

# Inuit Art

QUARTERLY

Media Kit  
2020



## 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

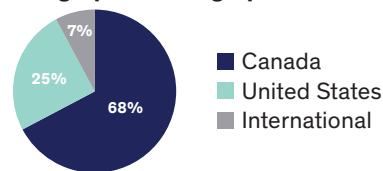
**25%** of our readers spend more than 3 hours reading our magazine

**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



## 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**

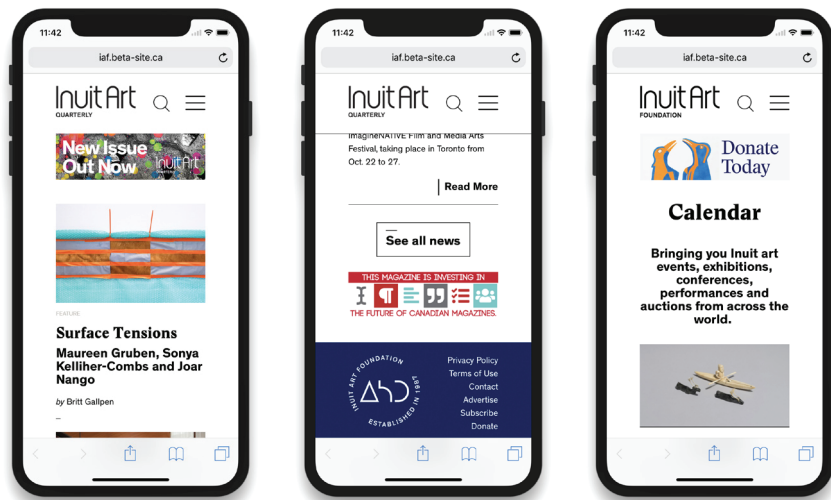
Put your advertising in close proximity to the hottest Inuit art events in the country. Coverage includes Billboard placement on the IAF homepage above Calendar events, and the top-of-page Billboard on the main Calendar page.\*  
\$350 / month

### ***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

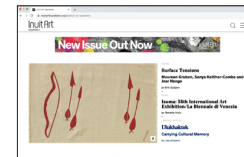


## Online Specifications

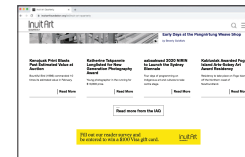
### **Online Advertising Specifications**

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

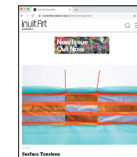
### **Advertising Formats**



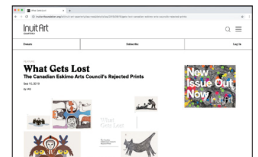
Leaderboard



Billboard



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](mailto:advertise@inuitartfoundation.org)

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