

Inuit Art

QUARTERLY

Media Kit
2020



Vision and Audience

For over 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, we deliver this important perspective 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 IAQ 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 over 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 IAQ is my bible.”

—SUBSCRIBER



Your Home For Inuit Art

The Magazine

Unique in content, the *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
- Award-winning editorial content
- Released four times each year in Spring, Summer, Fall and Winter
- Canada's second most widely read visual art magazine and its most widely read internationally

Our Subscribers

The magazine boasts an extraordinarily diverse global subscriber base of remarkably engaged, our subscribers see value in fine art and appreciate luxury goods and services.

- Leading art collectors and patrons from all over the world
- Many subscribers have collected the publication since 1986
- Regularly embark on luxury travel
- Art galleries and libraries internationally

Inuit Art Quarterly Readers at a Glance

27,900

Total audience
(online readership and
print readership)

Audience

Demographics

Female readers: **50%**

Male readers: **50%**

Average age: **48**

Average Household Income: **\$112,000**

66% Post Graduate Degree

94% University Graduates

Reader Information

30% of our readers purchased an art-work after seeing it advertised in the magazine

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

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

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

20% of our subscribers 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

Collectors

Value of Art Collection

Under \$50,000 **44%**

\$50,000-\$250,000 **27%**

\$250,000 + **21%**

Type of Art Collected

Inuit Art **91%**

Non-Indigenous Art **41%**

Online Audience at a Glance

18,900

Total reach
(newsletter subscribers,
website and social media)

Online Audience

IAQ Online

3,000+ unique monthly visitors

Social Media

Newsletter subscribers: **3,000**

Facebook Followers: **5,000**

Twitter Followers: **1,900**

Instagram Followers: **6,600**

Total reach: **18,900**

Aggregated Social Stats

Gender

Women: **71%**

Men: **27%**

Age

18-24: **8%**

25-34: **29.5%**

35-44: **24.5%**

45-54: **15%**

55-64: **12.5%**

65+: **9%**

Geographic demographics

Canada: **72%**

United States: **12%**

International: **27%**

“My IAQ is well-read, thumbed through, enjoyed and cherished by many people in my environment. We share the stories and images and have engaging conversations and discussions based on the articles. The artists and their work are like family members.”

—SUBSCRIBER

“There is no other magazine I enjoy more. Other magazines were given to me as gifts. I choose IAQ for myself!”

—SUBSCRIBER

Your Home For Inuit Art

Rates

2020 Net Rates

	1x	2x	3x	4x
Back Cover	\$2,800	\$2,560	\$2,470	\$2,245
Inside Cover	\$2,245	\$2,015	\$1,905	\$1,790
Full Page	\$1,905	\$1,795	\$1,680	\$1,655
Half Page	\$1,345	\$1,235	\$1,120	\$1,000
Quarter Page	\$1,000	\$930	\$850	\$760

ADVERTISEMENTS ARE PRINTED IN FULL COLOUR

Non-Profit Rates (Approximately 30% off)

	1x	2x	3x	4x
Back Cover	\$2,015	\$1,830	\$1,740	\$1,570
Inside Cover	\$1,570	\$1,410	\$1,255	\$1,115
Full Page	\$1,345	\$1,235	\$1,120	\$1,000
Half Page	\$955	\$900	\$825	\$735
Quarter Page	\$650	\$625	\$575	\$535

ADVERTISEMENTS ARE PRINTED IN FULL COLOUR

In House Ad Design Rates

	Full Page*	Half Page	Quarter Page
In House Ad Design	\$200	\$150	\$100

Publishing Dates

	Newsstands	Ad Booking	Artwork Due
Spring 2020	March 15, 2020	January 8	January 23
Summer 2020	June 15, 2020	April 8	April 23
Fall 2020	September 15, 2020	July 8	July 23
Winter 2020	December 5, 2020	October 7	October 29

Contact

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

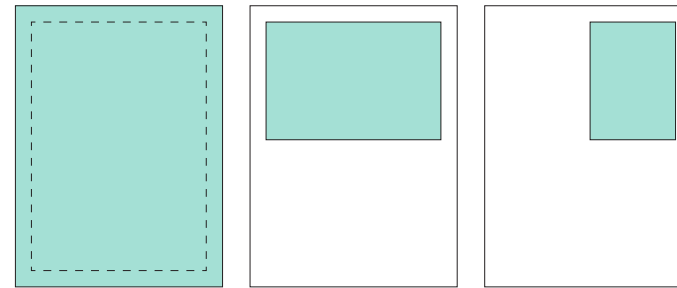
Specifications

Advertising Specifications

	Full Page*	Half Page	Quarter Page
Trim Size	8.75 × 11.875"	7.375 × 4.9653"	4.9653 × 3.6042"
Bleed Size	9 × 12.125"		
Live Area	7.25 × 10.375"		

*FINAL SIZE OF THE MAGAZINE

Advertising Formats



Full Page

Half Page

Quarter Page

File Specifications

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)

Templates available on request

Ad Submission

Ad materials must be submitted electronically

If you have questions about sending files please contact us at 647-498-7717 or advertise@inuitartfoundation.org

Files can also be sent directly to advertise@inuitartfoundation.org

“I believe this is one of the finest area-specific art magazines available today.”

—SUBSCRIBER

Online Rates

Inuit Art Quarterly Billboard

Put yourself in the top news stories of the day! Coverage includes an ad below the *IAQ*'s top news stories on the IAF homepage, and the top-of-page Billboard on *IAQ*'s main landing page.*
\$250 / month

Calendar Billboard

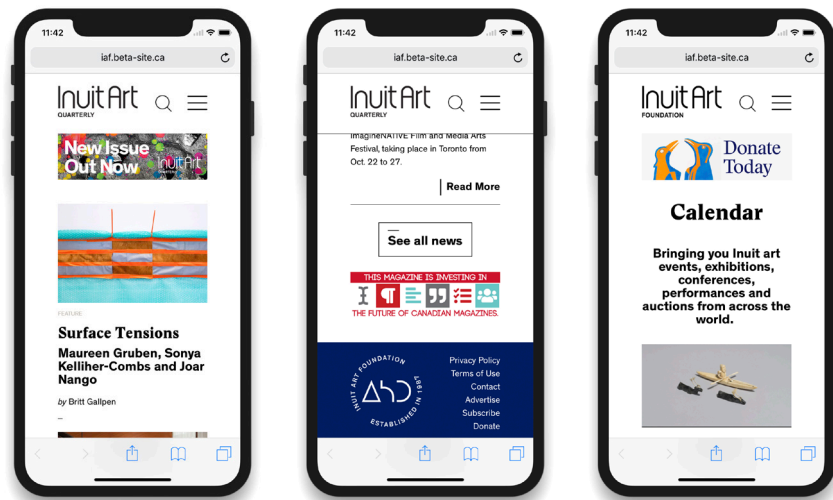
Put your advertising in close proximity to the hottest Inuit art events in the country. Coverage includes Billboard placement on the IAF homepage above Calendar events, and the top-of-page Billboard on the main Calendar page.*
\$250 / month

Inuit Art Quarterly Leaderboard

Take a spot in the heart of *IAQ*'s online content with a Leaderboard ad on the *IAQ* homepage, one of the most visited places on the site.*
\$350 / month

Run of Site (ROS)

Give your ads run of the place! ROS ads are Medium Rectangles which appear in the sidebar on various pages across the site, including archival pages and *IAQ* online content.*
\$150 / month

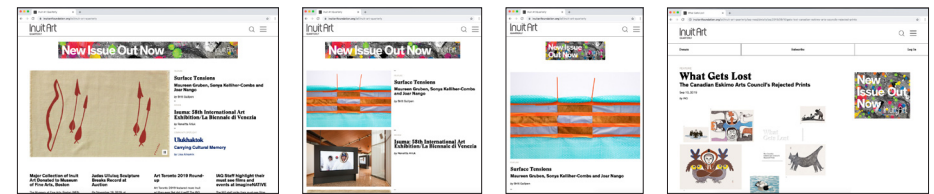


Online Specifications

Online Advertising Specifications

	Billboard	Leaderboard	Mobile Banner	Medium Rectangle
Pixel Size	970 × 90px	728 × 90px	320 × 100px	300 × 250px

Advertising Formats



Billboard

Leaderboard

Mobile Banner

Medium Rectangle

File Specifications

JPG or GIF file format
Resolution must be a minimum of 72 dpi
RGB colour
Templates available on request

Ad Submission

Ad materials must be submitted electronically
If you have questions about sending files please contact us at 647-498-7717 or advertise@inuitartfoundation.org
Files can also be sent directly to advertise@inuitartfoundation.org

“The *IAQ* reaches an audience that’s interested in what Inuit artists are doing today and it does it in an effective way, connecting me with the established collectors and new clients. The *IAQ* supports the community, so advertisers should want to support something that supports the community.”

—CLIENT

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.

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

\$75 / month

Promote your exhibition or event online to the IAQ's dedicated readers for just \$75 a month. Enhanced listings include a promotional image, a description (up to 450 words), Google Map, featured placement on the main calendar page and the IAF homepage and one promotion on the IAF's Facebook and Twitter.

Image Specifications for Enhanced Listings

Images must be in landscape orientation, 1280 × 640px.

Resolution must be a **minimum of 72 dpi**.

Files saved as JPGs file format in RGB colour.

“As a collector, I enjoy keeping up with current events in Inuit arts and cultures, and IAQ is an important resource for me.”

—SUBSCRIBER

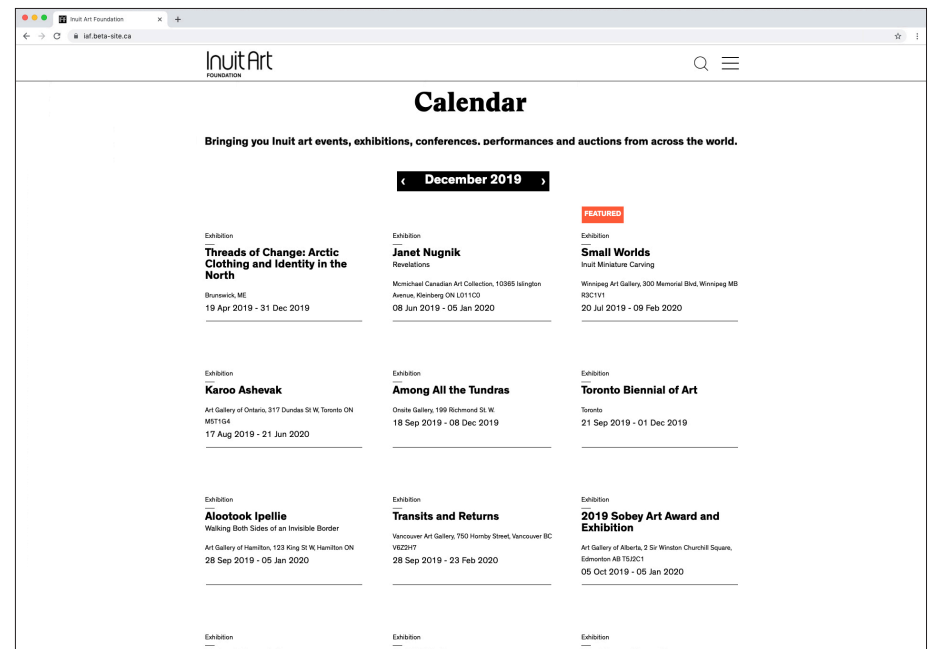
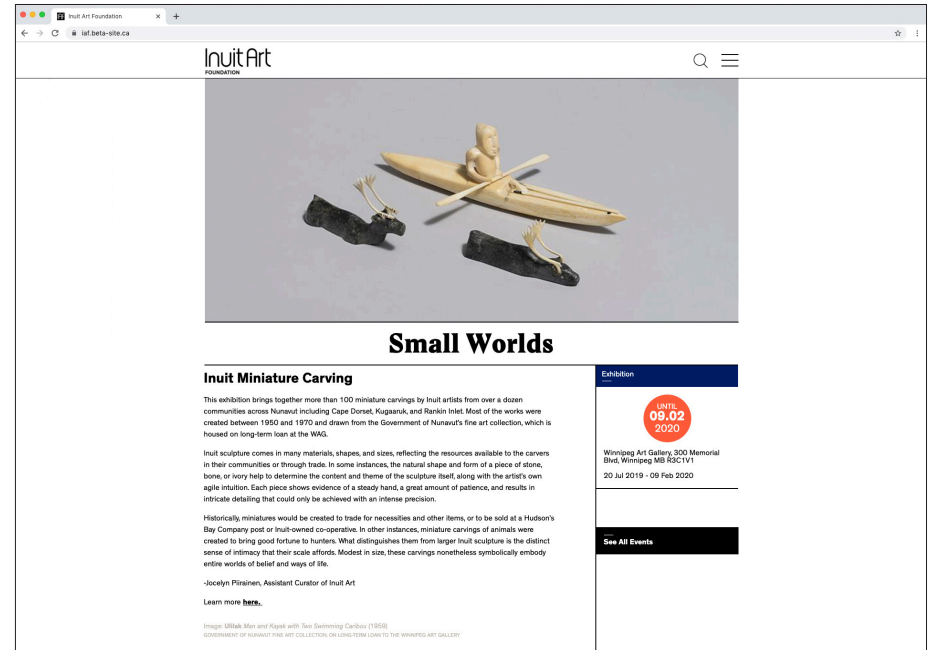
“The magazine is very valuable to me as a source of information about Inuit art, artists and exhibitions/events.”

—SUBSCRIBER

“I think the IAQ is a wonderful tool to learn about what is happening in Inuit art today, our whole team looks forward to every issue that arrives at the gallery. Having the magazine available is also an important educational tool for our sales staff. If you want to sell Inuit art, the IAQ is certain to reach an audience that will buy.”

—CLIENT

Your Home For Inuit Art



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.



Your Home For Inuit Art