



CANADIANART | MEDIA KIT 2016

CANADIAN ART HAS A **NEW VISION** – TO BE THE VOICE FOR VISUAL ARTS IN CANADA

- For over 30 years Canadian Art has been recognized as the largest visual art magazine in the country.
- We are the most trusted, authoritative source for knowledge, appreciation and support of visual arts in all of its forms.
- Two million people turn to Canadian Art annually to enhance their appreciation and knowledge of Canada's artists and their works.
- From emerging talent to legendary icons, we discover and cover the art world here in Canada as well as celebrate thousands of Canadian artists practicing abroad.

OUR MISSION IS TO DELIGHT, INFORM AND CONNECT THE VISUAL ARTS WITH ALL CANADIANS

- Through thought-provoking coverage and lively programming Canadian Art broadly explores how visual arts affects contemporary culture.
- Our award-winning content and programming drives engagement by exploring the intersections of visual art with design, fashion, music, performance, writing and architecture.
- We serve one of Canada's most coveted audiences: art collectors and art enthusiasts.

CANADIAN ART IS CANADA'S **MOST WIDELY READ** NATIONAL VISUAL-ARTS MAGAZINE PUBLISHED QUARTERLY.

CANADIAN ART IS DEDICATED TO **NATIONAL AND INTERNATIONAL COVERAGE** OF THE ART SCENE AND ITS INTERSECTIONS WITH FILM, LITERATURE, MUSIC AND MORE.

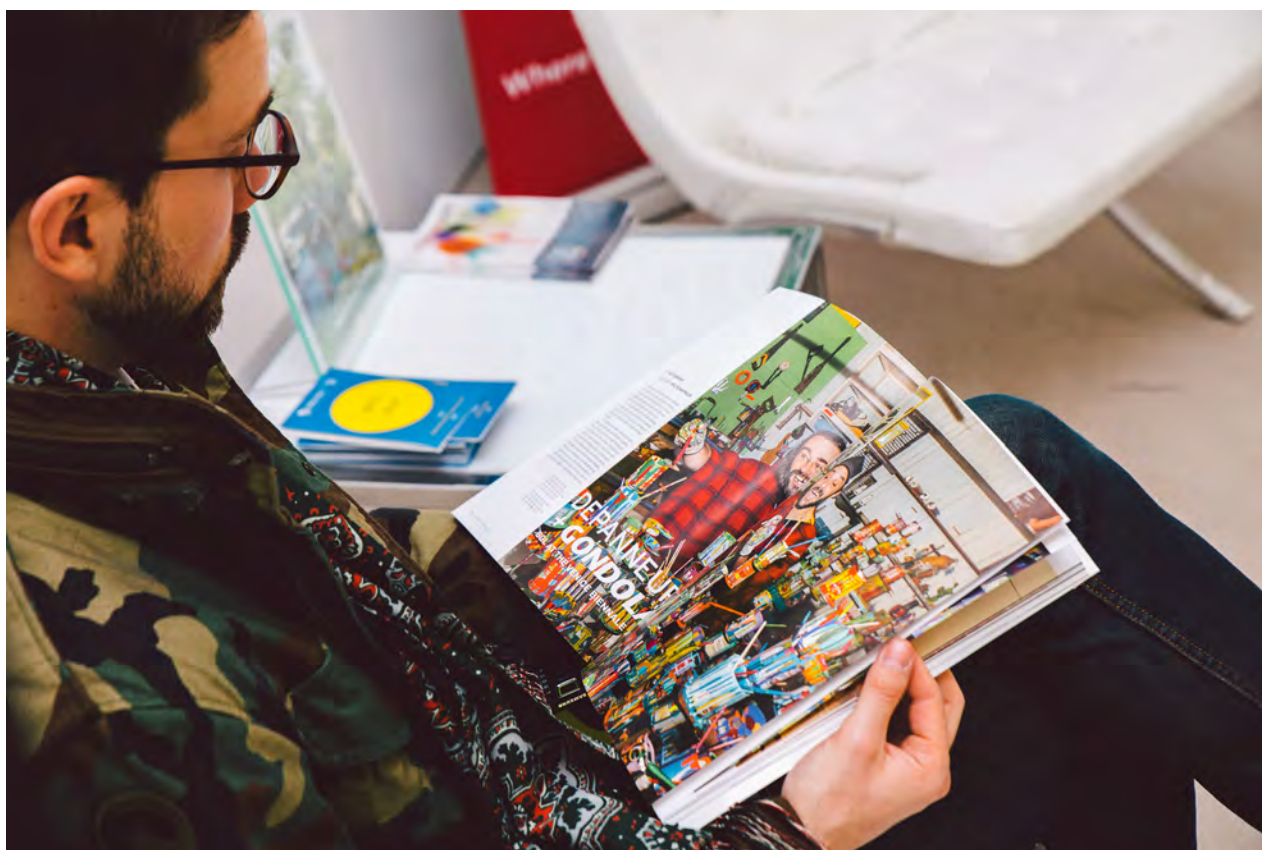
CANADIAN ART PRIVILEGES WRITING THAT IS **CLEAR, SHARP, IRREVERENT** AND **FUNNY**.

CANADIAN ART CELEBRATES **CONTEMPORARY VISUAL ARTS** AND **CULTURE**, AND STRIVES TO DO SO PURPOSEFULLY, WITH AN ACCESSIBLE VOICE GEARED TO **A BROAD, DIVERSE AUDIENCE**.



CANADIAN ART 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 across the country.



CANADIAN ART READERS HAVE **ART COLLECTIONS** WITH AN AVERAGE VALUE OF **\$53,397**

- **78%** have a personal art collection
- **76%** will purchase art or art services in the coming year
- **42%** plan major home renovations in the next 12 months

CANADIAN ART READERS ARE **PASSIONATE** ABOUT **TRAVEL** AND **CULTURAL DESTINATIONS**

- **77%** visit museums or galleries 10+ times a year
- **75%** like travel to include art fairs and exhibitions
- **67%** will go on vacation in the next 12 months

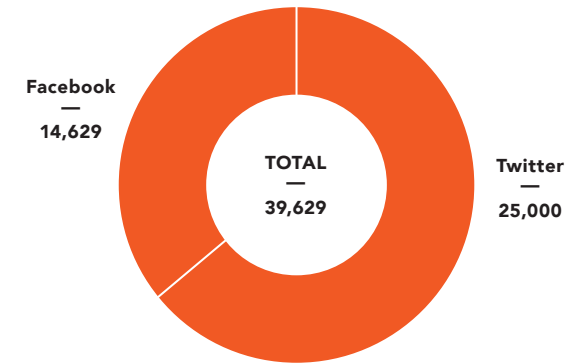
CANADIAN ART REACHES OVER 2,000,000 PEOPLE EVERY YEAR

FAST FACTS

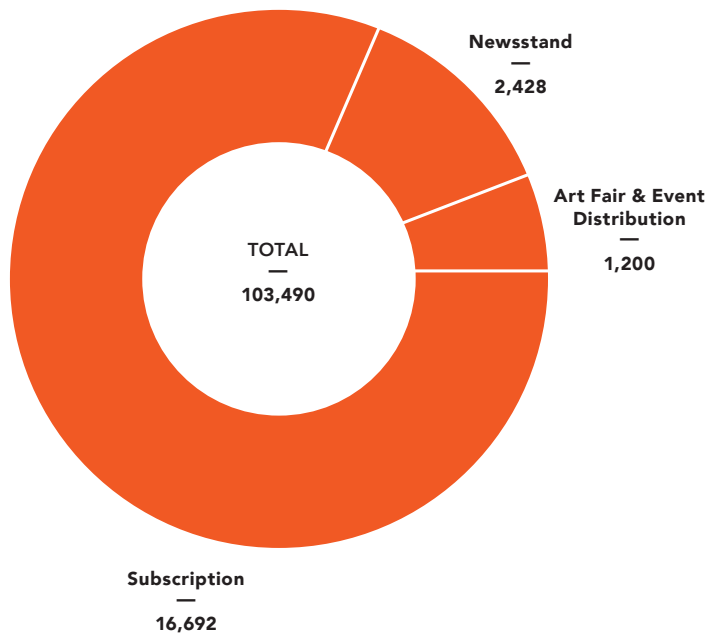
Average Age: **43**
 Post-secondary education: **80%**
 Average household income: **\$92,500**

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

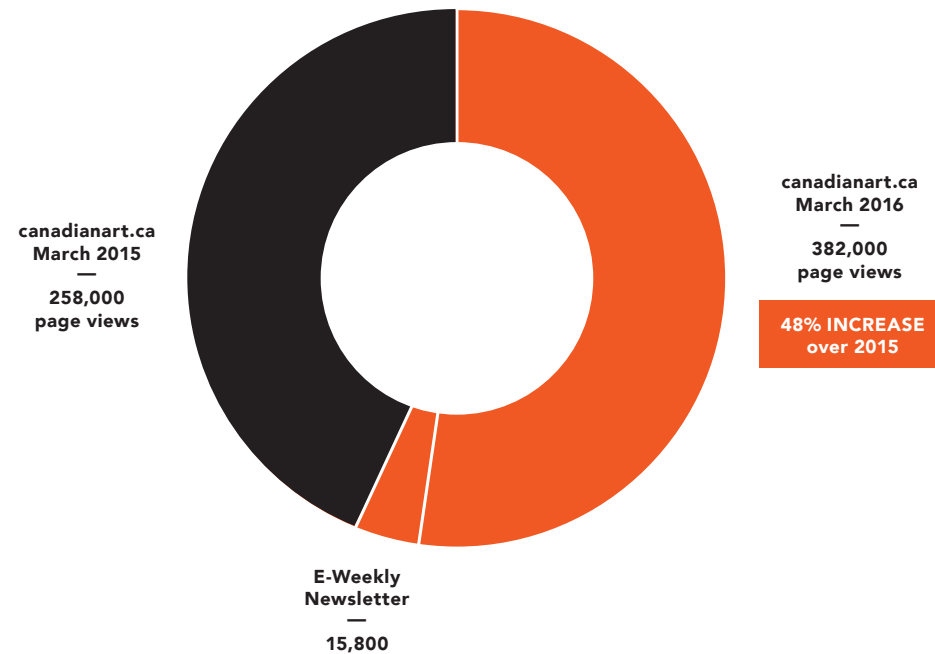
SOCIAL MEDIA FOLLOWERS



PRINT READERSHIP



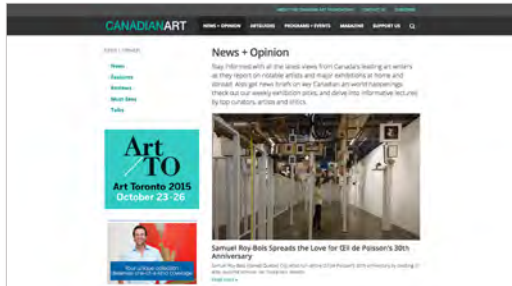
DIGITAL REACH



SOURCE: INHOUSE SURVEY 2015

CANADIANART.CA

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.



BANNER ADVERTISING

Premiere positioning. High visibility. Relevant environment.

- Over 382,000 pageviews per month
- Over 93,000 unique visitors per month
- Canadian Art's weekly newsletter is delivered to over 15,800 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

CANADIAN ART WEEKLY

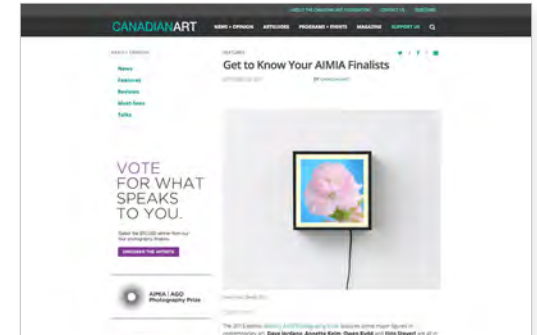
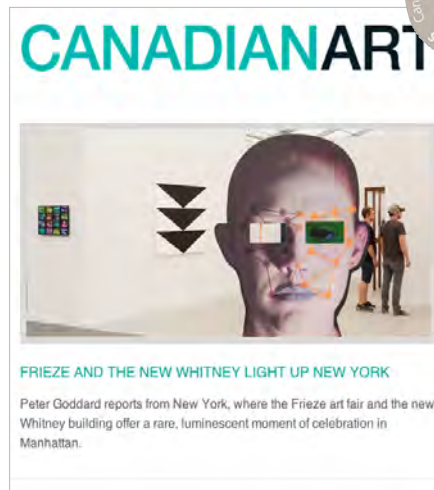
Canadian Art Weekly is an award-winning e-newsletter that edits hundreds of exhibitions, talks and screenings into a concise, informative and timely guide to the most vital art happenings in Canada.

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

RATE: \$100 CPM

DIMENSIONS: 600x120 px (72 dpi) GIF or JPEG

SUBSCRIBERS: 15,800



SPONSORED CONTENT

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

Sponsored Content is 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

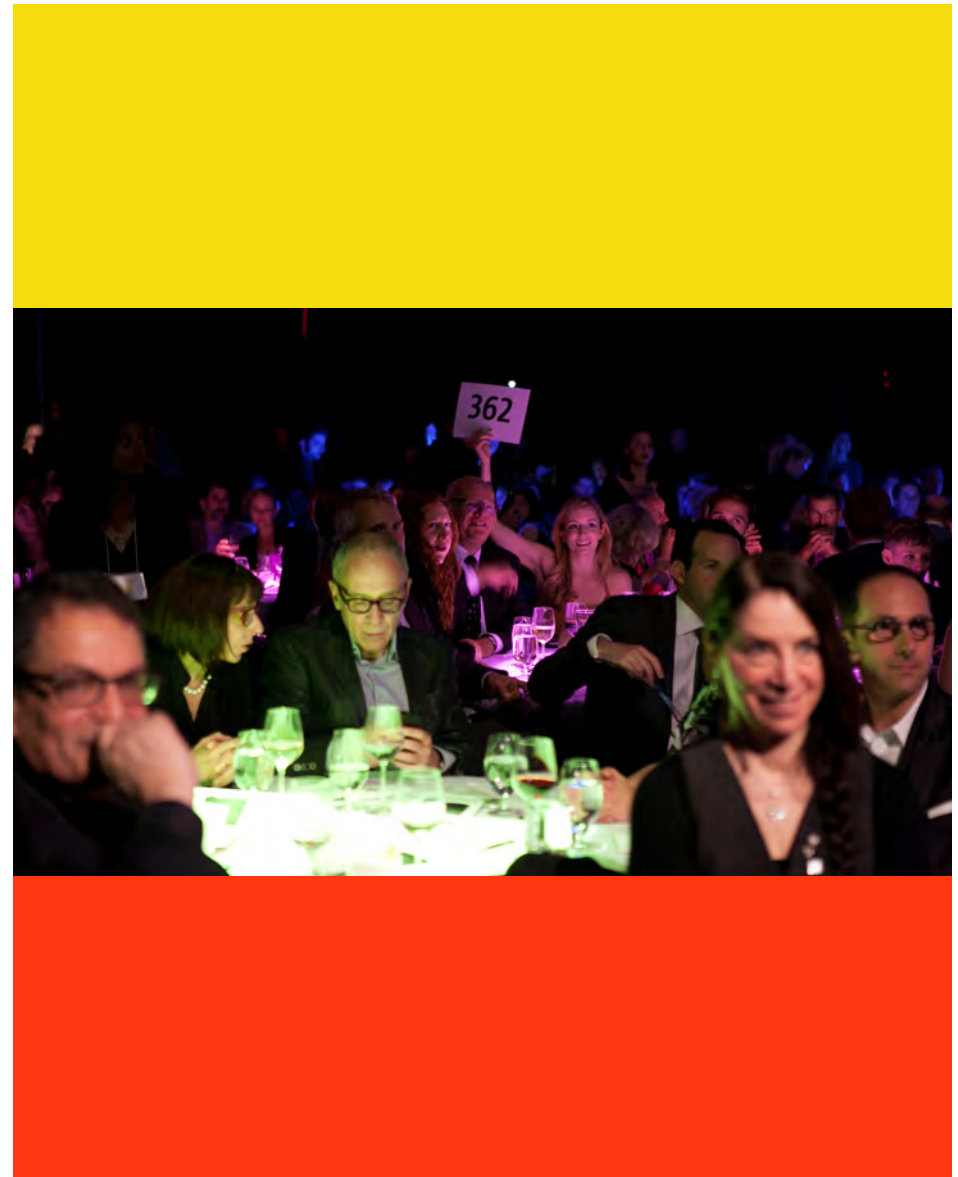
- Sponsored Content content pages are embedded within the editorial fabric of the website
- Exclusive surrounding display ads and in-page links drive readers to related content
- The reader experience is seamless across our editorial spaces
- Sponsored Content is actively promoted in key section pages,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

CANADIANART GALA

The Canadian Art Foundation, along with title sponsor RBC, will be presenting the 21st-annual Canadian Art Gala and Auction on September 22, 2016.

More than 500 influential art, cultural, philanthropic and business leaders attend this highly anticipated event and they represent one of Canada's most important affluent audiences: art collectors and enthusiasts.

The Gala offers one of the largest live and silent auction of contemporary art in Canada and is the essential source of funding for the Canadian Art Foundation.



CANADIAN ART PROGRAMS

CANADIAN ART ENCOUNTERS: INTERNATIONAL ARTISTS SERIES

brings visionary and influential artists, curators, researchers and thinkers from around the world to audiences across Canada. Among the most accomplished professionals in their fields, these speakers delight, inform, and deepen awareness of art and culture in shaping and understanding our society.

Past speakers include Germano Celant, Sarah Thornton, Simon Denny, Thomas Hirschhorn, Shirin Neshat, Yael Bartana, El Anatsui, Jean De Loisy, and Michael Fried. In 2015, Canadian Art brought Hito Steyerl, Janice Kerbel and Taryn Simon to four cities across Canada.

PRESENTING SPONSOR: **BMO**  **Financial Group**



Taryn Simon, Canadian Art Encounters: International Artists Series, Toronto, December, 2015.

CANADIAN ART PROGRAMS

The Canadian Art **SCHOOL HOP** is an important youth initiative aimed at providing education and outreach to secondary-school students. In the face of reduced funding for extracurricular activities and diminished focus on art education in public schools, this free half-day program offers a unique opportunity for a younger generation to participate in the visual arts cultural landscape.

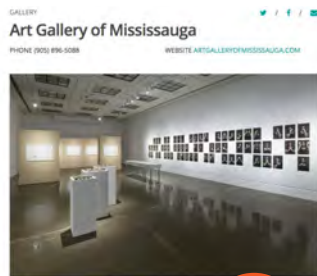
SUPPORTING SPONSOR
SCHOOL HOP TORONTO



DIRECTORY LISTINGS



Banner + Listing



The Art Gallery of Mississauga (AGM) is a public, not-for-profit art gallery located in the Mississauga Civic Centre right on Celebration Square across from Square One Mall. The AGM is proud to admit people free of charge, serve communities, and provide positive visual art experiences for all visitors.

\$1,200

ANNUAL DIGITAL AD PROGRAM

Advertise a year of exhibitions and events for just \$100/month. These premium advertising packages include all the benefits of gallery directory listings, with the addition of 4 Half Page banner campaigns a year at a reduced rate.

- 4 Half Page Banner campaigns (20,000 impressions per)
- Gallery description (500 words) with scrolling 5-image gallery
- A brand ad on the homepage Exhibition Finder
- A link to your gallery's website
- 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

GALLERY

Art Gallery of Mississauga

PHONE (905) 896-5088 WEBSITE ARTGALLERYOFMISSISSAUGA.COM

The Art Gallery of Mississauga (AGM) is a public, not-for-profit art gallery located in the Mississauga Civic Centre right on Celebration Square across from Square One Mall. The AGM is proud to admit people free of charge, serve communities, and provide positive visual art experiences for all visitors.

\$600

GALLERY LISTING

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

- Gallery listing
- 12 expanded exhibition listings per year

ART SCHOOL

Alberta College of Art & Design

PHONE (403) 284-7600 WEBSITE ACAD.AB.CA

Throughout its rich 89-year history, the Alberta College of Art + Design in Calgary has shaped the creative and cultural landscape of Alberta, Canada, and beyond. As a premier institution of art, craft and design education in North America...

\$600

ART SCHOOLS LISTING

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

SPECIAL INTEREST PUBLICATIONS

Canadian Art special interest publications, in print and digital formats, deliver specialized thematic content.



SITE-SPECIFIC CITY GUIDES

Site-Specific supplements are a fresh, smart approach to seeing cities, towns and neighbourhoods across Canada through a visual-arts lens.

Provided as a special interest publication with the Spring 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.



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.

RATES & DATES

NET RATES

Four Colour	1 time	2 times	4 times
Inside front cover	\$6,300	\$5,670	\$5,350
Outside back cover	\$6,540	\$5,890	\$5,350
Double-page spread	\$8,240	\$7,410	\$5,560
Full page	\$4,845	\$4,360	\$4,120

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

PRINT ADVERTISING SPECIFICATIONS

Page size - w x h 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.

PUBLISHING SCHEDULE

Fall 2016

Close: July 13

Ad Material Due: July 20

In Market: September 15 to December 15

Winter 2017

Close: October 12

Ad Material Due: October 19

In Market: December 16 to March 15

Spring 2017

Close: January 11

Ad Material Due: January 18

In Market: March 16 to June 15

Summer 2017

Close: April 12

Ad Material Due: April 19

In Market: June 16 to September 14

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

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