

# Inuit Art

QUARTERLY

Media Kit  
2021





## 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

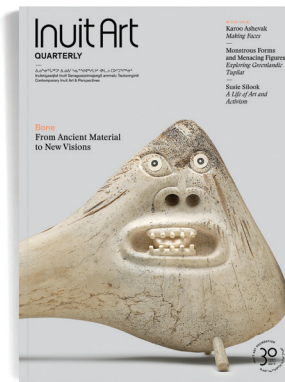
Unique in content, the *IAQ* is widely considered one of the most significant voices for Indigenous art in the world. With a global readership, the magazine provides insight and promotes awareness of the art, artists and cultural activities of the circumpolar world.

- 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



# Your Home For Inuit Art

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)

**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

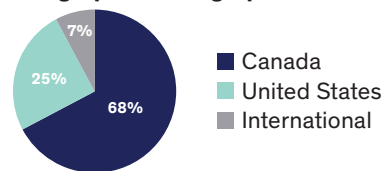
**60%** of our readers spend 1-3 hours reading our magazine

**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 at a Glance****36,050**

Total reach  
(newsletter subscribers,  
website and social media)

**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

SOURCE: IN HOUSE READER SURVEY

**Your Home For Inuit Art**

## Print Rates

### 2021 Net Rates

	1x	2x	3x	4x
Back Cover	\$2,860	\$2,610	\$2,520	\$2,290
Inside Cover	\$2,290	\$2,055	\$1,945	\$1,825
Full Page	\$1,945	\$1,830	\$1,715	\$1,690
Half Page	\$1,370	\$1,260	\$1,140	\$1,020
Quarter Page	\$1,020	\$950	\$865	\$775

ADVERTISEMENTS ARE PRINTED IN FULL COLOUR

### Non-Profit Rates (Approximately 30% off)

	1x	2x	3x	4x
Back Cover	\$2,055	\$1,865	\$1,775	\$1,600
Inside Cover	\$1,600	\$1,435	\$1,280	\$1,135
Full Page	\$1,370	\$1,260	\$1,140	\$1,020
Half Page	\$975	\$915	\$840	\$750
Quarter Page	\$665	\$635	\$585	\$545

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 2021	March 15, 2021	January 5	January 21
Summer 2021	June 15, 2021	April 7	April 22
Fall 2021	September 15, 2021	July 7	July 22
Winter 2021	December 5, 2021	October 1	October 14

### Contact

Nicholas Wattson, Advertising Manager at [advertise@inuitartfoundation.org](mailto:advertise@inuitartfoundation.org) or 416-618-6154

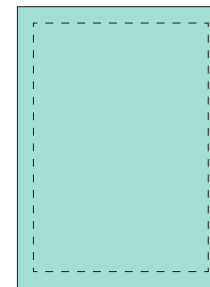
## Print Specifications

### Print 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

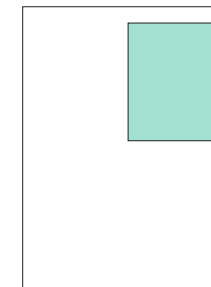
### Print Advertising Formats



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](mailto:advertise@inuitartfoundation.org)

Files can also be sent directly to [advertise@inuitartfoundation.org](mailto: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.\*  
\$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)**

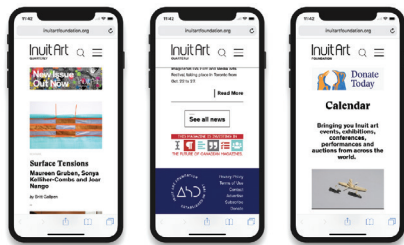
Give your ads run of the place! ROS ads appear in the sidebar on various pages across the site, including archival pages and *IAQ* online content.\*  
\$250 / month

### **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

### **Online Advertising Specifications**

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

### **File Specifications**

JPG or GIF file format

Resolution must be a minimum of 72 dpi

RGB colour

Templates available on request

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**“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

# Your Home For Inuit Art

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



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.

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.

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 - 2/3 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.

SPONSORED

In advance of the opening of the Inuit art centre at the Winnipeg Art Gallery (WAG), the building has been formally given its name by the WAG's Indigenous Advisory Circle: **Qaumajuq**, an Inuktitut word meaning "It is bright, it is lit."

"Light was quickly embraced by the Indigenous Advisory Circle," says WAG Director and CEO Dr. Stephen Burda about the naming process. "It isn't a word from the grand old Inuktitut lexicon. The Circle continued to name every part of the building with Indigenous words signifying light, openness, transparency and hope. The Circle also gave the WAG its Inuktitut name, **Qaumajuq** (pronounced 'kay-mee-ah-joo'), meaning 'the dawn of light is coming'—which reflects its location on Treaty 1 territory. We spoke with the Indigenous Advisory Circle to learn more."

*we met aqumajuq first, and why did the Indigenous Advisory Circle form in the first?*

**Dr. Stephen Burda:** *we met aqumajuq first, and why did the Indigenous Advisory Circle form in the first?*

**WAG staff and Indigenous representation** from Manitoba and the Northwest Territories.

*we: What were the goals of this meeting process?*

**Dr. Burda:** *The "Inuit art centre" as a name was always a placeholder. The Circle discussed how to Indigenous the Gallery and create a feeling that it was our space and decided Indigenous languages were key. We wanted to have representation from the Indigenous languages of Manitoba and Inuit Nunavut to showcase the breadth of knowledge that represent the collections and building.*

*We are thrilled not only to name the two buildings, but also to name galleries, gathering spaces and educational spaces in both buildings. We are excited about the impact of this naming and in the context of the continuing decolonization taking place*

*at museums and galleries within Canada and abroad.*

*we: What do you hope visitors take away from their experience of Qaumajuq?*

**Dr. Burda:** *We hope that guests come away with a stronger understanding of the depth of various mediums and knowledge that the circumpolar region holds. We are excited to showcase Inuit creators working in every kind of artistic practice you could imagine. We are excited for visitors to be hosted in this incredible building that demonstrates collaboration between Inuit, First Nations and Métis people.*

*The WAG Indigenous Advisory Circle provides Indigenous leadership and counsel in the development and planning of WAG Qaumajuq exhibitions, education, community outreach, partnerships and programming.*

**ALL COUNTRY WEAVING**  
400-222-2222  
www.allcountryweaving.com

**OPPOSITE**  
**Mya Rukh**  
1970-1980 (Canadian/Inuit)

**Traditional Inuitan Tote Bag**  
Inuitan and Inuit  
30 x 40 cm  
www.mya-ruk.com

**OPPOSITE**  
**Michael Apukpuk**  
1970-1980 (Inuit)

**Group on Arctic**  
Inuit and Inuit  
30 x 40 x 20 cm  
www.michaelapukpuk.com

**OPPOSITE**  
**Sofia Andrich**  
1980-1990 (Inuit)

**Arctic Arctic Arctic**  
Inuit and Inuit  
30 x 40 x 20 cm  
www.sofiaandrich.com

**OPPOSITE**  
**Michael Apukpuk**  
1970-1980 (Inuit)

**Arctic Arctic Arctic**  
Inuit and Inuit  
30 x 40 x 20 cm  
www.sofiaandrich.com

**OPPOSITE**  
**Michael Apukpuk**  
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**OPPOSITE**  
**Michael Apukpuk**  
1970-1980 (Inuit)

SPONSORED

wag - qaumajuq

wag - qaumajuq



## 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

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### Contact

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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



## 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