

A Benefit for East Side House

THE WINTER SHOW

2026 CATALOGUE MEDIA KIT





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 72 years.

Join us in our **72nd 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 23 – February 1, 2026**, 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

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 **72nd 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, 2025.**
- **OR reserve a full-page ad at full price** and receive **two tickets (value of \$1000)** to the **Benefit Preview** on January 22, 2026.
- **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 Benefit Preview) 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 2025, **East Side House was named a Charity Navigator 4-Star charity for the 14th 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 72nd Winter Show:

- Held at the **Park Avenue Armory** from January 23 – February 1, 2026, the Show features over 70 of the world's leading experts in the fine and decorative arts.
- The **Benefit Preview** on **January 22** 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: Heidi Caillier, Noz Nozawa, Ben Pentreath, Jane Keltner de Valle, Giancarlo Valle 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 29 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 2026 Advertising Contract & Specifications

Click [HERE](#) to take a look at The Winter Show's 2025 Catalogue

Sincerely,



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

SPECIAL LIMITED TIME OFFER INVITATION!

Reserve now for a 10% discount.

Deadline September 30, 2025.

Benefits to Catalogue Advertisers:

Reserve a **Full-page Ad** at full price and receive **2 Opportunity Champions tickets** for 7 PM entry to the **Benefit Preview** on January 22 (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 Benefit Preview) for all advertisers to share with clients, colleagues, and friends (a value of \$800).



2026 ADVERTISING RATES

By Invitation Only: Early Space Reservation Discount

10% off until September 30, 2025

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

**To reserve your spot today,
contact me:**

Jill Bossert

Director of Advertising Sales
The Winter Show Catalogue
jbossert@nyc.rr.com

Distributed at the Show
and available online from:

January 22, 2026

Deadlines

10% Discount

Ad Space Reservations:
September 30, 2025

Standard Rate

Ad Space Reservations:
November 12, 2025

Digital Files :

November 18, 2025

For Ad File Preparation

Requirements go to:

wintershowadvertising.com



[View 2025 Catalogue](#)

**DOWNLOAD 2026
AD CONTRACT AND SPECS**

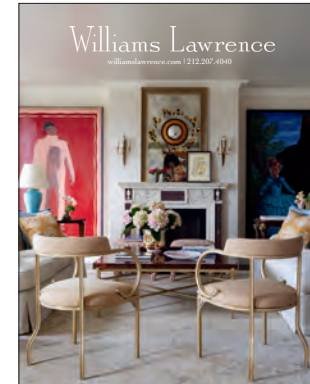
FEATURED ADVERTISERS



Chanel



Schoelkopf



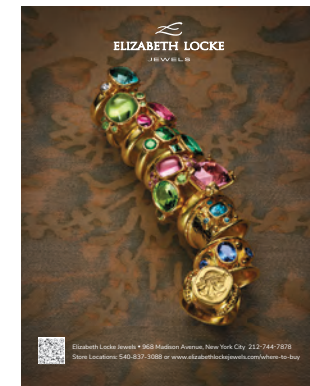
Williams Lawrence



Fairfax & Sammons



Warp and Weft



Elizabeth Locke

FEATURED ADVERTISERS

Antiques & Fine Art Dealers

Art Blackburn
Associated Artists LLC
The Gallery at 200 Lex
Bernd Goeckler Antiques
Gill & Lagodich Antique
Frames & Mirrors
Godel & Co.
Incollect
Lerebours Antiques
Julius Lowy Frame &
Restoration Company
Nathan Liverant and Son LLC
Nelson & Nelson Antiques
Olde Hope
Phillip Colleck Ltd.
Schoelkopf
Stair

Décor

Adelphi Paper Hangings
Atelier Viollet
Brunschwig & Fils
Dedar
JD Staron
Lee Jofa
Schumacher
Stark
Warp & Weft

Architects, Interior & Landscape Designers

Alex Papachristidis Interiors
Bunny Williams Home
Charlotte Moss
Corey Damen Jenkins
Cullman & Kravis
David Netto Design
Design Leadership Network
Drake/Anderson
David Scott Parker Architects
Eleish Van Breems Home
Eric J. Smith Architect
Ferguson & Shamamian

Fernando Wong Outdoor Living Design
Hamilton Design Associates
Moran Hook Architecture
John B. Murray Architect
Markham Roberts, Inc.
Nate Berkus Associates
Peter Pennoyer Architects
Ralph Harvard
Schafer Buccellato Architects
Shope Reno Wharton
Smiros & Smiros Architects
Steven W. Spandle Architect
Suzanne Lovell
Thomas Pheasant
Victoria Hagan Interiors
Williams Lawrence
Yellow House Architects

Builders/Construction

Mayfair Construction
SMI Construction

Insurance & Financial

19/19 Investment Counsel
Bank of America
Chubb
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
Detroit Institute of Arts
Drayton Hall
Florence Griswold Museum
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

Luxury Retail

Abercrombie & Kent
Alex Sepkus
Bergdorf Goodman
Black River Caviar
Bloomingdale's
Brooks Brothers
Bulgari
Cara Cara
Chanel
Elizabeth Locke Jewels
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
The Art Newspaper
Apollo Magazine
Asian Art Newspaper
Condé Nast Media Group
Galerie
Hearst Corporation
Homeworthy
The Magazine Antiques
MODERN magazine
New York magazine
NYC&G
Venü Magazine

Real Estate

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

Special Services

Aiston Fine Art Services
Benjamin Moore Paints
Bourlet Art Logistics
Canard, Inc.
Phoenix Lithographic Corporation

Cultural Entities

Master Drawings New York
National Trust for Historic Preservation
The Park Avenue Armory
Social Register Association
Travel with the Met

Shows & Auction Houses

New York International Auto Show
Bonhams
The Charleston Show
Christie's
Delaware Antiques Show
Doyle
Fontaine's Auction Gallery
Freeman's/Hindman
The Newport Show
Palm Beach Art, Antiques & Jewelry Show
The Philadelphia Show
Potomack Company
San Francisco Fall Antiques Show
Selkirk Auctioneers & Appraisers
Shannon's Fine Art Auctioneers
Sotheby's
Swann Auction Galleries
The Treasure House Fair



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, Steve Martin, Wes Gordon, Julio Torres, Sigourney Weaver, Alice Walton, David Netto, Tyler Mitchell, Jill Kargman, Nicky Hilton Rothschild, Anderson Cooper, Jamie Drake 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 2025, East Side House was named a Charity Navigator 4-Star charity for the 14th 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



2026 EXHIBITORS

A La Vieille Russie, Inc.
 Alexandre Gallery
 Aronson of Amsterdam
 Avery Galleries
 Véronique Bamps Monaco
 Michele Beiny
 Blumka Gallery
 Boccara Gallery
 Jonathan Boos
 Ralph M. Chait Galleries, Inc.
 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 New York
 Galerie Gmurzynska
 Michael Goedhuis
 Bernard Goldberg Fine Arts, LLC
 Richard Green
 Peter Harrington
 Thomas Heneage Art Books
 Hill-Stone
 Hirschl & Adler Galleries
 Hixenbaugh Ancient Art
 Clinton Howell Antiques
 Barbara Israel Garden Antiques
 Allan Katz Americana*
 Kentshire
 Keshishian
 Kelly Kinzle*
 Kunsthandel Nikolaus Kolhammer
 Koopman Rare Art
 Galerie Léage
 Les Enluminures
 Levy Galleries*

Nathan Liverant and Son, LLC*
 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.
 Olde Hope*
 Michael Pashby Antiques
 Ronald Phillips Ltd
 Red Fox Fine Art
 James Robinson, Inc.
 São Roque
 Rountree Tryon Galleries
 S. J. Shrubsole
 David A. Schorsch ~ Eileen M. Smiles
 Fine Americana*
 Elle Shushan*
 Robert Simon Fine Art
 Lawrence Steigrad Fine Arts
 Hollis Taggart
 Carolle Thibaut-Pomerantz
 Thomsen Gallery
 Jeffrey Tillou Antiques*
 Leon Tovar Gallery
 Wartski
 Zebregs&Röell

* Exhibiting in *Focus: Americana*





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
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Bulgari



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CONTACT

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