

c mag

Media
Kit

2020–21

c mag

Media Kit

C The Visual Arts Foundation
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ABOUT

C Magazine is Canada's foremost critical periodical on contemporary art and culture. Covering Canadian and international art, *C* explores significant trends and emerging perspectives through a regular mix of editorials, insightful essays, compelling cultural analysis, interviews, artist projects, and exhibition and book reviews. *C* includes among its contributors nationally and internationally renowned critics, curators, scholars and artists.

Each issue's specific thematic focus offers a forum for the in-depth exploration of a relevant topic, while the regular review sections highlight new publications and exhibitions worldwide, from major institutions to independent artist-run centres. Sustained and rigorous analysis, the development of emerging art writers and artists, and excellence of design are key elements that contribute to *C*'s distinctive presence as a vital document of our time.

ADVERTISING

C provides advertisers with the opportunity to have an impact on an established readership interested in art exhibitions, museums and galleries, new organizations, services, books, music, lifestyle products and more.

C is distributed nationally and internationally, with a strong presence in Ontario and Toronto. *C* reaches into homes, studios, galleries/museums, libraries, businesses and cafes throughout Canada, the US and internationally in major cities. With a readership of over five readers per copy, every issue of *C* is seen over 9,000 times by our highly engaged audience.

PUBLICATION

C Magazine is published three times a year in English on February 15, June 15 and October 15, by C The Visual Arts Foundation No. 88643 1162 RR0001 (quarterly up to 2020).

PRODUCTION

C Magazine features a distinctive full-colour 100lb matte laminated cover, perfect binding, and 80 pages of original content printed on high quality 60lb matte paper, now in full colour. *C* is 100% FSC certified, with 30% post consumer waste.

READERSHIP

C Magazine has a readership of 10,000 per issue, and a print-run of 2,500 copies.

C readers are people for whom art is a part of their everyday life—they are visual arts professionals including artists, curators, dealers, scholars, educators, critics, consultants, and art appreciators including collectors, students, and an educated public.



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DEMOGRAPHICS

- 62% of readers are female, 34% male, 4% transgender
- 63% are 25–44 years of age
- 25% are 45+
- 38% earn over \$50,000
- 18% are art collectors
- 34% are art critics or journalists
- 39% are art educators
- 22% are art gallery employees
- 43% have a general interest in art
- 99% of readers have postsecondary education
- 49% have a post-graduate degree

LOYALTY

- 54% of readers are subscribers
- 33% have been readers for 3–5 years
- 32% for over 5 years

RELEVANCE

- 80% read the majority of C Magazine
- 81% save it for future reference
- 83% read it for over one hour
- 82% have further researched a mentioned topic
- 52% have visited a mentioned exhibition/gallery

DISTRIBUTION BY REGION

- 52% Ontario
- 13% British Columbia
- 6% Quebec
- 8% Alberta, Manitoba and Saskatchewan
- 5% Atlantic Provinces
- 11% United States
- 5% Other Countries

REACH

- 75% share their copy of C with others
- 32% share it with 3 or more people

ACTIVITIES

- 97% visit commercial art galleries
- 98% visit artist-run centres/galleries
- 99% visit public art galleries/museums
- 93% attend contemporary art/film festivals

PURCHASES

- 70% plan to buy art this year
- 79% plan to buy art books
- 50% plan to take workshops
- 82% plan to buy beer and spirits
- 85% plan to buy wine
- 36% plan to buy photo equipment
- 39% plan to buy a computer
- 49% plan to buy home furnishings

DISTRIBUTION

An important resource for inquiry, critical debate and research, *C* is found in art institutions and libraries worldwide, and is kept for many years by its loyal readers. *C*'s subscription base includes major institutions, university libraries, and individuals worldwide. *C* is distributed to newsstands, bookstores, and museum/gallery shops by Motto, and by Magazines Canada and Disticor (Canada). *C Magazine*'s digital edition is available online through Zinio, Magzster, Pocketmags and iTunes.

PROMOTION

C launches each issue in Toronto, and selected issues in major cities in North America and Europe. *C* also participates in international art events such as Art Basel, Art Toronto, Basel Miami, Edition (Toronto), Toronto Art Book Fair, LAABF (Los Angeles Art Book Fair), LISTE (Basel), Manif d'Art (Québec), NYABF (New York), VABF (Vancouver) and the Venice Biennale.

DISTRIBUTION BY REGION

ISSUE	BOOKING	MATERIAL	ON NEWSTANDS
C147/2019 Autumn	Sep 5	Sep 10	Oct 15 through Feb 15
C148/2021 Winter	Jan 5	Jan 10	Feb 15 through Jun 15
C149/2021 Summer	May 5	May 10	June 15 through Oct 15

If a date falls on a holiday or weekend assume the following business day.

ADVERTISING RATE CARD *(Rates will be updated in November 2020)*

	SIZE WITHOUT BLEED		FULL RATE	NON-PROFIT & GALLERY RATE		
	WIDTH	HEIGHT		1X	2X	3X
4-COLOUR						
Double-Page Spread	16.45"	11.69"	2400	1580	1340	1280
Outside Back Cover	8.268"	11.69"	1860	1200	1020	960
Full Page	8.268"	11.69"	1600	900	780	740
Half Page Vertical	3.668"	10.943"	1140	620	540	510
Half Page Horizontal	7.495"	5.381"	1140	620	540	510
Quarter Page	3.668"	5.381"	800	460	400	380
BLACK & WHITE						
Full Page			1020	590	560	520
Half Page			640	400	360	320
Quarter Page			480	300	280	260
ONLINE CMAGAZINE.COM						
Square (150 dpi)	250px	250px	300	180	160	150
Rectangle (150 dpi)	250px	125px	240	120	110	100
EMAIL NEWSLETTER						
Wide Banner (150 dpi)	600px	160px	300	180	160	150
Half Banner (150 dpi)	300px	120px	240	120	110	100

Both types of digital ads are for 3 month terms. Quoted individually: blow-in or polybag inserts from \$300.

Sizes With Bleed: Full page 8.518" × 11.94", Double-page is 16.79" × 11.94" *(All sizes are in inches)*

All image files should be 300dpi. All colour files must be CMYK tagged and all black and white images should be grayscale tagged. Do not embed a colour profile. Please provide a maximum quality .jpg layout proof. For colour ads also provide a colour match proof to guarantee reproduction (Fuji or picto proof, matching swop/cmyk standards).

Files can be sent as either; pdf X1-a (press ready, with all fonts and images embedded) (this is our preferred format), or Adobe Illustrator eps (all fonts converted to outlines and all images embedded).

Please format ad files to the specifications above and label your files clearly with the issue number and the name of your organization (e.g. C144_ABCGallery_ad.pdf) and send to ads@cmagazine.com.