

CANADIANART | MEDIA KIT 2016

FAST FACTS

POSITIONING

Canada's top visual-arts magazine

FREQUENCY

4x a year



CIRCULATION

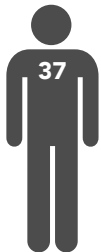
17,000



READERSHIP

103,490

AUDIENCE



COVER PRICE

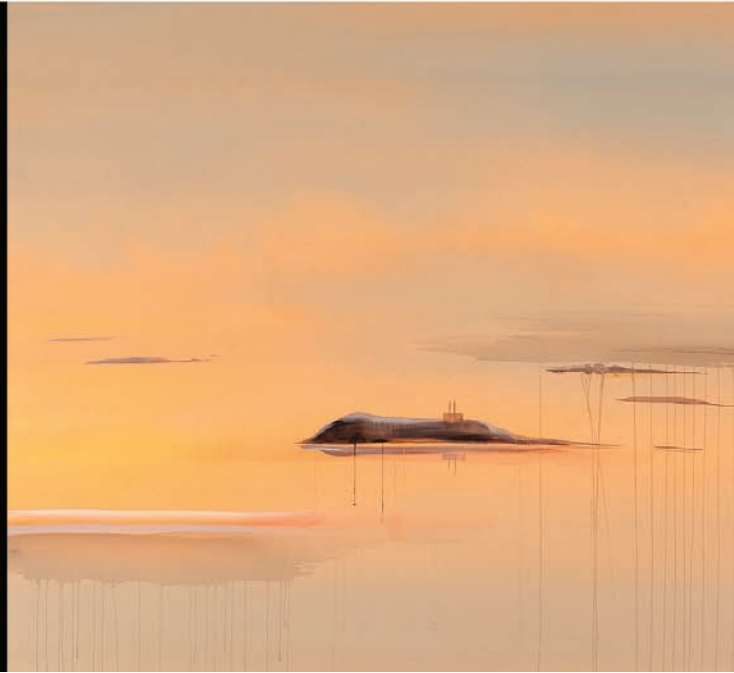
\$9.95

ABOUT CANADIAN ART

Passionate about art, people, places and ideas, our readers look to *Canadian Art* for key information and thoughtful analysis. Every issue delivers precisely what our devoted readers want and need to be a part of creative Canada today. From in-depth features on maverick personalities to reviews that take in the scope of our wide nation, *Canadian Art's* editorial message is targeted at Canadians who are excited about art and ideas.

Through our award-winning magazine, dynamic website, tablet and social media content, *Canadian Art* is the voice of Canada's contemporary art world. We invite you to share our community of readers who enjoy the best that the artfully engaged life has to offer.

- RICHARD RHODES, EDITOR



Wanda Koop,
SEEWAY: Dusk, 2014.
Courtesy the artist.

OUR PUBLISHER

The Canadian Art Foundation is a dynamic charitable organization that fosters and supports the visual arts in Canada. Since its establishment in 1991, the Canadian Art Foundation has produced a compelling series of talks, events, and educational programs, in addition to publishing *Canadian Art*, both in print and digitally. The Canadian Art Foundation's diverse programming continues to be the ultimate portal for exposure to the visual arts in Canada.

OUR EDITORIAL APPROACH

Canadian Art covers the latest developments in Canadian painting, sculpture, photography and new media as a quarterly chronicle of contemporary exhibitions and artists. Working coast to coast, with an eye on the growing international engagement of Canada's art, the country's leading art writers provide accessible writing geared to a wide national readership. For collectors, museum professionals, artists, students and general audiences the magazine serves as a clear, steady, attractive window onto the art of our time.

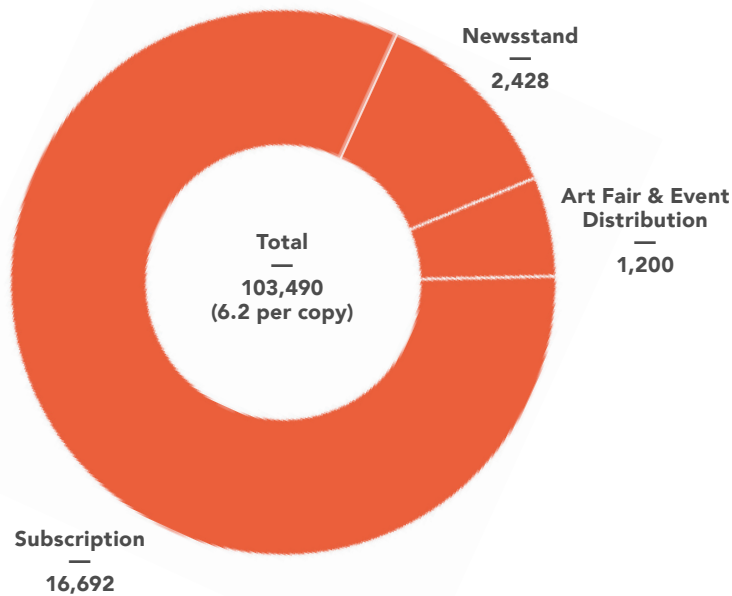
CANADIAN ART HAS A REACH OF 2,000,000 EACH YEAR

SNAPSHOT

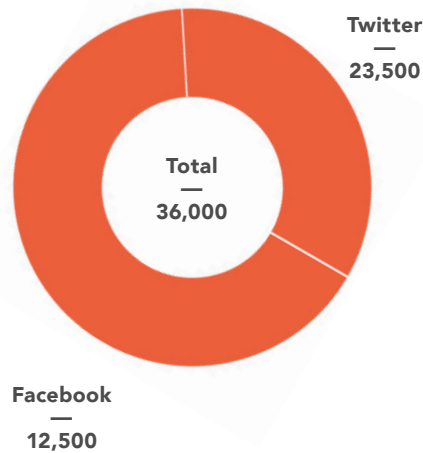
Average Age: **43**
 Post-secondary education: **80%**
 Average household income: **\$92,500**

Male/Female: **37/63**
 Post-graduate education: **43%**
 Average value of art collections: **\$53,397**

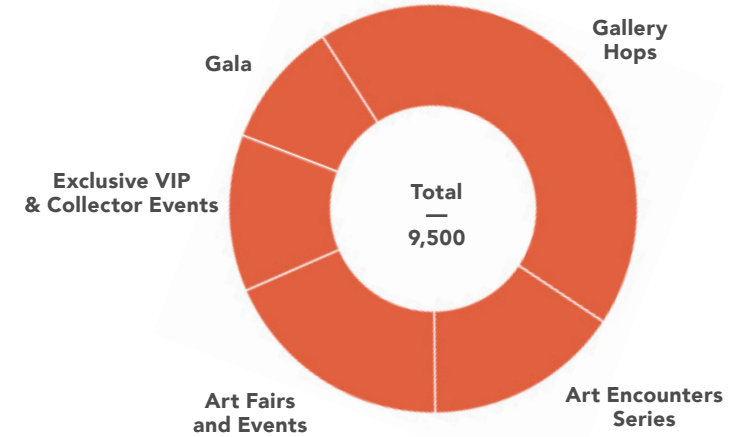
PRINT READERSHIP



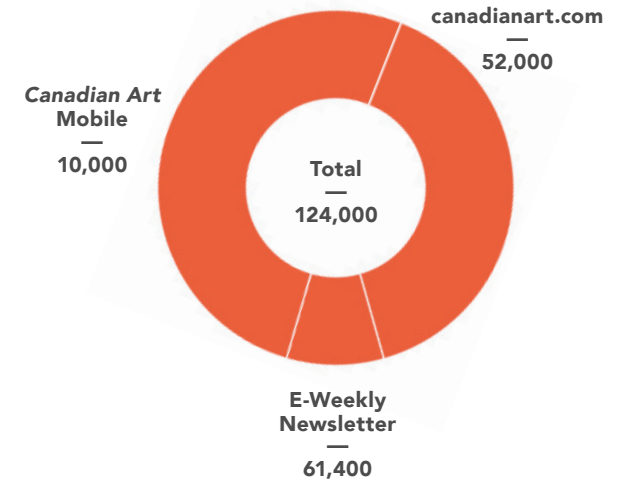
SOCIAL MEDIA FOLLOWERS



FOUNDATION EVENTS



DIGITAL REACH (PER MONTH)



OUR READERS

Canadian Art readers are people for whom art is essential. They are collectors, educators, artists, gallery owners, art consultants and creative professionals—all with an insatiable passion for art. They are affluent, highly-educated, creative leaders in their fields—people who influence opinion, start trends and actively participate in art-world events. Additionally, *Canadian Art* is delivered to major collectors and VIPs at Canada’s major art fairs in Toronto, Montréal, and across the country. *Canadian Art* delivers a sophisticated and affluent audience. Our readers regard *Canadian Art* so highly that they read the magazine cover to cover, renew often and keep each issue for years.

STRONG ON INVESTING AND ART COLLECTING

Canadian Art readers have art collections totalling over \$32 million, with an average value of \$53,397

76% will purchase art or art services in the coming year

9% have investments and savings totalling 1,000,000+

78% own their own homes

42% plan major home renovations in the next 12 month

PASSIONATE ABOUT TRAVEL AND CULTURAL DESTINATIONS

67% will go on vacation in the next 12 months

75% like travel to include art fairs and exhibitions

77% visit museums or galleries 10+ times a year



59% visit a website referenced by *Canadian Art*



60% of readers are on Facebook



28% of users have a Twitter account



24% of users have an Instagram account

OUR READERS ARE INFLUENCERS & TRENDSETTERS

Like to lead others 185 index

Consider myself very stylish 206 index

Expert when it comes to new technology 146 index

Challenge myself to be the best I can be in life 122 index

Important to improve my status in society 161 index

People would say I'm ambitious 136 index

Don't mind paying for quality 129 index

Important to be individual and stand out from the crowd 189 index

Appearance says a lot about who I am 140 index



Stanzie Tooth,
Earth & Air, 2015.
Courtesy the artist.

IN EVERY ISSUE

THIS ISSUE

A letter from editor Richard Rhodes, one of the most respected voices on the Canadian art scene, greets readers and introduces the highlights of the issue. Pictures and bios invite readers to meet some of our prestigious contributors.

AGENDA

One of the most popular sections of the magazine, this overview provides brief, lively previews of top exhibitions across the nation and around the world. Short interviews with related artists and curators add a personal dimension.

READINGS

An authoritative roundup of the newest, hottest books on art, design, and architecture for a Canadian audience.

FACES AND PLACES

Strong photography and brief, vibrant text puts the focus on a must-know artist, collector or curator on the Canadian scene.

FEATURES

A mix of longer essays—from profiles of up-and-coming artists and galleries to more wide-ranging analyses of new movements and trends in the art world. Travelogues, think pieces and long interviews from leading contributors also engage the reader in the rich depths of creative people and practices.

REVIEWS

A compendium of thoughtfully written reviews provides a range of art and opinion that's as eclectic and exciting as the Canadian art scene itself.

BACKSTORY

The final pages of the magazine offers the inside story on a particular artwork or exhibition.

SPECIAL INTEREST PUBLICATIONS & UNIQUE MARKETING FORMATS

Canadian Art special interest publications are carefully researched, beautifully designed run-of-press supplements that deliver specialized content in a relevant editorial environment. *Canadian Art* special interest publications provide an opportunity to reach a targeted audience.



ART SCHOOL SMART GUIDE

Written to prospective art school students (and their parents) the annual Art School Smart Guide is designed to open up potential students to the range of visual arts education at the undergraduate level and beyond.

Now in its 6th year, the *Canadian Art* Art School Smart Guide is an inspirational resource, up to date and cutting edge.

Provided as a special interest publication with the Winter issue.



COLLECTING GUIDE

The Canadian Art Collecting Guide and Experience is a multimedia initiative. Drawing on *Canadian Art's* editorial expertise, and in the form of an in-magazine supplement and a website special section, the Collecting Guide instructs readers on the steps to starting and building a personal art collection. The Guide then comes to life in the form of an exclusive Collecting Experience, hosted by the Collecting Guide Sponsor.

Provided as a special interest publication with the Summer issue.

INSERTS AND OUTSERTS

Canadian Art is the ideal distribution channel for unique marketing material, whether the goal is national reach or exclusive regional targeting. Pre-printed inserts allow you to present your advertising message in a distinct stand-alone format. *Canadian Art* can carry your special exhibition invitation or catalogue in the pages of the magazine or in our subscriber polybag.

Blow-In

Inserts are tucked into the magazine as a “blow-in.” The insert falls into the lap of the reader, triggering immediate notice.

Bound-In

Full-page inserts are bound directly into the spine of the magazine. A bound-in insert appears to be part of the magazine content.

Tipped-On

Tipped-on insert cards are spot-glued to the “bound-in” page insert. The tipped-on card is easily detached and the bound-in insert page remains.

Polybag

Odd-shaped, odd-sized or heavier inserts, such as exhibition catalogues and brochures, can be carried in the magazine’s polybag. This direct-mail strategy is an effective way to reach our exclusive subscriber base.

RATES & DATES

CONSUMER BRAND RATES

Four Colour	1 time	2 times	4 times
Double-page spread	\$9,690	\$8,720	\$8,235
Full page	\$5,700	\$5,130	\$4,845
Half page	\$3,800	\$3,420	\$3,230
Quarter page	\$2,730	\$2,455	\$2,320

Black and White	1 time	2 times	4 times
Double-page spread	\$8,210	\$7,390	\$6,980
Full page	\$4,830	\$4,350	\$4,105
Half page	\$3,250	\$2,925	\$2,760
Quarter page	\$2,400	\$2,160	\$2,040

NON-PROFIT RATES

Four Colour	1 time	2 times	4 times
Double-page spread	\$9,350	\$8,415	\$7,950
Full page	\$5,500	\$4,950	\$3,900
Half page	\$3,300	\$2,970	\$2,350
Quarter page	\$1,800	\$1,620	\$1,365

Black and White	1 time	2 times	4 times
Double-page spread	\$7,310	\$6,580	\$6,215
Full page	\$4,300	\$3,870	\$3,100
Half page	\$2,475	\$2,230	\$1,550
Quarter page	\$1,400	\$1,260	\$920

2016 ADVERTISER DATES

Winter 2016

Close: October 15

Ad Material Due: October 22

In Market: December 10 to March 15

Spring 2016

Close: January 13

Ad Material Due: January 20

In Market: March 10 to June 15

Summer 2016

Close: April 13

Ad Material Due: April 20

In Market: June 10 to September 15

Fall 2016

Close: July 13

Ad Material Due: July 20

In Market: September 10 to December 15

PRINT ADVERTISING SPECIFICATIONS

Page size - wXh in inches: 8.875" x 10.875" (trim)
please add 0.125" for bleed on all sides

DPS: 17.75" x 10.875" (trim)
For above, please allow 0.25" of type safety inside trim

1 Full Page w/bleed: 8.875" x 10.875" (trim)
9.125" x 11.125" (bleed)
For above, please allow 0.25" of type safety inside trim

1 Full Page with border: 7.625" x 9.625"

1/2 Page - Vertical: 3.6875" x 9.625"

1/2 Page - Horizontal: 7.625" x 4.6875"

1/4 Page: 3.6875" x 4.6875"

FILE DELIVERY

Email: ads@canadianart.ca

FTP: If you wish to FTP your ad files, it is imperative that you email ads@canadianart.ca to let us know your file has been uploaded

Username: CanadianArt Password: q89qezbh

Hostname: ftp.lmgroupp.com

File Format: We are an Adobe CS environment. We accept the following files: PDF x-1a, Photoshop TIFF
It is crucial when saving in PDF format that all images in the document are NOT downsampled.
PDF must be flattened. NO layers. NO transparency.

Colour: Absolutely NO RGB. You must convert to CMYK before submitting your files. Black or process colour (CMYK) to guarantee reproduction. NO spot colours. A solid black background should be supported with 30% Cyan in four colour ads.

File Image Resolution: 300 DPI and used at 100% or ZIP

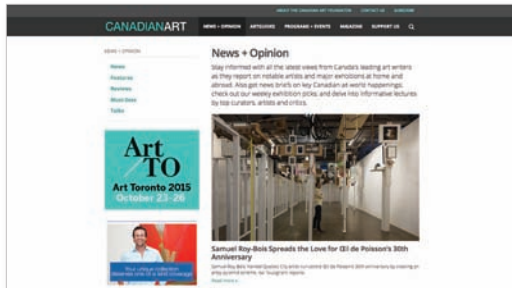
Repro: Web press on 60 lbs gloss stock

Expected dot-gain: Cyan 23%, Magenta 23%, Yellow 21%, Black 27%
Fractional ads do not have bleed

Proof: If you are concerned about colour reproduction, an accurate hard-copy colour proof MUST accompany the ad. To guarantee reproduction of a colour ad, a FUJI or picto proof, matching SWOP standards must be supplied to us.

ONLINE

CanadianArt.ca is Canada's visual-arts website. Our fully-optimized website offers an image-rich online experience that keeps readers informed and inspired. In addition to original content, in-depth features, reviews and breaking news from the Canadian art world, canadianart.ca also hosts a comprehensive, up-to-date guide to must-see exhibitions and events. Listings are migrated to the *Canadian Art* mobile app, ensuring *Canadian Art* is the go-to resource for art lovers in Canada.



BANNER ADVERTISING

Premiere positioning. High visibility. Relevant environment.

- Over 200,000 pageviews per month
- Over 400,000 unique visitors per year
- 44% of traffic is made up of returning visitors
- Canadian Art's weekly newsletter is delivered to over 14,000 recipients each Thursday, driving traffic to the site for planning arts-filled weekends
- canadianart.ca is top-ranked by Google for contemporary art in Canada

UNIT	DIMENSIONS	FILE TYPE	CPM*
Half Page Banner	300x600 px (72 dpi)	GIF or JPEG	\$40.00
Medium Rectangle	300x250 px (72 dpi)	GIF or JPEG	\$25.00

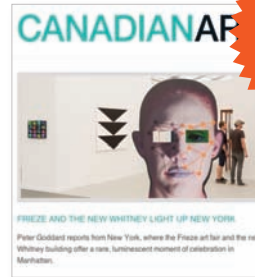
*cost per thousand impressions

WEEKLY E-NEWSLETTER

Canadian Art Weekly is a free, award-winning e-newsletter that edits thousands of exhibitions, talks and screenings into a concise, informative and timely guide to the most vital art happenings in Canada.

Readers value its clean design, accessible approach and frequency—it arrives around 1 p.m. EST each Thursday.

RATE: \$100 CPM



SILVER
Best Email
Newsletter
2015 COPAS

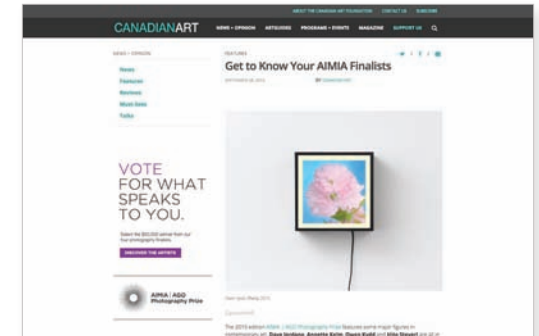


SPONSORED MESSAGE

Customize a sponsored message to *Canadian Art's* online community of art professionals, patrons, collectors and avid art enthusiasts. Your unique and customized message includes:

- An email subject line
- Title
- Lead image
- 2 URL links

- Up to 500 words of body copy
- Your logo



NATIVE ADVERTISING

Canadian Art Native Advertising is the ideal strategy to build engagement and brand connection with a sophisticated, arts-focused audience.

Native advertising is sponsored content, developed to be relevant to your audience and delivered as a seamless experience with the look and feel of our respected editorial environment.

Program Details

- Native advertising content pages are embedded within the editorial fabric of the website
- Exclusive surrounding display ads and in-page links drive readers to related content
- The reader experience is seamless across our editorial spaces
- Content is actively promoted in key section pages, such as Features: relevant stories that naturally attract and build reader engagement
- Native advertising content is clearly identified as sponsored content to ensure transparency

DIRECTORY LISTINGS

Canadian Art's online ArtGuides channel is a dedicated space on Canada's most widely read visual-arts site.

The screenshot shows the 'Galleries' section of the Canadian Art website. The header includes the 'CANADIANART' logo and navigation links for NEWS + OPINION, ARTGUIDES, PROGRAMS + EVENTS, MAGAZINE, and SUPPORT US. The 'ARTGUIDES' section lists 'Exhibition Finder', 'Galleries Directory', 'Must-Know Artists', and 'Art Schools Navigator'. The 'Galleries' heading is followed by the text 'There are hundreds of galleries, museums and art spaces across Canada.' Below this, there are two gallery listings: 'Galerie BAC (Bigué Art Contemporain)' with an image of a gallery storefront and a 'More info' link, and 'Open Sky Creative Society (OSCS)' with an image of people working at a table and a 'More info' link. A red circular badge with the price '\$550' is positioned to the right of the OSCS listing. On the left, there is a featured exhibition for 'Shuvinaí Ashoona' from Sept. 20 - Oct. 11.

GALLERY DIRECTORY

Advertise a year of exhibitions and events for just \$550. Communicate your exhibitions, openings and events to dedicated gallery-goers who travel to see and buy art.

- Gallery Directory listings include:
- Gallery description (500 words)
- A brand ad on the homepage exhibition finder
- A scrolling 5-image gallery
- A link to your gallery's website
- Map and contact details
- 12 expanded exhibition or event listings on our exhibition finder:
- An expandable dropdown with text in our user-friendly listings calendar
- Images to go along with each listing
- Map and contact info

The screenshot shows the 'Art Schools' section of the Canadian Art website. The header is identical to the 'Galleries' section. The 'ARTGUIDES' section lists 'Exhibition Finder', 'Galleries Directory', 'Must-Know Artists', and 'Art Schools Navigator'. The 'Art Schools' heading is followed by the text 'Art school is an exciting experience—exciting at times for the challenges one encounters. Get a sense of what Canadian art program is best for you, and how to best succeed in it, in this tip-filled guide. Submitting an Art School? Click here.' Below this, there are two art school listings: 'UBC Faculty of Creative and Critical Studies' with an image of a building and 'Irving K. Barber School' with an image of a painting. A red circular badge with the price '\$660' is positioned to the right of the Irving K. Barber School listing.

ART SCHOOLS DIRECTORY

Connect to prospective art school students! The Art Schools Navigator on canadianart.ca brings together Canada's best art schools in one place. A school listing highlights programs, faculty and alumni with images, text and links.

- Listings include:
- Customizable program information
- Up to 5 images to help you communicate your school's unique identity
- Link to your school or faculty website
- Map and contact details

POLICIES & TERMS

Acceptance of any advertisement in *Canadian Art* is at the sole discretion of the publisher. All copy and graphics are subject to the publisher's approval.

CONTRACTS: The publisher is not bound by any conditions, printed or otherwise, on contract or copy instructions when such conditions conflict with the rate card or the publisher's policies. Contracts must be completed within one year (four issues). In the case of a lawsuit by any party against or enjoining *Canadian Art*, relating to a given advertisement (including, but not limited to, libel, copyright infringement, defamation of character or plagiarism), the given advertiser and/or its advertising agency shall fully indemnify and save harmless *Canadian Art* and the Canadian Art Foundation from all costs, damages and demands.

TERMS: Advertisers and their agencies have dual liability to the publisher in the event of non-payment for advertising. The agency is responsible for the client, and vice versa, notwithstanding any statements to the contrary on agency or advertiser insertion orders or contracts.

CANCELLATION: Cancellations must be received by *Canadian Art* in writing. An advertiser must cancel the contract in writing 14 days prior to the next issue's closing date. *Canadian Art* reserves the right to issue an invoice for advertising space if cancellation is made after the required date. Rates that are based on a frequency schedule are subject to short rates if the full schedule is not complete.

CONFIDENTIALITY: *Canadian Art* shall ensure that any confidential material which is obtained during the scope of this advertising agreement or in negotiation thereof is kept confidential.

ACCOUNT PAYMENT: Depending on credit terms extended, *Canadian Art's* invoices are payable within 30 days from the date of the invoice. Overdue accounts will be subject to a service charge of 2% per month commencing 30 days from the date of the invoice until paid. When a cheque or a preauthorized debit is returned unpaid due to non-sufficient funds (NSF), an NSF fee of \$45 is charged.

CREDIT: A contract will not be considered valid until a client's credit is approved and the contract is signed by an authorized *Canadian Art* representative.

ERRORS: In the event of a material error in the advertisement that is the fault of *Canadian Art*, the maximum liability of the magazine is limited to the space charge for that issue. In this event, the contract will be extended for one issue and the total contract price will remain the same.

NOTE: It is against the policy of *Canadian Art* to permit the purchase of advertising to have any effect on editorial content. Sales representatives have no authority to make any representations about editorial content.

CONTACT

AMY CORNER

Sales Director

acorner@canadianart.ca

(416) 906-0224