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.
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.”
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.

33% of readers have a household income of $100,000 +.

“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.”
Editorial Lineup

Spring 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.

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.

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 Market Guide: Commercial galleries, auction houses and art fairs

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

SPECIAL SUPPLEMENT INCLUDED:
2021 Art School Guide

Summer 2021

On Newsstands  March 15, 2021 — June 14, 2021
Booking Deadline  February 2, 2021
Material Deadline  February 9, 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
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

<table>
<thead>
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<th>Unit</th>
<th>Dimensions</th>
<th>File Type</th>
<th>CPM*</th>
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<tr>
<td>Half-Page Banner</td>
<td>300 x 600 pixels</td>
<td>GIF or JPEG</td>
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<tr>
<td>Big Box</td>
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<td>GIF or JPEG</td>
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*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

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*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

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<th>Four Colour</th>
<th>1 Time</th>
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<th>4 Times</th>
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<tr>
<td>Outside back cover</td>
<td>$8,415</td>
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<td>$12,180</td>
<td>$10,960</td>
<td>$10,355</td>
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<td>$10,610</td>
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GALLERY & MUSEUM RATES

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<tr>
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<td>$8,488</td>
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<tr>
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PUBLISHING SCHEDULE

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<tr>
<th>Issue</th>
<th>Close</th>
<th>Material Due</th>
<th>In Market</th>
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<tbody>
<tr>
<td>Spring 2021</td>
<td>February 2</td>
<td>February 9</td>
<td>March 15 to June 14</td>
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<tr>
<td>Summer 2021</td>
<td>May 4</td>
<td>May 11</td>
<td>June 15 to September 14</td>
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<tr>
<td>Fall 2021</td>
<td>August 3</td>
<td>August 10</td>
<td>September 15 to December 14</td>
</tr>
<tr>
<td>Winter 2022</td>
<td>October 26</td>
<td>November 2</td>
<td>December 15 to March 14</td>
</tr>
</tbody>
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PRINT ADVERTISING SPECIFICATIONS

Page Size — Width x Height in Inches
1 Full Page with Border
8.875” x 10.875” (trim)
Please allow 0.125” for bleed on all sides.

1/2 Page — Vertical
3.6875” x 9.625”

1/2 Page — Horizontal
7.625” x 4.6875”

DPS
17.75” x 10.875” (trim)
Please allow 0.5” of type safety inside trim

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 pico 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.
Page Size (Trim Size)
8.875” wide x 10.875” high

With .125” Bleed Added
9.125” wide x 11.125” high

Please note that all copy, including mouse type (used for credits/captions), must be .5” inside the page size (trim size)

copy safe area; all copy needs to be inside white area

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

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”

1 Full Page with Border
7.625” x 9.625”
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