

A Benefit for East Side House

THE WINTER SHOW

2025 CATALOGUE MEDIA KIT



A Benefit for East Side House

THE WINTER SHOW

Dear Friend,

The Winter Show celebrates over 70 years as America's leading art, antiques, and design fair! Join us in the **71st 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 and landscape design, architecture, floor and wall covering, luxury retail, museums, fairs, auctions, and finance**, the catalogue is the go-to sourcebook for a knowledgeable and sophisticated audience with taste and means. The catalogue will once again feature exciting editorials focussed on collecting and design as we did in last year's exceptionally popular edition.

Benefits to Catalogue Advertisers:

- **SPECIAL INVITATION! Reserve NOW for a 10% discount! Deadline September 30, 2024.**
- **OR reserve a full-page ad at full price and receive two tickets (value of \$1000) to the Opening Night Party on January 23, 2025.**
- **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 Show's website.
- **20 complimentary Run-of-Show tickets** (does not include Opening Night) will be distributed, with our compliments, to all advertisers to share with clients, colleagues, and friends.
- Support one of the New York'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 14,000 New Yorkers improve their lives each year. In 2024, **East Side House was named a Charity Navigator 4-Star charity for the 13th consecutive year.**
- A favorite of collectors, museum curators, and designers, the 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 71st Winter Show:

- Held at the **Park Avenue Armory** from January 24 – February 2, 2025, the Show features over 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 Show's visitors make it one of the city's 15 top annual events in attendance.
- This year the Show's distinguished **Design Council Co-Chairs** include: Christine and John Gachot, Elizabeth Graziolo, David Netto, and Honorary Design Co-Chair, Wendy Goodman.
- **Young Collectors Night** is a cornerstone event of the Show. This year the event will take place on January 30 and will welcome – yet again – a select crowd of more than 700 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!

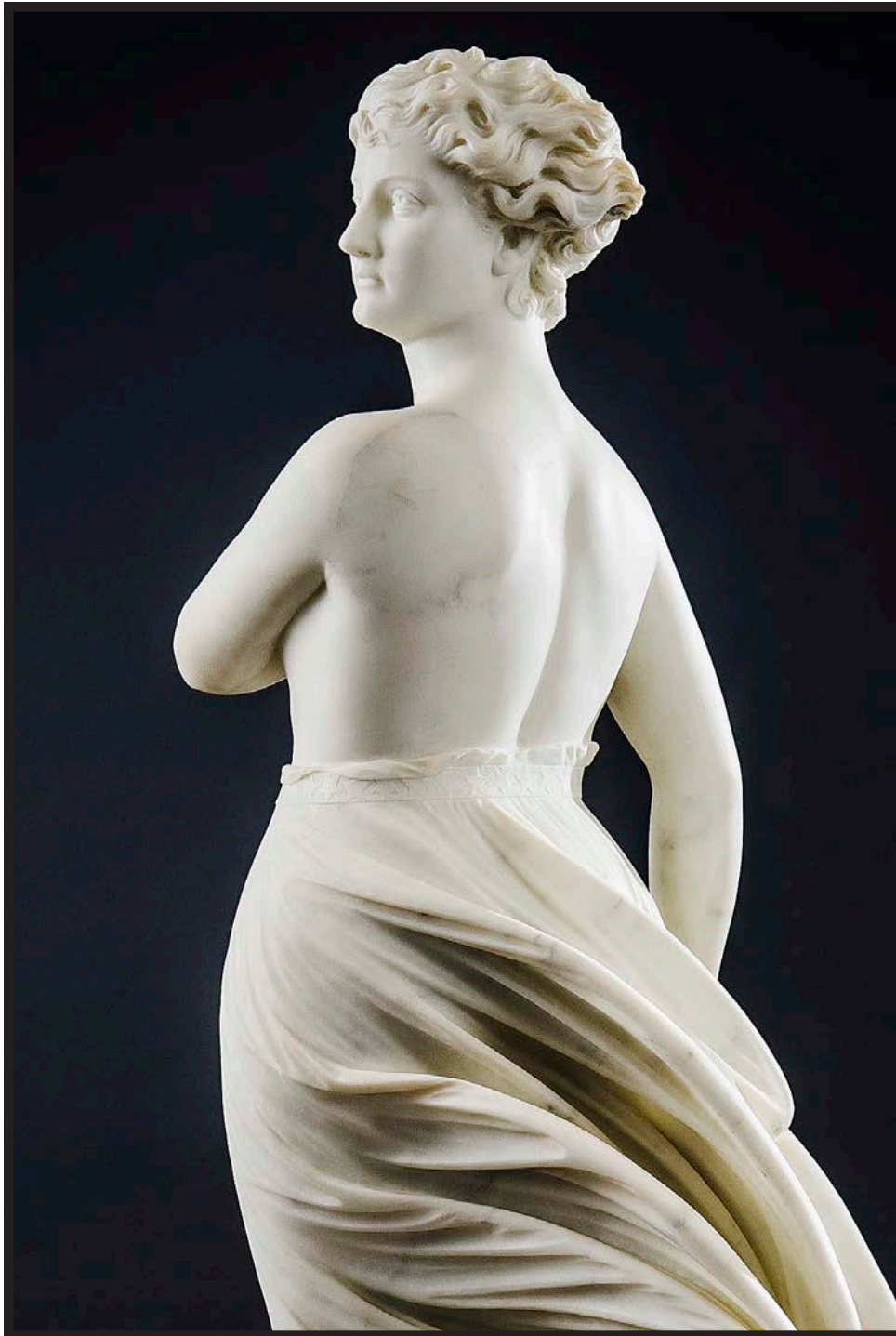
Click [HERE](#) to review the 2025 Advertising Contract & Specifications

Click [HERE](#) to take a look at The Winter Show's 2024 Catalogue

Sincerely,



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



MAKE 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 71 years.

Join us in our **71st edition of The Winter Show catalogue** and reach our carefully targeted audience of 25,000 affluent buyers of luxury goods from the worlds of industry, culture, and the arts. The official publication of the Show, the catalogue is distributed to all attendees.

The digital catalogue is distributed to the Show's 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 24 – February 2, 2025**, the Show features over 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 LIMITED TIME OFFER INVITATION!

Reserve now for a 10% discount.

Deadline September 30, 2024.

Benefits to Catalogue Advertisers:

Reserve a **Full-page Ad** at full price and receive **2 Opportunity Champions tickets** for 7 PM entry to the **Opening Night Party** on January 23 (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 (a value of \$800).



2025 ADVERTISING RATES

By Invitation Only: Early Space Reservation Discount

10% off until September 30, 2024

Ad Size	Standard Rate	Discount Rate
Full Page, Four Color	\$3,100	\$2,790
Half Page, Four Color	\$1,915	\$1,724
2-Page Spread, Four Color	\$5,175	\$4,658
Preferred Placement	\$3,600	\$3,240
Inside Covers	\$6,500	\$5,850



[View 2024 Catalogue](#)

To reserve your spot today, contact me:

Jill Bossert
Director of Advertising Sales
The Winter Show Catalogue
jbossert@nyc.rr.com
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Distributed at the Show
and available online from:

January 23, 2025

Deadlines

10% Discount

Ad Space Reservations:
September 30, 2024

Standard Rate
Ad Space Reservations:
November 12, 2024

Digital Files :
November 18, 2024

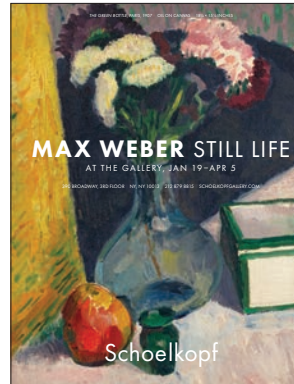
[DOWNLOAD 2025
AD CONTRACT AND SPECS](#)

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

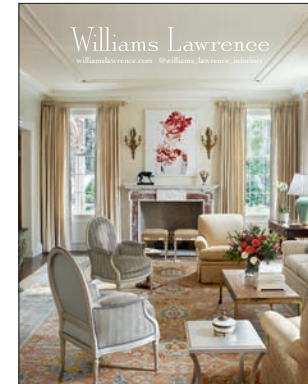
FEATURED ADVERTISERS



Chanel



Schoelkopf



Williams Lawrence



Ferguson Shamamian



Schumacher



Elizabeth Locke

FEATURED ADVERTISERS

Antiques & Fine Art Dealers

Associated Artists LLC
Bernd Goeckler Antiques
Gill & Lagodich
Antique Frames & Mirrors
Incollect
Nathan Liverant and Son LLC
Nelson & Nelson Antiques
New York Design Center
Olde Hope
Phillip Colleck Inc.
Schoelkopf
Stair

Wall & Floor Coverings

Antique Textile Galleries
Benjamin Moore Paints
Brunschwig & Fils
Calico Wallpaper
Dedar
JD Staron
Lee Jofa
Schumacher
Stark
Warp & Weft

Interior Designers, Decorators & Architects

Alex Papachristidis Interiors
Bunny Williams Home
Charlotte Moss
Corey Damen Jenkins
Cullman & Kravis
David Scott Parker Architects
Drake/Anderson
Eric J. Smith Architect
Fairfax & Sammons Architects
Ferguson & Shamamian
Fernando Wong Outdoor Living Design
Historical Concepts
Ike Kligerman Barkley

John B. Murray Architect
Markham Roberts, Inc.
Nate Berkus Associates
Peter Pennoyer Architects
Ralph Harvard
Schafer Buccellato Architects
Smiros & Smiros Architects
Suzanne Lovell
Thomas Pheasant
Williams Lawrence

Builders/Construction

Mayfair Construction
SMI Construction

Insurance & Financial

19/19 Investment Counsel
Bank of America
Chubb
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

Bard Graduate Center
Drayton Hall
Florence Griswold Museum
George Washington's Mt. Vernon
Historic New England
Historic New Orleans Collection
Peabody Essex Museum
Preservation Society of Newport County

Shelburne Museum
Winterthur Museum,
Garden & Library
Yale University Art Gallery

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

Appraisers

Appraisers Association of America
Helen Kippax and Associates
Lark Mason Advisory

Publications

Air Mail
Antiques and the Arts Weekly
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
Canard, Inc.
Design Leadership Network
Phoenix Lithographic Corporation
Social Register Association
Travel with the Met

Shows & Auction Houses

2024 New York International
Auto Show
Bonhams Auctioneers
& Appraisers
Christie's
Delaware Antiques Show
Doyle
Freeman's
Hindman
Master Drawings New York
Newport Antiques Show
Palm Beach Art, Antiques &
Jewelry Show
Philadelphia Antiques & Art Show
Potomack Company
San Francisco Fall Antiques Show
Selkirk Auctioneers & Appraisers
Skinner
Sotheby's
Swann Galleries



REACH A POWERFUL 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 Show year after year to purchase museum-quality art and antiques for their homes and collections. Visitors to the Show 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 2024, East Side House was named a Charity Navigator 4-Star charity for the 13th 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 over 14,000 New Yorkers annually improving their lives with programs ranging from basic literacy to specialized technology training.

eastsidehouse.org



2025 EXHIBITORS

A La Vieille Russie, Inc.
Adelson Galleries, Inc.
Arader Galleries
Aronson of Amsterdam
Avery Galleries
Véronique Bamps Monaco
Michele Beiny
Doris Leslie Blau
Boccaro Gallery
Ralph M. Chait Galleries, Inc.
Charles Clark
Thomas Colville Fine Art
Jonathan Cooper
Cove Landing
Daniel Crouch Rare Books
Didier Ltd
Dolan/Maxwell
Eguiguren Arte de Hispanoamérica
European Decorative Arts Company
Peter Finer
Debra Force Fine Art
French & Company
Glass Past
Michael Goedhuis
Bernard Goldberg Fine Arts, LLC
Peter Harrington
Thomas Heneage Art Books
Hill-Stone, Inc.
Hirschl & Adler Galleries
Clinton Howell Antiques
Hyde Park Antiques, Ltd.
Barbara Israel Garden Antiques
Kentshire

Keshishian
Koopman Rare Art
Galerie Léage
Les Enluminures
Levy Galleries
Lowell Libson & Jonny Yarker Ltd
MacConnal-Mason Gallery
Macklowe Gallery, Ltd.
Maison Gerard
Milord Antiquités
Joan B Mirviss LTD
Galerie Nathalie Motte Masselink
Lillian Nassau LLC
Jill Newhouse Gallery
The Old Print Shop, Inc.
Michael Pashby Antiques
Ronald Phillips Ltd
Red Fox Fine Art
James Robinson, Inc.
Rountree Tryon Galleries
S. J. Shrubsole
Robert Simon Fine Art
Lawrence Steigrad Fine Arts
Tambaran
Simon Teakle Fine Jewelry
Carolle Thibaut-Pomerantz
Thomsen Gallery
Wartski
Robert Young Antiques





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

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Bulgari



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AD CONTRACT AND SPECS

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