Incollect
Julius Lowy Frame & Restoration
Company
Manhattan Art & Antiques Center
RAF Jewels
Stair
Stanley Weiss Collection
Wally Findlay Galleries
International
William Vareika Fine Art

Carpets & Textiles

Antique Textile Galleries
Brunschwig & Fils
Lee Jofa
Stark & Darius Antique Rugs

Interior Designers, Decorators & Architects

Andre Tchelistcheff Architects
Branca Interiors
Craig & Company
Cullman & Kravis
David Scott Parker Architects
Doyle Herman Design Associates
Eric J. Smith Architect
Ferguson & Shamamian
G.P. Schafer Architect
Historical Concepts
Ike Kligerman Barkley
Architects P.C.
John B. Murray Architect
Markham Roberts Inc.
Nate Berkus Associates

New York Design Center
Peter Pennoyer Architects
Ralph Harvard
Susan Ferrier Interiors
Suzanne Lovell
Victoria Hagan Interiors

Insurance & Financial

19/19 Investment Counsel
Chubb
Crystal & Company
First Republic
Goldman Sachs
Northeast Acquisitions
Sound Point Capital
Management L.P.

Fixtures, Lighting & Reproductions

Chadsworth Columns
Charles Edwards Antiques
McKinnon & Harris
Munder-Skiles
P.E. Guerin

Museums

Drayton Hall
Florence Griswold Museum
George Washington's Mt. Vernon
Historic New Orleans Collection
Peabody Essex Museum
Preservation Society of Newport County
Shelburne Museum
Winterthur Museum,
Garden & Library

Philanthropy

Bloomberg Philanthropies
Holiday House NYC

Luxury Retail

Alex Sepkus
Bergdorf Goodman
Bloomingdale's
Brooks Brothers
Bulgari
Chanel
Elizabeth Locke Jewels
Neiman Marcus Group
Saks Fifth Avenue
Salvatore Ferragamo

Publications

Apollo
Asian Art Newspaper
Condé Nast Media Group
Hearst Corporation
MODERN magazine
New York magazine
NYC&G
The Art Newspaper
The Magazine Antiques

Real Estate

Brown Harris Stevens
Carriage Properties
Sotheby's International Realty
Zeckendorf Development

Special Services

Aiston Fine Art Services
Benjamin Moore Paints
Calico Wallpaper
Canard, Inc.
Phoenix Lithographic Corporation
Planetary Recreation
Rotisserie Georgette
Social Register Association
Travel with the Met

Shows & Auction Houses

2019 Gala Preview of the New York
International Auto Show
2019 New York International
Auto Show
The Art & Antiques Fair Olympia
Art Palm Beach
Bonhams Auctioneers
& Appraisers
Christie's
Collective Design
Delaware Antiques Show
Doyle Auction House
Freeman's
Garth's
iGavel Auctions
Master Drawings New York .
Naples Art, Antiques & Jewelry Show
Newport Antiques Show
Palm Beach Art, Antiques &
Jewelry Show
Philadelphia Antiques & Art Show
Potomack Company
San Francisco Fall Antiques Show
Skinner
Sotheby's
Weschler's Auctioneers & Appraisers

2020 EXHIBITORS

A La Vieille Russie, Inc.
Adelson Galleries, Inc.
Alexander Gallery
Apter-Fredericks
Arader Galleries
Aronson of Amsterdam
Michele Beiny, Inc.
Carswell Rush Berlin, Inc
H. Blairman & Sons Ltd.
Jonathan Boos
Bowman Sculpture
Browse & Darby Ltd.
Ralph M. Chait Galleries, Inc.
Cohen & Cohen
Thomas Colville Fine Art
Cove Landing
Daniel Crouch Rare Books
Didier Ltd.
Donzella
Charles Ede
Peter Fetterman Gallery
Peter Finer
Gemini Antiques Ltd.
Michael Goedhuis
Bernard Goldberg Fine Arts, LLC
Martyn Gregory
Thomas Heneage Art Books
Hill-Stone, Inc.
Hirschl & Adler Galleries
Hirschl & Adler Modern
Hyde Park Antiques, Ltd.
James Infante
Barbara Israel Garden Antiques
Kentshire
Keshishian
Kelly Kinzle

Koopman Rare Art
Lebreton
Les Enluminures
Bernard & S. Dean Levy, Inc.
Lowell Libson & Jonny Yarker Ltd.
Nathan Liverant and Son LLC
Lobel Modern, Inc.
Lost City Arts
Macklowe Gallery, Ltd.
Maison Gerard
Menconi + Schoelkopf Fine Art
Patrick & Ondine Mestdagh
Joan B. Mirviss LTD
Lillian Nassau LLC
The Old Print Shop, Inc.
Thistlethwaite Americana
Peter Pap Oriental Rugs, Inc.
Gerald Peters Gallery
Ronald Phillips Ltd.
Red Fox Fine Art
James Robinson, Inc.
David A. Schorsch ~ Eileen M. Smiles
American Antiques
Schwarz Gallery
S.J. Shrubsole
Elle Shushan
Robert Simon Fine Art
Spencer Marks
Tambaran
Carolle Thibaut-Pomerantz
Erik Thomsen
Throckmorton Fine Art, Inc.
Wick Antiques, Ltd
Robert Young Antiques
Pavel Zoubok Fine Art



A woman with long brown hair, wearing a light-colored, patterned dress, is looking at a wall of arched mirrors. She is holding a small, dark, textured clutch bag. The wall is white and features several arched mirrors of varying sizes, some of which are reflecting the woman and the room.

REACH A POWERFUL AUDIENCE

REACHING YOUR AUDIENCE

84% of visitors have **one or more homes in the New York metropolitan area**, with second and third homes in Westchester and Fairfield counties, the Hudson River Valley, and the Hamptons. Others fly in from major cities such as Los Angeles, Atlanta, London, and Paris.

The Winter Show's advertising and marketing campaigns target consumers of art, antiques, and luxury goods; design-world influencers; and lovers of culture and the arts.

Affluent, knowledgeable collectors attend the Fair year after year to purchase museum -quality art and antiques for their homes and collections. Visitors to the Fair include such notables as Martha Stewart, Nate Berkus, Oprah Winfrey, Isaac Mizrahi, Alexa Hampton, Zac Posen, Sigourney Weaver, Anderson Cooper, Nicky Hilton Rothschild, Leonard Lauder, and more.

Who else attends? Designers, curators, and editors from all over the globe.



SUPPORT A VITAL ORGANIZATION

All net proceeds from The Winter Show support East Side House Settlement, a community-based organization in the South Bronx.

By advertising with us you contribute to one of New York City's most effective non-profits. **In 2019, East Side House was named a Charity Navigator 4-Star charity for the eighth consecutive year.**

East Side House works with schools, community centers, and other partners to bring quality education and resources to residents of the Bronx and Northern Manhattan.

Recognizing education as the key to economic and civic opportunity, the organization helps approximately **10,000 individuals** annually improving their lives with programs ranging from basic literacy to specialized technology training.

eastsidehouse.org



STYLISH AND AFFLUENT



ADVERTISE

The Winter Show is an increasingly diverse international showcase of art and design spanning 5,000 years, with offerings from pre-history to the 21st century. A “gold-star” appointment on New York’s social calendar, it’s an engaging affair that stretches beyond fine and decorative arts and tempts an audience as diverse as the impeccable works that fill the storied Park Avenue Armory.

The Winter Show catalogue delivers a stylish, intelligent, influential, affluent, and qualified audience. Contact **Jill A. Bossert** today for more information about the rewards of advertising in The Winter Show catalogue, and be a part of New York’s most prestigious, elegant, and generous fair!

Jill A. Bossert
Director of Advertising Sales
The Winter Show Catalogue
jbossert@nyc.rr.com
718-222-5020

The background of the slide is a classical painting. On the left, there are stone ruins with arches and columns. In the center, a large, leafy tree stands prominently. In the foreground, several figures in classical attire are gathered on a rocky shore, looking towards the water. In the background, a body of water reflects the sky, with a small boat and more distant structures visible. The overall style is that of an 18th or 19th-century landscape painting.

CONTACT

Jill A. Bossert
Director of Advertising Sales
The Winter Show Catalogue
718.222.5020
jbossert@nyc.rr.com

DOWNLOAD 2020
AD CONTRACT AND SPECS

© 2019 THE WINTER SHOW. ALL RIGHTS RESERVED.

THE WINTER SHOW