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

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

Cover image: Myra Kukiyaaut, Untitled (Dream scene) (detail), 1989 COURTESY EXPANDINGINUIT.COM
Inuit Art Quarterly Readers at a Glance

45,050
Total audience
(online readership and print readership)

Online Audience at a Glance

36,050
Total reach
(newsletter subscribers, website and social media)

Audience

Demographics
Female audience: 50%
Male audience: 50%
Average age: 48
Average Household Income: $112,000
66% Post Graduate Degree
94% University Graduates

Reader Information
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
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

Geographic demographics

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

IAQ Online
11,000+ unique monthly visitors

Social Media
Newsletter subscribers: 3,100
Facebook Followers: 6,800
Twitter Followers: 2,150
Instagram Followers: 13,000
Total reach: 36,050

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%

“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
Print Rates

**2020 Net Rates**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>$2,860</td>
<td>$2,610</td>
<td>$2,520</td>
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</tr>
<tr>
<td>Inside Cover</td>
<td>$2,290</td>
<td>$2,055</td>
<td>$1,945</td>
<td>$1,825</td>
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<tr>
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<td>$1,945</td>
<td>$1,830</td>
<td>$1,715</td>
<td>$1,690</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,370</td>
<td>$1,260</td>
<td>$1,140</td>
<td>$1,020</td>
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<tr>
<td>Quarter Page</td>
<td>$1,020</td>
<td>$950</td>
<td>$865</td>
<td>$775</td>
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**Non-Profit Rates** (Approximately 30% off)

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<td>$2,055</td>
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<td>$1,775</td>
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</tr>
<tr>
<td>Inside Cover</td>
<td>$1,600</td>
<td>$1,435</td>
<td>$1,280</td>
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</tr>
<tr>
<td>Full Page</td>
<td>$1,370</td>
<td>$1,260</td>
<td>$1,140</td>
<td>$1,020</td>
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<tr>
<td>Half Page</td>
<td>$975</td>
<td>$915</td>
<td>$840</td>
<td>$750</td>
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<tr>
<td>Quarter Page</td>
<td>$665</td>
<td>$635</td>
<td>$585</td>
<td>$545</td>
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**In House Ad Design Rates**

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<thead>
<tr>
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<th>Full Page*</th>
<th>Half Page</th>
<th>Quarter Page</th>
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<tbody>
<tr>
<td>In House Ad Design</td>
<td>$200</td>
<td>$150</td>
<td>$100</td>
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Print Specifications

**Print Advertising Specifications**

<table>
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<tr>
<th></th>
<th>Full Page*</th>
<th>Half Page</th>
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</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>8.75 x 11.875&quot;</td>
<td>7.375 x 4.9653&quot;</td>
<td>4.9653 x 3.6042&quot;</td>
</tr>
<tr>
<td>Bleed Size</td>
<td>9 x 12.125&quot;</td>
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<tr>
<td>Live Area</td>
<td>7.25 x 10.375&quot;</td>
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**Print 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

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<tr>
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<td>$150</td>
<td>$100</td>
<td>$65</td>
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<tr>
<td>Half Page</td>
<td>$95</td>
<td>$65</td>
<td>$40</td>
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<td>$40</td>
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<tr>
<td>Quarter Page</td>
<td>$65</td>
<td>$40</td>
<td>$25</td>
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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.*
$350 / 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.*
$200 / month

**Inuit Art Quarterly Leaderboard**
Take a spot in the heart of IAQ's online content with a Leaderboard ad on the IAQ homepage. Advertise alongside fresh editorial content including news stories, features and artist profiles.*
$250 / month

**Run of Site (ROS)**
Give your ads run of the place! ROS ads appear in the sidebar on various pages across the site, including archival pages and IAQ online content.*
$250 / month

**Newsletter Leaderboard**
Share your message with over 3,100 unique readers every month in the IAF’s beloved generally monthly e-newsletter. Two units available per month.*
$350 / newsletter leaderboard unit

**Artist Spotlight**
Sponsored Artist Spotlight
$500

Online Specifications

<table>
<thead>
<tr>
<th>Online Advertising Specifications</th>
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<tbody>
<tr>
<td><strong>Pixel Size</strong></td>
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<tr>
<td>-----------------</td>
</tr>
<tr>
<td><strong>970 × 90px</strong></td>
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</tbody>
</table>

**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

*WHEN BOOKING, AD MATERIAL WILL NEED TO BE SUPPLIED IN MULTIPLE FORMATS TO ACCOMMODATE MOBILE APPLICATIONS*
Sponsored Content

Sponsored content offers you an exclusive, customized marketing opportunity to align your brand and goals with the IAQ’s award-winning editorial. The IAQ is a trusted source of quality content, produced with attention and care. Sponsored content provides unique opportunities to deliver complex, nuanced messages to a deeply engaged audience. Created in consultation with sponsors, these stories also have long lifespans, since 77% subscribers never discard their magazines, treasuring and referring to editorial content for years.

New for 2021: Dealer’s Choice

The Inuit Art Quarterly’s “Choice” is a dedicated double-page layout in the print magazine. This beloved staple of the IAQ’s editorial highlights a single artwork and maker from an insider’s perspective. Complementing each issue’s two “Choice” selections, one sponsored “Dealer’s Choice” is available as an opportunity to highlight a significant work available for sale to the magazine’s dedicated readership. This exclusive opportunity is only available four times per year, so book early to secure a spot.

Sponsored content starts at $2,500, but all packages are custom to each client’s goals. Please contact us to discuss how sponsored content can work for you.

You can also take best advantage of the IAQ’s diverse audience by expanding your sponsored content publication online. Custom, multi-platform packages are available; please inquire for rates.

Artist Spotlight

The Inuit Art Foundation’s Artist Spotlight newsletter is a twice monthly eNewsletter highlighting a single artist–their signature works, career highlights and unique artistic achievements. A beautifully designed, discrete editorial offering, the Artist Spotlight is authored by Emily Henderson, Profiles Editor, and reaches over 3,100 unique readers every month - 7/8 of whom do not subscribe to the print magazine.

The Artist Spotlight pairs the best of the print magazine's award-winning editorial and design, with the depth and breadth of the IAQ Profiles, the definitive home for biographies on Inuit artists, in an intimate, digital experience. Sponsors have the opportunity to work with the IAQ's editorial team to select an artist of their choosing and feature 3-4 images linking directly to the sponsor’s website. Sponsorships are limited to one per month, making them an exclusive opportunity to associate your brand with this beloved editorial content and position your company as a trusted vendor in the industry.
The Storytelling Issue (Spring 2021)

The *Inuit Art Quarterly*’s Spring 2021 issue examines the role that storytelling has played and continues to play in Inuit life. From new perspectives on oral histories, songs and poetry to the stories told by sculpture, print and the movement of art in the circumpolar world, our storytelling issue narrates the evolution of an art form through generations of creators. An in-depth Feature on Elisapie Isaac, an immensely talented, Juno award-winning Inuk singer-songwriter and filmmaker who frequently uses her work to allude to and celebrate other Inuit artists. An interview with celebrated artist and author Germaine Arnaktauyok. A Portfolio that examines the poetry and lyrical verse of authors from across Inuit Nunangat, including Mary Panegooshoo, Tegoodligak and more.

### Dates

<table>
<thead>
<tr>
<th></th>
<th>Newsstands</th>
<th>Ad Booking</th>
<th>Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2021</td>
<td>March 15, 2021</td>
<td>January 5</td>
<td>January 21</td>
</tr>
</tbody>
</table>

**Contact**

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

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“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

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Image: Germaine Arnaktauyok, *Food Provider*, 2005 COURTESY WADDINGTONS
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.