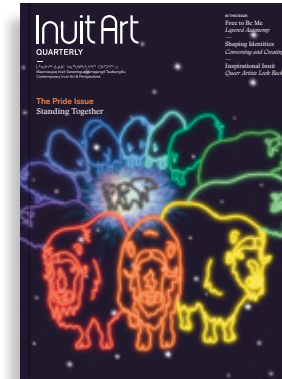




# Inuit Art Quarterly Overview



## 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](mailto:advertise@inuitartfoundation.org) or 416-618-6154

# Key Demographics

## Total Reach

**63,136**

Total Inuit Art Foundation Monthly Reach  
(All Platforms)

**29,000**

Total Advertiser Reach  
(Magazine, Online, Newsletters)

Media	Reach
Magazine Print Run	2,500
Magazine Readership***	6,250
Monthly Website Unique Users**	15,557
General Newsletter	3,600
Artist Spotlight Newsletter	3,600
Instagram	21,800
Facebook	10,000
X	2,329

## 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 IAQ	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*

# Print Advertising Opportunities

## Print Advertisement Rates

### 2024 Net Rates

	1x	2x	3x	4x
Back Cover	\$3,366	\$3,078	\$2,978	\$2,700
Inside Cover	\$2,682	\$2,427	\$2,300	\$2,152
Full Page	\$2,300	\$2,157	\$2,025	\$1,997
Half Page	\$1,620	\$1,490	\$1,350	\$1,200
Quarter Page	\$1,203	\$1,122	\$1,020	\$918

ADVERTISEMENTS ARE PRINTED IN FULL COLOUR

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

	1x	2x	3x	4x
Full Page	\$1,620	\$1,490	\$1,350	\$1,203
Half Page	\$1,150	\$1,076	\$989	\$887
Quarter Page	\$785	\$750	\$693	\$632

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 2025	March 15, 2025	January 10, 2025	January 17, 2025
Summer 2025	June 15, 2025	April 11, 2025	April 18, 2025
Fall 2025	September 15, 2025	July 11, 2025	July 25, 2025
Winter 2025	December 5, 2025	September 26, 2025	October 10, 2025

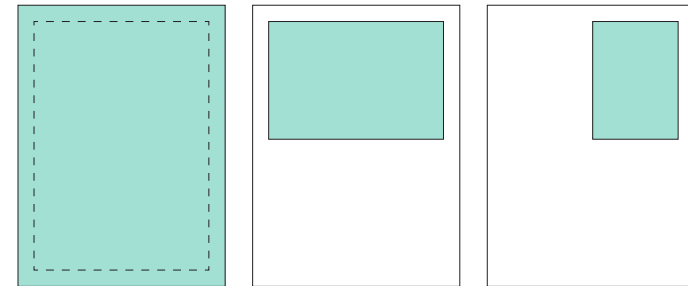
*Your Home For Inuit Art*

## 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](mailto:advertise@inuitartfoundation.org)

Files can also be sent directly to [advertise@inuitartfoundation.org](mailto:advertise@inuitartfoundation.org)

### Contact

Nicholas Wattson, Advertising Manager at [advertise@inuitartfoundation.org](mailto:advertise@inuitartfoundation.org) or 416-618-6154

# 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% ↑

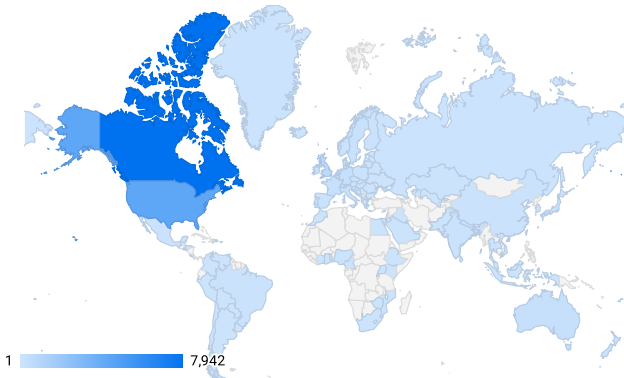
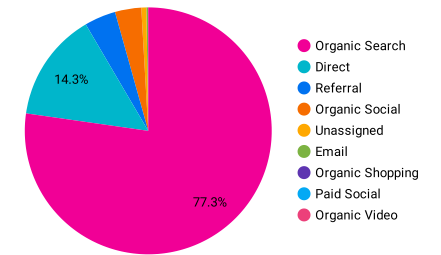
from previous year

#### Pageviews

33,666 26.1% ↑

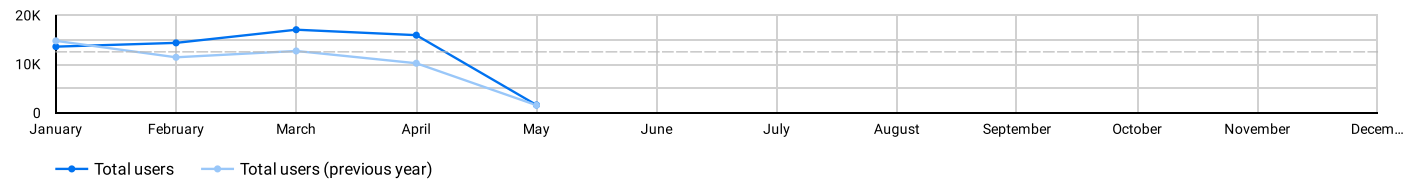
#### Session Duration

00:03:37 -5.1% ↓



1 7,942

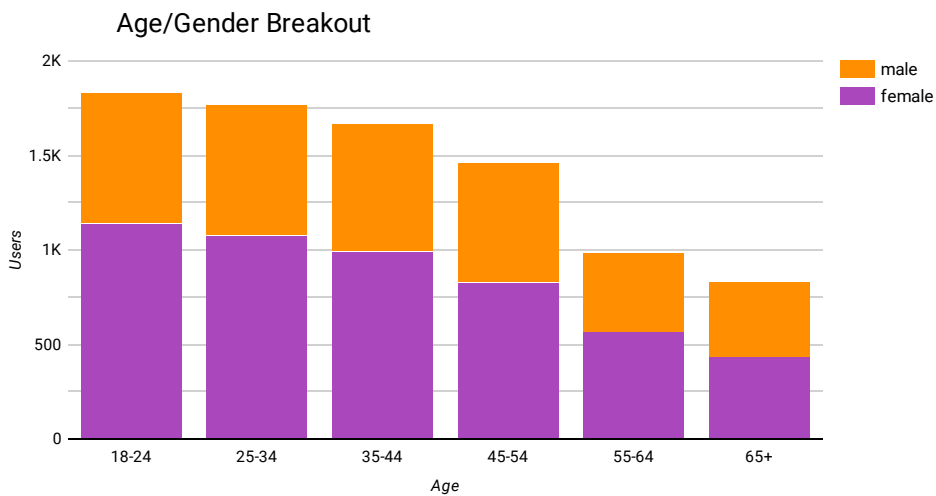
Country	Total users	City	Total users
Canada	7.6K	Toronto	1.4K
United States	4.2K	(not set)	775
United Kingdom	587	Ottawa	653
Germany	232	Montreal	638
Australia	219	Vancouver	360
France	202	Calgary	272
Italy	110	New York	253
Netherlands	107	Ashburn	245
Ireland	99	Edmonton	227
Sweden	98	London	211



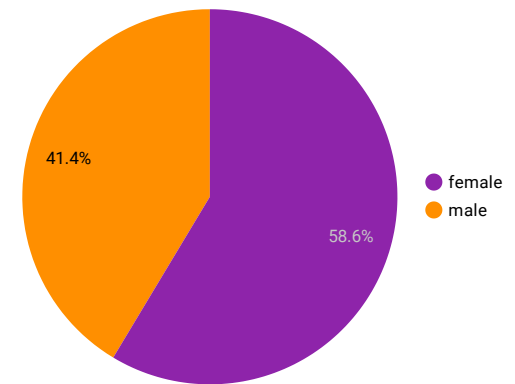
# Online Overview

## IAQ Online Audience

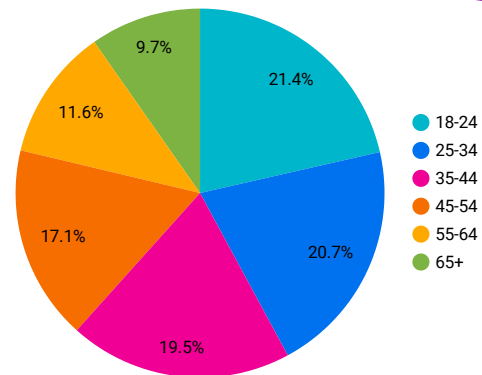
### Sitewide Audience Demographics - YTD



### Gender Split



### Age Split

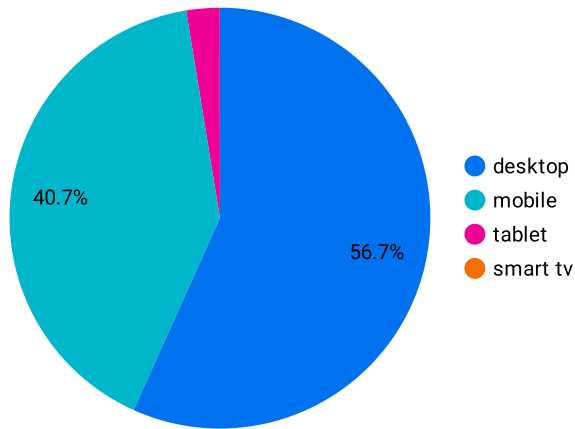




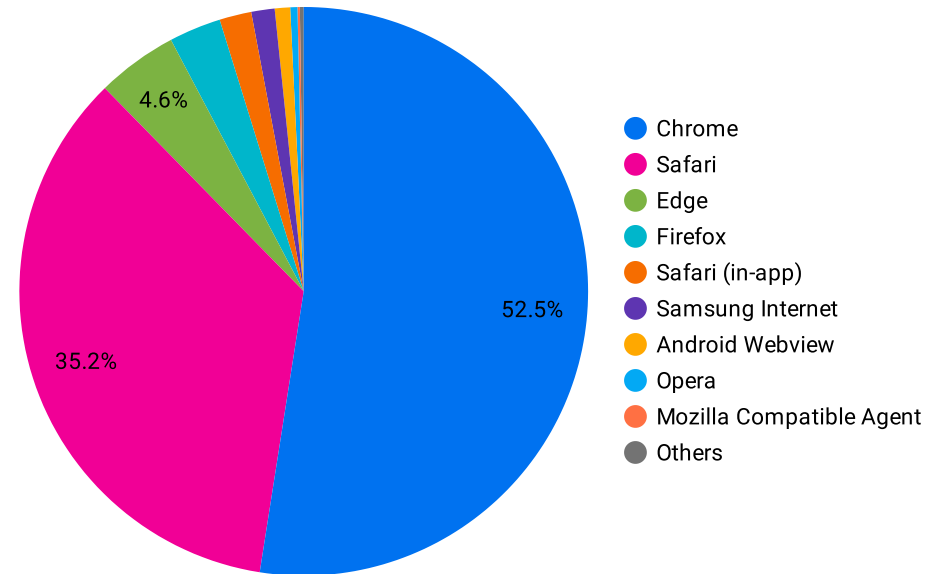
# Online Overview

## 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**

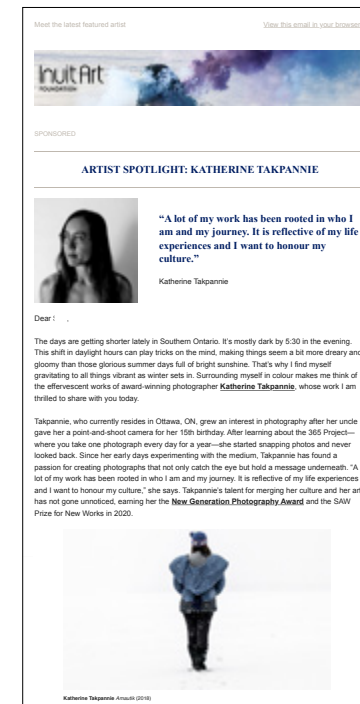
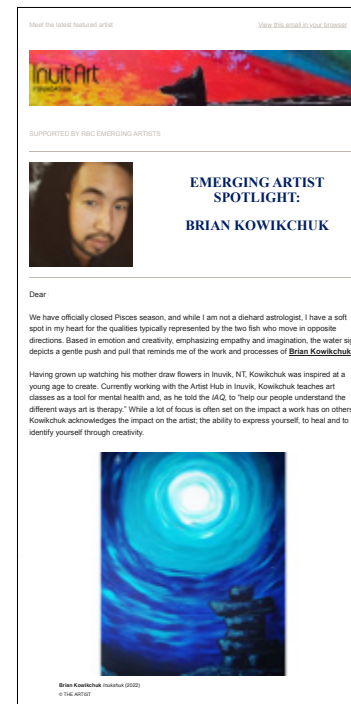
Sponsored content offers you an exclusive, customized marketing opportunity to align your brand and goals with the *IAQ's* award-winning editorial. The *IAQ* is a trusted source of quality content, produced with attention and care. Sponsored content provides unique opportunities to deliver complex, nuanced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

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*Your Home For Inuit Art*