

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 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.

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 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

Print Advertising Opportunities

Print Advertisement Rates

2023 Net Rates

	1x	2x	3x	4x
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)

	1x	2x	3x	4x
Full Page	\$1,515	\$1,390	\$1,260	\$1,125
Half Page	\$1,075	\$1,005	\$925	\$830
Quarter Page	\$735	\$700	\$645	\$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

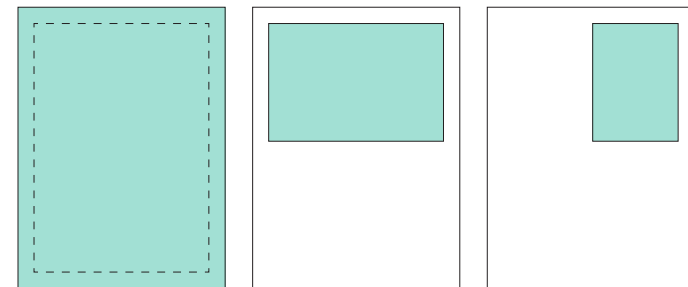
Your Home For Inuit Art

Print Specifications

Print Advertising Specifications

	Full Page	Half Page	Quarter Page VERTICAL ONLY
Trim Size	8.75 x 11.875"	7.375 x 4.9653"	4.9653 x 3.6042"
Bleed Size	9 x 12.125"		
Live Area	7.25 x 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

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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.

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

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

*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.



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