

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. Today, *Studio* is published with the sponsorship of the Canadian Crafts Federation, Crafts Association of British Columbia, Alberta Craft Council, the Saskatchewan Craft Council, Conseil des métiers d'art du Québec, and the Craft Council of Newfoundland & Labrador.

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

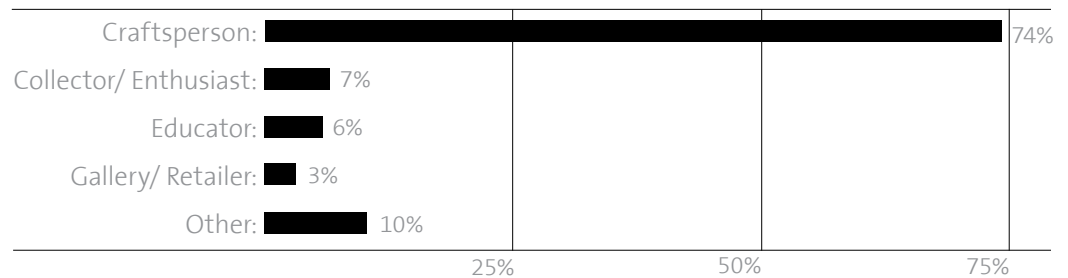
60% of *Studio* readers read cover to cover or most of the issue.*

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.

The majority of Studio's readership consists of members of provincial crafts councils, as each member of the Crafts Association of British Columbia, Alberta Craft Council, Saskatchewan Craft Council, Ontario Crafts Council, Conseil des métiers d'art du Québec, and the Craft Council of Newfoundland & Labrador receive their copy

directly through membership.

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.

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 direct distribution through craft council membership, a unique way to reach a loyal and attentive audience of people who care 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 '09 (VOL. 4, NO.1)

The National Issue

Craft & Nationalism Does craft have or need national voice?

The Expanded Studio Exploring new modes of craft production

The Science of Craft Pin Hole ceramic cameras

First Nations Story Telling and Object Making

Making Craft Education More Big Fun A unique approach to education in Saskatchewan

Bee Kingdom Meet a glass-based studio collective working out of their backyard in Calgary

Plus: *The lasting impact of Lois Betteridge, a review of the book everyone is talking about Crafts man, and we turn our eye to profiling craft galleries, patrons, organizations and suppliers across the country.*

BOOKING CONFIRMATION DEADLINE: JANUARY 19, 2009

ARTWORK DUE: JANUARY 26, 2009

IMPACT DATE: APRIL 21, 2009

FALL/ WINTER '09 (VOL. 4, NO.2)

The Education Issue

An exploration of craft education in Canada; reflections on mentoring and internships; changes in the European approach to craft education, the semiotics of fashion, how to keep long running exhibitions and practices fresh, reviewing Canada's national exhibition at the Cheongju International Craft Biennale.

Plus: *Profiles of recent craft graduates*

* Full details on the expanded editorial line-up for the education issue will be available at www.studiomagazine.com in May 2009.

BOOKING CONFIRMATION DEADLINE: JUNE 22, 2009

ARTWORK DUE: JUNE 29, 2009

IMPACT DATE: SEPTEMBER 17, 2009

Contents and dates are subject to change

DEADLINES & RATES

DEADLINES

Issue: Spring/ Summer 2009

Booking confirmation deadline: January 19, 2009 (Showcase ads January 30, 2009)

Artwork due: January 26, 2009 (Showcase ads February 6, 2009)

Impact date: April 21, 2009

Issue: Fall/ Winter 2009

Booking confirmation deadline: June 22, 2009

Artwork due: June 29, 2009

Impact date: September 17, 2009

RATES

Full colour only

	1 Issue	2-4 Issues
Full page (size A)	\$1200	\$1100
1/2 page (size B&C)	\$900	\$800
1/4 page (size D)	\$500	\$400
1/8 page (size E)	\$300	\$200
Full page insert* (per 8.5 x 11)	\$950	\$900
Back cover (size A)	\$1800	\$1600
Inside cover (size A)	\$1500	\$1400

Advertising and Subscriptions

Valerie McLean
vmclean@craft.on.ca
416-925-4222 x221

Editorial

Shauna Cake
scake@craft.on.ca
416-925-4222 x226

You may qualify for a discount if you are a Crafts Council Member. Please Contact Valerie McLean for further information.

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

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



AD SIZES & SPECIFICATIONS

All ads (except Showcase) 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 copy errors or the printed quality of artwork where it is not supplied to our specifications.

ADVERTISING SIZES

A Full Page

Non-bleed: 7.35" w x 9.75" h

Bleed: 8.5" w x 11.125" h

Trim Size: 8.375" w x 10.875" h

B 1/2 Page Vertical

3.5625" w x 9.75" h

C 1/2 Page Horizontal

7.35" w x 4.75" h

D 1/4 Page Vertical

3.5625" w x 4.75" h

E 1/8 page Horizontal

3.5625" 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

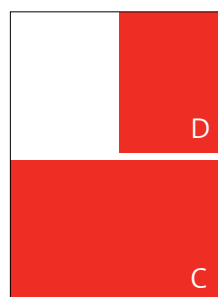
1/8 page: \$70

There is no charge for Showcase formatting.

For artwork queries please contact:

Laura Rea

lrea@craft.on.ca



SHOWCASE: PROMOTING CRAFTSPEOPLE

Place your work and retail information in front of an estimated 17,500 attentive readers who are passionate about craft. *Studio* magazine's Showcase is an inexpensive way for you to generate orders, drive traffic to your website and raise your profile across Canada.

Joining Showcase couldn't be easier or more affordable. For only \$175 per issue craftspeople who are members of a provincial crafts council can promote their studio or body of work in an eighth of a page horizontal ad. *Studio* will design your advertisement free of charge using consistent image size and fonts to showcase your work in a stylish and easy-to-read design.

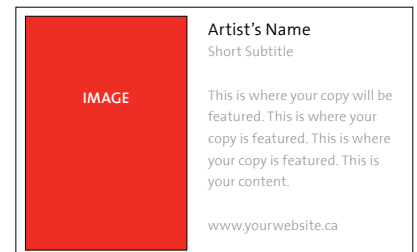
CRAFT DIRECTORY SPECIFICATIONS

Copy: Submit via email a maximum of 75 words in a word document (this includes caption and contact information). Please use your name or the name of your studio as the title to your content. One very short subtitle under your name or your studio name may be used. Include your email and website address at the end of your content. Many choose not to list the credit details of the image they feature. *Studio* is not responsible for errors within your copy. Copy edit your text. Use Canadian spelling standards. Save your word document using the following file naming convention, "showcase-yourname" for instance "showcase-johnsmith.doc."

Images Submit via email a high quality digital image of your work or studio, 300 DPI at 2.16" h x 1.50" w. Use CMYK colour. Submit using JPEG, EPS or TIFF file formats. Save your image file using the following file naming convention, "showcase-yourname" for instance "showcase-janesmith.jpg."

Schedule: Spring/Summer 2009
Confirmation due: January 30, 2009
Artwork & copy due: February 06, 2009
Impact date of magazine: April 21, 2009

Fall/Winter 2009
Confirmation due: June 22, 2009
Artwork & copy due: June 29, 2009
Impact date of magazine: September 17, 2009



Submission: To book your Showcases ad fax your complete advertising agreement to Valerie McLaeen at 416-925-4223 and email your image and copy to vmclean@craft.on.ca.

Note: Showcase is published in increments of 8 advertisements (which fills one page). Spaces are booked on a first come first serve basis. If a final page of 8 is not filled the remaining advertisements will be added to the line-up for the next issue. *Studio* offers Showcase at greatly reduced rates in order to significantly grow recognition and appreciation of craft and craftspeople, because we keep prices low we can offer no additional discounts on Showcase advertising. No design charges are applied for the formatting of these advertisements.

ADVERTISING AGREEMENT

To reserve ad space, please fill out this form and fax it to Valerie McLean at 416-925-4223. If you have questions contact Valerie at 416-4222 x221.

CLIENT DETAILS

company name

name of contact

telephone

fax

email

billing address

city

province

postal code

AD SELECTION

Check your desired size, price and issue. Prices listed per issue and are net.

AD TYPE	SELECT PRICE/# OF ISSUE		SELECT ISSUE			
	1 Issue	2-4 Issues	spring/summer 2009	fall/winter 2009	spring/summer 2010	fall/winter 2010
back cover (size A)	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$1600 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
inside cover (size A)	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1400 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
full page (size A)	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1100 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 page <input type="checkbox"/> Vrt. (size B) <input type="checkbox"/> Hrz. (size C)	<input type="checkbox"/> \$900	<input type="checkbox"/> \$800 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4 page (size D)	<input type="checkbox"/> \$500	<input type="checkbox"/> \$400 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/8 page (size E)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$200 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/8 page (Showcase)	<input type="checkbox"/> \$175	<input type="checkbox"/> \$175 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
page insert* (8.5x11)	<input type="checkbox"/> \$850	<input type="checkbox"/> \$800 per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*For inserts, the materials must be supplied by the advertiser. Please inquire for pricing of varying sizes.

DISCOUNT — You may qualify for a discount if you are a Crafts Council Member. Please contact Valerie McLean for further information at 416-925-4222 x221.

FORM OF PAYMENT

cheque visa mastercard amex

total payable (include 5% GST)

credit card #

name on card

credit card expiration date

signature

CRAFTS COUNCIL MEMBER

craft council name

member ID#

membership expiration date

signee phone number