



# Studio

CRAFT & DESIGN IN CANADA

**Fall/Winter 2014-2015**

**ADVERTISING MEDIA KIT**

*creating a national voice for craft in Canada*



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## WHO WE ARE

*STUDIO* MAGAZINE DELIVERS AN INFORMED CRAFT AND DESIGN COVERAGE TO A DIVERSE NATIONAL AUDIENCE IN WELL-WRITTEN STORIES THAT OFFER A DEPENDABLE AND RELEVANT VOICE. AS THE ONLY NATIONAL MAGAZINE DEDICATED TO FINE CRAFT AND DESIGN IN CANADA, THIS PUBLICATION IS A VISUALLY RICH CHRONICLE OF CANADA'S CRAFT AND DESIGN COMMUNITY.

We work coast to coast and offer incisive writing by some of the country's leading craft and design writers as well as reportage and commentary across a tier of sections including *Slice*, *Under the Radar*, *Portfolio*, *Did You Know?* and *Postcards*.

With more than 15 contributors per issue we create a compendium of voices that alerts readers to the diversity of the Canadian Craft and Design scene.

With an estimated national readership of over 17,500, *Studio* offers its advertisers a platform to reach a dedicated and loyal niche audience of craftspeople and designers, collectors, educators and retailers across Canada.

"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

Cover Image: Sandra Brownlee

Image: Karen Konzuk, *Set Bracelet*, 2010.  
Stainless steel, concrete.  
*Studio* Vol. 7, No. 1

## DEADLINES & RATES

SUPPORT THE GROWTH OF CRITICAL  
DIALOGUE AND CELEBRATE CRAFT AS AN  
INTEGRAL PART OF CANADIAN CULTURE.

### DEADLINES\*

Issue: Fall/Winter 2014-2015

Booking Confirmation Deadline: June 15, 2014

Artwork Due: June 26, 2014

Impact Date: September 2014

Issue: Spring/Summer 2015

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

Julie Nicholson, Advertising Sales Representative

advertising@craftontario.com

416-925-4222 x228

### Editorial

Leo Kowolik, Editor in Chief

editorinchief@craftontario.com

If you have a Craft Professional or Affiliate membership with Craft Ontario you receive a 10% discount on advertising. If you have a Business membership with Craft Ontario you receive a 15% discount on advertising. Please contact advertising 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.



Image: Jennifer Graham, *Vessels*, 2011.  
Porcelain Paper. *Studio* Vol. 7, No. 1

## 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\*

- 75%** of readers read cover to cover or most of the issue
- 76%** of readers are female
- 65%** of readers live in cities
- 40%** of readers have an income over 75,000
- 75%** of readers have an undergraduate or graduate degree
- 72%** of readers are an approximate 50/50 split between 35-54 years of age and 54-65 years of age

### READERS' TYPES OF INVOLVEMENT WITH CRAFT\*

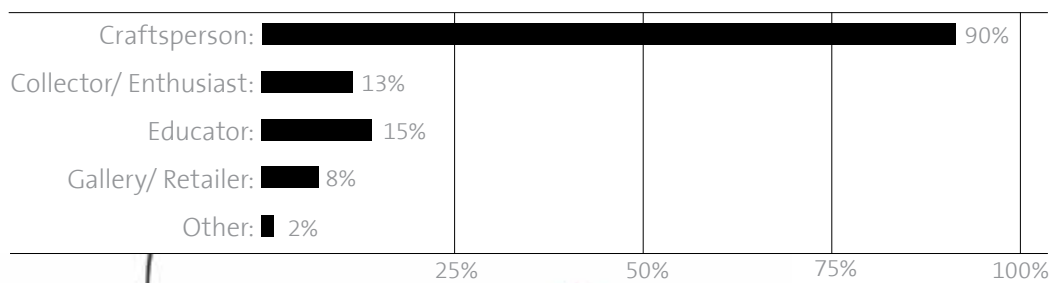


Image: Brothers Dressler, *Branches Chandelier*, 2009.  
Walnut, glass, halogen lamp.  
*Studio* Vol. 7, No. 1

\*Statistics pulled from 2013 *Studio* Subscription Survey.

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## DISTRIBUTION



*STUDIO* IS CIRCULATED 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.

Distribution: 6,000

Estimated Readership\*: 17,500

Frequency: Semi-Annual

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

Image: Van McKenzie, *Jeff At the Ritz* (bracelet detail), 2012.  
18 kt. gold, sterling silver. Photo Andrew Miller. *Studio* Vol. 8, No. 1



Image: Bridget Catchpole, *Flotsam & Jetsam Necklaces*, 2010. Oxidized sterling silver, plastic.

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FALL/WINTER 2014-2015 (VOL. 9, NO. 2)

CRAFT AND SOCIETY

HOW CRAFT AND DESIGN ENGAGE WITH SOCIETY AT LARGE

BOOKING CONFIRMATION DEADLINE: June 15, 2014

ARTWORK DUE: June 26, 2014

IMPACT DATE: September 2014

CONTENTS:

- Where do cultural labels come from in Canadian First Nation's politics (Status 1, Status 1a)? These labels begin in courts and legislation, but what do they mean to human beings. The work of Ursula Johnson employs traditional craft techniques to engage these social questions and answers.
- Saidye Bronfman nominee, teacher, innovator, and textile artist Yvonne Wakabayashi draws on her Japanese heritage/community.
- *All Beings Confluence* began as an environmental action art work; it presents elements of our global ecosystem on huge textile panels and has been touring North America. New panels continue to be added by artists in the communities the project visits - and so it continues to grow. Is this what a social ecosystem looks like?
- James Marshal is an Albertan maker who is also a civic leader ensuring that new buildings have creative objects built into their designs.
- A critical look at an exhibition that tries to address colonialism within post-colonialism using the iconic Hudson's Bay Company blanket as the touchstone.
- Heather Read presents a set of case studies synthesized into a single look at 3 projects in Toronto in which craft practices are used to help communities deal with problems associated with poverty.
- Rising star Canadian craft academic Sarah Alford gives us a history of Settlement Houses within the Arts & Craft Movement in Canada. These two important historical engagements defined social action and maker-led design change around the world. What was the story in Canada?
- Toronto's One of a Kind Show will soon be introducing a new section - a First Nation's pavilion - Clare Scott-Taggart explores the possibilities and discusses this new enterprises.
- Analytical exploration of shows and makers from around Canada in reviews, previews, Portfolio, Slice and Under the Radar.



## AD SIZES & SPECIFICATIONS

All ads must be supplied as JPEG, PDF, EPS or TIFF files in CMYK format by email. Minimum resolution required is 300 dpi. Note that increasing the size of small images does not increase the resolution and will cause your image to appear blurry. 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. Please make sure all ad files match the dimensions listed. We reserve the right to reduce and/or re-size any incorrectly sized ads to fit the ad dimensions.

### ADVERTISING SIZES

SOPHISTICATED LAYOUT  
ALLOWS YOU TO POSITION  
YOUR BRAND IN THE BEST  
POSSIBLE WAY, ENHANCING  
YOUR IMAGE AND  
GETTING YOUR MESSAGE  
OUT IN STYLE.

#### Full Page

Non-bleed: 7.2" w x 10" h

Bleed: 8.5" w x 11.125" h

Trim Size: 8.375" w x 10.875" h

#### 1/2 Page Vertical

3.5" w x 9.5" h

#### 1/2 Page Horizontal

7.2" w x 4.65" h

#### 1/4 Page Vertical

3.5" w x 4.65" h

#### 1/8 page Horizontal

3.5" w x 2.25" h

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@craftontario.com](mailto:mbell@craftontario.com)

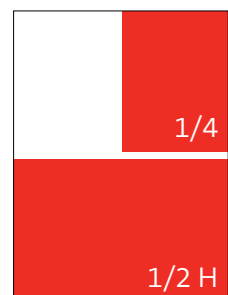
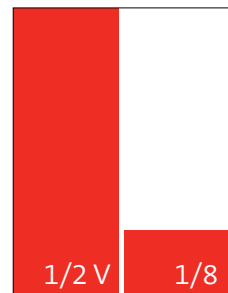
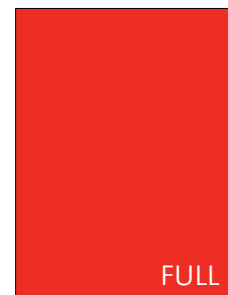


Image: Elaine Ng Yan Ling, *Techno Naturology: The Velcro Chain*, 2011. Shape Memory Polymer, various veneer, polyester fabric, woven cane, reflective pigment, cotton and latex. *Studio* Vol. 7, No. 1

# ADVERTISING AGREEMENT

To reserve ad space, please fill out this form and fax it to 416-925-4223. If you have questions contact Julie Nicholson, Advertising Sales Representative advertising@craftontario.com or 416-925-4222 ext.228

## 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 #

expiry 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	fall/winter 2014-2015	spring/summer 2015	fall/winter 2015-2016	spring/summer 2016
<b>back cover</b> (Full)	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$1530 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>inside cover</b> (Full)	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1275 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>full page</b>	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1020 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1/2 page</b>	<input type="checkbox"/> \$900	<input type="checkbox"/> \$765 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1/4 page</b>	<input type="checkbox"/> \$500	<input type="checkbox"/> \$425 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1/8 page</b>	<input type="checkbox"/> \$300	<input type="checkbox"/> \$255 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>page insert**</b> (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 *Craft Ontario* 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

invoice required

subtotal (include production artwork fee if applicable)

total (include 13% HST)

credit card #

credit card expiration date

3 digit cvv code

name on card

signature