



# Online Overview

## Online Audience at a Glance

56,886

Total online audience monthly

- Website: 15,557
- General Newsletter: 3,600
- Artist Spotlight Newsletter: 3,600
- Instagram: 21,800
- Facebook: 10,000
- X: 2,329

## IAQ Online Audience

### Sitewide Audience Overview - Last 30 Days

Total Users

15,557 -7.6% ↓

from previous 30 days

Pageviews

33,666 -31.5% ↓

Session Duration

00:03:37 10.8% ↑

Total Users

15,557 51.4% ↑

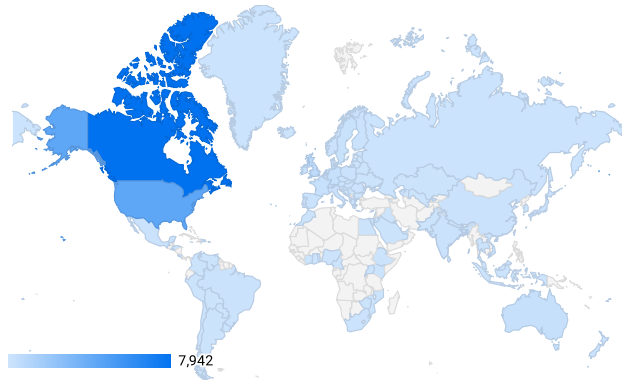
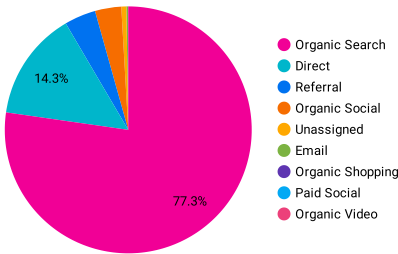
from previous year

Pageviews

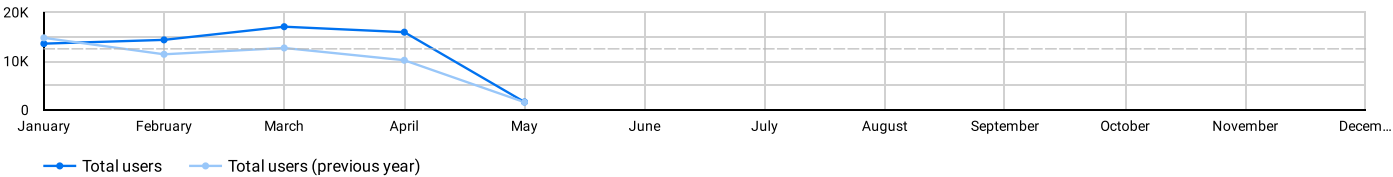
33,666 26.1% ↑

Session Duration

00:03:37 -5.1% ↓



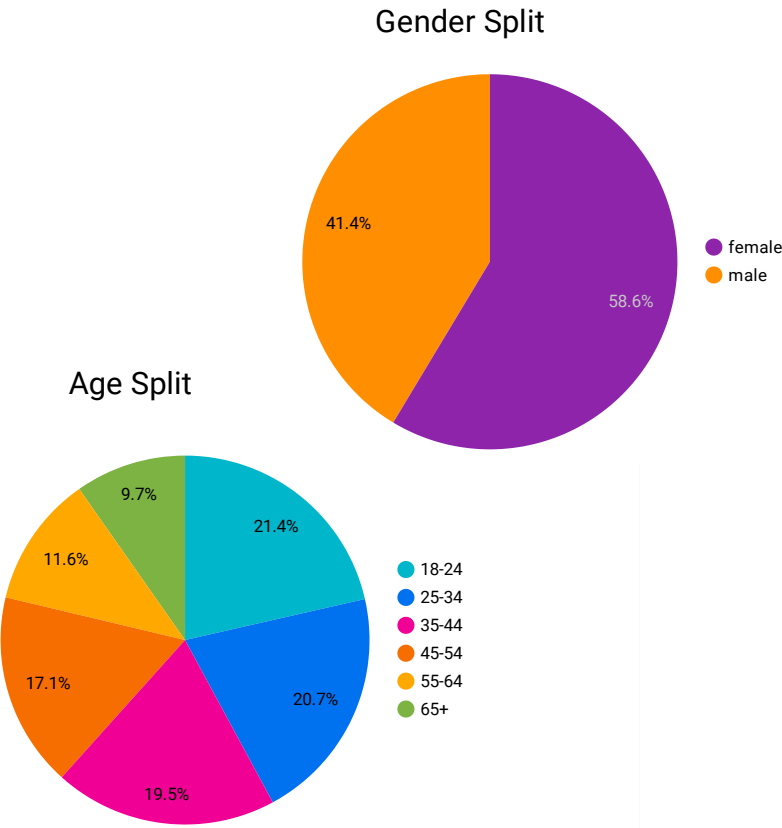
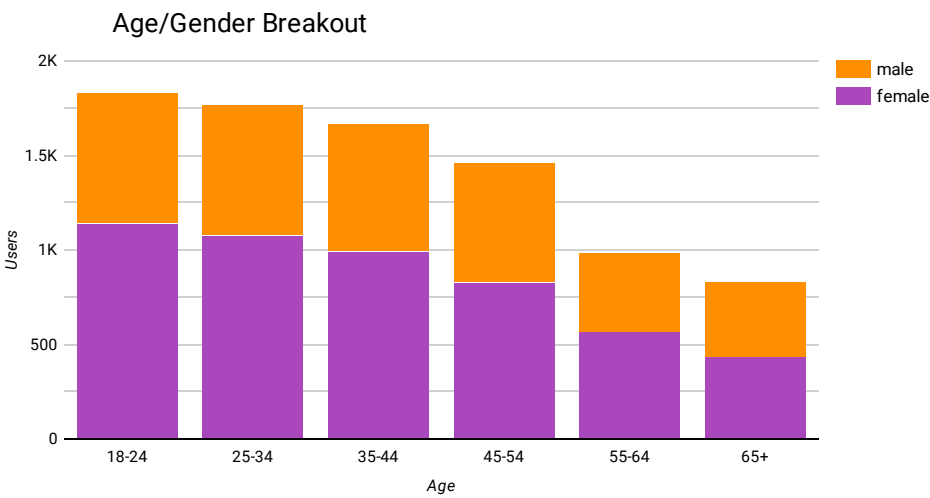
Country	Total users	City	Total users
Canada	7.6K	Toronto	1.4K
United States	4.2K	(not set)	775
United Kingdom	587	Ottawa	653
Germany	232	Montreal	638
Australia	219	Vancouver	360
France	202	Calgary	272
Italy	110	New York	253
Netherlands	107	Ashburn	245
Ireland	99	Edmonton	227
Sweden	98	London	211



# Online Overview

## /IAQ Online Audience

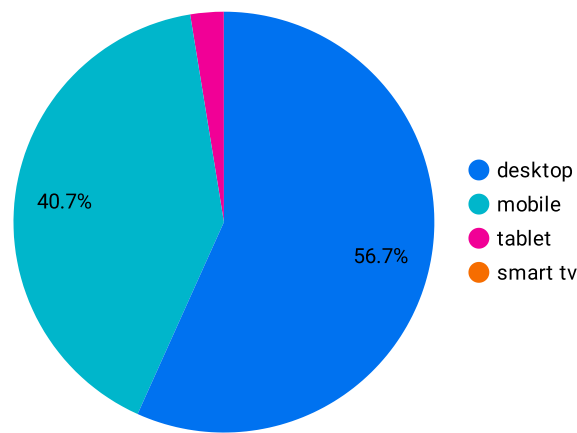
### Sitewide Audience Demographics - YTD



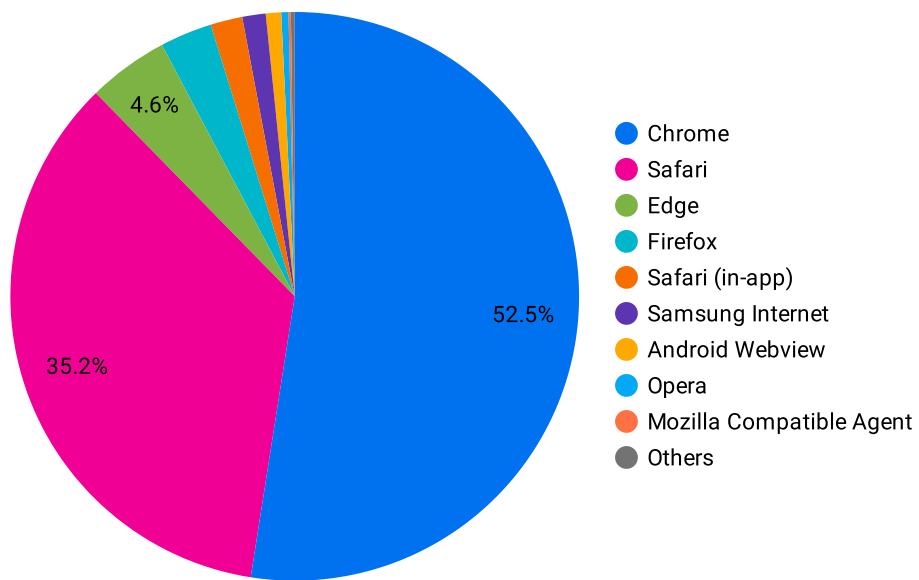
# Online Overview

## IAQ Online Audience

Device Used



Browser Used



# 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 3,600 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

**\*Please note:** When booking, ad material will need to be supplied in multiple formats to accommodate mobile applications. When supplying ad material for a Billboard unit please supply a Leaderboard version as well. We require a mobile version for all formats.

### 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)



Jessica Winters *Hopedale* (installation view) (2023)  
COURTESY BONAVISTA BIENNALE PHOTO BRIAN RICKS © THE ARTIST

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

## Sponsored Content

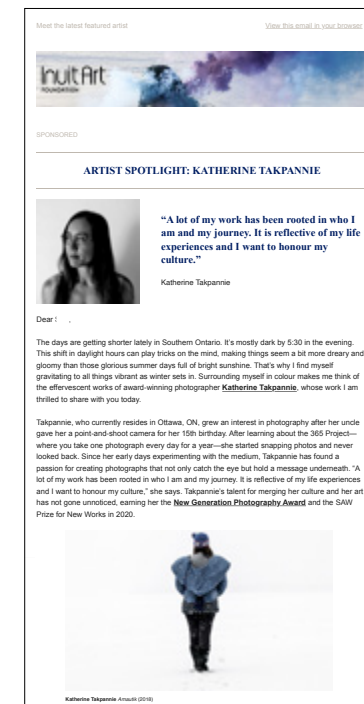
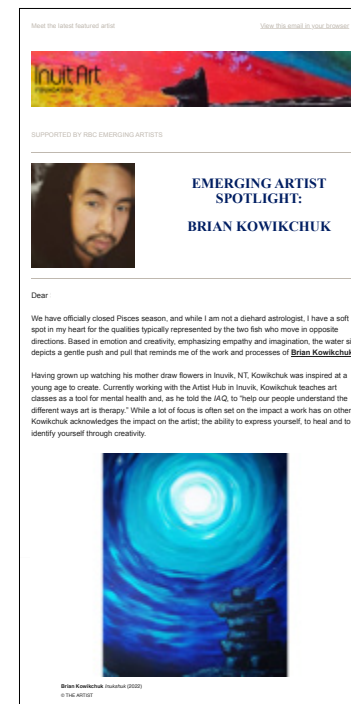
Sponsored content offers you an exclusive, customized marketing opportunity to align your brand and goals with the *IAQ*'s award-winning editorial. The *IAQ* is a trusted source of quality content, produced with attention and care. Sponsored content provides unique opportunities to deliver complex, nuanced 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.



## 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 3,600 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.





# 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.



David Poisey Majjaturq (Cleaning a Seal Skin) (2018)  
COURTESY DAVIC GALLERY © THE ARTIST

*Your Home For Inuit Art*