

ADVERTISING MEDIA KIT

Studio

craft & design in Canada

*creating a national voice
for craft in Canada*

WHO WE ARE



STUDIO MAGAZINE BRINGS THE BEST OF CONTEMPORARY CANADIAN CRAFT AND DESIGN TO A CREATIVE, CURIOUS AND PASSIONATE READERSHIP. AS THE ONLY NATIONAL MAGAZINE DEDICATED TO FINE CRAFT IN CANADA, *STUDIO* HAS A UNIQUE PERSPECTIVE ON ISSUES AND DEVELOPMENTS IN THE CRAFT WORLD.

Studio (formerly *Ontario Craft*) has celebrated over thirty years as the flagship publication of the Ontario Crafts Council (OCC), a dynamic member-based, not-for-profit arts service organization.

In recognition of the need for a national magazine dedicated to contemporary craft in Canada, the OCC has come together with sister craft organizations to significantly grow *Studio* magazine and transform it into a national publication.

Published twice a year (Spring/Summer and Fall/Winter), *Studio* features articles by leading craft and design writers from Canada and around the world. Each issue is as much anticipated for its sophisticated photography and design as its quality of writing.

Studio is essential reading for collectors, craftspeople, academics and enthusiasts. With an estimated readership of 17,500, *Studio* offers its advertisers a platform to reach a dedicated and loyal niche audience, with great value for money.

READERSHIP

STUDIO IS READ BY CRAFTSPEOPLE, collectors, enthusiasts, educators, retailers and students of craft across Canada. By advertising in *Studio*, you connect with a niche market of discerning readers who simply cannot be reached with any other media brand.



READER STATISTICS

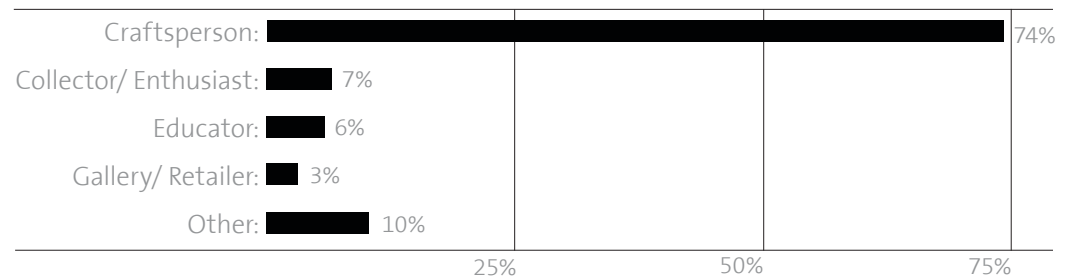
60% of *Studio* readers read cover to cover or most of the issue.*

72% of readers are female.

60% live in cities.

62% of *Studio* readers are between 45-64 years of age.

READER'S PRIMARY TYPE OF INVOLVEMENT WITH CRAFT



Sources: Statistics pulled from 2007 Crosswater Partners OCC member survey and *2000 OCC community survey.

"I RECENTLY WAS GIVEN A COPY OF *STUDIO* MAGAZINE AND READ IT FROM COVER TO COVER. I AM NOT A CRAFTSPERSON BUT FOUND MYSELF REDISCOVERING MY LOVE FOR CRAFT. THE WHOLE PACKAGE IS SO BEAUTIFULLY LAID OUT AND THE EXCELLENT PHOTOGRAPHS BRING THE CRAFTS TO LIFE."

— Jane L'Esperance

DISTRIBUTION



STUDIO IS SOLD SUCCESSFULLY IN CRAFT GALLERIES, QUALITY BOOKSHOPS AND NEWS STANDS ACROSS CANADA, INCLUDING MAJOR CHAINS SUCH AS CHAPTERS, INDIGO AND THE GREAT CANADIAN NEWS COMPANY. MANY MUSEUMS, LIBRARIES AND SCHOOLS ALSO CIRCULATE *STUDIO*.

A high majority of *Studio's* readership consists of members of provincial crafts councils across the country.

Studio has a unique distribution agreement with Sheridan College, one of Canada's leading post secondary institutions in craft education. Every student enrolled in a craft program at Sheridan receives an automatic subscription. Currently, *Studio* is embarking on a major marketing and promotional strategy into post-secondary schools across the country.

student enrolled in a craft program at Sheridan receives an automatic subscription. Currently, *Studio* is embarking on a major marketing and promotional strategy into post-secondary schools across the country.

Distribution: 6,000

Estimated Readership*: 17,500

Frequency: Semi-Annual

* *Studio* extends its readership through over 60 affiliated guilds, groups and cultural associations.

WHY ADVERTISE WITH US



AS A COOPERATIVE OF NON-PROFIT ORGANIZATIONS WHO EXIST TO SIGNIFICANTLY GROW RECOGNITION AND APPRECIATION OF CRAFT AND CRAFTSPEOPLE — WE CAN AFFORD TO GIVE YOU AFFORDABLE ADVERTISING RATES BECAUSE WE AREN'T IN THIS FOR THE MONEY.

Our sophisticated layout allows you to position your brand in the best possible way, enhancing your image and getting your message out in style.

No other magazine can offer you such high distribution to Canada's Craft Community, a loyal and attentive audience of people who are passionate about craft.

WHEN YOU ADVERTISE WITH US YOU INVEST IN THE CRAFT COMMUNITY,
SUPPORTING THE GROWTH OF CRITICAL DIALOGUE AND CELEBRATION
OF CRAFT AS AN INTEGRAL PART OF CANADIAN CULTURE.

EDITORIAL CALENDAR

SPRING/SUMMER 2012 (VOL. 7, NO. 1)

BOOKING CONFIRMATION DEADLINE: DECEMBER 12, 2011

ARTWORK DUE: DECEMBER 20, 2011

IMPACT DATE: MARCH 19, 2012

CONTENTS:

Ontario: Five highly regarded senior craft curators on the state of craft today in five different media; ceramics, textiles, glass, jewellery and furniture

Newfoundland and Labrador: New generation of young craft makers returning to the rock

Alberta: The Medalta Pottery, a historic and vital focus for ceramics in the West

British Columbia: Why do people attend residencies? Claire Madill explores

Saskatchewan: Women blacksmiths

Nova Scotia: Site-specific work - The challenges and rewards

Toronto Outdoor Art Exhibition - vital in the history of Canadian art and craft

FALL/WINTER 2012-2013 (VOL. 7, NO. 2)

TO BE ANNOUNCED

DEADLINES & RATES

DEADLINES*

Issue: Spring/Summer 2012

Booking Confirmation Deadline: December 12, 2011

Artwork Due: December 20, 2011

Impact Date: March 19, 2012

Issue: Fall/Winter 2012-2013

TBA

RATES

Full colour only

	1 Issue	2-4 Issues
Full page	\$1200	\$1020
1/2 page	\$900	\$765
1/4 page	\$500	\$425
1/8 page	\$300	\$255
Full page insert** (per 8.5 x 11)	\$950	\$850
Back cover	\$1800	\$1530
Inside cover	\$1500	\$1275

Artwork can be created for you by *Studio*.
See the Ad Sizes & Specifications page for rates and details.

Advertising and Subscriptions

Christine Lawrance
clawrance@craft.on.ca
416-925-4222 x221

Editorial

Shauna Cake, Editor in Chief
editorinchief@craft.on.ca

You may qualify for a discount if you are a Crafts Council Member. Please contact Christine Lawrance for further information.

Studio reserves the right to reject any advertisement not conforming to its standards of text and aesthetics.

* Dates are subject to change without notice.

** For inserts, the materials must be supplied by the advertiser.



AD SIZES & SPECIFICATIONS

All ads must be supplied as print resolution pdf files with crop marks and bleed on CD or by email (if less than 4MB). All images within advertisements must be 300 DPI at the size which they will appear on the final advertisement.

Note that increasing the size of small images does not increase the resolution and will cause your image to appear blurry. Images must be saved as CMYK. All fonts must be embedded or converted to outlines.

Studio will take no responsibility for the printed quality of artwork where it is not supplied to our specifications.

ADVERTISING SIZES

Full Page

Non-bleed: 7.35" x 9.75"

Bleed: 8.5" x 11.125"

Trim Size: 8.375" x 10.875"

1/2 Page Vertical

3.5625" x 9.75"

1/2 Page Horizontal

7.35" x 4.75"

1/4 Page Vertical

3.5625" x 4.75"

1/8 page Horizontal

3.5625" x 2.25"

Artwork can be created for you by *Studio*.
Image material and copy are required.

Production artwork charges:

Full page: \$170

1/2 page: \$120

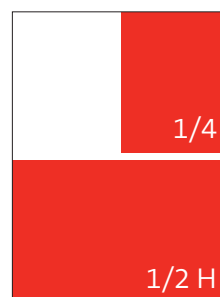
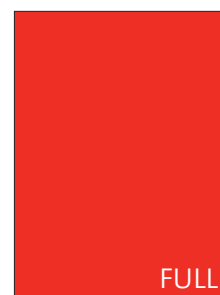
1/4 page: \$90

1/8 page: \$70

For artwork queries please contact:

Maxine Bell

mbell@craft.on.ca



ADVERTISING AGREEMENT

To reserve ad space, please fill out this form and fax it to Christine Lawrance at 416-925-4223.

If you have questions contact Christine at 416-925-4222 x221.

CLIENT DETAILS

company name

name of contact

telephone

fax

email

billing address

city

province

postal code

I AM A MEMBER OF:

craft council name

member ID #

member expiration date

AD SELECTION* Check your desired size, price and issue(s). Prices listed per issue and are net.

AD TYPE	SELECT PRICE/# OF ISSUES		SELECT ISSUE			
	1 Issue	2-4 Issues	spring/summer 2012	fall/winter 2012-2013	spring/summer 2013	fall/winter 2013-2014
back cover (Full)	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$1530 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
inside cover (Full)	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1275 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
full page	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1020 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 page <input type="checkbox"/> Vrt. <input type="checkbox"/> Hrz.	<input type="checkbox"/> \$900	<input type="checkbox"/> \$765 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4 page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$425 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/8 page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$255 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
page insert** (8.5" x 11")	<input type="checkbox"/> \$950	<input type="checkbox"/> \$850 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*All advertising artwork provided to *Studio* magazine will be accepted as correct upon delivery.

Studio magazine and the Ontario Crafts Council are not responsible for editing content.

Studio magazine reserves the right to withhold from publishing submissions that are deemed unsuitable for the publication.

**For inserts, the materials must be supplied by the advertiser.

FORM OF PAYMENT

cheque visa mastercard amex

subtotal (include production artwork fee if applicable)

total (include 13% HST)

credit card #

credit card expiration date

name on card

signature