

Inuit Art

QUARTERLY

MEDIA KIT

2019



**Soapstone
is Just
the Start**



Vision and Audience

For three decades, the award-winning *Inuit Art Quarterly* has been dedicated to the advancement and appreciation of Inuit and circumpolar Indigenous arts. As the sole publication focused on the arts and artists of Inuit Nunangat, our team strives to deliver this important scholarship to a global audience by way of a beautifully produced, archival quality magazine. Our readers are inquisitive, passionate and loyal. They regularly share with us their enthusiasm for the publication and the artists we feature.

The *Quarterly* is unique in its ability to bring you into the heart of conversation and the community. We support robust and thoughtful writing by Inuit and other Indigenous writers, including cultivating and mentoring emerging talent. For three decades, we have been at the forefront of the field bringing to light new and notable artists and sharing their voices and culture. The *Inuit Art Quarterly* brings the best of Inuit art to world.

The Magazine

Unique in content, *IAQ* is widely considered one of the most significant voices for Indigenous art in the world. With a global readership, the magazine provides insight and promotes awareness of the art, artists and cultural activities of the circumpolar world.

- The only magazine in the world devoted to Inuit art
- In publication for 30 years
- Released four times each year in Spring, Summer, Fall and Winter
- Canada's second most widely read art magazine, as well as its most read internationally
- Edited by writer and curator Britt Gallpen
- Art Directed by Emily Tu

Our Subscribers

The magazine boasts an extraordinarily diverse global subscriber base of not only Inuit art enthusiasts but also those generally interested in the contemporary and historic art scenes. Remarkably engaged, our subscribers see value in fine art and appreciate luxury goods and services.

- Leading art collectors from all over the world
- Recognized patrons of the arts from abroad and here in Canada
- Art galleries and museums libraries internationally
- Public and university libraries across the world
- Many subscribers have collected the publication since 1986

Inuit Art Quarterly Readers at a Glance

30%
of our readers
purchased an
artwork after seeing
it advertised in the
magazine

68%
of our readers visited an
exhibition after seeing
it advertised in our
magazine

25%
of our readers spend more
than 3 hours reading our
magazine

Average age: 48

Average Household Income: \$112,000

50 % Female

50 % Male

66%
Post Graduate Degree

94%
University Graduates

Collectors

\$ 50,000 - \$ 250,000 27%
Under \$ 50,000 44%
\$ 250,000 + 21%

Value of Art Collection

Inuit Art 91%
Non-Indigenous Art 41%

88%
of our subscribers never discard
their copies

60%
of our readers spend 1-3
hours reading our magazine

20%
of our subscribers have
subscribed for 5-10 years

41%
have subscribed for
more than 10 years

Rates

2019 Net Rates

Full Colour	1x	2x	3x	4x
Back Cover	\$ 2,672	\$ 2,456	\$ 2,350	\$ 2,137
Inside Cover	\$ 2,137	\$ 1,920	\$ 1,815	\$ 1,706
Full Page	\$ 1,815	\$ 1,710	\$ 1,600	\$ 1,596
Half Page	\$ 1,280	\$ 1,175	\$ 1,066	\$ 960
Quarter Page	\$ 960	\$ 888	\$ 808	\$ 723

Non-Profit Rates

Full Colour (Approx. 30% off)	1x	2x	3x	4x
Back Cover	\$ 1,920	\$ 1,742	\$ 1,658	\$ 1,496
Inside Cover	\$ 1,496	\$ 1,343	\$ 1,196	\$ 1,063
Full Page	\$ 1,280	\$ 1,175	\$ 1,066	\$ 961
Half Page	\$ 908	\$ 856	\$ 786	\$ 700
Quarter Page	\$ 618	\$ 597	\$ 550	\$ 510

In House Ad Design Rates

Full Page	\$ 200
Half Page	\$ 150
Quarter Page	\$ 100

Publishing Dates

ISSUE	NEWSSTANDS	AD BOOKING	ARTWORK DUE
Spring 2019	March 15, 2019	January 9	January 24
Summer 2019*	June 15, 2019*	February 7*	March 1*
Fall 2019	September 15, 2019	July 10	July 25
Winter 2019	December 5, 2019	October 9	October 24

* Accelerated timeline for Summer issue to accommodate launch of issue in Venice in early May 2019.

Advertising Specifications

Full Page

Trim Size	8.75" x 11.875" (Final size of the magazine)
Bleed Size	9" x 12.125"
Live Area	7.25" x 10.375" (Area that your images and type should be within)

Half Page

Horizontal 4.9653" x 7.375"

Quarter Page

Vertical 4.9653" x 3.6042"

Templates
available on
request

File Specifications and Delivery

Please ensure that electronic files comply with the following requirements:

Resolution

High-resolution PDF files with all photos and fonts embedded

Resolution must be a **minimum of 300 dpi** (at print dimensions)

Please ensure to convert all colours to CMYK (RGB is unacceptable for print)

Submission

Ad materials must be submitted electronically using a large file transfer program such as dropbox.com or hightail.com to:

iaq@inuitartfoundation.org

If you have questions about sending files please contact us at 1(855)-274-0109

Or advertise@inuitartfoundation.org

PDF files can also be sent directly to **advertise@inuitartfoundation.org**

Summer 2019

The Film Issue

To coincide with Igloolik- and Montreal-based Isuma's representation of Canada at the 2019 Venice Biennale, the *Inuit Art Quarterly* is dedicating our Summer 2019 issue to the expansive media of film. From experimental shorts, historic documentaries and feature-length films, this issue will present the critical role this medium has played, and continues to play, in the field of Inuit art. Highlights from the issue include:

- Award-winning critic, author and curator Sarah Milroy on the legacy of Zacharias Kunuk and Isuma
- Feature on experimental film-based work by writer and spoken word poet Taqralik Partridge
- Portfolio of emerging filmmakers from across Inuit Nunangat and beyond
- Exhibition views, biennale-specific highlights and so much more!

The Summer 2019 issue has an accelerated production schedule to accommodate the launch of issue in Venice in early May 2019.

This issue will have greater international reach than other issues



IAQ Calendar Listings

Launched in 2017, the IAQ's online calendar is an easy-to-use directory of current and upcoming exhibitions, talks, tours, events and more.

BOOK AT LEAST SIX MONTHS FOR SPECIAL INCENTIVE PRICING

Basic Listing

Free

Free listings include the name of the exhibit or event, its date(s), and the name and address of the host gallery only.

Enhanced Listing

\$50 / month

Promote your exhibition or event online to the IAQ's dedicated readers for just \$50 a month. Enhanced listings include a promotional image, a description (up to 450 words), Google Map, featured placement on the main calendar page and one promotion through each of the IAQ's Facebook, Twitter and Instagram. For \$25 more, extend your reach by placing banner ads throughout the IAQ website.

Online Banners

Run of Site (ROS)

Various sizes available, please contact us for availability and pricing.

Contact

Nicholas Wattson, Advertising Manager
at advertise@inuitartfoundation.org or at 416-618-6154

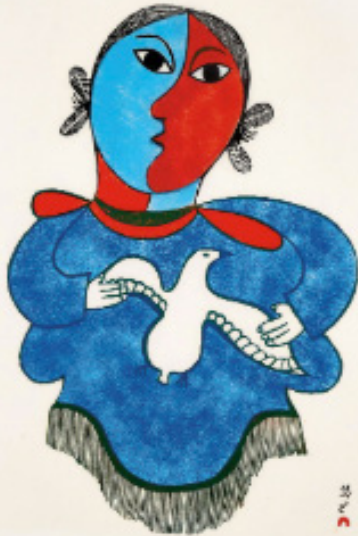
IAQ Calendar Listings Page

NOVEMBER 2018

18
NOV

FEATURED

INVESTING IN CANADIAN AND INUIT ART



EVENT DETAILS

The Inuit Art Foundation and Consignor Canadian Fine Art present *Investing in Canadian and Inuit Art*, a talk by Kathryn Minard, ISA CAPP.

Drawing from her over thirty five years in fine art appraisals, acquisitions and collection management, owner of *ArtAdvisory.com* Kathryn Minard will be examining the challenging and often fluctuating art market in a multi-media presentation.

Join us for this informative presentation about collecting and investing in art, surrounded by highlights of the Fall 2018 auction season at Consignor Canadian Fine Art.

TIME

Sunday November 18, 2018
at 11:00am

CURRENT MONTH

DECEMBER 2018 < >

FILTER EVENTS

SORT BY: DATE ▾

EVENT TYPE: **ALL** MEDIUM: **ALL** PROVINCE/STATE/REGION: **ALL** CITY/TOWN: **ALL** MONTH: **ALL** EVENT LOCATION: **ALL**

19³¹
APR

THREADS OF CHANGE: ARCTIC CLOTHING AND IDENTITY IN THE NORTH

08²²
MAR

ENDURING CONNECTIONS: CONTEMPORARY ALASKAN YUP'IK AND IŃUPIAT ART

06⁰⁷
SEP

ART FOR A NEW UNDERSTANDING: NATIVE VOICES, 1950S TO NOW

17⁰⁹
SEP

ALOOTOOK IPELLIE: WALKING BOTH SIDES OF AN INVISIBLE BORDER

21²¹
OCT

PANGNIRTUNG WEAVINGS FROM THE DENNOS MUSEUM CENTER'S COLLECTION

24¹⁶
OCT

IMAGE MUNDI- GREAT AND NORTH

10¹⁰
NOV

MARY YUUSIPIK SINGAQTI

17²⁴
NOV

NIVINNGAJULIAAT FROM BAKER LAKE

20²¹
NOV

FLOYD KUPTANA AT GALLERY ARCTURUS

22¹⁴
NOV

FEATURED
INUA OF THE SEAS

THURSDAY NOVEMBER 22nd, 2018

Policies and Terms

Acceptance of any advertisement in *Inuit Art Quarterly* 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 *Inuit Art Quarterly*, 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 *Inuit Art Quarterly* and the Inuit 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 *Inuit Art Quarterly* in writing an advertiser must cancel their ad by space closing date. Rates that are based on a frequency schedule are subject to short rates if the full schedule is not complete.

Account Payment

Inuit Art Quarterly 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 pre-authorized debit is returned unpaid due to non-sufficient funds (NSF), an NSF fee of \$45 is charged.

Errors

In the event of a material error in the advertisement that is the fault of *Inuit Art Quarterly*, 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.