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 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 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

Contact

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

Print Advertisement Rates

<table>
<thead>
<tr>
<th>2023 Net Rates</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>$3,150</td>
<td>$2,875</td>
<td>$2,780</td>
<td>$2,525</td>
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<td>Inside Cover</td>
<td>$2,505</td>
<td>$2,270</td>
<td>$2,150</td>
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<tr>
<td>Full Page</td>
<td>$2,145</td>
<td>$2,015</td>
<td>$1,890</td>
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<tr>
<td>Half Page</td>
<td>$1,515</td>
<td>$1,390</td>
<td>$1,260</td>
<td>$1,125</td>
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<tr>
<td>Quarter Page</td>
<td>$1,125</td>
<td>$1,050</td>
<td>$955</td>
<td>$855</td>
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Non-Profit Rates (Approximately 30% off)

<table>
<thead>
<tr>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
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<tr>
<td>Full Page</td>
<td>$1,515</td>
<td>$1,390</td>
<td>$1,260</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,075</td>
<td>$1,005</td>
<td>$925</td>
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<tr>
<td>Quarter Page</td>
<td>$735</td>
<td>$700</td>
<td>$645</td>
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In House Ad Design Rates

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
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</thead>
<tbody>
<tr>
<td>$200</td>
<td>$150</td>
<td>$100</td>
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</table>

Publishing Dates

<table>
<thead>
<tr>
<th>Spring 2023</th>
<th>Summer 2023</th>
<th>Fall 2023</th>
<th>Winter 2023</th>
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</thead>
<tbody>
<tr>
<td>Newsstands</td>
<td>Ad Booking</td>
<td>Artwork Due</td>
<td></td>
</tr>
<tr>
<td>March 15, 2023</td>
<td>January 10, 2023</td>
<td>January 19, 2023</td>
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</tr>
<tr>
<td>June 15, 2023</td>
<td>April 7, 2023</td>
<td>April 21, 2023</td>
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</tr>
<tr>
<td>September 15, 2023</td>
<td>July 13, 2023</td>
<td>July 26, 2023</td>
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</tr>
<tr>
<td>December 5, 2023</td>
<td>September 29, 2023</td>
<td>October 13, 2023</td>
<td></td>
</tr>
</tbody>
</table>

Print Specifications

Print Advertising Specifications

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>8.75 × 11.875&quot;</td>
<td>7.375 × 9.653&quot;</td>
</tr>
<tr>
<td>Bleed Size</td>
<td>9 × 12.125&quot;</td>
<td>4.9653 × 3.6042&quot;</td>
</tr>
<tr>
<td>Live Area</td>
<td>7.25 × 10.375&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Print Advertising Formats

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>VERTICAL ONLY</td>
</tr>
</tbody>
</table>

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

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 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.

**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.*
$150 / 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.

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

**Artist Spotlight**
Sponsored Artist Spotlight
$500

Online Advertising Specifications

<table>
<thead>
<tr>
<th>Pixel Size</th>
<th>Billboard</th>
<th>Leaderboard</th>
<th>Medium Rectangle</th>
<th>Mobile Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>970 × 90px</td>
<td>728 × 90px</td>
<td>300 × 250px</td>
<td>320 × 100px</td>
</tr>
</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

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