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

Illustration: Jutai Toonoo, Self, 2012. COURTESY FEHELEY FINE ARTS. REPRODUCED WITH THE PERMISSION OF DORSET FINE ARTS
Inuit Art Quarterly
Readers at a Glance

- **50% Female**
- **50% Male**
- Average age: 48
- **Average Household Income: $112,000**

Collectors

- **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
- **91%** of our readers have Inuit Art in their collection
- **41%** of our readers have non-Indigenous Art in their collection

Value of Art Collection

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

- **94%** of our subscribers are University Graduates
- **66%** hold a Post Graduate Degree

- **68%** of our readers purchased an artwork after seeing it advertised in the magazine
- **30%** 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
- **60%** have subscribed for more than 10 years
- **20%** have subscribed for 5-10 years
- **41%** have subscribed for more than 10 years

- **88%** of our subscribers never discard their copies

Source: In house reader survey
Rates

2019 Net Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Colour</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$ 2,672</td>
<td>$ 2,456</td>
<td>$ 2,350</td>
<td>$ 2,137</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>$ 2,137</td>
<td>$ 1,920</td>
<td>$ 1,815</td>
<td>$ 1,706</td>
</tr>
<tr>
<td>Full Page</td>
<td>$ 1,815</td>
<td>$ 1,710</td>
<td>$ 1,600</td>
<td>$ 1,596</td>
</tr>
<tr>
<td>Half Page</td>
<td>$ 1,280</td>
<td>$ 1,175</td>
<td>$ 1,066</td>
<td>$ 960</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$ 960</td>
<td>$ 888</td>
<td>$ 808</td>
<td>$ 723</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-Profit Rates</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Colour</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$ 1,920</td>
<td>$ 1,742</td>
<td>$ 1,658</td>
<td>$ 1,496</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>$ 1,496</td>
<td>$ 1,343</td>
<td>$ 1,196</td>
<td>$ 1,063</td>
</tr>
<tr>
<td>Full Page</td>
<td>$ 1,280</td>
<td>$ 1,175</td>
<td>$ 1,066</td>
<td>$ 961</td>
</tr>
<tr>
<td>Half Page</td>
<td>$ 908</td>
<td>$ 856</td>
<td>$ 786</td>
<td>$ 700</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$ 618</td>
<td>$ 597</td>
<td>$ 550</td>
<td>$ 510</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In House Ad Design Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>Half Page</td>
</tr>
<tr>
<td>Quarter Page</td>
</tr>
</tbody>
</table>

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"
- Vertical: 4.9653" x 3.6042"

**Quarter Page**
- Vertical: 4.9653" x 3.6042"

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

Publishing Dates

**ISSUE**
- Spring 2019
- Summer 2019*
- Fall 2019
- Winter 2019

**NEWSSTANDS**
- March 15, 2019
- June 15, 2019*
- September 15, 2019
- December 5, 2019

**AD BOOKING**
- January 9
- February 7*
- July 10
- October 9

**ARTWORK DUE**
- January 24
- March 1*
- July 25
- October 24

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

<table>
<thead>
<tr>
<th>Basic Listing</th>
<th>Free</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free listings include the name of the exhibit or event, its date(s), and the name and address of the host gallery only.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Enhanced Listing</th>
<th>$50 / month</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online Banners</th>
<th>Run of Site (ROS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Various sizes available, please contact us for availability and pricing.</td>
<td></td>
</tr>
</tbody>
</table>

#### Contact

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

DECEMBER 2018

19
APR

THREADS OF CHANGE: ARCTIC CLOTHING AND IDENTITY IN THE NORTH

08
MAR

ENDURING CONNECTIONS: CONTEMPORARY ALASKAN YUP’IK AND INUPIAT ART

06
SEP

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

17
SEP

ALOOTOOK IPELIE: WALKING BOTH SIDES OF AN INVISIBLE BORDER

21
OCT

PANGNIRTUNG WEAVINGS FROM THE DENNIS MUSEUM CENTER’S COLLECTION

24
OCT

IMAGE MUNDI: GREAT AND NORTH

10
NOV

MARY YUUSIPIK SINGAQTI

17
NOV

NIVINQAJUAJAT FROM BAKER LAKE

20
NOV

FLOYD KUPTANA AT GALLERY ARCTURUS

22
NOV

FEATURED

INUA OF THE SEAS

THURSDAY NOVEMBER 22, 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.