

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 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 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 (Germany), Textfield and Ubiquity (USA), and Magazines Canada and Disticor (Canada). *C Magazine*'s digital edition is available online through Zinio 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 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 140/2019 Winter | Nov 5 | Nov 10 | Dec 15 through Feb |
| C 141/2019 Spring | Feb 5 | Feb 10 | Mar 15 through May |
| C 142/2019 Summer | May 5 | May 10 | Jun 15 through Aug |
| C 143/2019 Autumn | Aug 5 | Aug 10 | Sep 15 through Nov |

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

Advertising Rate Card (as of August 2018)

| 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 |
| BLACK & WHITE | | | | | | |
| Full Page | | | 1020 | 590 | 560 | 520 |
| Half Page | | | 640 | 400 | 360 | 320 |
| Quarter Page | | | 480 | 300 | 280 | 260 |
| WEB BOX AD | | | | | | |
| | 250px | 125px | 300 | 120 | 110 | 100 |
| <i>JPG, high definition 150ppi.</i> | 250px | 250px | 400 | 180 | 160 | 150 |

Quoted individually: blow-in or polybag inserts from \$300; email newsletter banners from \$120.

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. C138_ABCGallery_ad.pdf) and send to ads@cmagazine.com.