



Inuit Art Quarterly Overview



Vision and Audience

For over three decades, the award-winning *Inuit Art Quarterly* has been dedicated to the advancement and appreciation of Inuit and circumpolar Indigenous arts. As the sole publication focused on the arts and artists of Inuit Nunaat, we deliver this important perspective to a global audience through a beautifully produced, archival quality magazine and vital online platforms. Our readers are inquisitive, passionate and loyal. They regularly share with us their enthusiasm for the publication and the artists we feature.

The *IAQ* is unique in its ability to bring you into the heart of conversation and the community. We support robust and thoughtful writing by Inuit and other Indigenous writers, including cultivating and mentoring emerging talent. For over three decades, we have been at the forefront of the field bringing to light new and notable artists and sharing their voices and culture.

The *Inuit Art Quarterly* brings the best of Inuit art to world.

Your Home For Inuit Art

The Largest Art Magazine in Canada

Unique in content, the *IAQ* is widely considered one of the most significant voices for Indigenous art in the world. With a global readership, the magazine provides insight and promotes awareness of the art, artists and cultural activities of the circumpolar world.

- The only magazine in the world devoted to Inuit art
- In publication for 30+ years
- Award-winning editorial content
- Released four times each year in Spring, Summer, Fall and Winter
- Canada's most widely read visual art magazine and its most widely read internationally

Our Subscribers

The magazine boasts an extraordinarily diverse global subscriber base of remarkably engaged readers. Our subscribers see value in fine art and appreciate luxury goods and services.

- Leading art collectors and patrons from all over the world
- Many subscribers have collected the publication since 1986
- Regularly embark on luxury travel
- Art galleries and libraries internationally

Contact

Nicholas Wattson, Advertising Manager at advertise@inuitartfoundation.org or 416-618-6154

Key Demographics

Total Reach

62,774

Total Inuit Art Foundation Monthly Reach
(All Platforms)

29,000

Total Advertiser Reach
(Magazine, Online, Newsletters)

| Media | Reach |
|--------------------------------|--------|
| Magazine Print Run | 3,000 |
| Magazine Readership*** | 7,500 |
| Monthly Website Unique Users** | 15,108 |
| General Newsletter | 3,200 |
| Artist Spotlight Newsletter | 3,200 |
| Instagram | 21,300 |
| Facebook | 10,000 |
| X (Twitter) | 2,466 |

Print Audience Profile *

| Gender | Comp |
|-------------------------|-----------|
| Women | 55% |
| Men | 45% |
| Age | Comp |
| 25-54 | 28% |
| 25-64 | 48% |
| 65+ | 51% |
| Education | Comp |
| PG Degree | 53% |
| BA | 24% |
| College/University Dip. | 17% |
| Income | Comp |
| \$200,000+ | 12% |
| \$100,000+ | 33% |
| \$75-99,000 | 17% |
| \$50-\$75,000 | 10% |
| Avg. Household Income | \$124,700 |

| Subscriber Location | Comp |
|---|------|
| Canada | 71% |
| US | 23% |
| Profession | Comp |
| MOPES (Managers, Owners, Professionals, Exec.) | 36% |
| Artists | 10% |

Engagement Information

27% have subscribed for at least the last 10 years

77% of subscribers never discard their *IAQ* magazine

Readers refer to an average issue **5 times**

Readers spend an average **71 minutes** with an average issue

Key Demographics

Art Purchases

\$60,000

Average value of *IAQ* readers art collection

1 in 5 Readers have purchased an artists work after seeing it featured in the *IAQ*



| Purchase History | Comp |
|---|------|
| Ever purchased art | 97% |
| Purchased art in the past year | 69% |
| Purchased art in person | 94% |
| Purchased art online | 49% |
| Purchased a specific artwork seen in the <i>IAQ</i> | 10% |
| Intend to purchase art in the near future | 40% |
| Value of Art Collection | Comp |
| Under \$50k | 48% |
| \$50k-\$100k | 10% |
| \$100k-\$250k | 8% |
| \$250k-\$500k | 3% |
| \$500k+ | 3% |

Click here for more information on readers' purchasing, travel and spending habits



Your Home For Inuit Art

Print Advertising Opportunities

Print Advertisement Rates

2024 Net Rates

| | 1x | 2x | 3x | 4x |
|--------------|---------|---------|---------|---------|
| Back Cover | \$3,366 | \$3,078 | \$2,978 | \$2,700 |
| Inside Cover | \$2,682 | \$2,427 | \$2,300 | \$2,152 |
| Full Page | \$2,300 | \$2,157 | \$2,025 | \$1,997 |
| Half Page | \$1,620 | \$1,490 | \$1,350 | \$1,200 |
| Quarter Page | \$1,203 | \$1,122 | \$1,020 | \$918 |

ADVERTISEMENTS ARE PRINTED IN FULL COLOUR

Non-Profit Rates (Approximately 30% off)

| | 1x | 2x | 3x | 4x |
|--------------|---------|---------|---------|---------|
| Full Page | \$1,620 | \$1,490 | \$1,350 | \$1,203 |
| Half Page | \$1,150 | \$1,076 | \$989 | \$887 |
| Quarter Page | \$785 | \$750 | \$693 | \$632 |

ADVERTISEMENTS ARE PRINTED IN FULL COLOUR

In House Ad Design Rates

| | Full Page | Half Page | Quarter Page |
|--------------------|-----------|-----------|--------------|
| In House Ad Design | \$200 | \$150 | \$100 |

Publishing Dates

| | Newsstands | Ad Booking | Artwork Due |
|-------------|--------------------|--------------------|------------------|
| Spring 2025 | March 15, 2025 | January 10, 2025 | January 17, 2025 |
| Summer 2025 | June 15, 2025 | April 11, 2025 | April 18, 2025 |
| Fall 2025 | September 15, 2025 | July 11, 2025 | July 25, 2025 |
| Winter 2025 | December 5, 2025 | September 26, 2025 | October 10, 2025 |

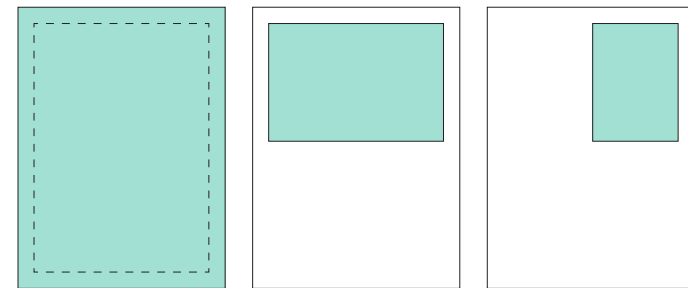
Your Home For Inuit Art

Print Specifications

Print Advertising Specifications

| | Full Page | Half Page | Quarter Page VERTICAL ONLY |
|------------|----------------|-----------------|----------------------------|
| Trim Size | 8.75 x 11.875" | 7.375 x 4.9653" | 4.9653 x 3.6042" |
| Bleed Size | 9 x 12.125" | | |
| Live Area | 7.25 x 10.375" | | |

Print Advertising Formats



Full Page

Half Page

Quarter Page VERTICAL ONLY

File Specifications

High-resolution PDF files with all photos and fonts embedded
Resolution must be a **minimum of 300 dpi** (at print dimensions)

Please ensure to convert all colours to CMYK**

Templates available on request

** RGB FORMAT IS UNACCEPTABLE FOR PRINT

Ad Submission

Ad materials must be submitted electronically

If you have any questions please contact us at 647-498-7717 or advertise@inuitartfoundation.org

Files can also be sent directly to advertise@inuitartfoundation.org

Contact

Nicholas Wattson, Advertising Manager at advertise@inuitartfoundation.org or 416-618-6154

Online Overview

Online Audience at a Glance

55,266

Total online audience monthly

- Website: **15,108**
- General Newsletter: **3,200**
- Artist Spotlight Newsletter: **3,200**
- Instagram: **21,300**
- Facebook: **10,000**
- Twitter: **2,466**

IAQ Online Audience

Sitewide Audience Overview - Last 30 Days

Total Users

15,108 15.3% ↑

from previous 30 days

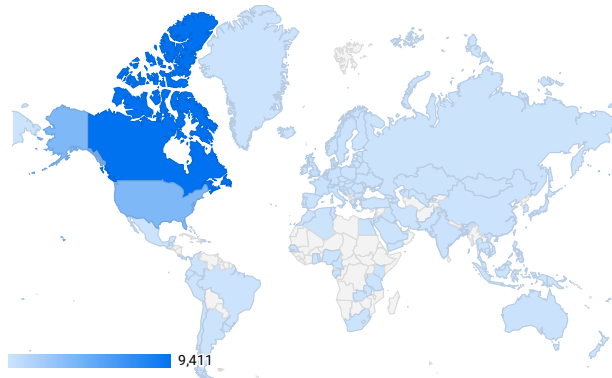
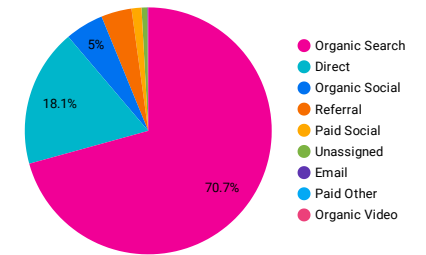
Pageviews Session Duration
 35,151 8.7% ↑ 00:03:23 9.7% ↑

Total Users

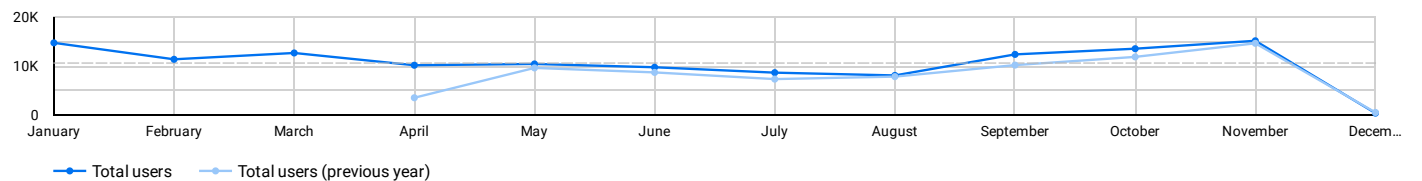
15,108 2.0% ↑

from previous year

Pageviews Session Duration
 35,151 -12.7% ↓ 00:03:23 -1.9% ↓



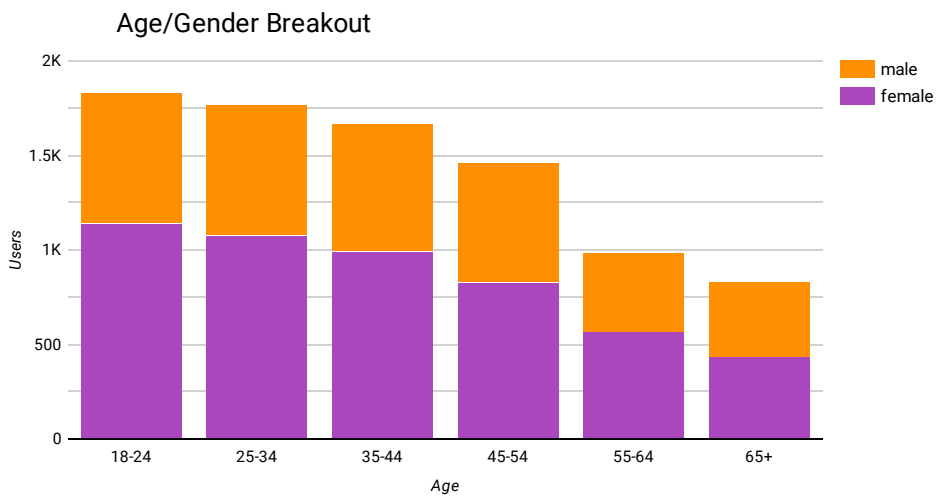
| Country | Total users | City | Total users |
|----------------|-------------|-------------|-------------|
| Canada | 8.9K | Toronto | 1.9K |
| United States | 3.4K | Montreal | 840 |
| United Kingdom | 426 | (not set) | 666 |
| France | 162 | Ottawa | 639 |
| Germany | 127 | Vancouver | 449 |
| Sweden | 93 | Calgary | 394 |
| Ireland | 85 | Winnipeg | 278 |
| Spain | 73 | New York | 270 |
| Australia | 72 | Edmonton | 255 |
| Netherlands | 66 | Quebec City | 255 |



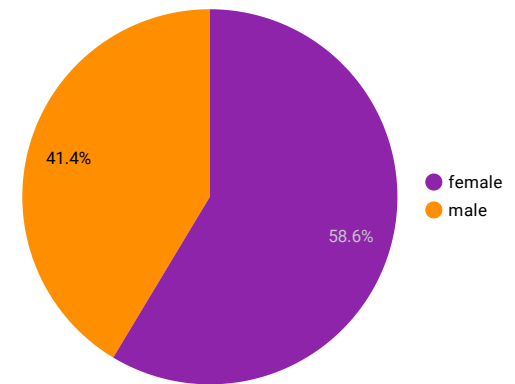
Online Overview

IAQ Online Audience

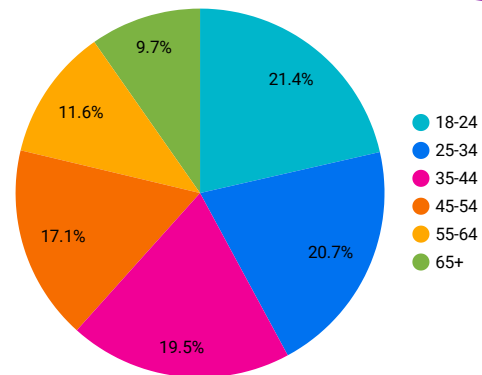
Sitewide Audience Demographics - YTD



Gender Split



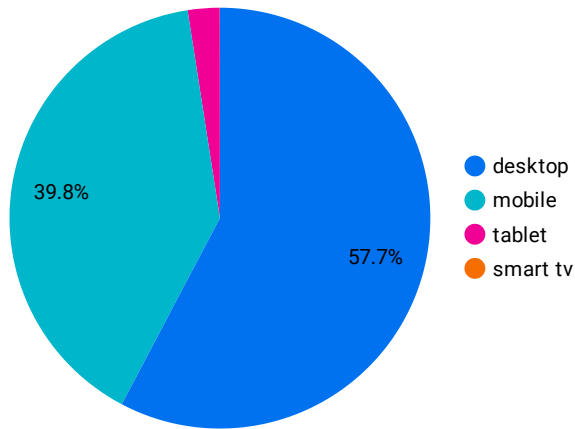
Age Split



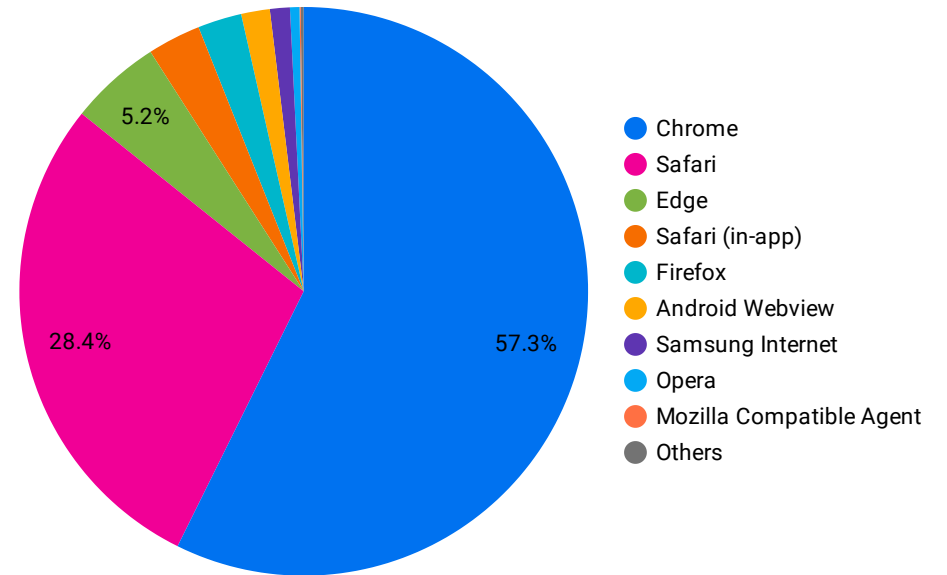
Online Overview

IAQ Online Audience

Device Used



Browser Used



Online Advertising Opportunities

Online Advertising 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. Minimum charge 1 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*

\$200 / month. Minimum charge 1 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. Minimum charge 1 month.

Medium Rectangle – Run of Site (ROS)

Give your ads run of the place! ROS ads appear in the sidebar on various pages across the site, including archival pages and *IAQ* online content.*

\$250 / month. Minimum charge 1 month.

Artist Spotlight

Sponsored Artist Spotlight. See next page for more details.

\$500

Newsletter Leaderboard

Share your message with over 3,600 unique readers every month in the IAF's beloved general monthly e-newsletter. Two units available per month.

\$350 / newsletter leaderboard unit

[Learn more about Monthly eNewsletters](#)



Your Home For Inuit Art

Online Advertising Specifications

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

File Specifications

JPG or GIF file format

Resolution must be a minimum of 72 dpi

RGB colour

Templates available on request

***WHEN BOOKING, AD MATERIAL WILL NEED TO BE SUPPLIED IN MULTIPLE FORMATS TO ACCOMMODATE MOBILE APPLICATIONS**

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

Files can also be sent directly to advertise@inuitartfoundation.org



Jessica Winters *Hopedale* (installation view) (2023)
COURTESY BONAVISTA BIENNALE PHOTO BRIAN RICKS © THE ARTIST

Sponsored Content Opportunities both in print and online available, see next page for more details.

Sponsored Content

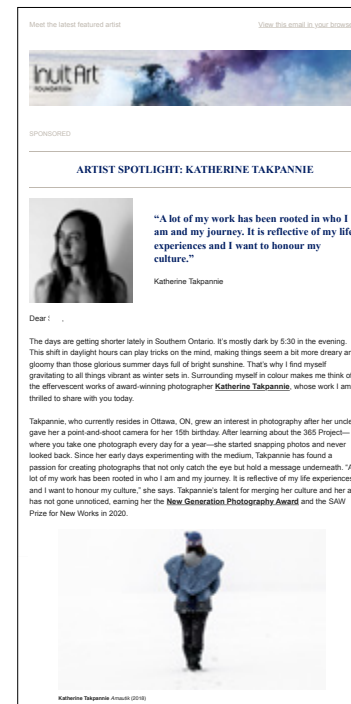
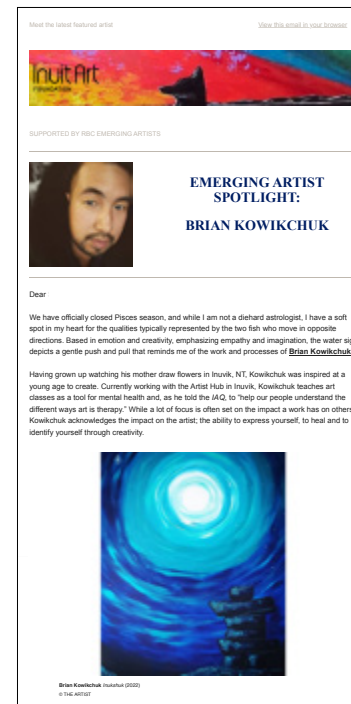
Sponsored content offers you an exclusive, customized marketing opportunity to align your brand and goals with the *IAQ's* award-winning editorial. The *IAQ* is a trusted source of quality content, produced with attention and care. Sponsored content provides unique opportunities to deliver complex, nuanced messages to a deeply engaged audience. Sponsored content is available both in print and online and is created in consultation with sponsors, these stories also have long lifespans, since 77% subscribers never discard their magazines, treasuring and referring to editorial content for years and the online version remains on our site indefinitely.



Artist Spotlight

The Inuit Art Foundation's Artist Spotlight newsletter is a twice monthly eNewsletter highlighting a single artist—their signature works, career highlights and unique artistic achievements. A beautifully designed, discrete editorial offering, the Artist Spotlight reaches over 3,600 unique readers every month—2/3 of whom do not subscribe to the print magazine. The Artist Spotlight pairs the best of the print magazine's award-winning editorial and design, with the depth and breadth of the *IAQ* Profiles, the definitive home for biographies on Inuit artists, in an intimate, digital experience.

Sponsors have the opportunity to work with the *IAQ's* editorial team to select an artist of their choosing and feature 3-4 images linking directly to the sponsor's website. Sponsorships are limited to one per month, making them an exclusive opportunity to associate your brand with this beloved editorial content and position your company as a trusted vendor in the industry.



Policies and Terms

Acceptance of any advertisement in *Inuit Art Quarterly* is at the sole discretion of the publisher. All copy and graphics are subject to the publisher's approval.

Contracts

The publisher is not bound by any conditions, printed or otherwise, on contract or copy instructions when such conditions conflict with the rate card or the publisher's policies. Contracts must be completed within one year (four issues). In the case of a lawsuit by any party against or enjoining *Inuit Art Quarterly*, relating to a given advertisement (including, but not limited to, libel, copyright infringement, defamation of character or plagiarism), the given advertiser and/or its advertising agency shall fully indemnify and save harmless *Inuit Art Quarterly* and the Inuit Art Foundation from all costs, damages and demands.

Terms

Advertisers and their agencies have dual liability to the publisher in the event of non-payment for advertising. The agency is responsible for the client, and vice versa, notwithstanding any statements to the contrary on agency or advertiser insertion orders or contracts.

Cancellation

Cancellations must be received by *Inuit Art Quarterly* in writing an advertiser must cancel their ad by space closing date. Rates that are based on a frequency schedule are subject to short rates if the full schedule is not complete.

Account Payment

Inuit Art Quarterly invoices are payable within 30 days from the date of the invoice except for online invoices which are due prior to campaign starts. Overdue accounts for print ads will be subject to a service charge of 2% per month commencing 30 days from the date of the invoice until paid. When a cheque or a pre-authorized debit is returned unpaid due to non-sufficient funds (NSF), an NSF fee of \$45 is charged.

Errors

In the event of a material error in the advertisement that is the fault of *Inuit Art Quarterly*, the maximum liability of the magazine is limited to the space charge for that issue. In this event, the contract will be extended for one issue and the total contract price will remain the same.



David Poisey Majjaturq (Cleaning a Seal Skin) (2018)
COURTESY DAVIC GALLERY © THE ARTIST