

canadianart

2021 Media Kit

Canadian Art offers an independent forum for writing about contemporary art and culture. Our award-winning print, digital, educational and programming platforms deliver smart, accessible ideas, stories and opinions. As a national non-profit organization, Canadian Art engages with the work of artists in everything we do and, most importantly, develops inclusive media platforms for audiences to understand, debate and be inspired by art.

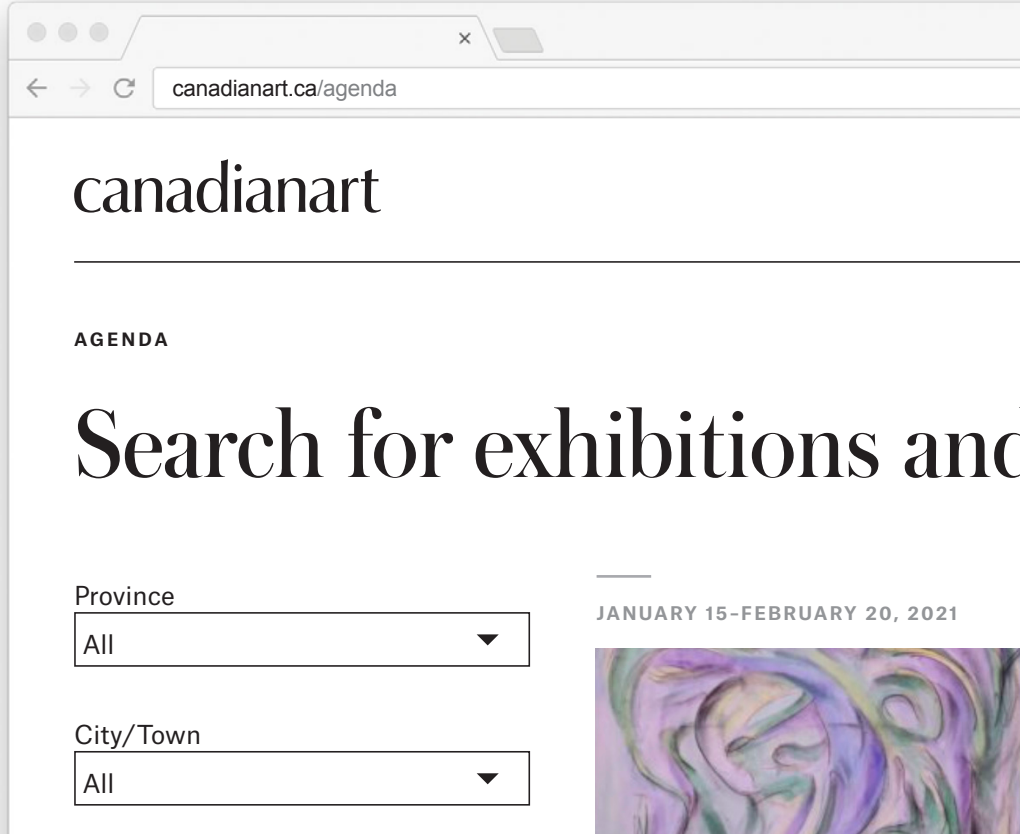
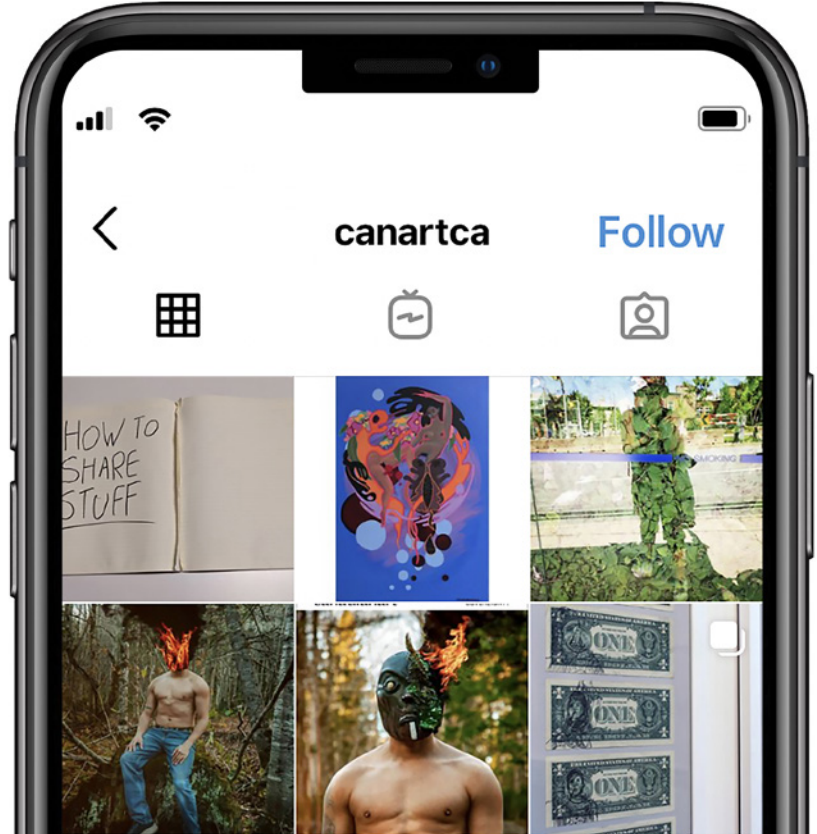
Canadian Art's readership is a dedicated print and digital audience. They represent a diverse spectrum of readers, including professional artists, artists within non-profit organizations and artist-run centres, cultural workers and affluent collectors and art patrons.

canadianart

TANGENTS



Canadian Art
reaches a national audience of
arts and culture enthusiasts across
print and digital platforms



Print Readership

The print issue reaches a national audience of subscriber, newsstand and online readers, with special distribution at VIA Rail Business lounges Canada-wide, and at Air Canada Maple Leaf Lounges and Plaza Premium Lounges in Canada and internationally.*

*restrictions may apply during COVID-19.

Average readership per issue:

61,510

Digital Reach

Newsletter subscribers:

17,074

canadianart.ca average page views:

109,032/month*

*based on data from January, 2020 to December, 2020

Social Media

Facebook:

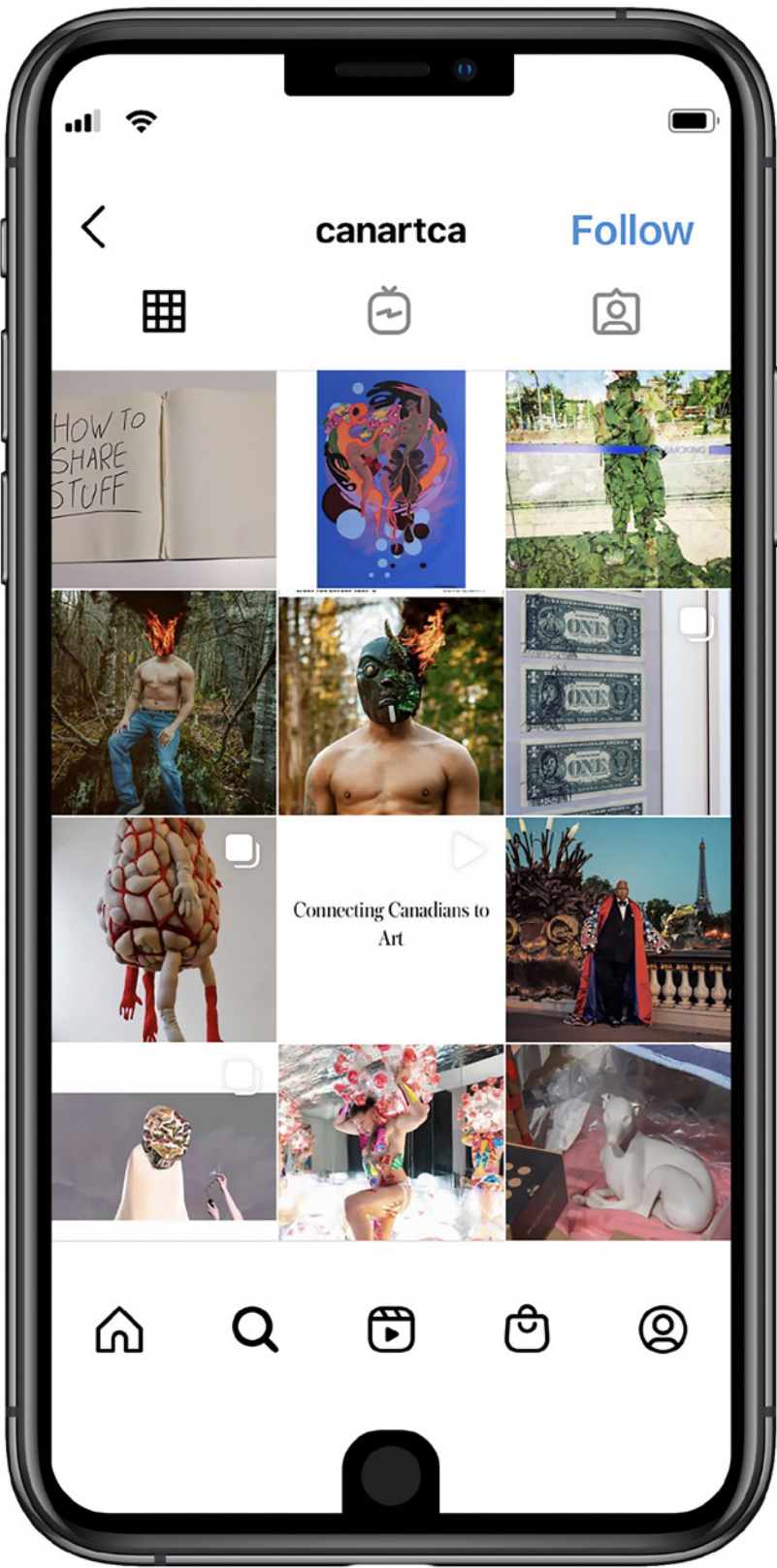
35,877

Twitter:

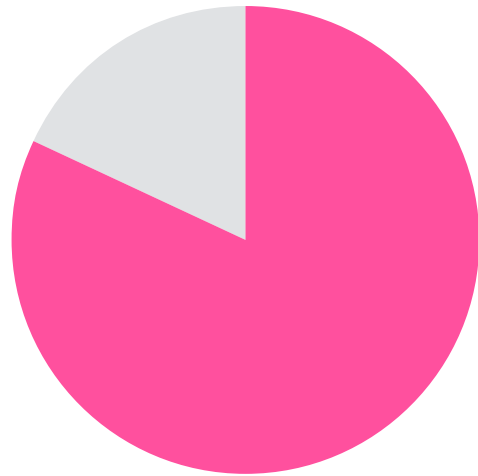
31,600

Instagram:

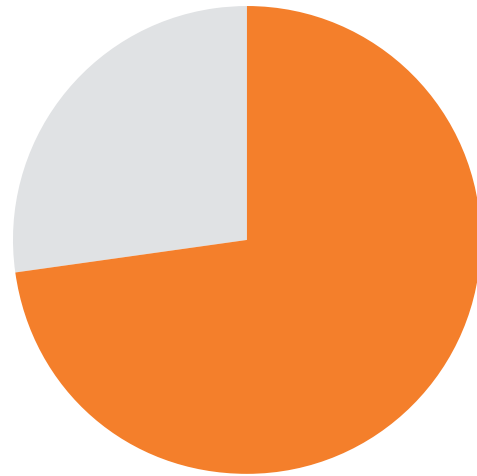
28,300



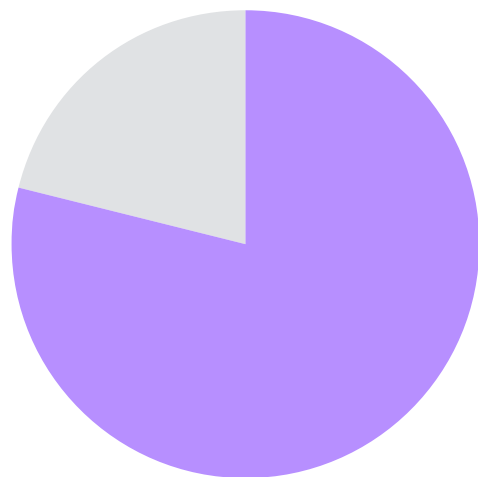
Canadian Art readers are passionate about art and culture.
Our Readership Survey tells us that:



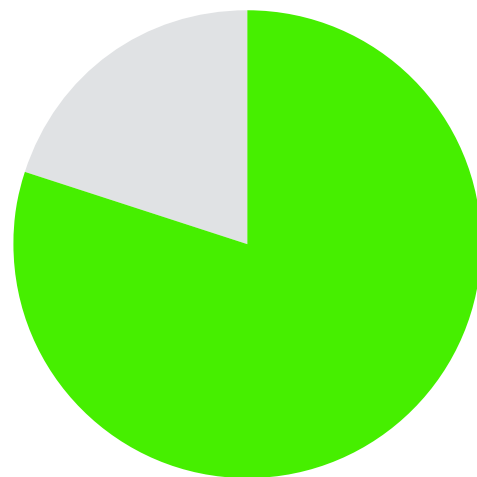
82% of readers have a personal art collection



73% of readers visit exhibitions based on advertising in Canadian Art



79% of readers visit canadianart.ca monthly



Advertising keeps 80% of readers up to date on the national art scene

"The content is always super relevant to contemporary issues within both Canada and other places in the world, and highlights how artists can and are making contributions to creating knowledge about these issues. As an artist, it is essential to see what other artists are doing within the Canadian art world and I think Canadian Art is one of the best ways to access that information."

"The visuals are always beautiful and the advertising is engaging and thoughtful."

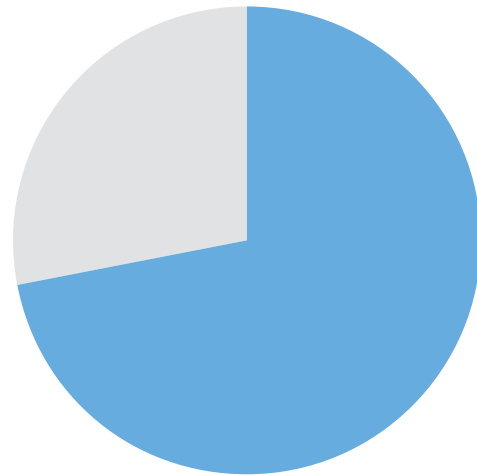
"I've been a subscriber for the print edition for many years and continue to value it for the longer in-depth articles and the 'permanence' of paper. The online version offers more immediate information, news, reviews, commentary, all well-written and valuable. The two versions complement each other."

"The paper and print quality of the magazine are good. The magazine is well designed and easy to read. I can read it when the power goes off. Palpable copies are more like the art itself, enduring and substantial."

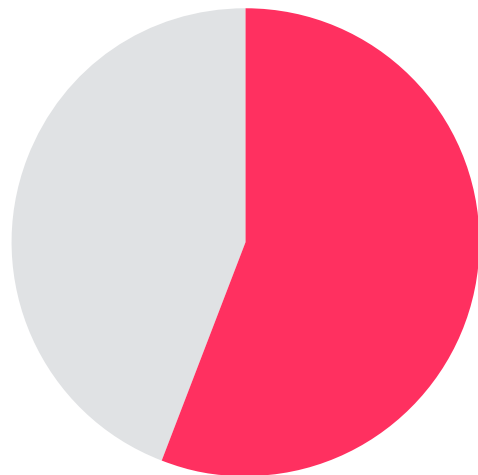
Canadian Art reaches a highly engaged,
educated and affluent audience.



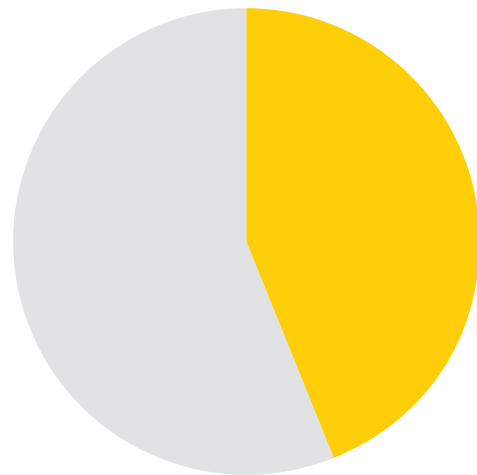
Of our readers,
60% are female and 40% are male



72% of our audience reads each
issue of the print edition



56% of readers spend 60+
minutes reading the print edition



44% of readers have
a post-secondary education

“Canadian Art offers some of the best critical
analysis of contemporary art and is wide-ranging and
accessible at the same time. The issue themes
are topical and the articles help me keep up to date
on artists and trends in artmaking.”

“Canadian Art is the one magazine I read
cover to cover as it keeps me informed about what
is happening in art in Canada.”

“Independent thought and journalism,
especially not leaning towards or scared of the status
quo. Representative journalism of our country,
not just the privileged few.”

33% of readers have a household income of

\$100,000 +

Editorial Lineup

Spring 2021

On Newsstands

March 15, 2021
— June 14, 2021

Booking Deadline

February 2, 2021

Material Deadline

February 9, 2021

Summer 2021

On Newsstands

June 15, 2021
— September 14, 2021

Booking Deadline

May 4, 2021

Material Deadline

May 11, 2021

Fall 2021

On Newsstands

September 15, 2021
— December 14, 2021

Booking Deadline

August 3, 2021

Material Deadline

August 10, 2021

Winter 2022

On Newsstands

December 15, 2021
— March 14, 2022

Booking Deadline

October 26, 2021

Material Deadline

November 2, 2021

FREQUENCIES An issue that looks at how artists use sound and light to produce experiences beyond the gallery: sound art, materials, light waves, visual and sonic forms, conceptual art, glitch, music, soundscapes, radio, podcasting, audio tracks, scores, recordings, vibrations.

SPECIAL SUPPLEMENT INCLUDED:
2021 Art Market Guide:
Commercial galleries, auction
houses and art fairs

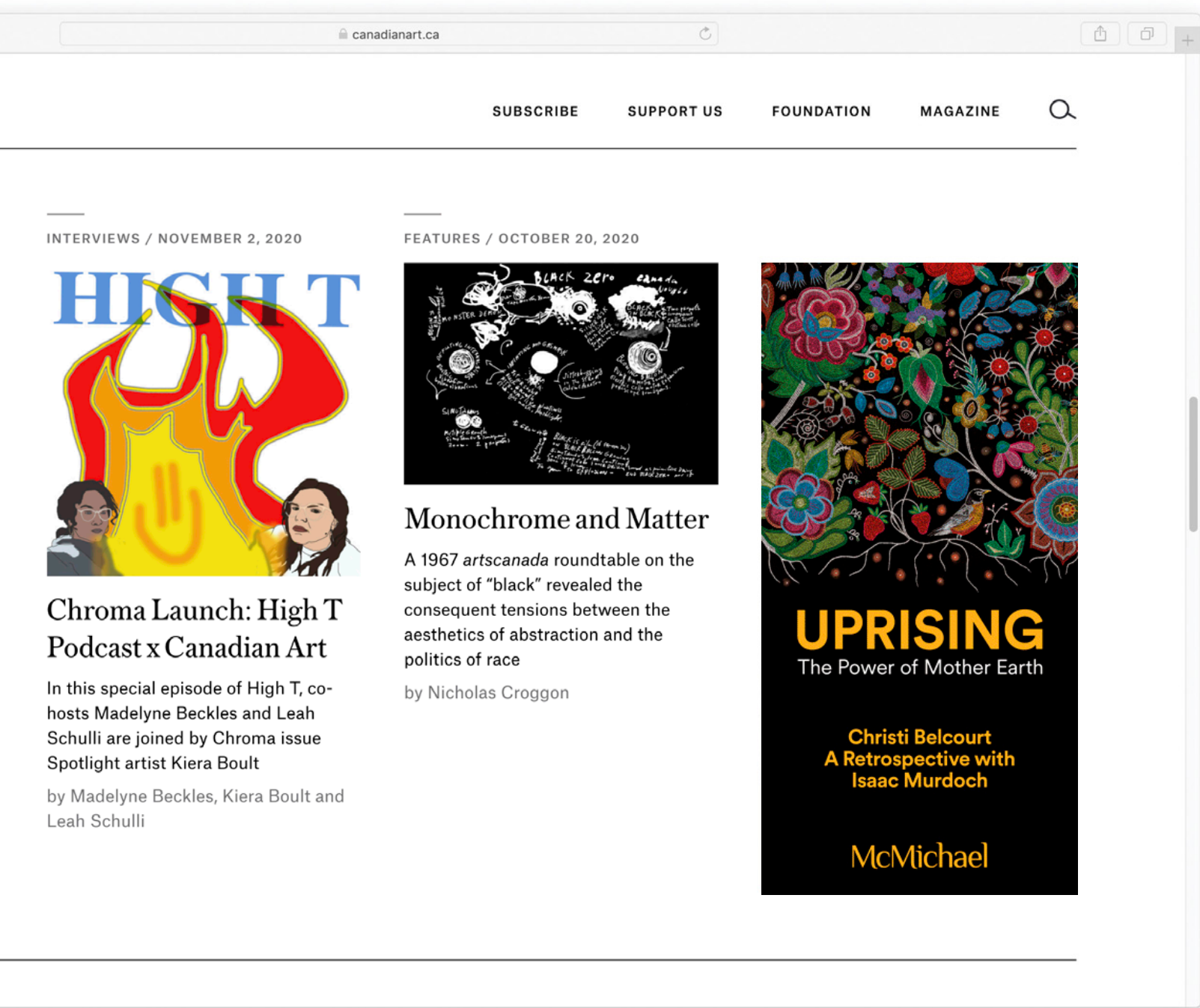
ACCESS An issue that looks at how viewers encounter art: accessibility, proximity, distance, disability activism, entryways, publics, viewing conditions, access to funding, support networks, cultural currency, exchange, markets, studios, design and legibility.

RETURNS An issue that looks at how artists and curators are changing museums and collecting practices: repatriation, reparations, display, object culture, object theory, museums, institutional change, exhibition practices, interventions, ancestors, repairing and healing, deaccessioning.

SPECIAL SUPPLEMENT INCLUDED:
2021 Museums, Public Galleries
and Artist-Run Centres Guide

TELEVISION An issue that looks at all the ways small-screen technologies are used by artists: programming, filters, video art, reruns, video communications, broadcasting, public access TV, nostalgia, memory, propaganda, media history, Canadian nationalism, YouTube, video, protest, 24-hour news cycles.

SPECIAL SUPPLEMENT INCLUDED:
2021 Art School Guide



canadianart.ca

Digital Advertising

Premiere positioning.
High visibility.
Relevant editorial environment.

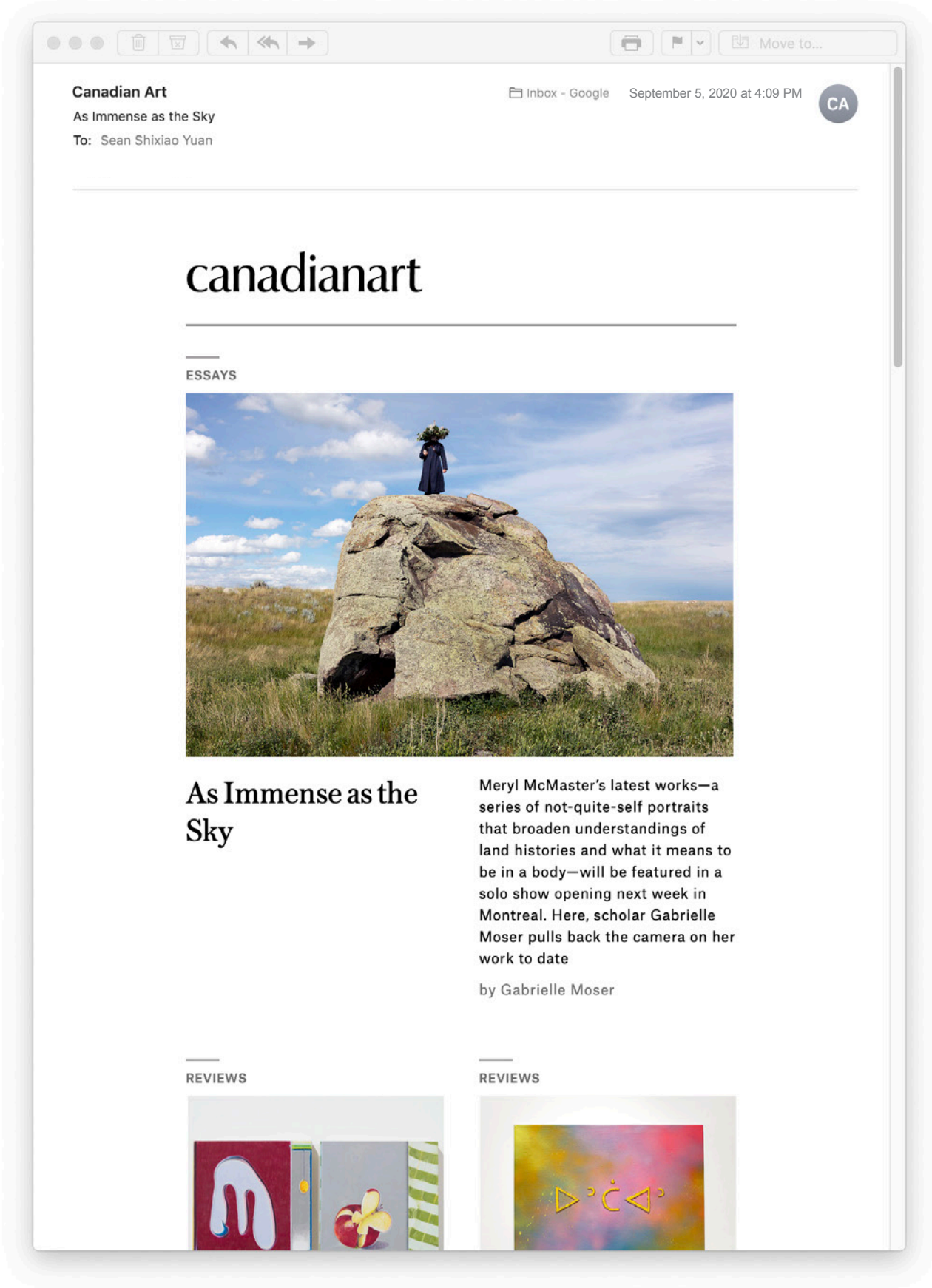
Average monthly page views:
109,032
Average monthly visitors:
57,000*

*Based on data from January to November 2020

canadianart.ca is
top-ranked by Google
for contemporary art in Canada

Unit	Dimensions	File Type	CPM*
Half-Page Banner	300 x 600 pixels	GIF or JPEG	\$60/M
Big Box	300 x 300 pixels	GIF or JPEG	\$40/M

*CPM (Cost per 1,000 impressions)



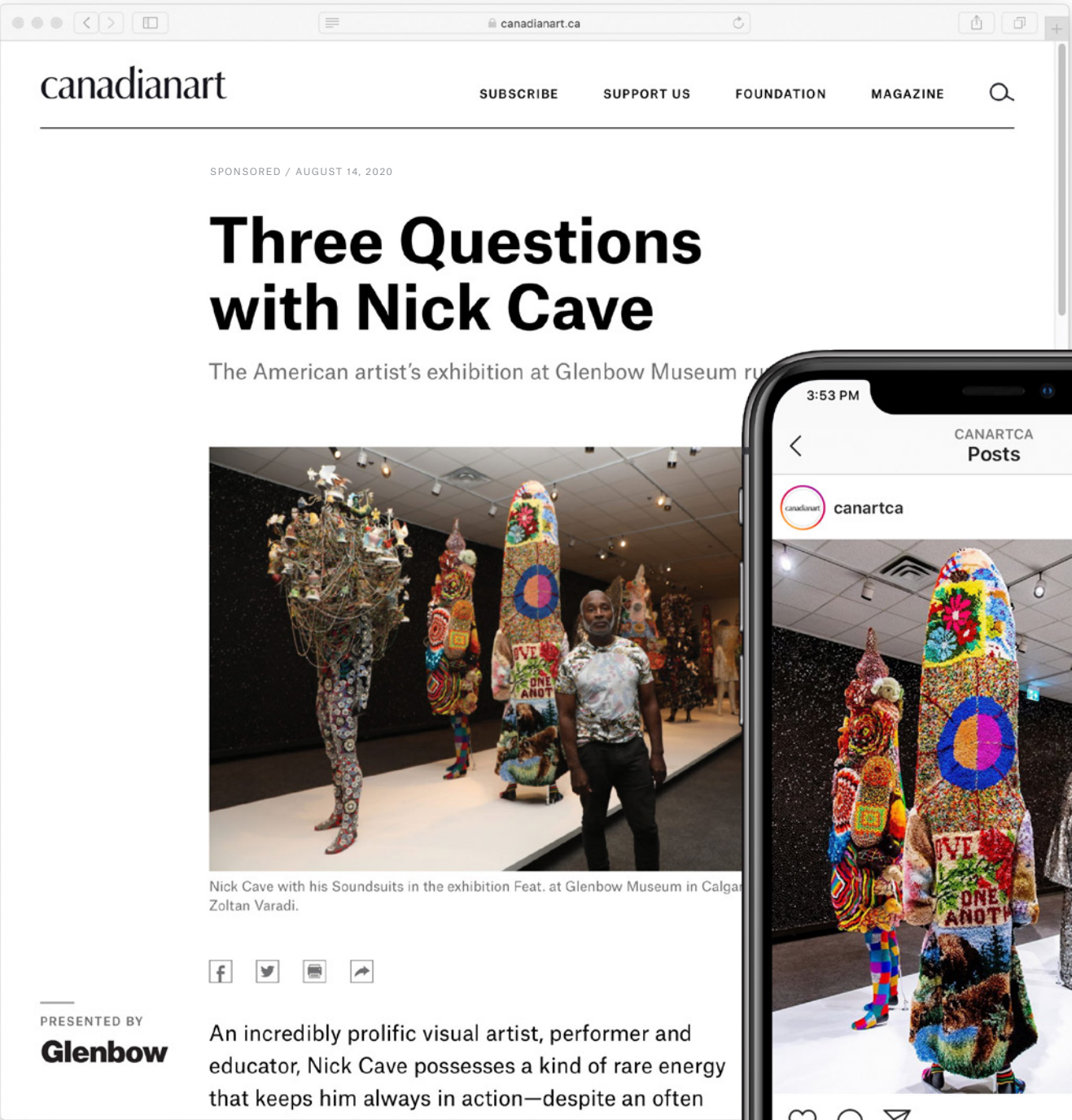
Canadian Art Newsletter

Canadian Art’s award-winning newsletter lists exhibitions, talks and screenings in a concise, informative and timely guide to the most vital art events in Canada.

Subscribers:
17,074

Unit	Dimensions	File Type	CPM*
Newsletter	1004 x 304 pixels	GIF or JPEG	\$75/M

*CPM (Cost per 1,000 subscribers)



Sponsored Post

Canadian Art sponsored posts are a smart strategy to connect with our art- and culture-focused audience.

Sponsored posts are developed to be relevant to your audience and delivered as a seamless experience to readers, with the look and feel of our respected editorial environment.

Each sponsored post runs for **two weeks on the homepage** of canadianart.ca and is integrated with our article feed.

The post is featured in **one newsletter** and **posted once on Canadian Art's Instagram.**

Rate:
\$3,000/sponsored post

2021 Rates, Dates and Specs

NATIONAL RATES

Four Colour	1 Time	2 Times	4 Times
Outside back cover	\$8,415	\$7,575	\$7,155
Inside front cover spread	\$12,180	\$10,960	\$10,355
Double-page spread	\$10,610	\$9,530	\$9,000
Full page	\$6,285	\$5,610	\$5,295
Half page	\$3,605	\$3,245	\$3,065
Quarter page	\$1,960	\$1,765	\$1,670

GALLERY & MUSEUM RATES

Four Colour	1 Time	2 Times	4 Times
Double-page spread	\$8,488	\$8,064	\$7,660
Full page	\$5,028	\$4,777	\$4,538
Half page	\$2,884	\$2,740	\$2,603
Quarter page	\$1,568	\$1,490	\$1,415

PUBLISHING SCHEDULE

Issue	Close	Material Due	In Market
Spring 2021	February 2	February 9	March 15 to June 14
Summer 2021	May 4	May 11	June 15 to September 14
Fall 2021	August 3	August 10	September 15 to December 14
Winter 2022	October 26	November 2	December 15 to March 14

PRINT ADVERTISING SPECIFICATIONS

Page Size — Width x Height in Inches

8.875" x 10.875" (trim)
Please add 0.125" for bleed on all sides.

1 Full Page with Bleed

8.875" x 10.875" (trim), 9.125" x 11.125" (bleed)
Please allow 0.5" of type safety inside trim

DPS

17.75" x 10.875" (trim)
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 AND 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 (including all logos). 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

Colour

Web press on 70 lb Sterling Ultra Matte Text

Expected Dot-Gain

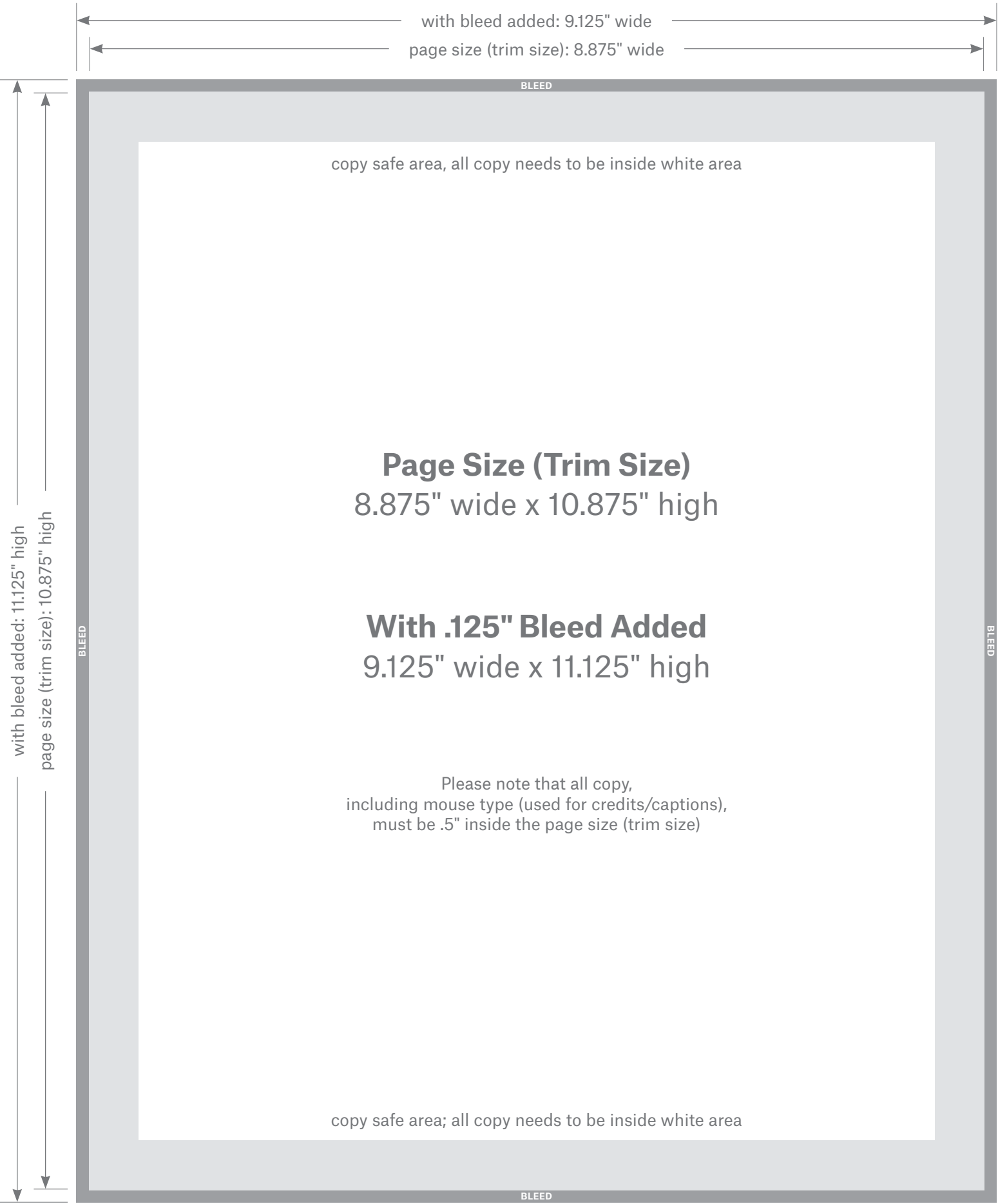
Cyan 23%, Magenta 23%, Yellow 21%, Black 27%. Fractional ads do not have bleed.

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, you must supply matching SWOP standards.

File Transfer

Ad files can be transferred to Canadian Art via email, Dropbox or WeTransfer. The method of transfer depends on the size of the file. Many email servers refuse to accept email attachments larger than 10MB. If you require assistance uploading large files, contact our Print Production Manager, Dale Barrett, or email files to dbarrett@canadianart.ca. If you upload files via Dropbox or WeTransfer you must email dbarrett@canadianart.ca to let us know your file has been uploaded.



Double-Page Spread
17.75" x 10.875" (trim size)
Please add .25" Bleed on all sides.

1 Full Page with Border
7.625" x 9.625"

1/4 Page
3.6875"
x
4.6875"

1/2 Page Vertical
3.6875"
x
9.625"

1/2 Page Horizontal
7.625" x 4.6875"

Policies and 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 magazine 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

Canadian Art invoices are payable upon receipt.

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 Sales Director:

(416) 906-0224
acorner@canadianart.ca