

Media Kit



THE WINTER SHOW
A BENEFIT FOR EAST SIDE HOUSE



January 2027



Dear Friend,

The Winter Show celebrates over 70 years as America's leading art, antiques, and design fair! Join us in the 73rd 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, décor, 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, 2026.**
- **OR reserve a full-page ad at full price and receive two tickets (value of \$1000) to the Opening Night Preview on January 21, 2027.**
- **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 New York's most impactful nonprofits, East Side House.** Advertising with The Winter Show directly advances the mission of this venerable, community-based organization in the South Bronx, which empowers more than 15,000 New Yorkers each year through education and workforce development. In 2026, **East Side House was awarded Charity Navigator's highest 4-Star rating for the 15th consecutive year**—an enduring testament to its exceptional impact, transparency, and fiscal stewardship.
- 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 73rd Winter Show:

- Held at the **Park Avenue Armory** from January 22 – 31, 2027, the Show features over 70 of the world's leading experts in the fine and decorative arts.
- The **Opening Night Preview on January 21** 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: **Amy Kehoe, Rita Konig, Todd Nickey, and Honorary Design Council Co-Chair, Wendy Goodman.**
- **Young Collectors Night** is a cornerstone event of the Show. This year the event will take place on January 28 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 2027 Insertion Order & Print Specifications

Click [HERE](#) to take a look at The Winter Show's 2026 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 over 72 years.

Join us in our **73rd 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 22 - 31, 2027**, 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, 2026.

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 Preview on January 21**
(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 \$900).



2027 ADVERTISING RATES

By Invitation Only: Early Space Reservation Discount
10% off until September 30, 2026

Ad Size	Standard Rate	Discount Rate
Full Page, Four Color	\$3,150	\$2,835
Half Page, Four Color	\$1,965	\$1,769
2-Page Spread, Four Color	\$5,225	\$4,703
Preferred Placement	\$3,650	\$3,285
Inside Covers	\$6,550	\$5,895

To reserve your spot today,
contact me:

Jill Bossert
Director of Advertising Sales
The Winter Show Catalogue
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Distributed at the Show
and available online from:
January 21, 2027

Deadlines
10% Discount
Ad Space Reservations:
September 30, 2026

Standard Rate
Ad Space Reservations:
November 13, 2026

Digital Files:
November 18, 2026

For Ad File Preparation
Requirements go to:
wintershowadvertising.com



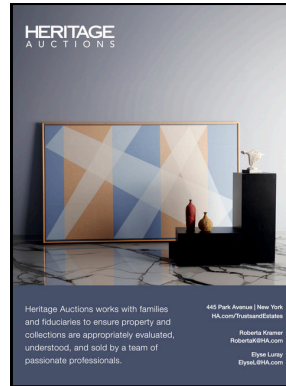
[View 2026 Catalogue](#)

[DOWNLOAD 2027
INSERTION ORDER AND PRINT SPECS](#)

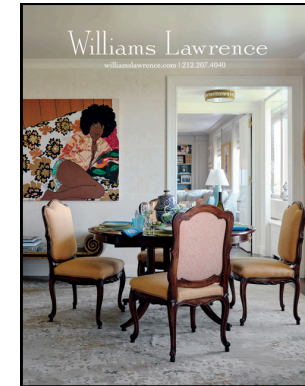
FEATURED ADVERTISERS



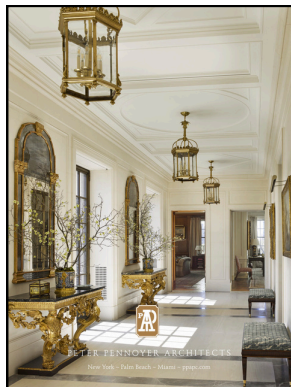
Chanel



Heritage



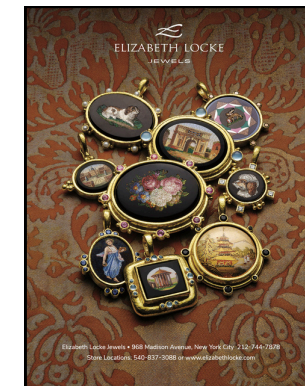
Williams Lawrence



Peter Pennoyer Architects



Schumacher



Elizabeth Locke

FEATURED ADVERTISERS

Antiques & Fine Art Dealers

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

Décor

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

Architects, Interior & Landscape Designers

Nate Berkus Associates
Cullman & Kravis
Design Leadership Network
Eleish Van Breems Home
Fairfax & Sammons Architecture
Ferguson & Shamamian Architects
Gachot
Hamilton Design Associates
Ralph Harvard
Corey Damen Jenkins
Suzanne Lovell
Moran Hook Architecture

Charlotte Moss
John B. Murray Architect
David Netto Design
Noz Design
Alex Papachristidis Interiors
Peter Pennoyer Architects
Ben Pentreath Ltd.
Thomas Pheasant
Markham Roberts, Inc.
Schafer & Co.
Smiros & Smiros Architects
Eric J. Smith Architect
Steven W. Spandle Architect
Studio Valle de Valle
Bunny Williams Home
Williams Lawrence
Fernando Wong Outdoor
Living Design
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
Boscobel House & Gardens
Detroit Institute of Arts
Drayton Hall

Florence Griswold Museum
Historic New England
Historic New Orleans
Collection
John Jay Homestead
Peabody Essex Museum
Preservation Society
of Newport County
Shelburne Museum
Winterthur Museum,
Garden & Library
Yale University Art Gallery

Luxury Retail

Abercrombie & Kent
Salvatore Ferragamo
Bergdorf Goodman
Bang & Olufsen
Black River Caviar
Bulgari
Cara Cara
Chanel
Elizabeth Locke Jewels
Marli New York
Alex Sepkus

Appraisers

Appraisers Association
of America
Helen Kippax and Associates
Lark Mason Advisory

Publications

Air Mail
Antiques & the Arts Weekly
The Art Newspaper
Apollo
Asian Art Newspaper
Condé Nast Media Group
Country Life
CULTURED
Galerie
Homeworthy
The Magazine Antiques

MODERN magazine
NYC&G
Venü

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

Shows & Auction Houses

New York International
Auto Show
Bonhams
The Charleston Show
Christie's
Clarke Auction Gallery
Delaware Antiques Show
Doyle
Fontaine's Auction Gallery
Freeman's
The Newport Show
Pennsylvania Antiques Show
Potomack Company
San Francisco Fall
Antiques Show
Selkirk Auctioneers
& Appraisers
Shannon's Fine Art
Auctioneers
Sotheby's
Swann Auction Galleries
Treasure House



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 2026, East Side House was named a Charity Navigator 4-Star charity for the 15th 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 15,000 New York families annually improving their lives with programs ranging from basic literacy to specialized technology training.

eastsidehouse.org





2026 EXHIBITORS

- Gallery 19C
A La Vieille Russie, Inc.
Alexandre Gallery
Aronson of Amsterdam
Avery Galleries
Michele Beiny
Blumka
Boccaro Gallery
Jonathan Boos
Bowman Sculpture
Galerie Cahn
Ralph M. Chait Galleries, Inc.
Thomas Colville Fine Art
Jonathan Cooper
Cove Landing
Daniel Crouch Rare Books
Didier Ltd
Geoffrey Diner Gallery
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
Graf, Kaplan & Zemaitis
Richard Green
Peter Harrington
Thomas Heneage Art Books
Hill-Stone
Hirschl & Adler Galleries
Hixenbaugh Ancient Art
Clinton Howell Antiques
Barbara Israel Garden Antiques
Kentshire
Kunsthandel Nikolaus Kolhammer
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
Lillian Nassau LLC
Ambrose Naumann Fine Art
Jill Newhouse Gallery
The Old Print Shop, Inc.
Peter Pap Rugs
Michael Pashby Antiques
Greg Pepin Silver
Ronald Phillips Ltd
Red Fox Fine Art
Ricco/Maresca
James Robinson, Inc.
S. J. Shrubsole
Robert Simon Fine Art
Lawrence Steigrad Fine Arts
Symbolic & Chase
Hollis Taggart
Carolle Thibaut-Pomerantz
Thomsen Gallery
Jeffrey Tillou Antiques
Rose Uniacke
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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CONTACT

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