**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.

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**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)

<table>
<thead>
<tr>
<th>Media</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine Print Run</td>
<td>4,300</td>
</tr>
<tr>
<td>Magazine Readership</td>
<td>10,750</td>
</tr>
<tr>
<td>Monthly Website Unique Users**</td>
<td>14,400</td>
</tr>
<tr>
<td>General Newsletter</td>
<td>3,200</td>
</tr>
<tr>
<td>Artist Spotlight Newsletter</td>
<td>3,200</td>
</tr>
<tr>
<td>Instagram</td>
<td>19,500</td>
</tr>
<tr>
<td>Facebook</td>
<td>9,400</td>
</tr>
<tr>
<td>Twitter</td>
<td>2,662</td>
</tr>
</tbody>
</table>

Print Audience Profile *

<table>
<thead>
<tr>
<th>Gender</th>
<th>Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>55%</td>
</tr>
<tr>
<td>Men</td>
<td>45%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>25–54</td>
<td>28%</td>
</tr>
<tr>
<td>25–64</td>
<td>48%</td>
</tr>
<tr>
<td>65+</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG Degree</td>
<td>53%</td>
</tr>
<tr>
<td>BA</td>
<td>24%</td>
</tr>
<tr>
<td>College/University Dip.</td>
<td>17%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200,000+</td>
<td>12%</td>
</tr>
<tr>
<td>$100,000+</td>
<td>33%</td>
</tr>
<tr>
<td>$75–99,000</td>
<td>17%</td>
</tr>
<tr>
<td>$50–$75,000</td>
<td>10%</td>
</tr>
<tr>
<td>Avg. Household Income</td>
<td>$124,700</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subscriber Location</th>
<th>Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>71%</td>
</tr>
<tr>
<td>US</td>
<td>23%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Profession</th>
<th>Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOPES (Managers, Owners, Professionals, Exec.)</td>
<td>36%</td>
</tr>
<tr>
<td>Artists</td>
<td>10%</td>
</tr>
</tbody>
</table>

Subscriber Location

** SOURCE: GOOGLE ANALYTICS MARCH 2023
* SOURCE: IAQ AUDIENCE SURVEY SPRING 2020

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

Your Home For Inuit Art
Key Demographics

Art Purchases

$60,000
Average value of IAQ readers' art collection

1 in 5
Readers have purchased an artist's work after seeing it featured in the IAQ

<table>
<thead>
<tr>
<th>Purchase History</th>
<th>Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever purchased art</td>
<td>97%</td>
</tr>
<tr>
<td>Purchased art in the past year</td>
<td>69%</td>
</tr>
<tr>
<td>Purchased art in person</td>
<td>94%</td>
</tr>
<tr>
<td>Purchased art online</td>
<td>49%</td>
</tr>
<tr>
<td>Purchased a specific artwork seen in the IAQ</td>
<td>10%</td>
</tr>
<tr>
<td>Intend to purchase art in the near future</td>
<td>40%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Value of Art Collection</th>
<th>Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $50k</td>
<td>48%</td>
</tr>
<tr>
<td>$50k–$100k</td>
<td>10%</td>
</tr>
<tr>
<td>$100k–$250k</td>
<td>8%</td>
</tr>
<tr>
<td>$250k–$500k</td>
<td>3%</td>
</tr>
<tr>
<td>$500k+</td>
<td>3%</td>
</tr>
</tbody>
</table>

Click here for more information on readers' purchasing, travel and spending habits
# Print Advertising Opportunities

## Print Advertisement Rates

### 2024 Net Rates

<table>
<thead>
<tr>
<th>Back Cover</th>
<th>Inside Cover</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,300</td>
<td>$2,630</td>
<td>$2,252</td>
<td>$1,590</td>
<td>$1,180</td>
</tr>
<tr>
<td>$3,018</td>
<td>$2,380</td>
<td>$2,115</td>
<td>$1,460</td>
<td>$1,100</td>
</tr>
<tr>
<td>$2,920</td>
<td>$2,257</td>
<td>$1,985</td>
<td>$1,323</td>
<td>$1,000</td>
</tr>
<tr>
<td>$2,650</td>
<td>$2,110</td>
<td>$1,958</td>
<td>$1,180</td>
<td>$900</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,590</td>
<td>$1,460</td>
<td>$1,180</td>
</tr>
<tr>
<td>$1,288</td>
<td>$1,055</td>
<td>$870</td>
</tr>
<tr>
<td>$770</td>
<td>$680</td>
<td>$620</td>
</tr>
</tbody>
</table>

### In House Ad Design Rates

<table>
<thead>
<tr>
<th>In House Ad Design</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200</td>
<td>$150</td>
<td>$100</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 x 11.875&quot;</td>
<td>7.375 x 9.653&quot;</td>
</tr>
<tr>
<td>Bleed Size</td>
<td>9 x 12.125&quot;</td>
<td>7.25 x 10.375&quot;</td>
</tr>
</tbody>
</table>

### 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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**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
- 10.9% from previous 30 days

Pages: 36,338
- 35.5% from previous year
- 6.4% from previous 30 days

Avg. Session Duration: 00:02:13
- 22.7% from previous year
- 4.7% from previous 30 days

Pages / Session: 2.09
- 7.0% from previous year
- 6.1% from previous 30 days

Organic Search: 57.7%
Social: 19.4%
Direct: 16%
Referral: 16%
Email: 6.9%

Country Users:
- Canada: 7,962
- United States: 2,298
- United Kingdom: 1,483
- Denmark: 171
- France: 158
- Greenland: 119
- Germany: 95
- Spain: 66
- Australia: 64
- Netherlands: 59

City Users:
- Toronto: 1,483
- Montreal: 657
- Ottawa: 590
- Calgary: 356
- Winnipeg: 291
- Vancouver: 267
- Edmonton: 226
- Halifax Regional Municipality: 186
- St. John's: 183

SOURCE: GOOGLE ANALYTICS MARCH 2023
Online Overview

IAQ Online Audience

Sitewide Audience Demographics - YTD

Gender Split

Device Used

Age Split

SOURCE: GOOGLE ANALYTICS MARCH 2023
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

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**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>970 × 90px</td>
<td></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

Naleník Temela Ilaniwit (n.d.)  
COURTESY UNIVERSITY OF LETHBRIDGE ART GALLERY COLLECTION © THE ARTIST

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

*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. 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.

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.

For more details on this opportunity click here →
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.