RAVVISION OVER 25 YEARS OF PUBLISHING ART BRUT & OUTSIDER ART
Raw Vision is the world’s only international journal of outsider art and allied fields such as art brut, contemporary folk art and visionary art. Since it was launched in 1989 Raw Vision has established itself as one of the world’s leading art magazines and has been awarded the UNESCO CAMERA prize for the World’s Best Art Magazine, the UTNE (USA) Independent Press Award and the City of Paris Medal for contributions to international culture.

Raw Vision was founded with the express purpose of bringing outsider art to a wider public. Over the years the perception of outsider art has developed from being almost a secret clandestine art, often overlooked and scorned, into a vibrant factor in contemporary art and culture.

As the consummate journal on outsider, self-taught, visionary, folk and marginal arts, Art Brut and visionary environments, Raw Vision’s articles feature:

- **classic artists** of art brut and outsider art
- **completely unknown** outsider artists from around the world
- **creators and builders** of sculpture gardens and environments
- **self-taught artists** working in studios and disability workshops
- **reviews** of exhibitions and books
- **interviews** with artists and collectors
- **international guide** to galleries and museums
- **international news** on exhibitions, events, updates on environments and artists, obituaries
- **reviews** of specialist books and exhibitions
**BOOKS & EXHIBITIONS**

**Raw Vision publishes books**

- *Raw Erotica* fully illustrated essays on rarely-seen personal interpretations of sexual desire and activity by outsider artists.

- *Outsider Art Sourcebook* a directory of visionary and outsider artists and environments, museums and collections, galleries, organisations, websites and bibliography.


**Raw Vision curates and holds exhibitions**


*Raw Vision* benefits from extra distribution and promotion at these exhibitions to VIPs, collectors, press and visitors. It is also stocked in over 30 major galleries and museums globally.

Jenifer P. Borum has been teaching humanities and writing at NYU since 2007. She has contributed to Artforum, Raw Vision, Folk Art Magazine and New Art Examiner for over 20 years, and has had essays for books published by Oxford/Grove, Knopf, Abrams, Tinwood Books, HardyMarks and University of Mississippi Press, and was the primary writer for Folk Erotica (1994).

Michael Bonesteel is a Chicago-based art historian in the field of self-taught and outsider art in America and Europe. He is also an art critic and professor at the School of the Art Institute of Chicago. He published the authoritative Henry Darger, Art and Selected Writings in 2000 and is the author of numerous book, newspaper and magazine articles, and essays.

Roger Cardinal, Emeritus Professor at the University of Kent, wrote the pioneering book Outsider Art in 1972, and has published widely on individual outsiders, as well as producing essays on such topics as outsider architecture, prison art, autistic art and memory painting. A contributing editor of Raw Vision, he has curated exhibitions in Britain, France, Slovakia and America.

Ted Degener has been researching and documenting outsider and self taught artists for over two decades. He travels widely to find his subjects, often totally undiscovered artists, and although mainly working in the US, he has also documented visionary environments and their creators in Europe and India. His work has been shown in numerous exhibitions in the US.


Jo Farb Hernandez, the Director of SPACES — Saving and Preserving Arts and Cultural Environments — the archive supporting art environments, is also Professor and Director of the Thompson Art Gallery at San José State University. She has curated numerous exhibitions, and has written widely, including a groundbreaking book on Spanish art environments, Singular Spaces.

David Maclagan is a writer, artist, retired university lecturer and art therapist. He has published many articles on the psychological and aesthetic aspects of art, and is the author of Outsider Art: From the Margins to the Marketplace (2009).
Céline Muzelle is an art historian and freelance curator from Lyon, France, who researches and writes on Art Brut and outsider art. She co-wrote the catalogue raisonné of the work of classic Art Brut artist Aloïse Corbaz and collaborated on several international exhibitions and publications.

Tom Patterson has been writing about folk, visionary and outsider art for 30 years. His biographies of Georgia visionaries Howard Finster and Eddie Owens Martin ("Saint EOM") were published in the late 1980s. He has written extensively on the lives and work of artists operating on the margins and has curated exhibitions for museums across the USA.

Colin Rhodes is Professor and Dean at the University of Sydney and Director of the Self-Taught and Outsider Art Research Collection (STOARC). He has written and lectured internationally and is the author of Outsider Art: Spontaneous Alternatives (2000), and has curated many exhibitions of outsider art. He studied at Goldsmiths' College and the University of Essex.

Thomas Roeske has been curator of the Prinzhorn Collection at the Psychiatric University in Heidelberg, since 2002. He has been assistant professor at the University of Frankfurt and now teaches at the Institute of European Art History at Heidelberg. He has written and published extensively on aspects of art and psychiatry.


Tony Thorne is Language and Innovation Consultant at King’s College London. In addition to publishing and broadcasting on unorthodox language and alternative histories and subcultures, he has written extensively on outsider and visionary artists.

Leslie Umberger, curator and art historian, has specialised in tradition-based and autonomous art since 1998. She has curated over fifty exhibitions, including Sublime Spaces & Visionary Worlds: Built Environments of Vernacular Artists (2007) and Emery Blagdon: The Healing Machine (2012). She is currently Curator of Folk and Self-taught Art at the Smithsonian American Art Museum in Washington, DC.

Daniel Wojcik is professor of English and Folklore Studies at the University of Oregon. His books include Punk and Neo-Tribal Body Art, The End of the World as We Know It: Faith, Fatalism, and Apocalypse in America and the recent Outsider Art: Visionary Worlds and Trauma.
AWARDS

AMERICAN FOLK ART MUSEUM VISIONARY AWARD

MEDAILLE DE LA VILLE DE PARIS

VOTED WORLD'S BEST ART MAGAZINE

UTNE INDEPENDENT PRESS AWARD (USA)

AUDIENCE AND READERSHIP

5,500
Circulation

13,750
Readership
(2.5 readers per copy)

Distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>US</td>
<td>48.2%</td>
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<td>UK</td>
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<td>France</td>
<td>11.3%</td>
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<tr>
<td>Switzerland</td>
<td>6.8%</td>
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<td>Italy</td>
<td>3.5%</td>
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<tr>
<td>Rest of world</td>
<td>11.4%</td>
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Basic demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female</td>
<td>54%</td>
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<tr>
<td>Male</td>
<td>46%</td>
</tr>
<tr>
<td>Median age</td>
<td>34 years</td>
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<tr>
<td>Reader loyalty (average)</td>
<td>8 years</td>
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Raw Vision readers are

- Art collectors
- Art professionals
- Intelligent and discerning
- Visually sophisticated
- Creative professionals
- Artists, professional
- Artists, self-taught
- Mental health professionals
ADVERTISING

Size 1x SERIES

Full Page $2337 · £1811 · €1778
Half page horizontal/vertical $1532 · £1224 · €1432
Quarter page $895 · £695 · €740
Eighth Page $650 · £495 · €550

• $1850 · £1079 · €1352
• $1250 · £830 · €957
• $766 · £465 · €520
• $490 · £315 · €340

Premium Positions

Inside covers $2695 · £2248 · €2358
Back cover $2715 · £1632 · €1961

$2403 · £1560 · €1985
$2460 · £1775 · €2063

Technical specs

All ads to be supplied as PDFs.

All measurements are height x width (Trimmed page size 11.69 x 8.27 ins / 297 x 210 mm)

Full page 10.70 x 7.44 ins / 272 x 190 mm, with bleed 12.08 x 8.60 ins / 307 x 230 mm
Half page : Horizontal 5.31 x 7.44 ins / 136 x 190 mm
Half page : Vertical 10.70 x 3.66 ins / 272 x 93 mm
Quarter page 5.31 x 3.66 ins / 136 x 93 mm
Eighth page 3.66 x 2.57 ins / 93 x 65.3 mm

GALLERIES / MUSEUMS listing page - listing including colour image

One issue $250 · £200 · €230 each
Series of four entries total $850 · £600 · €880

BANNER ADVERTISING ON OUR WEBSITE www.rawvision.com - daily visits 800-2,000

One year $275 send jpeg 440 x 140 pixels

BANNER ADVERTISING ON OUR RAW VISION WEEKLY newsletter - circulation 10,000

One time $150 Four times $450
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Website
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Facebook
www.facebook.com/rawvision

Raw Vision publication dates

Raw Vision 97  press date March 15 2018
Ad Deadline  publication UK March 25
March 1  publication USA April 9 (subscribers)
            April 25 (newsstand)

Raw Vision 98  press date June 15 2018
Ad Deadline  publication UK June 25
June 1  publication USA July 9 (subscribers)
           July 25 (newsstand)

Raw Vision 99  press date Sep 15 2018
Ad Deadline  publication UK Sep 25
September 1  publication USA Oct 9 (subscribers)
            Oct 25 (newsstand)

Raw Vision 100 press date Dec 15 2018
Ad Deadline  publication UK Dec 24
November 15  publication USA Jan 9 (subscribers)
            Jan 25 (newsstand)