



Canada's Visual  
Communications  
Magazine

# Evolution Continues

In 2010, Applied Arts celebrated its 25th anniversary with a bold new look and fresh content. We expanded our editorial coverage and redesigned the magazine to leverage the strengths of print, with stronger images and a new oversized format that dominates any coffee table or bookshelf.

At the same time as we devoted new resources and energy to our anchor print product, we launched a new website, [www.appliedartsmag.com](http://www.appliedartsmag.com), with a striking new look and unique editorial contents, including biting commentary, portfolios, a daily blog (The Wire), and a bimonthly newsletter (AA Extra).

Together our magazine and website cover both sides of the street, making us the most comprehensive authority on visual communications in Canada.

In 2011, we will continue to evolve our magazine and online properties, with new content focusing on the views of the thought leaders in our industry, and tackling the most important issues of these tumultuous times.

Each of the five issues of 2011 will contain a vibrant editorial mix and the winners from one of our awards programs. In March/April, we offer our Interactive Awards winners, plus the Creative Guide, an essential resource of suppliers and services. Our other Awards sections include Photography & Illustration (May/June), Design & Printing (July/August), Advertising & Interactive (Sept/Oct), and Student Awards (Nov/Dec).

And each of these issues will include a compelling mix of editorial content, including no-holds-barred columns by industry experts, profiles of creative stars and up-and-coming talents, features and essays tackling the major issues of our day, and much more.

Applied Arts is the most effective vehicle for advertisers targeting Canada's influential decision-makers within the creative communications sector. Our world-class media properties serve an audience of 46,000 helping advertisers connect to their clients!



## Applied Arts Brands

# Outstanding Media Platforms



**Applied Arts Magazine** delivers the individuals that matter – senior level decision makers and influencers in the Canadian Visual Communications sector. Read by 45,000+ creative professionals and respected for providing inspirational and instructional content, Applied Arts offers the ideal advertising environment for you to gain visibility and increased awareness among the key target market.

### **Applied Arts Magazine**

Redesigned in January 2010, Applied Arts includes portfolios and profiles of our country's best talent, balanced by well-written features devoted to relevant topics. We publish five glossy issues a year. All issues contain a mix of recurring content, special features and portfolios of outstanding work. Included in four issues is one of our highly prized Annual Awards, Photography & Illustration (May/June) Design & Printing (July/August) Advertising & Interactive (Sept/Oct) and Student Awards (Nov/Dec). Our first issue of the year (March/April) includes the Creative Guide.



### **Applied Arts Creative Guide**

Published once a year, the Creative Guide is the essential directory of key suppliers and services within our field. This well designed, easy to use directory is published in our March/April issue.

### **Applied Arts Extra**

Our bi-weekly newsletter boasts an engaging mixture of news, inspirational images and ideas, a listing of must-attend events, and up-to-the-minute industry news, plus much more.

### **AppliedArtsMag.com**

The new site, launched January 2010, offers a robust range of inspirational content, tools, news, and resources. Our blog, The Wire, delivers daily content keeping our audience in the loop on key industry happenings and the hottest work. Original articles including opinion pieces from industry personnel and mini-profiles on artists and agencies makes appliedartsmag.com the industry's online hub.



### **AppliedArtsPortfolios.com**

Launched July 2009, this site is available exclusively to photographers and illustrators to promote their unique talents to potential clients. Part of our very popular website, AppliedArtsPortfolios.com is the destination for creative professionals searching for commercial artistic talent.

### **Applied Arts Annual Winners Exhibit**

The Winners Exhibit showcases the winning work from our five prestigious annual competitions—Design & Advertising, Interactive, Photography & Illustration, Printing and Student Awards—in a single gallery.



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# Applied Arts Readers An Audience Worth Reaching

Our readers have the power to buy!

## Product/Service

### Computer hardware & peripherals

Recommend/Authorize 98%

### Fine paper & printing

Recommend/Authorize 91%

### Stock images

Recommend/Authorize 87%

### Design software

Recommend/Authorize 87%

\* CCAB Audit 2009

\*\* Starch Research Study, Spring 2009

**Our readers** are among the most powerful and influential professionals working in graphic design, creative advertising, corporate branding, interactive, commercial photography and illustration. We also reach the next generation of creative stars, with many of Canada's top creative schools and their students subscribing to *Applied Arts*.

### More readers than any other Canadian publication in our sector.

46,000 + readers per issue.\*\*

### Who they are:

**52%** Art /creative directors, graphic designers, corporate communications professionals.

**30%** Creative students/colleges in design, advertising, interactive, photography, illustration, animation and gaming programs.

**10%** Commercial image-makers (e.g., photographers, illustrators, directors, producers).

**8%** Printers, prepress and production managers.

### Loyal national readers

According to a 2009 independent study, 95% of our readers feel it is very important to have a Canadian voice in our industry and that's why less than 20% also read *Communication Arts* and only 13% read *How Magazine*.

As the only publication with a paid subscription \*base in our sector, our readers invest in *Applied Arts*. Our response is to give them more great content. We produce the industry's only trade magazine with the lowest advertising-to-editorial ratio and the largest average issue size of 150 pages.

### What do they do with their issues?

- **91%** read every/most issues.
- **90%** keep issues for more than four months
- **58%** keep issues forever

### Applied Arts readers take action

Not only do they read and retain their issues, an impressive **83%** \*\*act on what they read —purchasing an advertised product or contacting an advertiser. Also impressive, one out of two readers\*\* feels that advertising placed in *Applied Arts* has a positive influence on decision-making for future purchases.



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# 2011 Advertising Rates

## Applied Arts Magazine

18 Wynford Drive, Suite 705,  
Toronto, Ontario, Canada M3C 3S2  
Tel: 416-510-0909  
Fax: 416-510-0913  
Web: [www.appliedartsmag.com](http://www.appliedartsmag.com)

*Rosetta Heckhausen*

Tel: 416-510-0909, ext. 26  
[rosetta@appliedartsmag.com](mailto:rosetta@appliedartsmag.com)

Central/Western Canada & U.S.

*Charlotte Beckett*

Tel: 416-510-0909, ext. 30  
[charlotte@appliedartsmag.com](mailto:charlotte@appliedartsmag.com)

## Display Rates

Format	1-2x	3-5x
Full Page, 4c	\$5325	\$4825
Double-Page Spread, 4c	\$9175	\$8320
2/3 Page 4c	\$4410	\$3495
1/2 Page Horizontal/Vertical, 4c	\$3745	\$3415
1/3 Page Vertical, 4c	\$3200	\$2900
1/4 Page, 4c	\$2725	\$2450

## Preprinted Inserts Rates

Format	1-2x	3-5x
2-page Insert	\$6115	\$5545
4-page Insert	\$8995	\$8175
8-page Insert	\$13505	\$12255
BRC	\$2160	\$1940

- 25% premium for Cover Positions
- Business reply card must run in conjunction with a full-page ad.
- Add applicable taxes on net.
- Rates are in gross dollars.

## Special Opportunities

Polybag Outserts, Bellybands and Gatefolds are available.

For specifications please contact Rosetta Heckhausen directly by:

Tel: 416-510-0909, ext.26; Fax: 416-510-0913; or E-mail: [rosetta@appliedartsmag.com](mailto:rosetta@appliedartsmag.com).

## The 2011 Creative Guide: Bigger Size, Bigger Audience!

The Creative Guide will now be a supplement within our March/April 2011 issue. The format will provide advertisers with more space for their promotional message. As part of a regular issue, the Creative Guide distribution will increase dramatically, now reaching over 46,000\* prospective clients.

## DISPLAY OPPORTUNITIES

With affordable rates and exceptional reach, the Creative Guide offers industry suppliers a truly cost effective opportunity to promote their products/services directly to influential creative professionals.



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# Advertising Sizes & Specifications

Send all disks, proofs directly to:

**Advertising Department**

**Applied Arts Magazine**

18 Wynford Drive, Suite 705,  
Toronto, Ontario, Canada M3C 3S2

Tel: 416-510-0909

Fax: 416-510-0913

Web: [www.appliedartsmag.com](http://www.appliedartsmag.com)

## Advertising Sizes

<i>Ad Format</i>	<i>Width x Height</i>	
	<i>(Inches)</i>	<i>(Millimetres)</i>
2-Page Spread	19.25 x 13.25 [Bleed]	(490 x 337)
	19 x 13 [Trim]	(483 x 330)
1 Page	9.75 x 13.25 (Bleed)	(248 x 337)
	9.5 x 13 (Trim)	(241 x 330)
2/3 Page	5.25 x 11	(134 x 280)
1/2 Page – Horizontal	8 x 5.25	(203 x 134)
1/2 Page – Vertical	3.75 x 11	(95 x 280)
1/3 Page – Vertical	2.5 x 11	(64 x 280)
1/4 Page	3.75 x 5.25	(95 x 134)

**File Formats:** PDF with fonts embedded, or Quark or InDesign file collected for output with all fonts included and all pictures saved in CMYK. Adobe Photoshop (300 dpi at final output) or Adobe Illustrator EPS (minimum 800 dpi). All advertising should have centre marks on all four sides, 1/4 in. (6 mm) outside the trim.

**Disk:** DVD or CD-ROM (please include printed directory of disk).

**Proofs:** Accurate colour proof, such as Kodak Approval (dot proof), Fuji Final Proof (dot proof) or Fuji Picto Proof.

**FTP:** Instructions available upon request

## Production Fine Print

- Printed sheet-fed offset, four colour throughout.
- Binding: perfect-bound.
- The publisher reserves the right to crop film 1/8 in. (3 mm) on either side of bleed for trim-size variation.



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## 2011 Publishing Dates

<b>ISSUES</b>	<b>EDITORIAL*</b>	<b>INSERTION ORDERS</b>	<b>AD MATERIAL</b>	<b>PREPRINTED INSERTS</b>	<b>MAIL DATE</b>
March/April 2010	Service & Suppliers Guide	January 11	January 15	February 7	February 22
May/June	Photography & Illustration	March 8	March 13	April 11	April 22
July/August	Design & Printing Awards	May 9	May 13	June 13	June 22
September/ October	Advertising & Interactive	July 11	July 15	August 8	August 24
November/ December	Students Awards	September 12	September 16	October 12	October 24

\* Please note dates and issue's editorial coverage are subject to change.

## Terms & Conditions

### **Commission, Cash Discounts and Terms:**

A 15% agency commission is allowed for recognized agencies, that the publisher deems as being accredited, on gross billing of space, colour and position charges. Commission is not allowed on extra mechanical charges or reprints. Add applicable taxes on net.

Discounts of 2% of net will be given on accounts received within 10 days of the invoice date.

Advertising space invoices are issued on the on-sale date of the publication and undiscounted payment is due within 30 days of the invoice/on-sale date.

### **Copy and Contract Requirements:**

The rates, terms and conditions of this card apply to all advertising contracts or insertion orders received by the publisher. All copy, text, photography and illustrations are published on the understanding that the advertiser and the advertising agency assume full responsibility and liability for the content of all advertising copy submitted, printed or published. It is the responsibility of the advertiser to ensure that all inserts and other advertising comply with Canadian Postal Regulations and other applicable laws and regulations. When advertisements containing the names, pictures, and/or testimonials of living persons are submitted for publication, the order or request for publication thereof shall be deemed to constitute a representation by the advertiser and advertising agency that they have obtained the proper written consent to use thereof from all such persons, and that they may lawfully publish or cause such publication to be made.

The advertising agency, for itself, or on behalf of its client, the advertiser (or, if the insertion order is placed by the advertiser directly, the advertiser) agrees to indemnify and save APPLIED ARTS Inc. from any and all loss, expense or other liability arising from any claim for libel, violation of the right to privacy, plagiarism, copyright infringement and any other claims or suits that might arise out of the publication of any advertising copy submitted, printed or published.

APPLIED ARTS Inc. reserves the right without liability to reject, omit or exclude any advertising for any reason at any time, with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged, accepted or published. The

liability of APPLIED ARTS Inc. for any error or omission for which it may be held legally responsible will not exceed the cost of the space ordered or space occupied by the error, whichever is the lesser. APPLIED ARTS Inc. will not, in any event, be liable for loss of income or profits or any consequent damages.

All advertisements must be clearly identified by the trademark or signature of the advertiser. Those that, in the sole judgment of APPLIED ARTS Inc., look like or resemble editorial pages may be marked "Advertisement."

The cost of preparing artwork, typesetting and all similar material ordered at the advertiser's or advertising agency's request is payable at net by the advertiser or advertising agency. Customs duties and sales tax on imported inserts are chargeable to the advertiser and/or agency.

No cancellation will be accepted after the insertion order closing date for that issue. No cancellation will be accepted for any of the cover positions once contracted. Should such a cancellation occur, the advertiser will be billed for the space booked.

In the event of any cancellation or termination of contract by either party, space used is to be billed and paid for at the rates actually earned, which rates are shown in the then-current APPLIED ARTS rate card.

With respect to each insertion order and/or contract (hereinafter called "contract") entered into with APPLIED ARTS Inc. by an advertising agency on behalf of an advertiser who is identified in such "contract," the advertising agency shall be jointly and severally liable with such advertiser to make payment and otherwise perform in accordance with the provisions of each such "contract" whether or not both the advertising agency and the advertiser or only one of them signs the "contract."

The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances not within the control of the publisher.

### **APPLIED ARTS Magazine**

18 Wynford Drive, Suite 705, Toronto, Ontario, Canada, M3C 3S2

Tel: 416-510-0909 ext. 30 Fax: 416-510-0913 [www.appliedartsmag.com](http://www.appliedartsmag.com)

Sales & Production Contact:

Charlotte Beckett, [charlotte@appliedartsmag.com](mailto:charlotte@appliedartsmag.com)