

Inuit Art

QUARTERLY

Media Kit
2020



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 IAQ is my bible.”

—SUBSCRIBER



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 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

Inuit Art Quarterly Readers at a Glance

33,800

Total audience
(online readership and
print readership)

Audience

Demographics

Female readers: **50%**

Male readers: **50%**

Average age: **48**

Average Household Income: **\$112,000**

66% Post Graduate Degree

94% University Graduates

Reader Information

30% of our readers purchased an artwork after seeing it advertised in the magazine

68% of our readers visited an exhibition after seeing it advertised in our magazine

60% of our readers spend 1-3 hours reading our magazine

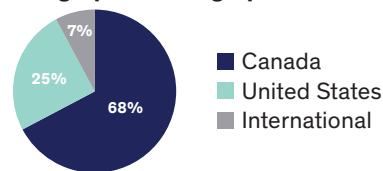
25% of our readers spend more than 3 hours reading our magazine

20% of our subscribers have subscribed for 5-10 years

41% have subscribed for more than 10 years

88% of our subscribers never discard their copies

Geographic demographics



Value of Art Collection

Under \$50,000 **44%**

\$50,000–\$250,000 **27%**

\$250,000 + **21%**

Type of Art Collected

Inuit Art **91%**

Non-Indigenous Art **41%**

Online Audience at a Glance

24,800

Total reach
(newsletter subscribers,
website and social media)

Online Audience

IAQ Online

7,200+ unique monthly visitors

Social Media

Newsletter subscribers: **3,050**

Facebook Followers: **5,250**

Twitter Followers: **1,900**

Instagram Followers: **7,400**

Total reach: **24,800**

Aggregated Social Stats

Gender

Women: **71%**

Men: **27%**

Age

18-24: **8%**

25-34: **29.5%**

35-44: **24.5%**

45-54: **15%**

55-64: **12.5%**

65+: **9%**

“My IAQ is well-read, thumbed through, enjoyed and cherished by many people in my environment. We share the stories and images and have engaging conversations and discussions based on the articles. The artists and their work are like family members.”

—SUBSCRIBER

“There is no other magazine I enjoy more. Other magazines were given to me as gifts. I choose IAQ for myself!”

—SUBSCRIBER

SOURCE: IN HOUSE READER SURVEY

Your Home For Inuit Art

Rates

2020 Net Rates

	1x	2x	3x	4x
Back Cover	\$2,800	\$2,560	\$2,470	\$2,245
Inside Cover	\$2,245	\$2,015	\$1,905	\$1,790
Full Page	\$1,905	\$1,795	\$1,680	\$1,655
Half Page	\$1,345	\$1,235	\$1,120	\$1,000
Quarter Page	\$1,000	\$930	\$850	\$760

ADVERTISEMENTS ARE PRINTED IN FULL COLOUR

Non-Profit Rates (Approximately 30% off)

	1x	2x	3x	4x
Back Cover	\$2,015	\$1,830	\$1,740	\$1,570
Inside Cover	\$1,570	\$1,410	\$1,255	\$1,115
Full Page	\$1,345	\$1,235	\$1,120	\$1,000
Half Page	\$955	\$900	\$825	\$735
Quarter Page	\$650	\$625	\$575	\$535

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 2020	March 15, 2020	January 8	January 23
Summer 2020	June 15, 2020	April 8	April 23
Fall 2020	September 15, 2020	July 8	July 23
Winter 2020	December 5, 2020	October 7	October 29

Contact

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

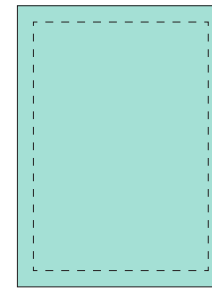
Specifications

Advertising Specifications

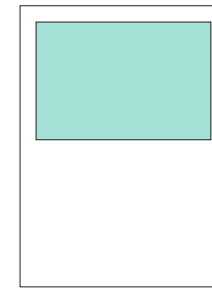
	Full Page*	Half Page	Quarter Page
Trim Size	8.75 × 11.875"	7.375 × 4.9653"	4.9653 × 3.6042"
Bleed Size	9 × 12.125"		
Live Area	7.25 × 10.375"		

*FINAL SIZE OF THE MAGAZINE

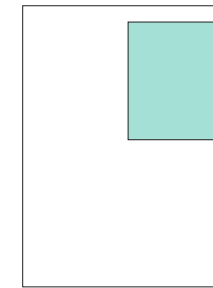
Advertising Formats



Full Page



Half Page



Quarter Page

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 (RGB is unacceptable for print)

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

“I believe this is one of the finest area-specific art magazines available today.”

—SUBSCRIBER

Online 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

Calendar Billboard

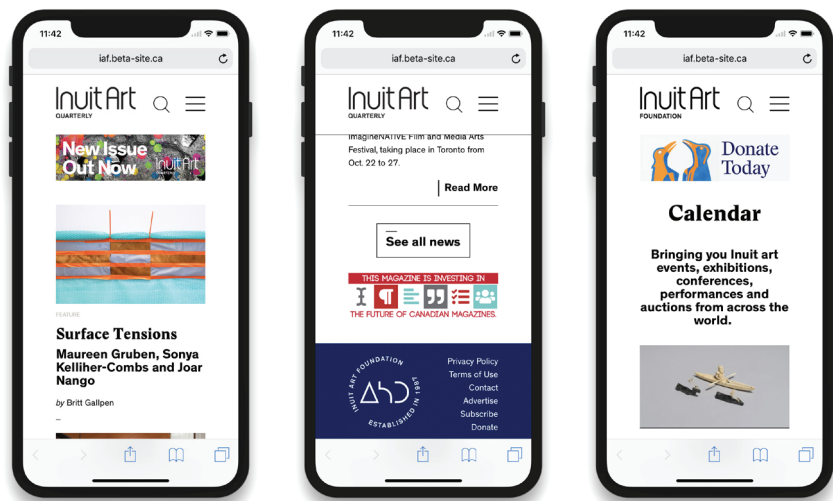
Put your advertising in close proximity to the hottest Inuit art events in the country. Coverage includes Billboard placement on the IAF homepage above Calendar events, and the top-of-page Billboard on the main Calendar page.*
\$200 / month

***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

Run of Site (ROS)

Give your ads run of the place! ROS ads are Medium Rectangles which appear in the sidebar on various pages across the site, including archival pages and *IAQ* online content.*
\$150 / month

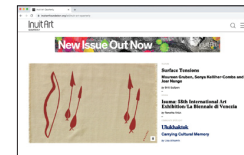


Online Specifications

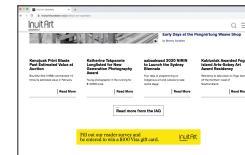
Online Advertising Specifications

	Billboard	Leaderboard	Mobile Banner	Medium Rectangle
Pixel Size	970 × 90px	728 × 90px	320 × 100px	300 × 250px

Advertising Formats



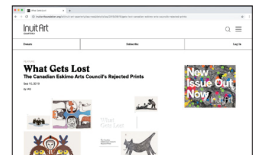
Billboard



Leaderboard



Mobile Banner



Medium Rectangle

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

“The *IAQ* reaches an audience that’s interested in what Inuit artists are doing today and it does it in an effective way, connecting me with the established collectors and new clients. The *IAQ* supports the community, so advertisers should want to support something that supports the community.”

—CLIENT

Your Home For Inuit Art

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

IAQ Calendar Listings

Launched in 2017, the *IAQ's* Online Calendar is an easy-to-use directory of current and upcoming exhibitions, talks, tours, events and more.

Basic Listing

Free

Free listings include the name of the exhibit or event, its date(s), and the name and address of the host gallery only.

Enhanced Listing

\$75 / month

Promote your exhibition or event online to the *IAQ's* dedicated readers for just \$75 a month. Enhanced listings include a promotional image, a description (up to 450 words), Google Map, featured placement on the main calendar page and the IAF homepage and one promotion on the IAF's Facebook and Twitter.

Image Specifications for Enhanced Listings

Images must be in landscape orientation, 1280 × 640px.

Resolution must be a **minimum of 72 dpi**.

Files saved as JPGs file format in RGB colour.

“As a collector, I enjoy keeping up with current events in Inuit arts and cultures, and *IAQ* is an important resource for me.”

—SUBSCRIBER

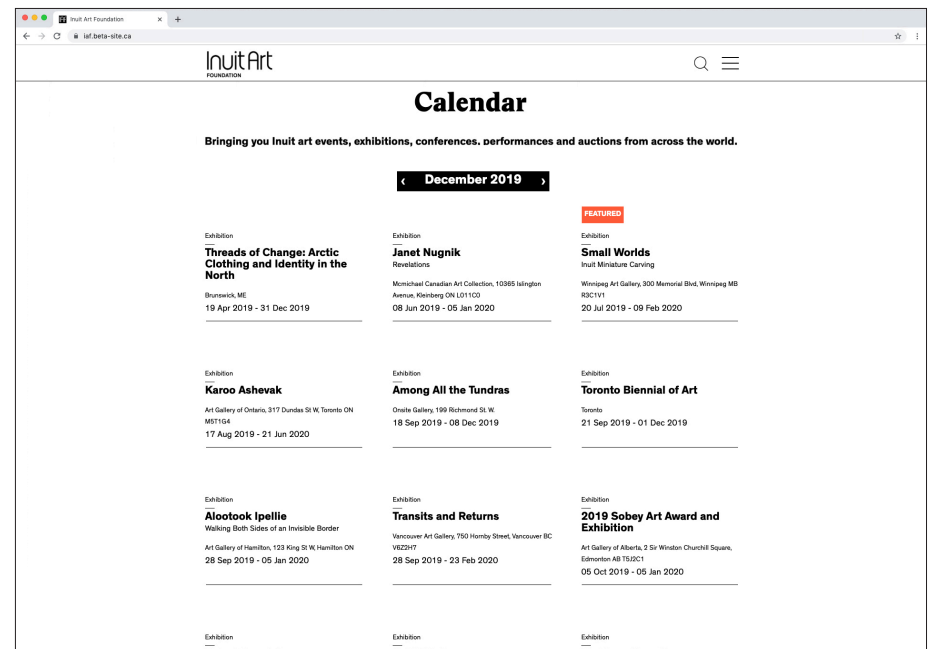
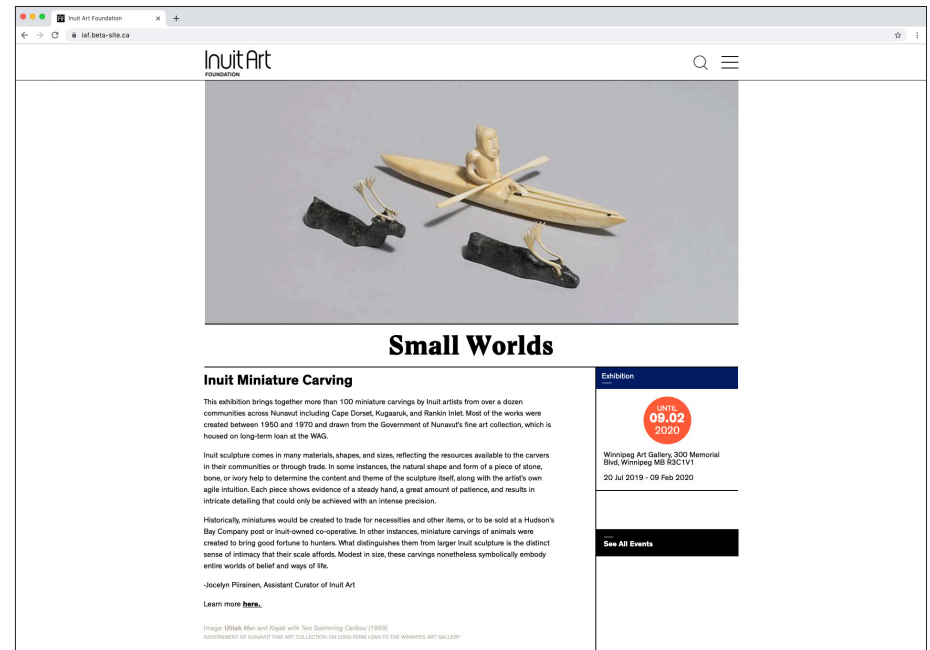
“The magazine is very valuable to me as a source of information about Inuit art, artists and exhibitions/events.”

—SUBSCRIBER

“I think the *IAQ* is a wonderful tool to learn about what is happening in Inuit art today, our whole team looks forward to every issue that arrives at the gallery. Having the magazine available is also an important educational tool for our sales staff. If you want to sell Inuit art, the *IAQ* is certain to reach an audience that will buy.”

—CLIENT

Your Home For Inuit Art



The Water Issue (Summer 2020)

The Summer 2020 issue of the *Inuit Art Quarterly* (release June 15, 2020) celebrates the foundational relationship that Inuit share with water in its many forms, and explores how this relationship is expressed through the many media that encompass Inuit artistic practice. Our keystone *Feature* considers the imagery and influence of the umait sculptures of Joe Talirunili (1893-1976), or “Joe Boats,” and how these now-iconic sculptures of boats have become among the most sought-after works from the Arctic. This issue also features an interview between two photographers, Robert Kautauk and Eldred Allen, famous for their striking aerial photographs of the North’s arctic scenes from hunting and animal migration to ice floes, riverways and icebergs. And our *Portfolio* considers the materials that come from the depths that have been central to Inuit art-making, such as baleen, ivory, bone and seal skin, featuring artists both established and emerging across Inuit Nunangat. These vital relationships to water sources across Inuit Nunangat are changing as the stability of sea ice changes and dependence on marine life shifts while water quality and access remain challenging issues. Fundamental, elemental and transformational this issue examines how water flows through Inuit life, art and storytelling.



Your Home For Inuit Art

Quick Summary

The *Inuit Art Quarterly*’s Summer 2020 issue (release June 15, 2020) celebrates the longstanding, intimate relationship that Inuit share with water, and explores how this relationship is expressed in Inuit artistic practice. Ranging from an expansive *Portfolio* on materials derived from marine animals, like baleen, bone and ivory to a feature on why Joe Talirunili’s “Joe Boats” are among the most valued pieces of Circumpolar art, this issue examines how water flows through Inuit life, art and storytelling.

- An in-depth feature on the boat carvings of Joe Talirunili and why they are among the most valued pieces of Inuit art today.
- A call-and-response artist project by celebrated photographers Robert Kautauk and Eldred Allen.
- A multi-voiced *Portfolio* that celebrates the art derived from the materials provided by bodies of water.
- *Legacy* on the inventive materials—from ivory to melted vinyl records and soap—that artists have used for inlays in their sculptures.
- A behind the scenes look at the curatorial decisions behind *Inuuqatikka: My Dear Relations*, a retrospective of the works of the Arnait Video Productions, the world’s leading women-centered Inuit filmmaking collective at the Agnes Etherington Art Centre.

Dates

	Newsstands	Ad Booking	Artwork Due
Summer 2020	June 15, 2020	April 8	April 23

Contact

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

Image: Mark Emerak, *The Great Whirlpool*, 1987 COURTESY WINNIPEG ART GALLERY

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.



Your Home For Inuit Art