

c mag

Media
Kit

2022-2023

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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 10,000 times by our highly engaged audience.

PUBLICATION

C Magazine is published three times a year in English on December 15, April 15 and August 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.

DEMOGRAPHICS

62%	of readers are female, 34% male, 4% other
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 <i>C Magazine</i>
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

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*'s digital edition is available online through Exact Editions.

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 <i>C</i> 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

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, LISTE (Basel), Manif d'Art (Québec), NYABF (New York), VABF (Vancouver) and the Venice Biennale.

CLOSING DATES

ISSUE	BOOKING	MATERIAL	ON NEWSTANDS
C153 Winter 2023	Oct 25	Nov 5	Dec 15 through Apr 30
C154 Spring 2023	Feb 25	Mar 5	Apr 15 through Aug 31
C155 Autumn 2023	Jun 25	Jul 5	Aug 15 through Dec 31

Digital ad material (image file at 300 ppi + hyperlink) is due 5 business days before posting. If a date falls on a holiday or weekend assume the following business day.

ADVERTISING RATE CARD

	SIZE WITHOUT BLEED		FULL RATE	NON-PROFIT & GALLERY RATE		
	WIDTH	HEIGHT		1X	2X	3X
PRINT 4-COLOUR						
Outside Back Cover	8.268"	11.69"	3000	1800	1580	1440
Full Page	8.268"	11.69"	1900	1200	1020	960
Half Page Vertical	3.668"	10.943"	1300	780	680	620
Half Page Horizontal	7.495"	5.381"	1300	780	680	620
Quarter Page	3.668"	5.381"	800	480	420	390
PRINT BLACK & WHITE						
Full Page			1300	780	680	620
Half Page			890	540	470	430
Quarter Page			550	330	290	270
DIGITAL *						
Web Home+footer	970px	180px	400	240	210	190
Banner + Mobile JPG	300px	250px				
Calendar+pages			200	120	110	100
Newsletter Banner ^{JPG, GIF}	970px	180px	260	160	140	130

** Website ad rates reflect 1 month. Newsletter ad rates are for 1 post Posted 1st or 15th of the month.
Blow-in or polybag inserts are quoted individually.*

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

Files for print 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. C151_ABCGallery_ad.pdf) and send to ads@cmagazine.com.