

National Media Kit 2012

# CANADIAN ART

An abstract painting by Will Gill titled 'Pink Stripes'. The artwork features a central vertical element with horizontal stripes in shades of pink and white. To the right, there are dark, swirling shapes in blue and black. The background is a mix of muted colors like grey, blue, and pink, with visible brushstrokes and layered textures. The overall composition is dynamic and layered.

Art People Places Ideas

# Welcome

Welcome to Canadian Art's 2012 media kit.

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 indepth features on maverick personalities to brief 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.

We invite you to share our community of readers who enjoy the best that the artfully engaged life has to offer.

— Richard Rhodes, Editor

# CANADIANART

## Fast Facts

POSITIONING: CANADA'S TOP VISUAL ARTS MAGAZINE

FREQUENCY: 4X YEAR

CIRCULATION: 19,400

READERSHIP: 120,280

COVER PRICE: \$8.95

WEBSITE: [canadianart.ca](http://canadianart.ca)

# CANADIAN ART

## Our Mission

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.



GEORGEN JAMES

## Our Publisher: The Canadian Art Foundation

The Canadian Art Foundation is a dynamic charitable organization that fosters and supports the visual arts in Canada. Using a multi-pronged approach that combines top-notch publications, stellar events, world-class lectures and prestigious competitions, the foundation celebrates artists, creativity and arts education nationwide. Canadian Art magazine is one of the foundation's best-known and most-admired projects.

# CANADIAN ART

## 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 current issue. Pictures and bios also invite readers to meet some of our prestigious contributors.

### **NEWSFRONT**

Concise, topical items provide readers with the inside track on all the news that's making and breaking in the Canadian art world.

### **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 & PLACES**

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

### **CLOSE UP**

A beautiful full-colour image fills the final page of the magazine, while a focused first-person text pinpoints what makes that artwork so affecting.

### **OUR CONTRIBUTORS**

JOHN BENTLEY MAYS  
GARY MICHAEL DAULT  
NANCY TOUSLEY  
NOAH RICHLER  
R.M. VAUGHAN  
PETER GODDARD  
DAN ADLER  
CLINT BURNHAM  
JOHN KISSICK  
TOM SHERMAN  
ROBIN LAURENCE  
PHILIP MONK  
BEN PORTIS  
SASCHA HASTINGS  
TERENCE DICK  
JENS HOFFMANN  
DEBORAH CAMPBELL  
HAL NIEDZVIECKI  
LYNNE BELL  
REESA GREENBERG  
ISA TOUSIGNANT  
DANIEL BAIRD  
SALLY MCKAY  
EMILY FALVEY  
ROSEMARY HEATHER  
BILL CLARKE  
JAMES D. CAMPBELL  
DAVID BALZER  
LEAH SANDALS  
CHRISTINE REDFERN  
ANDREA CARSON  
CHRISTINA BAGATAVICIUS  
AARON PECK  
DAVID JAGER  
JON DAVIES  
CHARLENE LAU

# National Advertising Rate Card 2012

## A TRULY VALUABLE AND WORTHWHILE INVESTMENT

Your advertisement in Canadian Art is a truly worthwhile investment. You'll reach a highly lucrative niche market in a trusted and sophisticated environment while supporting the growth of Canadian art and culture.

### FOUR COLOUR

	1 TIME	2 TIMES	4 TIMES
Full Page	\$5700	\$5350	\$4835
1/2 Page	\$3800	\$3580	\$3300
1/4 Page	\$2730	\$2575	\$2470

### BLACK & WHITE

Full Page	\$4830	\$4540	\$4130
1/2 Page	\$3250	\$3060	\$2760
1/4 Page	\$2400	\$2275	\$2070

### ADDITIONAL COLOUR CHARGES

Black and one process colour	\$ 345
Black and one match colour (PMS)	\$ 680
Silver or gold metallic colour	\$1710

### PREFERRED POSITIONS

Covers	Outside back cover	\$7110
	Inside front cover	\$6750
	Inside back cover	\$6530

Polybag and Insert rates are quoted individually

### CLOSING DATES

Issue	Space	Material	Newsstand
Spring 2012	Jan 18	Jan 25	March 15
Summer 2012	April 18	April 25	June 15
Fall 2012	July 18	July 25	Sept 15
Winter 2013	Oct 18	Oct 25	Dec 15

If you require an extended deadline, please let us know as soon as possible.

## To reserve space, contact:

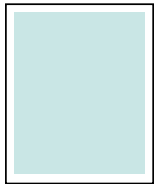
Amy Corner  
Sales Director  
Canadian Art  
[416] 368-8854 x120  
[acorner@canadianart.ca](mailto:acorner@canadianart.ca)

Canadian Art | [canadianart.ca](http://canadianart.ca)  
215 Spadina Avenue, Suite 320, Toronto ON M5T 2C7  
416] 368-8854 | Fax [416] 368-6135

Tax Information GST/HST # 13294 5908 RR0001

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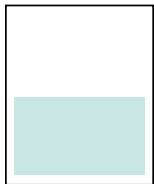
# ADVERTISING SPECIFICATIONS



1 Full Page with border



1/2 Page - Vertical



1/2 Page - Horizontal



1/4 Page

## New page size

### PAGE 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) 18" x 11.125" (bleed)

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"

In order to guarantee reproduction quality, advertising must meet these guidelines.

Please provide a copy of these specifications to your advertising designer.

In order to achieve the best quality possible, material must be delivered on time. This allows our Production Manager sufficient time to check material and ensure that it meets specifications, and will reproduce accordingly on-press. Reproduction on-press of material that arrives after deadline cannot be guaranteed.

## FILE DELIVERY

**EMAIL:** ads@canadianart.ca. Please STUFF or ZIP your files to avoid corruption during delivery.

**DISK:** CD-ROM. Clearly label your files, proofs, CD/emails with your name and your contact information.

**FTP:** If you wish to FTP your ad files, it is imperative that you email <ads@canadianart.ca> us to let us know the name of your file and the time it was uploaded.

**Username: CanadianArt Password: Smile7 Hostname: ftp.dollco.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.

NO Pantones. You must convert to CMYK. • NO Duotone. You must convert to CMYK.

**FILE IMAGE RESOLUTION** 300 DPI AND USED AT 100%.

**REPRO** Web press on 60 lb gloss stock.

Expected dot-gain: Cyan 23%, Magenta 23%, Yellow 21%, Black 27%.

Fractional ads do not have bleed.

**PROOF** An accurate colour proof **MUST** accompany all ads. If no matchprint colour proof is supplied, Canadian Art may, at its discretion, produce an appropriate proof, which will be billed back to the client. To guarantee reproduction of a colour ad, a FUJI or picto proof, matching SWOP standards must be supplied to us with the electronic ad file.

For advertising inquiries, please contact:

Stefanie Fiore

Production Manager

[416] 368-8854 x103

Fax [416] 368-6135

ads@canadianart.ca

## ISSUE

Spring 2012

Summer 2012

Fall 20112

Winter 2013

## MATERIAL DEADLINE

Jan 18

April 18

July 18

Oct 18

Jan 25

April 25

July 25

Oct 25

## ISSUE ON NEWSSTANDS

March 15

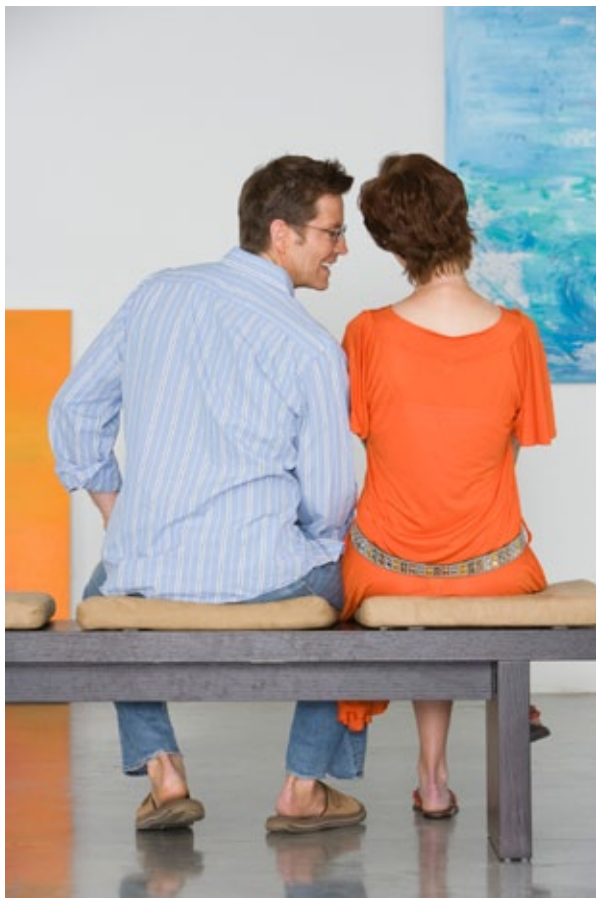
June 15

Sept 15

Dec 15

# Canadian Art delivers a sophisticated and affluent audience

Canadian Art readers are people for whom art is essential. They are collectors, educators, gallery owners, art consultants and creative professionals, as well as those who enjoy a general interest in the world of art. They are affluent, well-educated, creative leaders in their fields—people who influence opinion, start trends and enjoy active lifestyles. Our readers regard Canadian Art so highly that they read the magazine cover to cover, renew often and keep each issue for years. The magazine's incisive editorial coverage and quality presentation make it an incomparably trusted source of art expertise.



LEFT AND BELOW: CORBIS



KAREN BURAS, CLARK & PAPA, TORONTO  
AND MONIE CLARK GALLERY, VANCOUVER

## Reader snapshot

Average age is 47

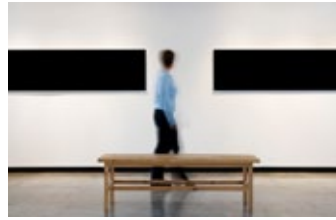
63% female • 37% male

Subscribers' average household income is \$92,500

18% of subscribers have savings and investments of \$500,000+

78% have a personal art collection

73% have post-graduate education



# Portrait of a Canadian Art Reader

## STRONG ON INVESTING AND ART COLLECTING

- 78% of subscribers have a personal art collection
- 37% of subscribers will purchase art in the coming year
- 2% of subscribers have art collections valued at \$1,000,000+
- 18% of subscribers have investments and savings \$500,000+
- 9% of subscribers have investments and savings totalling \$1,000,000+

## PASSIONATE ABOUT TRAVEL AND CULTURAL DESTINATIONS

- Gallery goers make up the largest segment of cultural tourism in Canada
- 88% of readers visit museums or galleries 10+ times per year
- 34% of subscribers will go on a major vacation in the coming year
- 75% of subscribers like their travel to include art fairs and exhibitions

## DISCERNING AND ACTIVE

- 70% of readers prefer quality over quantity
- 71% of readers drink imported wine
- 34% of readers regularly consume red wine
- 53% of readers like activities that push mental and physical limits
- 32% of readers will buy cookware in the new year
- 34% of readers will purchase an RSP
- 11% of readers will purchase designer clothing

## ACTIVE IN THE REAL ESTATE MARKET

- 51% of subscribers live in major urban centres
- 78% of readers own their own homes
- 17% of readers will sell or change their home in the coming year



“ In my opinion, CANADIAN ART is a true leader in covering the best in contemporary art—both in Canada and abroad. I started reading the magazine over 10 years ago as an introduction to art in Canada, and I find that it has consistently provided excellent coverage from a Canadian perspective.

The magazine’s presentation of diverse artists working in all media, as well as its distinguished writers, make CANADIAN ART stand out against similar publications. As someone who needs to stay on top of themes and trends in contemporary art, I look to Canadian Art magazine and its online counterpart for outstanding features, essays and reviews.

”

**Benjamin Diaz**

DIRECTOR, DIAZ CONTEMPORARY, TORONTO

“ Even before opening my gallery I had been subscribing to CANADIAN ART for years—I’m always glad when the new issue arrives and I can read about what’s been going on in the art world. The magazine offers accessibility to a wide variety of art connoisseurs, and CANADIAN ART’s dynamic team continually searches out new ways to disseminate contemporary art. For instance, the website was a great forum for one of my artist’s projects—Sandeep Bhagwati’s “I have exactly the same gallery only a little better.” The staff’s open-mindedness and hard work ensure that they continue to be a keystone in the visual arts across Canada. ”

**Donald Browne**

DIRECTOR, GALERIE DONALD BROWNE, MONTREAL

“ Over the past 25 years, CANADIAN ART magazine has documented the latest and greatest in our diverse and dynamic art scene. It has captured and illuminated the national and international events, the artists, the curators and the institutions that comprise the world of the visual arts in Canada. CANADIAN ART magazine consistently presents the trends and achievements of this world with a timely and insightful approach. From my particular perspective, CANADIAN ART’s recognition and support for emerging contemporary Inuit artists has been of central importance. Congratulations for an inspiring 25 years; we look forward to many more. ”

**Pat Feheley**

DIRECTOR, FEHELEY FINE ARTS, TORONTO

“CANADIAN ART is a standard-bearer for visual arts coverage in Canada. The magazine is beautifully designed, its writers are among the best arts writers in our country and the website is a must-visit destination for any person interested in art in Canada. We're lucky to have this outstanding commitment to fostering and strengthening the role of Canadian art both at home and abroad.”

**Susan Bloch-Nevitte**

EXECUTIVE DIRECTOR OF PUBLIC AFFAIRS,  
ART GALLERY OF ONTARIO, TORONTO