



artist daily

For Immediate Release

## **“American Artist” Magazine Launches Artist Daily Website and Online Community for Artists**

***--ArtistDaily.com Offers Rich Multimedia Library and Integration of Content from “American Artist,” “Watercolor,” and “Drawing” Magazines--***

New York, NY – September 30, 2009: Interweave’s “American Artist” magazine announced today the launch of its new online community and website, Artist Daily (<http://www.artistdaily.com>), a place for artists to engage with each other and the magazine’s editors online, upload photos of their work through expanded reader galleries, share and watch videos, comment on stories and blogs, download free tutorials, and much more.

ArtistDaily.com is now the umbrella website for all the artist magazines published by Interweave: “American Artist,” “Watercolor,” and “Drawing,” as well as special-issue publications “Workshop,” “Highlights,” and “American Artist Studios”; the American Artist Online School; Weekend with the Masters events; and American Artist art competitions. The website currently online for these publications, MyAmericanArtist.com, will cease operation and roll-over content and members into ArtistDaily.com.

“We have changed the name of our existing site, MyAmericanArtist.com to Artist Daily, and established the new web address, as a way of indicating that the information, resources, and frequency have been expanded to better serve our readers,” says “American Artist” Editor-in-Chief Stephen Doherty. “The site will also offer a wider range of subjects and mediums than what we’re able to cover in our print publications.”

“American Artist” will relocate the magazine’s blogs currently available at MyAmericanArtist.com to ArtistDaily.com. ArtistDaily.com will continue to evolve throughout the next year with the addition of more blogs and “voices” to the site, such as: Ask the Experts, Business of Art, Learning from the Masters, Artist of the Month, The Artist’s Life, Oil Painting Blog, Acrylic Blog, Pastel Blog, The Watercolor Blog, and Other Media Blog.

ArtistDaily.com will also feature more introductory content for the new artist, with several dedicated blogs for the beginner: the Beginner’s Drawing Blog, Beginner’s Oil Painting Blog, and Beginner’s Watercolor Blog.

More than just a website, ArtistDaily.com will be an interactive online community and home for artists of all skill levels, offering social networking features such as message boards and forums, and enabling artists to share, rate, review, and download content from the site.

The site also offers access to free art instruction PDF article downloads and free eBooks. The free Artist Daily eNewsletter will give members first notice of events, competitions, new products, and technique tutorials.

ArtistDaily.com will be promoted across all the American Artist publications and advertisers will have unique opportunities to present their products across all the brands, leveraging the multimedia platform in creative and new ways. Companies interested in advertising should contact: Jim McIntosh, Media Sales Director, Artist Daily, [jmcintosh@interweave.com](mailto:jmcintosh@interweave.com), 513-961-0034.

The new name will also align Interweave's art group website with several others managed by Interweave, including [KnittingDaily.com](http://www.KnittingDaily.com) and [Beading Daily.com](http://www.BeadingDaily.com)

#### Websites

<http://www.Interweave.com>

<http://www.ArtistDaily.com>

<http://www.BeadingDaily.com>

<http://www.KnittingDaily.com>

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#### **About "American Artist"**

Founded in 1937, "American Artist" is the leading monthly magazine for representational and figurative artists seeking inspiration and instruction on improving their craft. Devoted to the realism in art that its readers cherish, "American Artist" considers the artists it features to be shining examples of excellence in their medium, whether oil paint, sculpture, watercolor, pastel, colored pencil, graphite, printmaking, or charcoal.

#### **About Interweave**

Interweave, a unit of Aspire Media, is one of the nation's largest and most respected arts and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events. The Interweave Publishing Group features 18 subscription magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 250 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. Additionally, Interweave produces several major events for fiber and bead, gem, and jewelry making enthusiasts and has an extensive Internet network of more than 30 websites and daily e-mail newsletters. Interweave is the proud sponsor of three craft television series airing on PBS: Quilting Arts TV, a fresh, contemporary quilting program, Beads, Baubles, & Jewels, public television's only how-to program for beading and jewelry making enthusiasts, and public television's newest show for knitting and crochet enthusiasts, Knitting Daily TV.

Linda Ligon founded the company in the 1970s when she began publishing "Handwoven" and "Spin-Off" magazines. Since then, the company has grown to employ more than 100 people throughout the country, with corporate headquarters located in Loveland, Colorado and other offices in New York, New York, Malvern, Pennsylvania, Santa Fe, New Mexico, San Diego, California and Stow, Massachusetts. For more information on Interweave, visit [www.interweave.com](http://www.interweave.com) or call (970) 669-7672.

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