

Classical Fighting Arts



Classical Fighting Arts magazine ADVERTISING INFORMATION

Valid from July 2006

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Description:

Founded in the early 1990s, Classical Fighting Arts magazine is a quarterly journal dedicated to the publication of factual information of technical, historical, and educational value on the martial arts of Japan, China, and Okinawa. ISSN 1547-416X.

綜合武道雜誌

Classical Fighting Arts magazine was described by the Library Journal in New York as:

“...a journal for the serious martial arts enthusiast...filled with in-depth, accurate articles about the many aspects of the martial arts.”

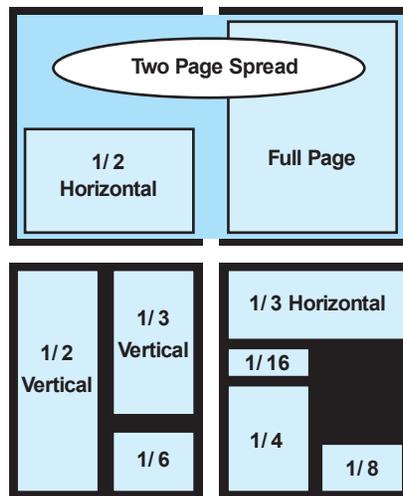
Mechanical Specifications

Space	Width/ Height-Inches
Two-page spread	16 x 10-1/2 (full bleed)
Full Page	7 x 9
1/2 horizontal	7 x 4-1/2
1/2 vertical	3-1/2 x 9
1/3 horizontal	7 x 3
1/3 vertical	3-1/2 x 6
1/4 page	3-1/2 x 4-1/2
1/6 page	3-1/2 x 3
1/8 page	3-1/2 x 2-1/4
1/16 page	3-1/2 x 1-1/8

Advertising Rates

Space	1 Time	4 Times
2-pg spread	\$1,700	\$1,500
Full Page	\$950	\$850
1/2 page	\$550	\$475
1/3 page	\$450	\$360
1/4 page	\$355	\$300
1/6 page	\$300	\$250
1/8 page	\$245	\$200
1/16 page	\$190	\$175

Note: All sizes are non-bleed unless noted.
Rates subject to change as specified by publisher.



Terms & Conditions

Advertisers assume all responsibility and liability for all claims arising from advertisements and will protect the Publisher from the same. A complete legal street address and phone number is required for our files for those advertisers using a post office box number in their ad.

Publication Dates

Artwork must be received with payment in full at least 30 days prior to publication on:

Spring Issue – Feb 1; Summer Issue – May 1;
Fall Issue – August 1; Winter Issue – November 1.

Advertising Acceptability

We reserve the right to refuse advertising that does not meet our publishing standards or we judge to be unacceptable to a majority of our readers. Well designed advertising, featuring high quality products and designed to attract the sophisticated enthusiast has a history of producing very acceptable results from the readers of CFA magazine.

Material Requirements

Macintosh:

InDesign, CS, CS2.

QuarkXPress 4.

Photoshop • Illustrator • PDF

All other programs need to have all fonts converted to paths and saved as an EPS. (Because an EPS converts the ad to one graphic element, we cannot make changes on these ads.)

Images: 300 DPI saved in CMYK or Grayscale TIFF format. Do not compress placed graphics using JPEG or LZW. Include all placed graphics on disk. Do not embed images in your file without supplying those original images.

Fonts: All fonts for an ad, including fonts embedded in an EPS, need to be furnished on disc. (We cannot accept ads which require us to use PC fonts. They are not readable on Macintosh.) All artwork used to create an ad needs to be furnished on disc. Spot color ads may be possible by arrangement. Publisher will check advertiser's digital ads. If additional work is necessary to ensure proper output of ads, additional production charges may apply. If delays due to missing font or image files are incurred, late charges may apply. A color Matchprint proof is requested.

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magazine's reputation has been built by a team of contributing editors all with strong martial arts backgrounds. Seven are university lecturers, three are lawyers, one is a manager for NASA, several are executives with multinational corporations, two are professional translators, one is a physician and another a professional writer.

Their scholarly but immensely readable work has received the approval and support of professional bodies around the world including museums, national bodies, state & city governments, and major corporations. It has also built up over the past eight years and thirty-two issues, a readership that is loyal, affluent, well-educated, and completely dedicated to the study of the traditional martial arts of Japan, China, and Okinawa.

Our Audience

If you are seeking customers for high quality equipment, books, audio-visual products and professional services whom you can access at minimal cost, look no further than our readers. CFA enthusiasts read the publication from cover to cover, many have been subscribers for five years or more, they are an attentive, quality audience seeking superior martial arts related products.

Distributors and Subscription Agencies Handling Classical Fighting Arts magazine

B. Dalton Books
 Baker & Taylor
 Barnes & Noble
 B&N College
 Borders Books
 Borders Books Pacific Rim
 Borders U.K.
 Budoworld.com (EEC)

Distacor Direct
 Ebsco Subscription Services
 Future Network USA
 Hastings Entertainment
 Shinders Tower Books
 Source Interlink/IPD
 Ubiquity Distributors

The Masters

We have published biographies or interviews of the following senior masters:

Bluming Jon	Miyagi Chojun
Chitose Tsuyoshi	Mochizuki Minoru
Cook Harry	Motobu Choki
Fujimoto Hiroshi	Motobu Chosei
Genwa Nakazone	Nakamura Taizaburo
Go Ken Ki	Nakayama Masatoshi
Gushi Shinyu	Ota Eihachi
Higaonna Morio	Otake Risuke
Igaki Hideharu	Shimabukuro Zempo
Jiang Rong-Jiao	Shuichi Aragaki
Kase Taiji	Smith Dan
Kyan Chotoku	Tomiyama Keiji
Kyoda Juhatsu	Tong Zhong Yi
Marutani Yukiyo	Wan Lai-Sheng
Matsuo Kanemori Sakon	Yabu Kentsu

The Martial Arts

We have published extensive material on the following martial arts:

Aikido
 English Back Sword
 English Prize Fighting
 Gen Sei Ryu
 Goju Kai
 Goju Ryu
 Hsing I
 Jigen-Ryu
 Jugo Shizen Ryu
 Jujutsu
 Katori Shinto Ryu
 Kempo
 Kempo of Kume Village
 Kempo (Mitose)
 Kyokushinkai Karate
 Matsubayashi Ryu
 Nakamura Ryu
 Savate French Boxing
 Seibukan Karate
 Shito Ryu
 Shotokai
 Shotokan
 Toyama Ryu
 To'on Ryu
 Uechi Ryu
 Wu Shu

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