

A BENEFIT FOR EAST SIDE HOUSE

THE WINTER SHOW/2022

CATALOGUE MEDIA KIT



THE WINTER SHOW/2022

A Benefit for East Side House Settlement

Dear Friend,

The Winter Show has been America's leading art, antiques, and design fair for 68 years! Join us in the **68th 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, 2021.**
- **OR reserve a full-page ad at full price and receive two tickets (value of \$1000) to the Opening Night Party on January 20, 2022.**
- **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 2021, **East Side House was named a Charity Navigator 4-Star charity for the tenth 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.

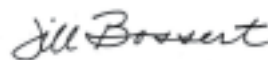
Highlights of the 68th Winter Show:

- Held at the **Park Avenue Armory** from January 20 – 30, 2022, the Fair features 70 of the world's leading experts in the fine and decorative arts.
- The **Opening Night Party on January 20** 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.
- Each year the Fair **honors highly acclaimed designers** such as Annabelle Selldorf, Brian J. McCarthy, John B. Murray, Amelia Handegan, Frank de Biasi, Thomas Jayne, Celerie Kemble, Miles Redd, and Jamie Drake at the Opening Night Party.
- **Young Collectors Night** is a cornerstone event of the Fair. This year the event will take place on January 27 and will welcome – yet again – a select crowd of more than 600 creative, social, and philanthropic young New Yorkers.
- 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!

Click [HERE](#) to review the 2022 Advertising Contract & Specifications

Click [HERE](#) for a glimpse of The Winter Show's 2020 Catalogue

Sincerely,



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



THE WINTER SHOW 2022

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 68 years.

Join us in our **68th edition** of **The Winter Show catalogue** and reach our carefully targeted audience of affluent—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.

The digital catalogue is available to all attendees of **The Winter Show Online** and will be distributed via email to our extensive database of over 25,000 patrons, designers, curators, business leaders and more.

Held in New York City at the Park Avenue Armory from **January 20 – 30, 2022**, 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, 2021.

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 20 (a value of \$1000).

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.

Available online from: **January 20, 2022**

LIMITED OFFER



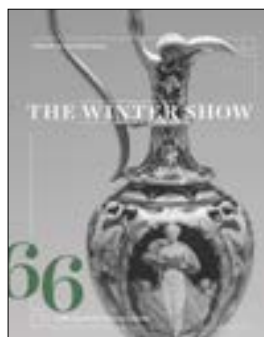
ADVERTISING RATES

2022 WINTER SHOW CATALOGUE ADVERTISING RATES

By Invitation Only: Early Space Reservation Discount

10% off until September 27, 2021

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 2020 Catalogue](#)

To reserve your spot today, contact me:

Jill Bossert

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

Distributed at the Fair
and available online from:

January 20, 2022

**THE
WINTER
SHOW**

Deadlines

10% Discount

Ad Space Reservations:
September 27, 2021

Standard Rate

Ad Space Reservations:
November 12, 2021

Digital Files :
November 19, 2021

[DOWNLOAD 2022
AD CONTRACT AND SPECS](#)

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

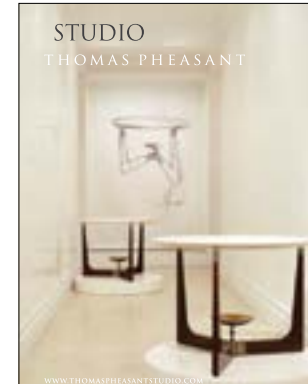
FEATURED ADVERTISERS



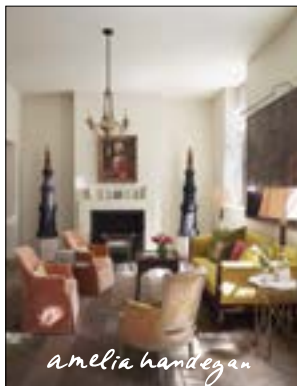
Chanel



Stair



Thomas Pheasant



Amelia Handegan



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
Shope Reno Wharton
Susan Ferrier Interiors
Suzanne Lovell
Victoria Hagan Interiors

Builders/Construction

Mayfair Construction
SMI Construction

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

2020 Gala Preview of the New York
International Auto Show
2020 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

2022 EXHIBITORS

A La Vieille Russie, Inc.
Adelson Galleries, Inc.
Arader Galleries
Aronson of Amsterdam
Michele Beiny, Inc.
Carswell Rush Berlin, Inc.
H. Blairman & Sons Ltd.
Daniel Blau
Bowman Sculpture
Ralph M. Chait Galleries, Inc.
Cohen & Cohen
Thomas Colville Fine Art
Thomas Coulborn & Sons
Cove Landing
Daniel Crouch Rare Books
Didier Ltd.
Peter Finer
Debra Force Fine Art
Michael Goedhuis
Bernard Goldberg Fine Arts, LLC
James Graham-Stewart
Richard Green
Martyn Gregory
Thomas Heneage Art Books
Hill-Stone, Inc.
Hirschl & Adler Galleries
Hyde Park Antiques, Ltd.
Barbara Israel Garden Antiques
Kentshire
Keshishian
Kelly Kinzle
Koopman Rare Art
Les Enluminures

Bernard & S. Dean Levy Inc.
Lowell Libson & Jonny Yarker Ltd.
Nathan Liverant and Son LLC
Lost City Arts
MacConnal-Mason Gallery
Macklowe Gallery, Ltd.
Maison Gerard
Patrick & Ondine Mestdagh
Joan B Mirviss LTD.
Lillian Nassau LLC
The Old Print Shop, Inc.
Peter Pap Oriental Rugs, Inc.
Ronald Phillips Ltd.
Red Fox Fine Art
James Robinson, Inc.
Rolleston Antiques Ltd.
David A. Schorsch ~ Eileen M. Smiles
American Antiques
Schwarz Gallery
S.J. Shrubsole
Elle Shushan
Robert Simon Fine Art
Spencer Marks
Lawrence Steigrad Fine Arts
Tambaran
Carolle Thibaut-Pomerantz
Thistlethwaite Americana
Thomsen Gallery
Throckmorton Fine Art, Inc.
Tomasso
Adam Williams Fine Art Ltd.
Robert Young Antiques

THE WINTER SHOW 2022





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 headquartered in the South Bronx.

By advertising with us, you contribute to one of New York City's most effective non-profits. **In 2021, East Side House was named a Charity Navigator 4-Star charity for the tenth 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 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 Bossert

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

The background of the entire page is a classical painting depicting a winter scene. In the foreground, a group of people in 18th-century attire are gathered in a park-like setting. A man in a blue coat is bowing to a woman in a green dress. Other figures are engaged in conversation or walking. A horse is visible on the left. In the background, a large, leafy tree dominates the upper half of the frame. The sky is a pale blue with soft, white clouds. The overall style is that of a 19th-century landscape painting.

CONTACT

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

DOWNLOAD 2022
AD CONTRACT AND SPECS

© 2021 THE WINTER SHOW. ALL RIGHTS RESERVED.

THE WINTER SHOW