

Inuit Art

QUARTERLY

—
Media Kit
2023

Inuit Art Quarterly Overview



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 Nunaat, we deliver this important perspective to a global audience through a beautifully produced, archival quality magazine and vital online platforms. 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.

Your Home For Inuit Art

The Largest Art Magazine in Canada

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 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 readers. 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

Contact

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

Key Demographics

Total Reach

63,112

Total Inuit Art Foundation Monthly Reach
(All Platforms)

31,550

Total Advertiser Reach
(Magazine, Online, Newsletters)

Media	Reach
Magazine Print Run	4,300
Magazine Readership	10,750
Monthly Website Unique Users**	14,400
General Newsletter	3,200
Artist Spotlight Newsletter	3,200
Instagram	19,500
Facebook	9,400
Twitter	2,662

Print Audience Profile *

Gender	Comp
Women	55%
Men	45%
Age	Comp
25–54	28%
25–64	48%
65+	51%
Education	Comp
PG Degree	53%
BA	24%
College/University Dip.	17%
Income	Comp
\$200,000+	12%
\$100,000+	33%
\$75–99,000	17%
\$50–\$75,000	10%
Avg. Household Income	\$124,700

Subscriber Location	Comp
Canada	71%
US	23%
Profession	Comp
MOPES (Managers, Owners, Professionals, Exec.)	36%
Artists	10%

Engagement Information

27% have subscribed for at least the last 10 years

77% of subscribers never discard their *IAQ* magazine

Readers refer to an average issue **5 times**

Readers spend an average **71 minutes** with an average issue

Key Demographics

Art Purchases

\$60,000

Average value of *IAQ* readers art collection

1 in 5 Readers have purchased an artists work after seeing it featured in the *IAQ*



Purchase History	Comp
Ever purchased art	97%
Purchased art in the past year	69%
Purchased art in person	94%
Purchased art online	49%
Purchased a specific artwork seen in the <i>IAQ</i>	10%
Intend to purchase art in the near future	40%
Value of Art Collection	Comp
Under \$50k	48%
\$50k–\$100k	10%
\$100k–\$250k	8%
\$250k–\$500k	3%
\$500k+	3%

Click here for more information on readers' purchasing, travel and spending habits



Your Home For Inuit Art

Damien Iquallaq *Muscox Sculpture* (2018)
© THE ARTIST

* SOURCE: *IAQ* AUDIENCE SURVEY SPRING 2020

Print Advertising Opportunities

Print Advertisement Rates

2023 Net Rates

	1×	2×	3×	4×
Back Cover	\$3,150	\$2,875	\$2,780	\$2,525
Inside Cover	\$2,505	\$2,270	\$2,150	\$2,010
Full Page	\$2,145	\$2,015	\$1,890	\$1,865
Half Page	\$1,515	\$1,390	\$1,260	\$1,125
Quarter Page	\$1,125	\$1,050	\$955	\$855

ADVERTISEMENTS ARE PRINTED IN FULL COLOUR

Non-Profit Rates (Approximately 30% off)

	1×	2×	3×	4×
Full Page	\$1,515	\$1,410	\$1,323	\$1,305
Half Page	\$1,075	\$1,005	\$925	\$830
Quarter Page	\$790	\$742	\$670	\$605

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 2023	March 15, 2023	January 10, 2023	January 19, 2023
Summer 2023	June 15, 2023	April 7, 2023	April 21, 2023
Fall 2023	September 15, 2023	July 13, 2023	July 26, 2023
Winter 2023	December 5, 2023	September 29, 2023	October 13, 2023

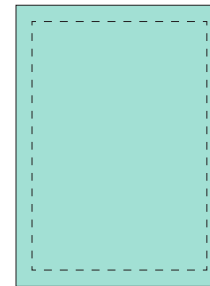
Your Home For Inuit Art

Print Specifications

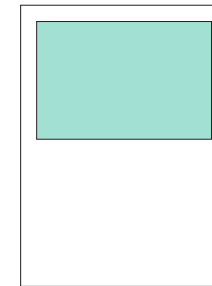
Print Advertising Specifications

	Full Page	Half Page	Quarter Page VERTICAL ONLY
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"		

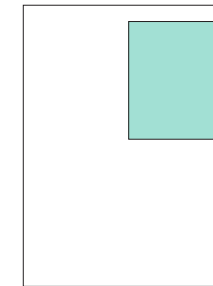
Print Advertising Formats



Full Page



Half Page



Quarter Page VERTICAL ONLY

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**

Templates available on request

** RGB FORMAT IS UNACCEPTABLE FOR PRINT

Ad Submission

Ad materials must be submitted electronically

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

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

Contact

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

Online Overview

Online Audience at a Glance

52,762

Total online audience monthly

- Website: 14,400
- General Newsletter: 3,200
- Artist Spotlight Newsletter: 3,200
- Instagram: 19,900
- Facebook: 9,400
- Twitter: 2,662

IAQ Online Audience

Sitewide Audience Overview - Last 30 Days

Users

12,712

↑ 21.1% from previous year

Pageviews

36,338

↑ 35.5% from previous year

Avg. Session Duration

00:02:13

↑ 22.7% from previous year

Pages / Session

2.09

↑ 7.0% from previous year

Users

12,712

↑ 10.9% from previous 30 days

Pageviews

36,338

↑ 6.4% from previous 30 days

Avg. Session Duration

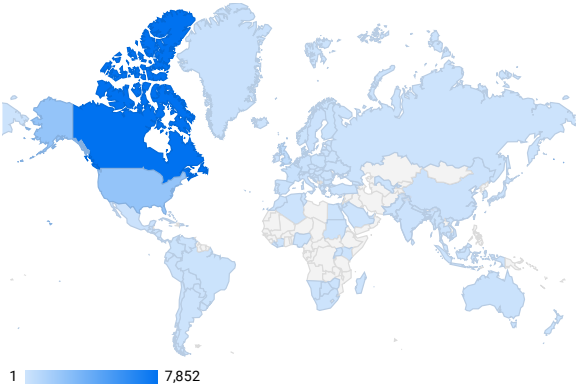
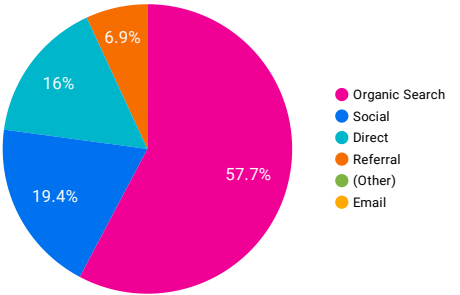
00:02:13

↓ -4.7% from previous 30 days

Pages / Session

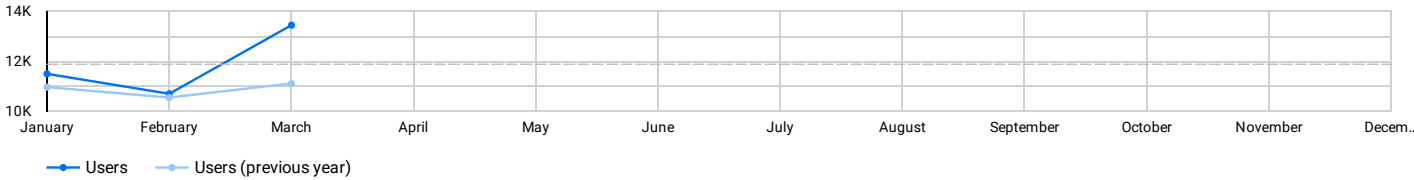
2.09

↓ -6.1% from previous 30 days



Country	Users
Canada	7.9K
United States	2.2K
United Kingdom	483
Denmark	171
France	158
Greenland	119
Germany	95
Spain	66
Australia	64
Netherlands	59

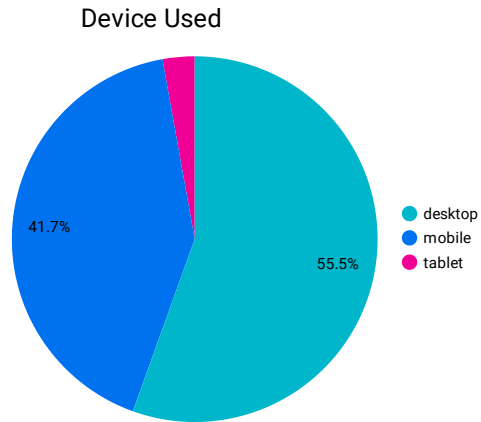
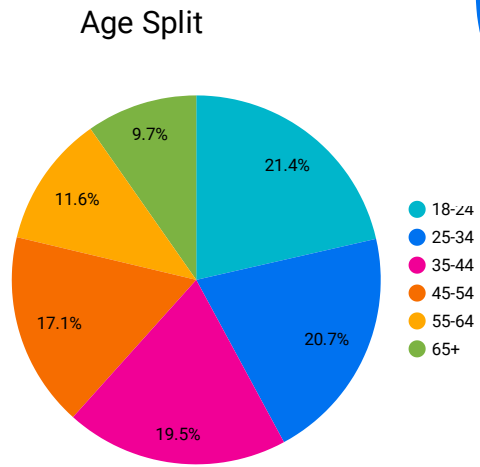
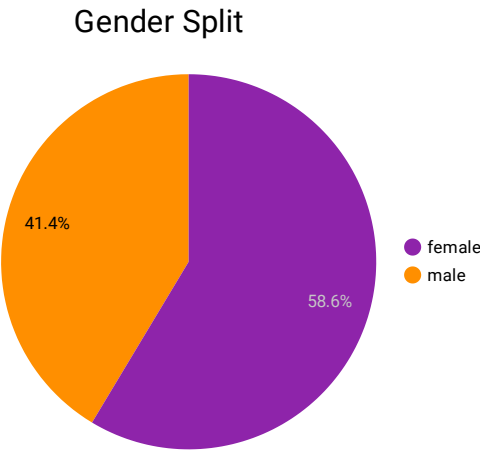
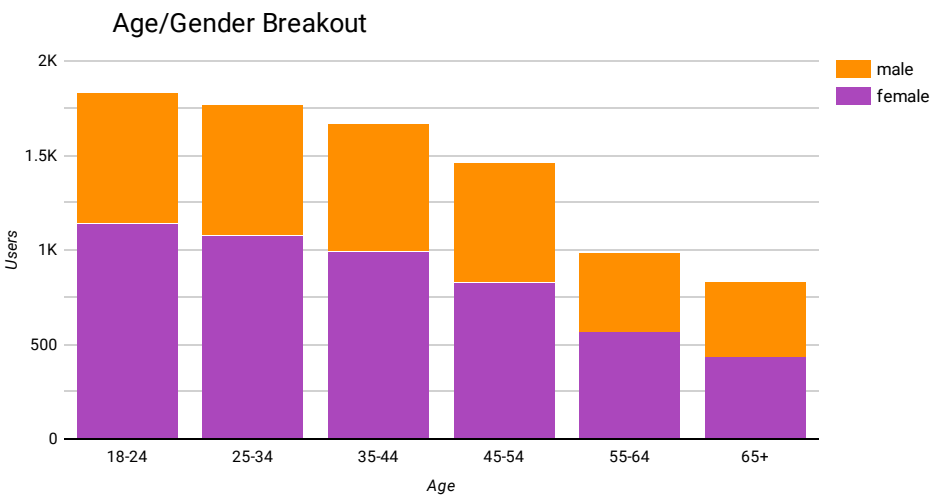
City	Users
Toronto	1.4K
(not set)	903
Montreal	657
Ottawa	590
Calgary	356
Winnipeg	291
Vancouver	267
Edmonton	226
Halifax Regional Municipality	186
St. John's	183



Online Overview

IAQ Online Audience

Sitewide Audience Demographics - YTD



Online Advertising Opportunities

Online Advertising 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. Minimum charge 1 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. Minimum charge 1 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. Minimum charge 1 month.

Medium Rectangle – 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. Minimum charge 1 month.

Artist Spotlight

Sponsored Artist Spotlight. See next page for more details.

\$500

Newsletter Leaderboard

Share your message with over 3,200 unique readers every month in the IAF's beloved general monthly e-newsletter. Two units available per month.

\$350 / newsletter leaderboard unit

Learn more about Monthly eNewsletters



Your Home For Inuit Art

Online Advertising Specifications

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

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



Ricky Jaw Chopper Motorcycle (2018)
COURTESY INUITARTSCULPTURES.COM © THE ARTIST

Sponsored Content Opportunities both in print and online available, see next page for more details.

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. Sponsored content is available both in print and online and is 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 and the online version remains on our site indefinitely.

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. Quumajug, an Inuktitut word meaning "it is bright, it is lit."

"Light was quickly welcomed by the Indigenous Advisory Circle," says WAG Director and CEO Dr. Stephen Bryer about the naming process. "It was a name through the heart" and the Circle continued to name some part of the building with Indigenous words signifying light, openness, transparency and hope. The Circle also gave the WAG staff an understanding of the name. Bridget Simonsen, 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.

WAG staff and Indigenous representation from Manitoba and Inuit Nunavut are. What were the goals of this naming process?

It was to "The Inuktitut word" as a name was about a connection. The Circle discussed how to integrate the building and create a feeling that it was our space and decided Indigenous language was the best way to have representation from the Indigenous languages of Manitoba and Inuit Nunavut to enhance the strength of Indigenous languages that represent the culture and building.

We are excited to not only to name the building, but also to have galleries, opening, and to have the name in both buildings.

We are excited about the impact of this naming and in the context of the contemporary decolonization taking place at museums and galleries within Canada and abroad.

What do you hope visitors take away from this experience of Quumajug?

We hope that guests come away with a stronger understanding of the depth of various mediums and knowledge that the contemporary region holds. We are excited to showcase Inuit artists working in many kinds of media and you will see images. We are excited for visitors to be inspired by this beautiful building that demonstrates collaboration between Inuit, First Nations and Métis people.

The 2023 Indigenous Advisory Circle provides Indigenous leadership and counsel in the development and planning of WAG's curatorial, educational, community outreach, partnerships and programming.

SPONSORED


Quumajug

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 reaches over 3,200 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.

Meet the latest featured artist. [View this artist in your browser.](#)




EMERGING ARTIST SPOTLIGHT:
BRIAN KOWIKCHUK



Dear ,


We have officially closed Picese season, and while I am not a dihard astrologist, I have a soft spot in my heart for the qualities typically represented by the two fish who move in opposite directions. Based in emotion and creativity, emphasizing empathy and imagination, the water sign depicts a gentle push and pull that reminds me of the work and processes of [Brian Kowikchuk](#).

Having grown up watching his mother draw flowers in Inuvik, NT, Kowikchuk was inspired at a young age to create. Currently working with the Artist Hub in Inuvik, Kowikchuk teaches art classes as a tool for mental health and, as he told the *IAQ*, to "help our people understand the different ways art is therapy." While a lot of focus is often set on the impact a work has on others, Kowikchuk acknowledges the impact on the artist; the ability to express yourself, to heal and to identify yourself through creativity.




Brian Kowikchuk (Inuvik) (2023)
© 2023, all rights reserved

Meet the latest featured artist. [View this artist in your browser.](#)



ARTIST SPOTLIGHT: KATHERINE TAKPANNIE




"A lot of my work has been rooted in who I am and my journey. It is reflective of my life experiences and I want to honour my culture."

Katherine Takpannie

Dear ,

The days are getting shorter lately in Southern Ontario. It's mostly dark by 5:30 in the evening. This shift in daylight hours can play tricks on the mind, making things seem a bit more dreary and gloomy than those glorious summer days full of bright sunshine. That's why I find myself gravitating to all things vibrant as winter sets in. Surrounding myself in colour makes me think of the effervescent works of award-winning photographer [Katherine Takpannie](#), whose work I am thrilled to share with you today.

Takpannie, who currently resides in Ottawa, ON, grew an interest in photography after her uncle gave her a point-and-shoot camera for her 15th birthday. After learning about the 365 Project—where you take one photograph every day for a year—she started snapping photos and never looked back. Since her early days experimenting with the medium, Takpannie has found a passion for creating photographs that not only catch the eye but hold a message underneath. "A lot of my work has been rooted in who I am and my journey. It is reflective of my life experiences and I want to honour my culture," she says. Takpannie's talent for merging her culture and her art has not gone unnoticed, earning her the *New Generation Photography Award* and the *SAW Prize for New Works* in 2020.



Katherine Takpannie (Ottawa) (2019)



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 except for online invoices which are due prior to campaign starts. Overdue accounts for print ads 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.



Victor Ekootak River Fishing (1966)
COURTESY WAG-QAUMAJUQ © THE ARTIST