

THE Art Economist

PRESS RELEASE - THE ART ECONOMIST OPENS SANTA FE OFFICES

Dateline: January 12, 2010

West Palm Beach, FL –*The Art Economist* magazine with headquarters and editorial offices in West Palm Beach, FL has opened its Subscriber Services operations offices in Santa Fe, NM.

Subscriber Services

The Santa Fe Subscriber Services offices are led by, Andy Ruppner, a Santa Fe native. Ruppner commented, “I am enthusiastic and pleased to be on *The Art Economist* team and welcome the challenge of building a business support infrastructure. Our offices here will provide full operational support to the company, including finance, marketing, distribution, business development and other functions; especially those that serve subscribers.”

He continued, “*The Art Economist* magazine is receiving very exciting responses from the global art and investment communities. The key to our success will be to design our business processes outside in, from our subscribers’ perspective. We need to ensure we provide superior services to our subscribers, matching the quality of our magazine. We chose to locate in Santa Fe because of the potential to build staff with a ‘DNA’ for art created by the existing, world recognized art community here.”

Santa Fe Mayor – David Coss

“I am thrilled that a prestigious museum-quality publication such as *The Art Economist* has chosen to locate its Subscriber Services office here in Santa Fe,” said Santa Fe Mayor David Coss. “One of my main priorities as mayor is bringing clean industries to Santa Fe and to create jobs. This business is a perfect fit in our overall economic development strategies. I wish the editorial, production, and business teams the best of luck.”



The Art Economist

The Art Economist is an elegant, critically informative magazine serving as a constructive tool for art collectors, museums and galleries to ascertain transparency of art value in the global contemporary art market. Imagine the benefits of receiving a monthly ranking of the top 300 contemporary artists and at least ten analytical reviews of their work and its strategic value. *The Art Economist* is rich with articles showcasing up and coming artists as well as features and interviews from seminal leaders in the industry. *The Art Economist* is an entertaining and informative magazine for the serious art collector but it also clarifies investment opportunities in the high ROI world of contemporary art.

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