

Studio

CRAFT AND DESIGN IN CANADA

Neon Bloom, by Amanda McCavour
Thread, Machine Embroidery

STUDIO MAGAZINE HAS BUILT ITS REPUTATION ON DELIVERING INFORMED CRAFT AND DESIGN COVERAGE TO A DIVERSE NATIONAL AUDIENCE IN WELL-WRITTEN STORIES THAT OFFER A DEPENDABLE AND RELEVANT VOICE.

THIS PUBLICATION IS A VISUALLY RICH CHRONICLE OF CANADA'S CRAFT AND DESIGN COMMUNITY.

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.

As the only national magazine dedicated to fine craft and design in Canada, we offer incisive writing by some of the country's leading craft and design writers, as well as reportage and commentary across a tier of focus sections.

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 sector.

"Studio is a thoughtful, relevant magazine that has national and international reach. Its content spans the... necessary synergies between design, art and craft. It's in the right place at the right time."

- Peter Fleming, Head of Sheridan College's Furniture Studio program

READERSHIP SUMMARY

Creative

90% of our Readers are Professional Craftspeople

Educated

95% of our Readers hold degrees of higher education

Engaged

75% of our Readers read **Studio** cover to cover

Urban

72% of our Readers live in urban areas in Canada

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.

Demographic

73% Female

65% Over 50yrs

71% Have Diverse Professional Backgrounds

DISTRIBUTION

Studio is circulated successfully in:

- craft galleries
- quality bookshops
- news stands across Canada (including Chapters, Indigo and the Great Canadian News Company)
- museums, libraries and schools

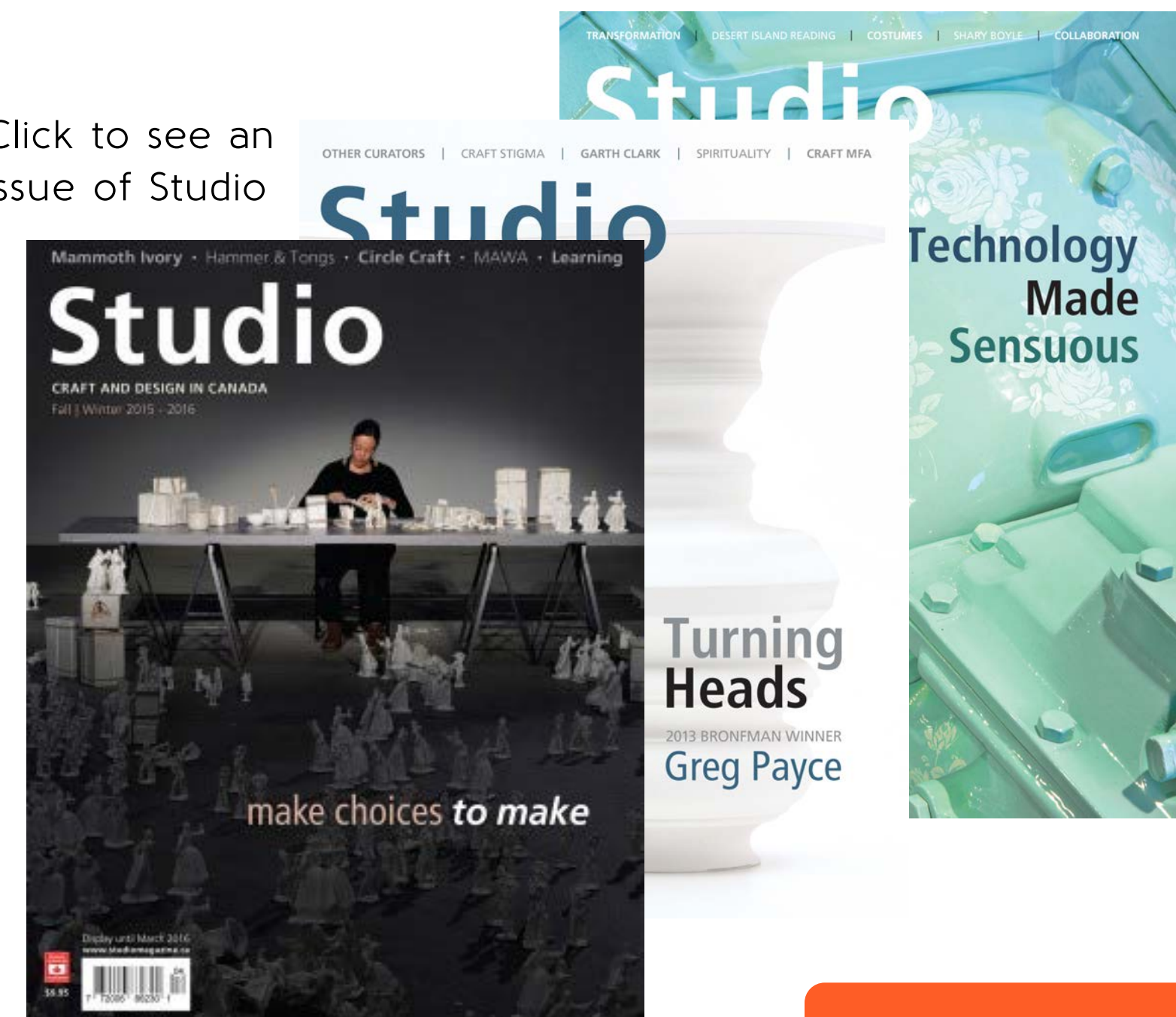
A high majority of **Studio's** readership consists of members of provincial crafts councils across the country.

Distribution: 6,000

Estimated Readership: 17,500

Frequency: Semi-Annual

Click to see an issue of **Studio**



BUY the current issue of Studio

All enquiries, please contact: jnicholson@craftontario.com, T: 416-925-4222 x228

PRINT DEADLINES AND RATES

Spring / Summer Issue

2018 - Vol. 13 No. 1

Booking Confirmation Deadline: November 3, 2017

Artwork Due: December 1, 2017

Impact Date: March 2018 (3rd Week)

Fall / Winter Issue

2018 - Vol. 13, No. 2

Booking Confirmation Deadline: June 22, 2018

Artwork Due: July 6, 2018

Impact Date: September 2018 (3rd Week)

Advertising Sales Representative

Julie Nicholson

jnicholson@craftontario.com

416-925-4222 x 228

Editorial

Leopold Kowolik, Editor in Chief

editorinchief@craftontario.com

"Living in a place where the physical distances are vast and the cultural differences are often subtle yet significant, it's important to connect along common lines, to learn and grow through awareness. Studio is helping to create that awareness." **Kimberly Bent,**
Communications Director, Gallery 78, Fredericton

RATES

Full colour ads only

	1 Issue	2-4 Issues
Full page	\$1300	\$1105
1/2 page	\$950	\$807
1/4 page	\$550	\$467
1/8 page	\$350	\$290
Inside cover	\$1600	\$1360
Back cover	\$1900	\$1615

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

Production artwork charges:

Full page: \$170

1/4 page: \$90

1/2 page: \$120

1/8 page: \$70

Receive a **10% discount** if you have a Craft Professional or Affiliate membership with Craft Ontario. Receive a **15% discount** if you have a Business membership with Craft Ontario.

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

Dates are subject to change without notice.

PRINT AD SIZES & SPECIFICATIONS

Advertising Sizes

Full Page	10.875" h x 8.375" w
1/2 Page Vertical	9.375" h x 3.375" w
1/2 Page Horizontal	4.5" h x 7" w
1/4 Page	4.5" h x 3.375" w
1/8 Page	2.156" h x 3.375" w

For artwork queries please contact:

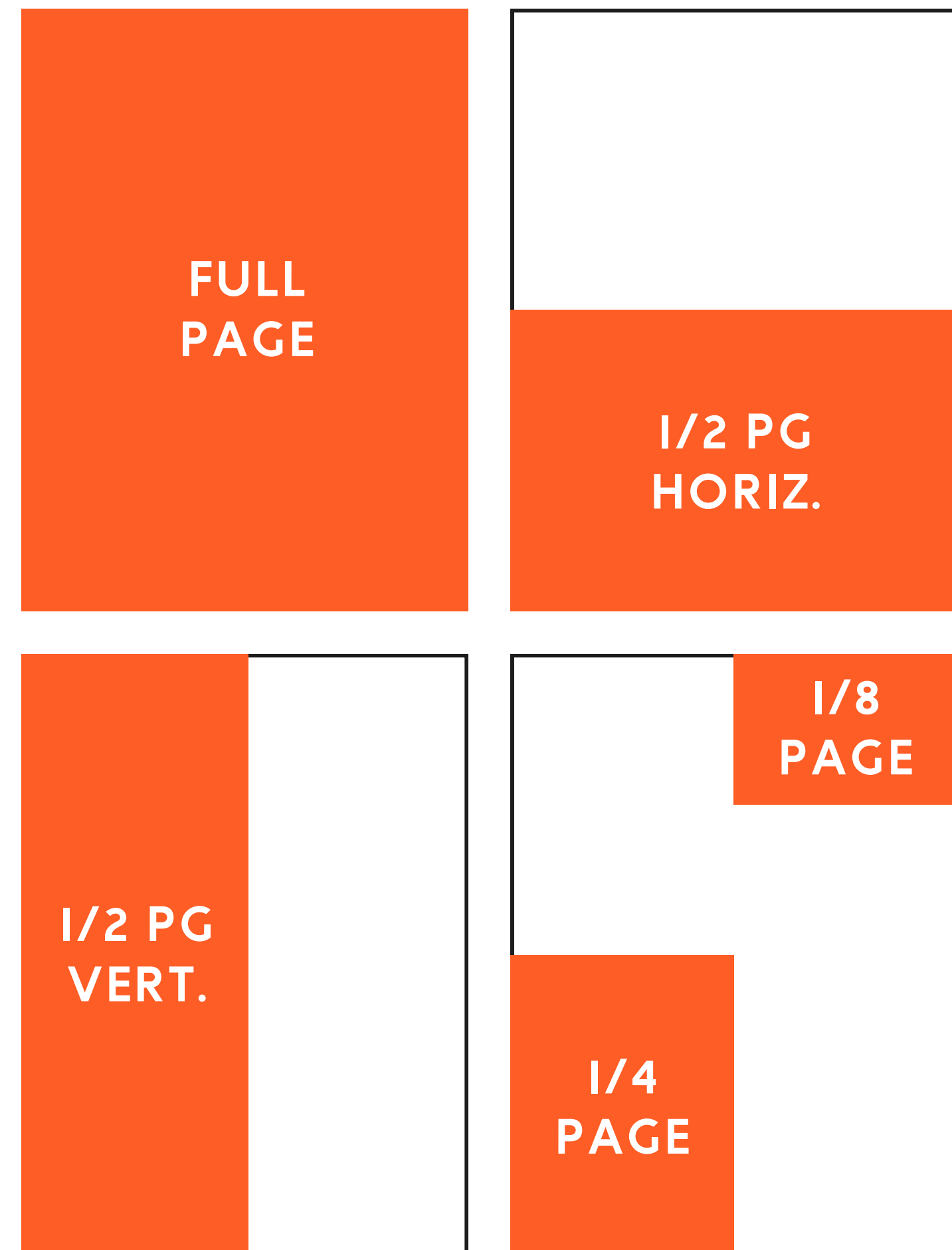
Julie Nicholson jnicholson@craftontario.com

Image and File Specs

- All images must be 300 DPI at actual print size
- TIFF files in CMYK format, with crop marks and bleed
- All fonts must be embedded or converted to outlines
- An 1/8" bleed must be added on all outside edges
- Any text in the ad must be .25" inside the image area
- Delivered on CD, by email, or downloadable link

NOTE

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



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