

## 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.

*C* Editor Amish Morrell holds a PhD in contemporary critical thought from the University of Toronto, has taught visual cultural theory and contemporary art history at the University of Toronto, OCAD University, and York University.

## Advertising Advantages

*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 quarterly in English on March 1, June 1, September 1 and December 1 by C The Visual Arts Foundation (charitable no 88643 1162 r0001)

## 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, 40,000 readers per year, 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

64%	of readers are female, 34% male, 3% transgendered
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

Results from the *C Magazine* reader survey (Spring 2012)

## 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 (Germany), Textfield and Ubiquity (USA), and Magazines Canada and Disticor (Canada). *C Magazine*'s digital edition is available online through Zinio and iTunes.

## Distribution by Region

56%	Ontario
11%	British Columbia
6%	Quebec
6%	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 Platform—Los Angeles, Art Toronto/TIAF, The Armory Show (New York), ArteLibro (Bologna), Basel Miami, Manif d'art (Québec) and the Venice Biennale.

## Distribution by Region

ISSUE	BOOKING	MATERIAL	ON NEWSTANDS
C 136/2018 Winter	Nov 3	Nov 10	Dec through Feb
C 137/2018 Spring	Feb 2	Feb 9	Mar through May
C 138/2018 Summer	May 4	May 11	Jun through Aug
C 139/2018 Autumn	Aug 7	Aug 13	Sep through Nov

Please consult with advertising sales for exact dates.

## Advertising Rate Card (as of August 2014)

4-COLOUR	SIZE WITHOUT BLEED		FULL RATE	NON-PROFIT & GALLERY RATE		
	WIDTH	HEIGHT		1X	2X	4X
Double-Page Spread	16.45"	11.69"	2400	1580	1340	1280
Outside Back Cover	8.268"	11.69"	2300	1500	1280	1200
Inside Front 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
<b>BLACK &amp; WHITE</b>						
Full Page			1020	590	560	520
Half Page			640	400	360	320
Quarter Page			480	300	280	260
<b>WEB LOGO AD</b>	500px	250px 72ppi	300	180	160	150
<i>Displays at half-size online.</i>	500px	500px 72ppi	400	220	200	180

Polybag and insert rates are quoted individually. GST/HST will be added to all quoted prices.

*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 XI-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. C108\_ABCGallery\_ad.pdf) and send to [ads@cmagazine.com](mailto:ads@cmagazine.com).