



# The Merchandise Mart International Antique Fair 2008-2009

More than **23 Billion Dollars** in antiques, collectibles and fine art changes hands globally each year. In 2007 the prices of art around the world exploded resulting in one of the most significant years that this market has ever experienced.

- In 2007 Bonhams and Butterfields auction house had \$590 million in sales, a 25% increase over 2006
- Sotheby's and Christie's each sold about \$6 Billion dollars of art in 2007
- Global art market sales increased 95% between 2002 and 2006
- In 2007 Christie's sold 793 pieces at auction for over \$1 Million each

The number of individuals investing in antiques, collectibles and fine art has reached unprecedented levels in the history of collecting. With more and more individuals in the U.S. and abroad making investments in fine art, antiques and collectibles this market has rapidly grown into one of enormous global significance.

Worldwide out of 152 significant international fairs held each year only 12 are in the U.S....and two of them take place in Chicago. In October and April premiere antique dealers from around the globe exhibit their rarities at The Merchandise Mart International Antique Fair. The Fair opens with a lavish preview party on Thursday evening followed by four additional days for antiquarians and wealthy collectors to shop this spectacular antique fair.

Reach these important purchasers of luxury goods and services by advertising in The Merchandise Mart International Antique Fair Guide. The Guide will be given to each attendee as they enter the Fair. Additional copies will also be available at The Merchandise Mart annual *Dream Home* the Luxury Design House at the Merchandise Mart in *Luxe Home* consumer showrooms on the first floor of the Mart, and at the *Design Chicago* Annual Fall Market.

The Guide is a beautiful four color keepsake with beautiful photographs from each dealers collection and has been designed is a take home directory including all dealers contact information and web site address for future reference.

**Value Added Bonus:** the Guide will also be available in its entirety to download from the Merchandise Mart web site at [www.merchandisemartantiques.com](http://www.merchandisemartantiques.com).

**Special combination advertising packages:** Place your ad in the October 2008 and April 2009 issues of The Merchandise Mart International Antique Fair Guide and the One of a Kind Show Guide in November 2008, total readership 140,000.

## Deadlines:

Space: August 26, 2008  
Materials: September 2, 2008

## One of A Kind

Space: November 3, 2008  
Materials: October 27, 2008

Space: March 24, 2009  
Materials: March 31, 2009

## performance media

Gail McGrath & Associates, Inc.

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Chicago Botanic Garden Map & Garden Guide - Chicago Botanic Garden Antique & Garden Fair Program - Chicago Symphony Orchestra Notebook Program - Symphony Center Presents Program - Chicago Symphony Orchestra KidsBook Program - Chicago Wedding Resource & Guide for Special Occasions - Harris Theater for Music and Dance Millennium Park - Harris Theater for Music and Dance Millennium Park Family Program - Kohl Children's Museum Visitor's Guide - Lyric Opera of Chicago Program - Lyric Opera of Chicago Millennium Park Program - Lyric Opera News Magazine - Randolph Street Market Festival Guide - Ravinia Festival Program/Magazine - Ravinia Festival Family Fun Program - The Merchandise Mart International Antique Fair Guide - The One of A Kind Show Guide

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