

CANADIANART

canadianart.ca SPRING 2017



CANADIANART

2018 MEDIA KIT

structures

LANDSCAPES · FEMINIST ARCHITECTURE · PUBLIC ART
SPACE SPACES · SCIENCE FICTION · SOUNDS OF VENICE
SOCIAL WORK · GARGOYLES · MICROTRENDS · SABOTEURS
SITE-SPECIFIC VANCOUVER: AN ART-FOCUSED CITY GUIDE

CANADIANA



The Idea of History

WHAT IS REMEMBERED? WHAT IS RESISTED? WHAT IS IGNORED?

CANADIAN ART'S VISION

For more than 30 years *Canadian Art* has been the preeminent platform for journalism and criticism about art and culture in the country.

Canadian Art's print, digital, educational and programming initiatives deliver smart, accessible ideas, stories and opinions. Art writers are nurtured and audiences empowered to understand and appreciate art, debate its merits and support the artists who make it.

Over 250,000 people turn to Canadian Art annually to enhance their appreciation and knowledge of Canada's artists and their works.

From emerging talent to established icons, we discover and cover the art world in Canada and celebrate thousands of Canadian artists practicing abroad

CANADIAN ART'S MISSION IS TO CONNECT THE VISUAL ARTS WITH ALL CANADIANS

Through thought-provoking coverage and engaged programming, *Canadian Art* broadly explores how visual art affects contemporary culture.

Our award-winning content and programming drive engagement by exploring the intersections of visual art with music, writing, performance, design, fashion and architecture.

Canadian Art's readership is a dedicated print and digital audience. Combined with our program audiences and participants, our audience represents a diverse spectrum, from high school students to young professionals and affluent art collectors.

REACH AFFLUENT AND SOPHISTICATED READERS

CANADIAN ART readers are people for whom art is essential

- Average age: **43**
 - Male/Female: **40%/60%**
 - Average household income: **\$110,000**
 - Seeking financial management and investment advice: **32%**
-

CANADIAN ART readers have art collections with an average value of **\$56,000**

- **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 **MORE THAN 250,000 AFFLUENT PEOPLE ANNUALLY**

READERSHIP

Average Readership Per Issue: **95,368**

Average Circulation Per Issue: **15,182**

DIGITAL REACH

E-Weekly Newsletter Subscribers: **18,225**

canadianart.ca October 2017 Page Views: **312,218** (9.2% over 2016)

TOTAL SOCIAL MEDIA FOLLOWERS

Facebook: **27,309**

Twitter: **28,400**

Instagram: **10,000**

A woman with dark hair, wearing a dark jacket and a light-colored scarf, is sitting on the ground in a field. She is looking towards the camera with a neutral expression. In the foreground, the back of a person's head and shoulders is visible, wearing large headphones and a dark jacket, suggesting they are a film crew member. The background shows a vast, open field with some trees in the distance under a clear sky. The entire image has a reddish-orange tint.

CANADIAN ART 2018 EDITORIAL LINE-UP

SPRING 2018: DIRTY WORDS

The art world is full of provocative images and theories. But for everything that is done and said, and for all the art world's purported openness to new and radical ideas, some things—indeed, many things—remain undone and unsaid. This issue aims to uncover the taboos of the art world, particularly the Canadian art world. A series of features will be published on a variety of “dirty words”: from money, class and harassment, to craft, old age and more. This issue starts conversations about everything the art world whispers and thinks about, but never says out loud.

SUMMER 2018: TRANSLATION

In a time in which we are becoming more and more isolated and factional, translation—ideally the act of communicating across a variety of barriers while respecting differences that might never be bridged—is becoming more and more vital. This issue seeks to present the power, difficulties and relevance of a variety of acts of translation, whether they happen across language, media, borders and more. The issue will be multi-voiced and polyphonic, presenting a variety of texts and images that are translated in a variety of exciting and dynamic ways.

FALL 2018: CLIMATES

“The environment,” in broadest terms, has been a time-honoured subject of art in all its traditions and cultural groundings. Now, the environment, which we are a part of and understand as sustaining us, is under threat. This issue will deal with the concept of climates, specifically tackling ideas such as climate change, but also looking at how weather continues to affect contemporary cultural practices, and at how looser interpretations of this theme—the elements, notions of season and flux, the problematics of the aesthetics of sublimity—affect artists, artist communities and artworks.

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.

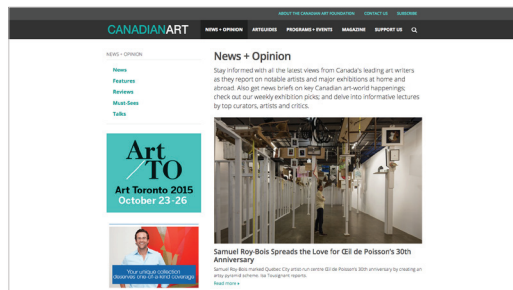
BANNER ADVERTISING

Premiere positioning. High visibility. Relevant environment.

- More than **315,000** pageviews per month
- More than **93,000** unique visitors per month
- The *Canadian Art Weekly* e-newsletter is delivered to more than **18,225** 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
Medium Rectangle	300 x 250 px (72 dpi)	GIF or JPEG	\$25

*cost per thousand



CANADIAN ART WEEKLY

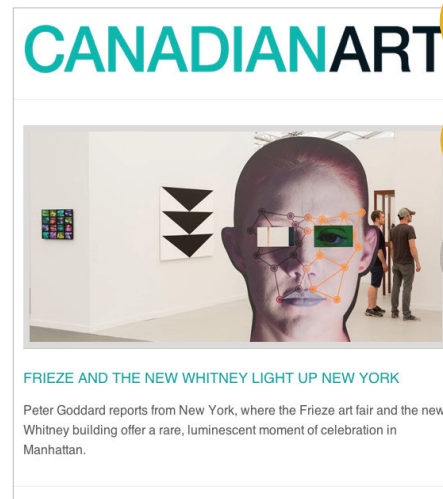
Canadian Art Weekly is an award-winning e-newsletter that edits hundreds of exhibitions, talks and screenings into a concise, informative and timely guide to the most vital art happenings in Canada.

Readers value its clean design, accessible approach and frequency—it arrives in boxes each Thursday afternoon.

RATE: \$100 CPM

DIMENSIONS: 600 x 120 px (72 dpi) GIF or JPEG

SUBSCRIBERS: 18,225



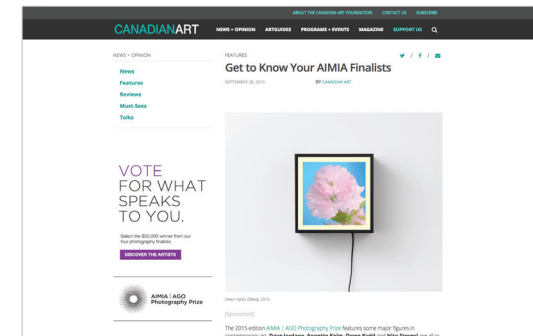
SPONSORED CONTENT

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 attract and build reader engagement





CANADIANART SOCIAL2017

RBC PRESENTING SPONSOR

Canadian Art, along with RBC, presented the 22nd annual Canadian Art Gala, an essential source of funding for the Canadian Art Foundation, on September 28, 2017.

More than 400 influential art, cultural, philanthropic and business leaders attended the event at Evergreen Brick Works.

SOCIAL 2018 will be held on September 27, 2018 at Evergreen Brick Works.

PRESENTING SPONSOR



CANADIAN ART ENCOUNTERS

This speaker series brings visionary and influential artists, curators, researchers and thinkers from around the world to audiences across Canada. Speakers are among the most accomplished professionals in their fields. Canadian Art Encounters talks inform and inspire audiences as speakers discuss how art and culture shape and define contemporary society. They inform and inspire audiences about how art and culture shape and define contemporary society. Past speakers include Germano Celant, Sarah Thornton, Simon Denny, Thomas Hirschhorn, Shirin Neshat, Yael Bartana, El Anatsui, Jean De Loisy and Michael Fried, Marina Abramovic, Hito Steyerl, Janice Kerbel, Taryn Simon, Julian Barnes, Wolfgang Tillmans, Isabelle Graw, Maggie Nelson and Sheila Heti.



PRESENTING SPONSOR

A group of diverse secondary school students are gathered in a large, bright art gallery. An adult man in a dark jacket and glasses is speaking to them, gesturing with his hands. The students are dressed in casual winter clothing like jackets and hoodies. In the background, various art projects are displayed on the walls, including a large piece with the text 'Tom inside the world the world inside'. The overall atmosphere is educational and creative.

CANADIAN ART: SCHOOL HOP

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.



CANADIAN ART MENTORSHIP

WRITING PRIZE

The Canadian Art Writing Prize is designed to encourage new writers on contemporary art. The winner of this national competition is commissioned to write a feature story for *Canadian Art* and receives a \$3,000 award, while two runners-up each receive recognition in the magazine and a \$1,000 award.

EDITORIAL RESIDENCY PROGRAM

As the largest cultural publication in Canada, and the most widely read contemporary-art magazine in the country, *Canadian Art* is in a unique position to mentor and train the next generation of art writers. Over the years, we have nurtured and published diverse young professionals interested in art publishing. We have a passionate focus on education and mentorship.

Canadian Art is one of the key meeting places for young visual-arts writers and critics in this country. We are proud of the unique work we have done, and our mission to expand it.

One full-time residency will be offered in each quarter as follows:

- SPRING 2018 (March to May)
- SUMMER 2018 (June to August)
- FALL 2018 (September to November)
- WINTER 2019 (December to February)

The positions are full-time and each resident receives an honorarium of \$7,000.

INTERNSHIP TESTIMONIALS

“The Canadian Art Foundation Writing Prize and similar initiatives have a vital role in fostering new voices. To reward and support young writers is to give much needed acknowledgement to the value of thoughtful discourse within the arts. I’m thrilled to have the opportunity to write for *Canadian Art*, and I hope this opens avenues for working with other arts and culture publications.”

— AMY LUO, CANADIAN ART FOUNDATION WRITING PRIZE WINNER, 2014

“Acting as editorial intern at *Canadian Art* and contributing to the collaborative efforts involved in the production of a national art magazine was incredibly beneficial for the development of my writing practice and in building a comprehensive understanding of the contemporary Canadian art scene. The critical feedback I received for my written work was detailed, considered and clever, which I couldn’t have appreciated more. It gave me indispensable knowledge and experience that has had a lasting impact on my thinking as I continue to write, edit and work collaboratively on various projects. I am extremely grateful for it.”

— KARINA IRVINE, EDITORIAL INTERN, PRINT, 2015

“The experience of working with the editors at *Canadian Art* was totally invaluable. It was an apt demonstration in the value of the in-person discussion of ideas and instant feedback: interpersonal dialogue holds the potential for tailored direction that is reactive and receptive. The process of discussing my work at all stages—from brainstorming ideas and sources to getting consistent structural and conceptual feedback—with the editors was a crucial sounding board that made me a considerably more confident writer.”

— MERRAY GERGES, EDITORIAL RESIDENT, PRINT AND ONLINE, 2016

“The online editorial internship at Canadian Art helped me to greatly improve my writing skills, gain confidence in my critical abilities and learn about the editorial process of a national art publication. I gained new insights on contemporary art that hugely complimented my concurrent studies at OCAD. I learned to not shy away from being opinionated and that my greatest asset as a writer was my own unique perspective. Before my internship at Canadian Art I hadn’t seriously considered writing professionally but from the experience I’ve continued to apply myself and have my writing published online and in print—most recently with The Huffington Post. The experience of interning with Canadian Art provided me with new skills and opportunities that I would have otherwise not had. I cannot recommend this opportunity more.”

— BENJAMIN HUNTER, EDITORIAL INTERN, ONLINE, 2015



Mark Bradford, *Tomorrow Is Another Day*
at the United States pavilion, Venice Biennale 2017
Left: *Tomorrow Is Another Day*, 2016
Right: *105194*, 2016
Center: *Go Tell It on the Mountain*, 2016
Mixed media on canvas

CUSTOM EVENTS: A SPECIAL COMPONENT OF A CANADIAN ART PROGRAM

- Opportunities could include a panel moderated by Editor-in-Chief David Balzer on your choice from a range of timely subjects in contemporary art and culture
- Experts could include a collector, art consultant, curator and artist



2018 RATES, DATES & SPECS

NET RATES

FOUR COLOUR	1 TIME	2 TIMES	4 TIMES
Outside back cover *	\$7,930	\$7,140	\$6,740
Inside front cover spread *	\$11,480	\$10,330	\$9,760
Double-page spread	\$9,980	\$8,980	\$8,485
Full page	\$5,870	\$5,285	\$4,990

* Premium positions (OBC/IFC) must be confirmed one month prior to the issue close date.

GALLERY RATES

FOUR COLOUR	1 TIME	2 TIMES	4 TIMES
Double-page spread	\$9,940	\$8,945	\$8,450
Full page	\$5,820	\$5,240	\$4,950
Half	\$3,500	\$3,150	\$2,975
Quarter	\$1,905	\$1,715	\$1,620

BLACK & WHITE RATES

B&W	1 TIME	2 TIMES	4 TIMES
Double-page spread	\$7,725	\$6,955	\$6,570
Full page	\$4,635	\$4,170	\$3,940
Half	\$2,575	\$2,320	\$2,190
Quarter	\$1,495	\$1,345	\$1,270

PUBLISHING SCHEDULE

ISSUE	CLOSE	MATERIAL DUE	IN MARKET
SPRING 2018	January 10	January 17	March 12 to June 14
SUMMER 2018	April 11	April 18	June 15 to September 13
FALL 2018	July 11	July 18	September 14 to December 13
WINTER 2019	October 10	October 17	December 14 to March 14

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 0.5" 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 0.5" 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 FORMAT & DELIVERY

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 (see image resolution below). 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

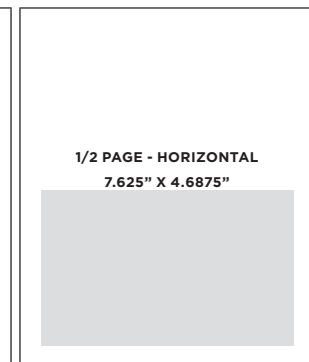
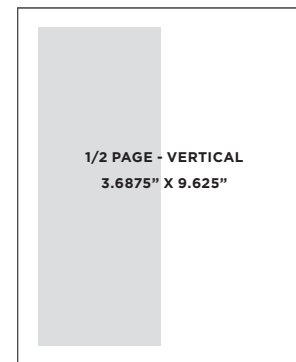
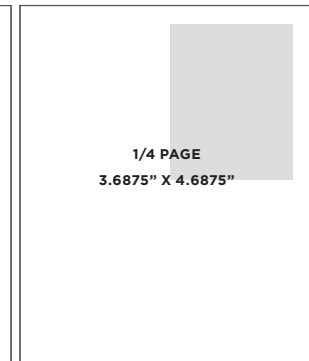
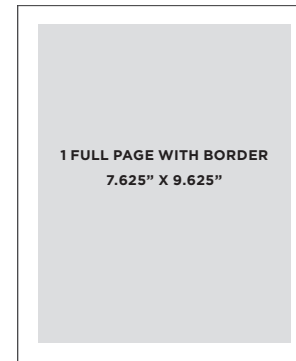
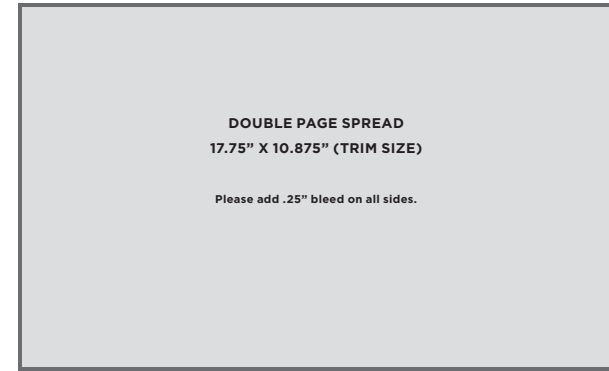
REPRO: Web press on 70 lb Sterling Ultra Matte Text

EXPECTED DOT-GAIN: Cyan 23%, Magenta 23%, Yellow 21%, Black 27%
Fractional ads do not have bleed

PROOF: Clients concerned about colour reproduction can submit an accurate hard-copy colour proof with their ad. To facilitate accurate reproduction of a colour ad, a FUJI or picto proof, matching SWOP standards must be supplied to us.

FILE TRANSFER: Ad files can be transferred to Canadian Art via email, Dropbox, WeTransfer or FTP. The method of transfer depends on the size of the file. Many email servers refuse to accept email attachments over 10MB in size. If you require assistance uploading large files contact our Print Production Manager, Dale Barrett or email files to dbarrett@canadianart.ca.

If you do upload files via FTP, Dropbox or WeTransfer you MUST email dbarrett@canadianart.ca to let us know your file has been uploaded.



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 *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 upon receipt.

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.

CONTACT

AMY CORNER

Advertising Director
acorner@canadianart.ca
(416) 906-0224