

Communication Arts Celebrates 50 Years of Publication

With New Frequency & 50th Anniversary Issue!



Beginning with the March/April '09 issue, *Communication Arts* will change to a six issue/year frequency with a comprehensive visual communication retrospect and look-forward celebrating an incredible 50 years in business! After the March/April 50th Anniversary issue, every issue of *CA* will include feature articles and regular columns as well as the award winners from our juried competitions - one of the key elements of our traditional editorial focus - to provide a new, improved, and consistent editorial look and feel that will compel all of our readers to pick up each and every issue.

Until now, there's been a somewhat confusing mix of three multi-topic issues and five annuals making up an irregular eight-time frequency comprised of six separate bipads with three different cover prices. That's all coming to an end. Effective with the March/April 50th Anniversary issue, we're streamlining all of our products into one regular publication - all with the same bipad and cover price - to give our readers more of what they want, to deliver to your customers a more consistent product, and to make the supply and sale of *CA* a more efficient and profitable endeavor for everyone involved.

We've taken the five annuals of our past; Interactive, Illustration, Photography, Design, and Advertising, and combined them with our new upcoming Typography annual (shipping in 2010 as the Jan/Feb 2011 issue) to create the new editorial schedule for our new six issue/year publication. Each successive issue of *CA* will continue to feature one of the annual themes, but every issue will continue to report on what our readers have enjoyed for the past 50 years:

- Advertising Trends
- Book Reviews
- Business
- Creativity
- Design Cultures
- Design Issues
- Design Trends

- Emerging Media
- Environment
- Fresh Emerging Talent
- Opinion/Commentary
- Resources
- Typography
- Web Watch

CA's Issue-By-Issue Themes

Each issue's theme is comprised of editorial covering the many prestigious annual competitions exclusively facilitated by CA and exclusively covered by CA.

Illustration Annual: Hundreds of beautiful illustrations used for editorial, institutional and advertising are selected for their creative excellence by a jury of designers and art directors. We include a complete index and addresses of the selected illustrators.

Photography Annual: Over 200 photographs from famous photographers and rising stars. Only 3% of the work entered is selected for this issue. The work is reproduced utilizing special techniques and the highest-quality printing available. A complete index is included with the addresses of the selected photographers.

Interactive Annual: A juried competition of the best work being done for the Web, DVD, CD-ROM, interactive kiosk or handheld devices, the Interactive issue includes about 40 projects. Selected entries are also shown on the Commarts Web site. Categories include advertising, entertainment, information design, self-promotion and experimental/virtual community.

Design Annual: Juried by nine top designers and attracting entries from the USA, Canada, England and 40 other countries, the Design issue features the best posters, brochures, packaging, trademarks, corporate identity, annual reports, catalogs, letterheads and signage, and is fully indexed for reference. Only 2% of the work entered is selected. Detailed captions provide the reader with an explanation of the project's scope, the concept, and solution.

Advertising Annual: Juried by leading creative directors, art directors and writers, the Advertising issue displays the best in consumer and institutional print ads along with posters and television and radio commercials. Everything is reproduced so the reader can actually read the fine print. The broadcast scripts are included for every television and radio commercial and, for quick reference, a complete index helps the reader find an agency, client, or individual.

Typography Annual: Debuted in 2011. The competition opens in 2010.