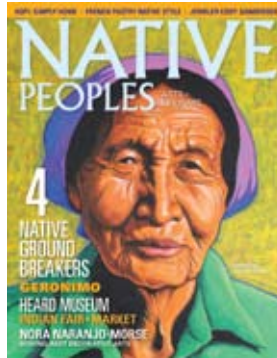


NATIVE PEOPLES MAGAZINE

NATIVE PEOPLES MAGAZINE // 5333 NORTH SEVENTH STREET, SUITE 224 // PHOENIX, AZ 85014 // 888.262.8483 // 602.265.4855 // WWW.NATIVEPEOPLES.COM



DEDICATED TO THE SENSITIVE PORTRAYAL OF THE ARTS AND LIFEWAYS OF NATIVE PEOPLES OF THE AMERICAS

- Over 20 years of publishing excellence
- The world's first magazine devoted solely to Native American art and culture
- The largest qualified, paid-circulation of consumer magazines in this genre and the highest Native circulation of any national magazine

Every issue offers a dynamic combination of must-read editorial that inspires and outstanding photography that reinforces it.

Our unique museum affiliations, subscribers, retail sales, newsstand and bonus distribution offer you qualified, involved readers who are keenly interested in Native American contemporary art, artifacts, history, travel and culture. They are your customers and clients—avid, enthusiastic patrons of all that is *Native Peoples Magazine*.

You Benefit From:

- A qualified circulation of up to 50,000+ per issue
- An audience of over 150,000 readers per issue with a two-person pass-along rate
- Ongoing opportunities to sell your product and develop long-term relationships with our readers through frequency advertising

WE'RE A VITAL RESOURCE

"*Native Peoples* has been an important forum for promoting the Institute of American Indian Arts. As a longtime advertiser, IAIA values this opportunity to reach the national Native American community as well as our donors. From helping IAIA to stay at the forefront of Native American educational institutions to raising scholarship funds for our talented students, *Native Peoples* is a vital resource."

MARITA HINDS, DIRECTOR
IAIA DEVELOPMENT FOUNDATION // SANTA FE, NM

WE'RE ON TOP OF OUR GAME

"We are the oldest Indian arts business in Albuquerque. *Native Peoples* supports and promotes highly regarded Native artists in all media—just as we do. The staff is professional and responsive, the articles well written and of wide-ranging interest. Wright's is happy to be associated with a publication of such uniformly high quality."

WAYNE BOBRICK, OWNER
WRIGHT'S INDIAN ART // ALBUQUERQUE, NM

WE OFFER PROVEN RESULTS

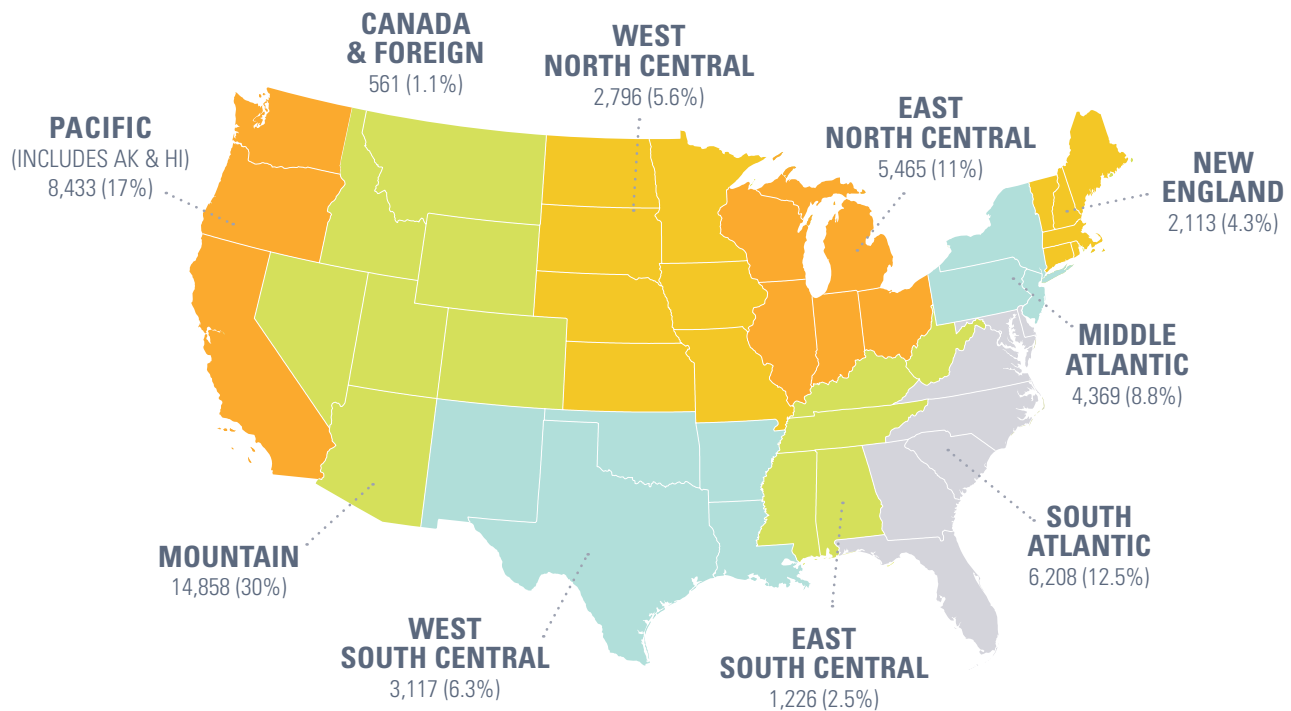
"*Native Peoples* has proven to be an effective way to reach people interested in Native American music. We've been very pleased with the steady response to our ads."

ROBERT DOYLE, OWNER
CANYON RECORDS // PHOENIX, AZ

NATIVE PEOPLES
M A G A Z I N E

MARKET POSITIONING WE'RE EVERYWHERE

NATIVE PEOPLES MAGAZINE // 5333 NORTH SEVENTH STREET, SUITE 224 // PHOENIX, AZ 85014 // 888.262.8483 // 602.265.4855 // WWW.NATIVEPEOPLES.COM



WE BUILD STRONG PARTNERSHIPS

Native Peoples is affiliated with 12 prestigious Native museums and organizations whose members receive our magazine as a benefit of membership.

- **Abbe Museum** BAR HARBOR, ME
- **Autry National Center Museum of the American West** LOS ANGELES, CA
- **Eiteljorg Museum of American Indians and Western Art** INDIANAPOLIS, IN
- **Heard Museum** PHOENIX, AZ
- **Institute of American Indian Arts Museum** SANTA FE, NM
- **Iroquois Indian Museum** HOWES CAVE, NY
- **Linden-Museum** STUTTGART, GERMANY
- **Mashantucket Pequot Museum and Research Center** MASHANTUCKET, CT
- **Montclair Art Museum** MONTCLAIR, NJ
- **Native American Rights Fund** BOULDER, CO
- **Sky City Cultural Center and Haak'u Museum** ACOMA PUEBLO, NM
- **Southwest Museum** LOS ANGELES, CA

VALUE ADDED

- Advertiser Web site directory and index in each issue make it even easier to find you
- Glossy, laminated counter cards displaying your ad for your promotional use
- Complimentary link for all frequency advertisers on www.nativepeoples.com
- Specially priced overruns and reprints

INCREASED VISIBILITY

In addition to an audience of over 150,000 readers per issue, an average of 2,750 copies of each issue are sold or distributed at our affiliates' annual galas, national powwows, Native American art markets and select hotels:

- Eiteljorg Museum Indian Market & Festival
- Gathering of Nations Powwow
- Heard Museum Guild Indian Fair & Market
- Indian Arts & Crafts Association Wholesale Markets
- Pueblo Grande Indian Market
- SWAIA's Santa Fe Indian Market
- Southwest Museum Intertribal Marketplace

NATIVE PEOPLES
M A G A Z I N E

EDITORIAL EXCELLENCE

NATIVE PEOPLES MAGAZINE // 5333 NORTH SEVENTH STREET, SUITE 224 // PHOENIX, AZ 85014 // 888.262.8483 // 602.265.4855 // WWW.NATIVEPEOPLES.COM

Native Peoples is a journey—one that reflects living, vibrant and evolving Native cultures. **We are a reliable and recognizable voice for Native people, providing a rich and thought-provoking window** to the past and a glimpse into the contemporary Native ways of living today.

FASCINATING FEATURES

Artist Profiles

Exclusive features of leading figures in Indian art. Our stories dig beneath the surface to reveal the motivations, hopes and endeavors of these artists.

Travel

We take our readers on journeys to destinations rich in both living and historical Native life. Plus, readers receive helpful travel tips, resources and details for each destination.

Trends

We research and track leading trends in art, literature and antiquities and present them in an appealing, informative style.



Issues

With sensitivity, we explore substantial and sometimes provocative issues confronting individuals and tribes as a whole, providing insights for both long-standing and present-day concerns.

Photo Essays

Stunning layouts of rich, full-color and black-and-white photographs capture historical and contemporary Indigenous life in North America.

DEPARTMENTS: ALWAYS AT THE FOREFRONT

Viewpoint

Diverse voices speak on subjects of both personal and global significance. Notable authors have ranged from Pulitzer Prize winner N. Scott Momaday to singer/composer Joanne Shenandoah.

On the Wind

An award-winning news section provides informative snapshots of important developments and current affairs in Indian Country.

Happening

This events-focused column offers exclusive details on upcoming art festivals, markets and entertainment.

Spirit of the Harvest

Presents delicious recipes and captivating food lore from ancient and contemporary kitchens.

History

A look at important individuals and moments in the history of Native America.



Museums & Galleries

Significant museum exhibitions and gallery shows devoted to Native art. Plus, listings of shows and openings from coast to coast.

Music

An exclusive guide to work being produced today in the rapidly evolving realm of Native American music, from hip-hop to traditional powwow drumming.

Books

An informed overview of books about Native history, arts and culture, including children's literature, novels and other forms of the written word.

Moving Images

A look at the best in current film and television programming by and about Native Americans.

FROM TOP: PHOTO BY ALEXANDER BARTON / MARIA, JULIAN AND BABY ADAM MARTINEZ, COURTESY THE GONZALES FAMILY / MASK, COLLECTION OF RAY NEWLON, PHOTO BY GARY JOHNSON / PHOTO BY MARTIN JACOBS / WASKWANE STONEFISH, PHOTO BY CRAIG SMITH, COURTESY HEARD MUSEUM

NATIVE PEOPLES
M A G A Z I N E

2010 EDITORIAL CALENDAR

NATIVE PEOPLES MAGAZINE // 5333 NORTH SEVENTH STREET, SUITE 224 // PHOENIX, AZ 85014 // 888.262.8483 // 602.265.4855 // WWW.NATIVEPEOPLES.COM

January/February

Heard Museum Guild Indian Fair & Market Focus

SPACE CLOSE: NOVEMBER 1, 2009 // MATERIALS DUE: NOVEMBER 10, 2009

- **Groundbreakers III:** Artists Fritz Casuse, Marla Allison, Melissa Cody and Royce Manuel
- Profiles on **Arizona's Apache tribes**, with history and visitor tips on art strengths, places to see, things to do, where to stay
- **Award-winning artists of the 2009 Heard Market:** Mike Medicine Horse Zilliox, Stetson Honyumptewa, Margaret Wheeler and Diane Willard. Details on the March 2010 event.
- The **Heard Museum's noteworthy literary resources**
- Travel: The **Havasupai** people of the Grand Canyon
- Museums: **New Mexico History Museum**

March/April

Native Business Focus

SPACE CLOSE: JANUARY 2, 2010 // MATERIALS DUE: JANUARY 10, 2010

- A look at **renewable energy** and efforts to promote it by the federal government, Fortune 500 companies, tribes and nonprofits
- Profiles on **Indian-owned (tribal & private) businesses**
- Tlingit artist **Preston Singletary** and his exhibition *Echoes, Fire & Shadows*, organized by the Museum of Glass, Tacoma
- Prominent female leader **LaDonna Harris**, founder of Americans for Indian Opportunity and its ambassadors program for Native youth
- History: **Chief Plenty Coups**, 19th-century Crow leader

May/June

Eiteljorg Museum Indian Market & Festival

SPACE CLOSE: MARCH 1, 2010 // MATERIALS DUE: MARCH 10, 2010

- Profiles of select **2009 Eiteljorg Market Best of Class winners and 2010 event details**
- A historical review of **wampum** and profiles of artists working in this jewelry medium today
- National Aboriginal Day: Canada honors its original inhabitants coast-to-coast annually on June 21, including a special gathering at the **First Peoples' Festival** of Montreal
- A **botanical and vegetable garden at Haskell University** focuses on traditional Native food crops and medicinal plants
- Museums: Huichol exhibit at the **Museum of Indian Arts & Culture**, Santa Fe
- Galleries: Native-owned **Bear Creek Gallery** of Indianapolis

July/August

Santa Fe Indian Market Preview

SPACE CLOSE: MAY 1, 2010 // MATERIALS DUE: MAY 10, 2010

- A look at the artwork and lives of 2009 Santa Fe Indian Market **Best of Show winners**
- A comprehensive guide to the major official events planned for the **2010 Santa Fe Indian Market**
- Four Under 35: Our pick of **four up-and-coming artists in the realm of fine pottery**
- The annual **World Eskimo-Indian Olympics** in Alaska, featuring far-out feats of athleticism
- A look at an important battle—**protection of eagles versus use of eagle feathers**—being waged by the Native American Rights Fund
- The collection of Wintun Rumsey Chairman **Marshall McKay** of California
- Galleries: **A visit to Prairie Edge**, Rapid City, SD

September/October

Santa Fe Indian Market Focus

SPACE CLOSE: JUNE 26, 2010 // MATERIALS DUE: JULY 6, 2010

- Jewelers in all media who produce outstanding **rings**
- A **guide to all that happens in Santa Fe** outside of Indian Market itself, from live music to receptions and film screenings
- An overview of the **historical uses of tobacco** and its current uses (and abuses) in Indian Country
- History: Kiowa painter **Acee Blue Eagle**
- Travel: We tour the great state of **Montana**
- Galleries: **Andrews Pueblo Pottery**, Albuquerque, NM

November/December

Holiday Gift Guide

SPACE CLOSE: SEPTEMBER 1, 2010 // MATERIALS DUE: SEPTEMBER 10, 2010

- **Feather Headdresses:** A history of this form of magnificent headwear, with profiles on four living practitioners of this ancient art
- **Holiday Gift Guide:** Exceptional arts and crafts handmade by Native artists, as well as select books, CDs and other goods

Every issue also will carry a variety of our award-winning departments, including Viewpoint, On The Wind, Happening, Spirit of the Harvest, Collections, Appraisals, Books and Moving Images

DEMOGRAPHIC PROFILE

NATIVE PEOPLES MAGAZINE // 5333 NORTH SEVENTH STREET, SUITE 224 // PHOENIX, AZ 85014 // 888.262.8483 // 602.265.4855 // WWW.NATIVEPEOPLES.COM

Our Readers Are Your Target Audience

38%	are Native American
64%	are between the ages of 25 and 64
69%	are female
70%	hold technical, college or graduate degrees
42%	are in middle- to upper-management business careers
73%	own their own home
\$256,300	Average home value
\$113,000	Average annual combined household income
\$438,000	Average total net worth

PURCHASING POWER

88%	buy Native American art from galleries, at art shows, through Web sites or at Native American markets
48%	either contacted an advertiser and/or purchased the product or service as a direct result of reading an advertisement in Native Peoples
75%	visit art galleries and museums
64%	purchased Native American jewelry in the past two years
48%	purchased pottery in the past two years
52%	spend between \$500 and \$6,000 annually on Native American items; the average is more than \$1,100 each year

FUTURE COLLEGE PLANS

29%	indicate they or someone else in their household is likely or very likely to attend college or other post-secondary school in the next two years
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QUALIFIED READERSHIP

70%	spend one hour or more reading each issue
63%	save the magazine for future reference

TRAVEL INFORMATION

52%	take one or more airline trips for pleasure and/or business each year
70%	spend one or more nights at hotels annually
33%	have rented a vehicle in the past 12 months
42%	have visited the Southwest U.S. (25% plan to visit)
57%	have visited either the Northeast or Southeast U.S. (24% plan to visit)
36%	have either visited or plan to visit the Northwest U.S.

ACTIVE INTEREST IN NATIVE AMERICA

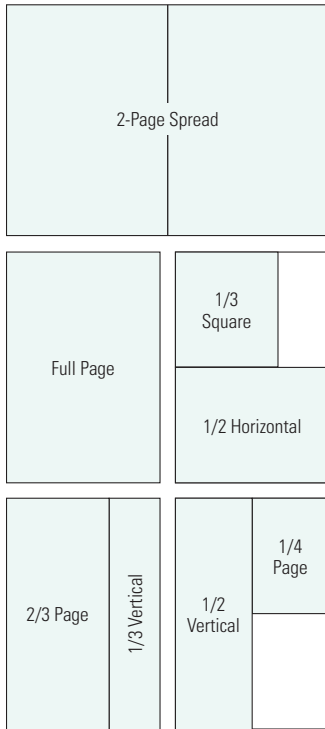
77%	attend powwows and Indian art markets
75%	attend at least one Native American art exhibit annually

DATA FROM DECEMBER 2007 NATIVE PEOPLES MAGAZINE READERSHIP STUDY CONDUCTED BY LEWIS & CLARK RESEARCH, 919/510-0070.

NATIVE PEOPLES
M A G A Z I N E

DISPLAY ADVERTISING SPECIFICATIONS

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JANUARY/FEBRUARY 2009 COVER FEATURING "GENERATIONS," BY RYAN SINGER (NAVAJO), PHOTO BY HECTOR ACUNA

DEADLINES

ISSUE	SPACE CLOSE	MATERIALS DUE	ON NEWSSTAND
JAN/FEB	Nov 1	Nov 10	Jan 1
MAR/APR	Jan 1	Jan 10	Mar 1
MAY/JUN	Mar 1	Mar 10	May 1
JUL/AUG	May 1	May 10	Jul 1
SEP/OCT	Jun 26	Jul 6	Sep 1
NOV/DEC	Sep 1	Sep 10	Nov 1

All materials must be submitted by the deadline.

When the deadline falls on a holiday or weekend, the deadline is extended to the next business day.

Cancellations are not accepted after space close deadline.

AD DESIGN SERVICES

We can design and produce your ad for an additional charge.

- Digital images must be 300 dpi at the final printed size.
- E-mail all images and ad copy to production@nativepeoples.com.
- A proof will be e-mailed to you for approval.

Full Page	\$475
2/3 or 1/2 Page	\$310
1/3 or 1/4 Page	\$270
Scans	\$50 each

ADDITIONAL CHARGES MAY APPLY TO ALL ADS THAT DO NOT MEET SPECIFICATIONS.

SIZE	(WIDTH x HEIGHT)
Full Page	
Bleed	8.625" x 11.125"
Non-bleed	7.625" x 10.125"
Trim Size	8.375" x 10.875"
2-PAGE SPREADS MUST BE SUBMITTED IN SINGLE-PAGE FORMAT	
2/3 Vertical	
Bleed	5.625" x 11.125"
Non-bleed	5.0" x 10.0"
Trim size	5.375" x 10.875"
1/2 Vertical	
Bleed	4.375" x 11.125"
Non-bleed	3.625" x 10.0"
Trim size	4.125" x 10.875"
1/2 Horizontal	
Bleed	8.625" x 5.5"
Non-bleed	7.625" x 4.875"
Trim size	8.375" x 5.25"
1/3 Vertical	
2.375" x 10.0"	(NO BLEED)
1/3 Square	
5.0" x 4.875"	(NO BLEED)
1/4 Page	
3.625" x 4.75"	(NO BLEED)

Native Peoples Printing

Web offset, four-color, perfect bound, 150 line screen

Acceptable File Format

PDF/X-1a:2003 (flatten transparencies)

Preferred Native Application

Adobe InDesign CS2 or later

Page Size

Page should be created to trim size

Bleed

Minimum 1/8" (0.125") on all sides

Live Area

Text and non-bleeding elements should be kept at a minimum of 3/8" (0.375") away from trim to avoid any complications

Images

CMYK, 300 dpi; 1200 dpi for single bit (logos)

Spot (Pantone/PMS) Colors

Convert all spot colors to CMYK

Line Screen

150 LPI

Overprint Preview

When viewing PDFs in Adobe Acrobat, activate "Overview Preview" in the Advanced > Print Production menu. This ensures what you will see in Acrobat accurately represents what will print.

White Overprint

Make sure all white objects in your document, including text, are set to "Knockout." If sent to "Overprint," it will disappear from the printed page.

The most common problem element is an Adobe Illustrator logo. To remove the overprint settings, open the item in Illustrator, select the offending element and uncheck "Overprint Fill" in the Attributes palette.

Proofs

SWOP Standard at 100%. *Native Peoples* is not responsible for any reproduction problems in the absence of hard copy, color proofs.

Supported Media

CD-ROM
DVD

Send material to:

Native Peoples Magazine
Production Department
5333 N. Seventh St., Suite 224
Phoenix, AZ 85014
Phone: 888/262-8483, ext.170

Electronic submissions:

E-MAIL:

production@nativepeoples.com

FTP USING WEB-BASED EZUPLOAD:

GO TO:
www.nativepeoples.com/uploads
PASSWORD: npmag

FTP USING CYBERDUCK OR FETCH:

HOST NAME:
www.nativepeoples.com
USER ID:
np-ads@nativepeoples.com
PASSWORD: native

Additional charges may apply to all ads that do not meet specifications.

NATIVE PEOPLES
M A G A Z I N E

EXPLORE NATIVE AMERICA

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The Explore Native America special advertising section is **designed especially for Native artists** and other organizations who desire a **full-color ad at a very affordable price.**

SAMPLE ADS (ACTUAL SIZES)

**THE FIVE CIVILIZED TRIBES MUSEUM
MASTERS' ART SHOW AND SALE**

NOVEMBER 1 – 30, 2008

1101 Honor Heights Drive
Muskogee, Oklahoma 74401

Reception November 1st at 6:30 p.m.
Hours: Mon.- Sat. 10-5 and Sun. 1-5
Information 1-877-587-4237 or 918-683-1701
5civilizedtribes@sbcglobal.net
www.fivetribes.org

Troy Anderson, "Daughter of the Sun"

1/6 HORIZONTAL

DAVID DEAR

www.DavidDear.com

SAN JUAN PUEBLO, NM
800-753-8141

1/12 VERTICAL

DEADLINES

ISSUE	SPACE CLOSE	MATERIALS DUE	ON NEWSSTAND
JAN/FEB	Nov 1	Nov 10	Jan 1
MAR/APR	Jan 1	Jan 10	Mar 1
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NOV/DEC	Sep 1	Sep 10	Nov 1

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RATES AND SPECIFICATIONS

SIZE	(WIDTH x HEIGHT)	1x	3x	6x
1/3 Horizontal	7.75" x 3.0"	\$1500	\$1450	\$1400
1/6 Horizontal	3.75" x 3.0"	\$750	\$725	\$700
1/12 Vertical	1.75" x 3.0"	\$450	\$425	\$400

- Digital images must be 300 dpi at the final printed size.
- E-mail all images and ad copy to production@nativepeoples.com.
- A proof will be e-mailed to you for approval.

ONLINE ADVERTISING NATIVEPEOPLES.COM

NATIVE PEOPLES MAGAZINE // 5333 NORTH SEVENTH STREET, SUITE 224 // PHOENIX, AZ 85014 // 888.262.8483 // 602.265.4855 // WWW.NATIVEPEOPLES.COM

Let our Web site be **your gateway to thousands of motivated consumers for increased sales and profits!**



PURCHASING POWER

- Vibrant, full digital versions of our printed issues
- Hundreds of exclusive articles and photos
- Special events calendar
- Community resource directory links

BANNER AND BUTTON ADVERTISING

Most people use the Internet as their primary source of information when buying products or services. Internet advertising provides valuable and direct, one-on-one exposure to your product. You receive the added value of a direct link to your Web site.

Receive a discount when you advertise in our printed issue.

Please contact the advertising department or your account executive for details. Minimum three-month contract, prepaid.

SIZE	DIMENSIONS	3 mo.	6 mo.	12 mo.
Vertical Banner	120 x 240 pixels	\$900	\$1650	\$3150
Large Button	120 x 90 pixels	\$600	\$1100	\$2150
Small Button	120 x 60 pixels	\$300	\$550	\$1150

Specifications: JPEG or GIF images, RGB, 72 dpi

LINKS DIRECTORY PACKAGES

Our Links Directory allows visitors to find your product or service by category or keyword. Premium listings always appear at the top and include your logo. Minimum 12-month contract, prepaid.

Once your profile has been reviewed and payment confirmed, you will receive an e-mail confirming your link is active in our directory.

Standard Link: \$100/year prepaid

Text-only profile of your company.

Brief, 50-word description and detailed contact information.

Premium Link: \$150/year prepaid

Displayed at the top of our directory in your category, the Premium Link offers all the features of a Standard Link, plus your full-color 75 x 50-pixel company logo and a 65-word company profile.

For Premium Links, please e-mail your logo/graphic to production@nativepeoples.com.

STATEMENT OF OWNERSHIP, MANAGEMENT & CIRCULATION

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Summary of the Annual United States Postal Service Audit of the Statement of Ownership, Management and Circulation

PUBLICATION TITLE: Native Peoples | **PUBLICATION NUMBER:** 0895-7606 | **FILING DATE:** 09-04-08
ISSUE FREQUENCY: Bimonthly | **NUMBER OF ISSUES PUBLISHED ANNUALLY:** Six | **ANNUAL SUBSCRIPTION PRICE:** \$19.95

NATIVE PEOPLES MAGAZINE

5333 North Seventh Street, Suite 224 | Phoenix, Maricopa County, Arizona | 85014-2804
PUBLISHER: Stephen H. Phillips | **EDITOR:** Daniel Gibson | **OWNER:** Media Concepts Group, Inc.

ISSUE DATE FOR CIRCULATION DATA BELOW: SEPTEMBER/OCTOBER 2008 ISSUE.		
EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	NO. OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
Total Number of Copies (net press run)	55,167	64,000
Paid Circulation		
1. Mailed Outside-County Paid Subscriptions Stated on USPS Form 3541	35,548	39,837
2. Paid Distribution Outside the Mails (newsstand sales)	6,209	7,453
Total Paid Distribution:	41,757	47,290
Free or Nominal Rate Distribution		
1. Free Copies Included on USPS Form 3541	568	590
2. Free Copies Outside the Mail	3,292	3,950
Total Free or Nominal Rate Distribution:	3,860	4,540
Total Distribution:	45,617	51,830
Copies not Distributed:	9,550	12,170
Total:	55,167	64,000
Percent Paid:	91.53%	91.24%

USPS Statement of Ownership, Management and Circulation will be printed in the November/December 2008 issue.
 Signed: Stephen H. Phillips, Publisher Date: 09-04-08