



How to Profit from the Art Print Market: Practical Advice for Visual Artists

Increased reward and recognition result for artists who succeed in the print market. Yet, despite the abundance of art marketing books, advice detailing how artists can benefit from the print market is scarce. A new book fills the void in art print marketing information for visual artists.

Scottsdale, AZ ([PRWEB](#)) July 11, 2005 -- A new book, *How to Profit from the Art Print Market*, provides insights on the intricacies of the print market. It examines how visual artists can benefit by diversifying their portfolios with prints. Examples include increased income, greater prominence and a broadened collector base. There are crucial questions all artists entering the print market must ask. This book answers them with authoritative advice.

Art industry veteran Barney Davey authored the book to fill the void in the paucity of art print marketing information. In researching for his workshops on the subject, he found many art-marketing books lack in-depth print marketing information. Davey has been advising print artists and publishers on marketing, advertising, tradeshow and publicity strategies since 1988. He also publishes *Art Print Issues*, a newsletter reporting on all aspects of art prints.

The book provides clear guidance for choosing between self-publishing and working with publishers. It outlines how to build a successful print market career for both choices. Topics covered include establishing goals, assessing resources, the economics and marketing of self-publishing, the shared traits of model self-published artists, finding and working with publishers, identifying trends, Website and email marketing, licensing and more. Artists will find the Resources section invaluable.

Top print publishing and licensing artist, Ralph Burch, has this to say about *How to Profit from the Art Print Market*, "I wish I had this book when I started in the art print business. It would have saved me time, money and frustration. For artists considering the print market, it is essential reading."

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Contact: Barney Davey
Phone: (602) 499-7500
www.printmarketprofits.com

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Contact Information

Barney Davey

BoldStar Communications

<http://www.printmarketprofits.com>

602-499-7500

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