

APPLIED ARTS

APPLIED ARTS MEDIA • CREATE • CELEBRATE •

2018 MEDIA PLANNER



A Celebration of Creativity

Initiated by award-winning art director Georges Haroutiun, Applied Arts Media (AAM) has been the authoritative source for creative advice, insight and inspiration in Canada and beyond for over 30 years.

An advisory committee of prominent industry leaders supports AAM with expertise and insight on a rotating basis.

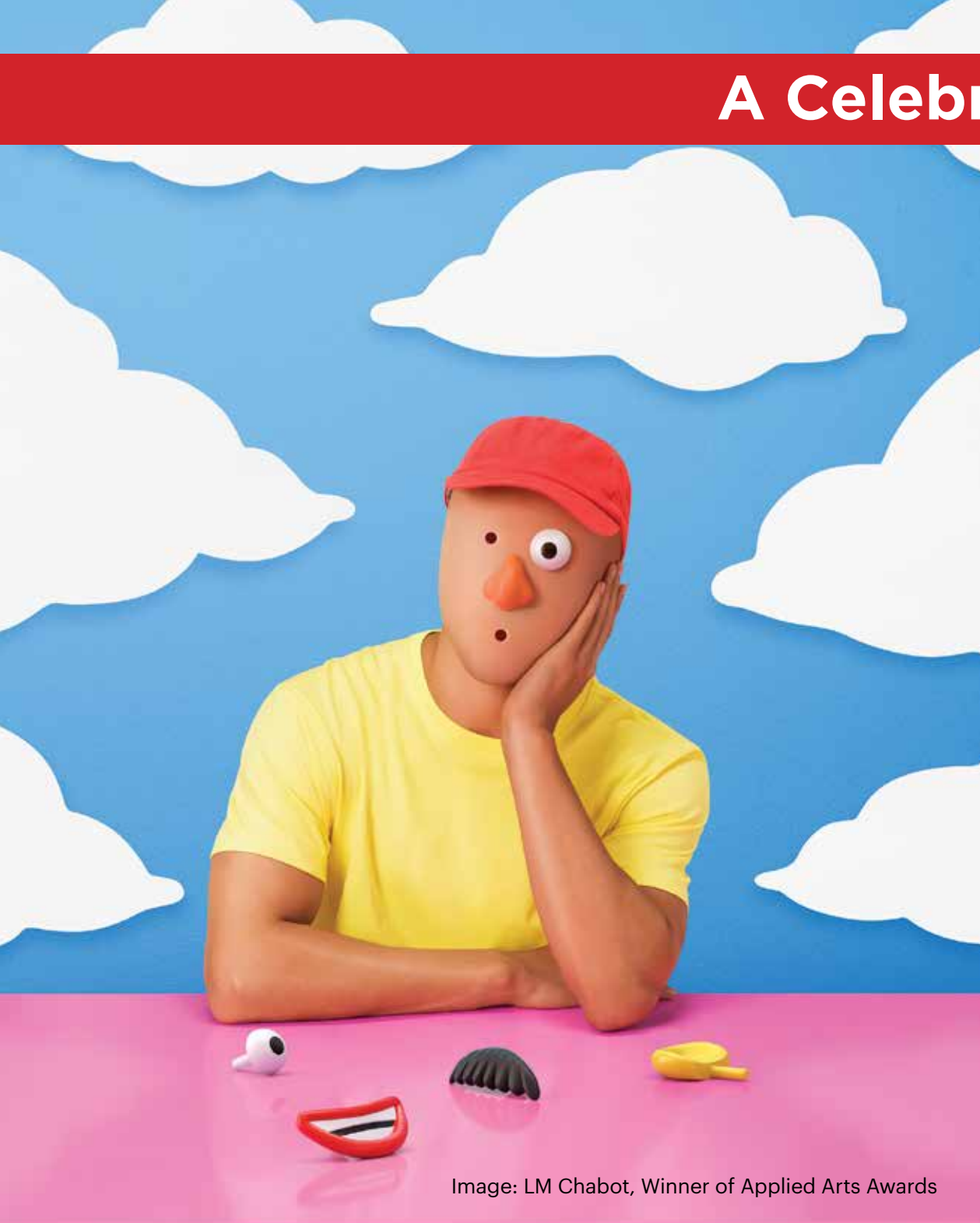


Image: LM Chabot, Winner of Applied Arts Awards



Applied Arts Media

AAM HAS EVOLVED TO INCLUDE:

- Quarterly print magazine with tablet edition
- Responsive website
- E-newsletter
- Social media
- Awards competitions
- Educational initiatives
- Special projects/customized publishing

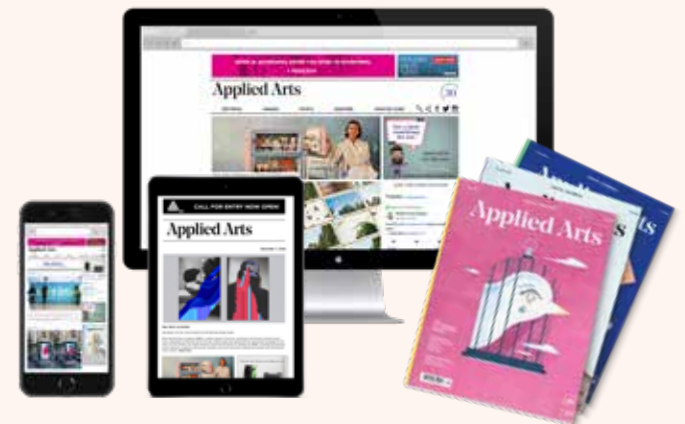


Image: Christian Tremblay, Winner of Applied Arts Awards

Publishing Schedule*

Each issue showcases the winning works of the Applied Arts Awards. The awards section is complemented by relevant editorial content covering creative strategy, expert opinion, current trends and visual inspiration.

■ Spring

Photography & Illustration Awards Annual

Close: Feb 6 | Pub: Mar 2

■ Summer

Design Awards Annual

Close: April 16 | Pub: June 15

■ Fall

Student & Community Awards Annual

Close: July 16 | Pub: Sept 14

■ Winter

Advertising Awards Annual

Close: Oct 15 | Pub: Dec 14

*Published quarterly in 2018

** Includes the 2018 edition of the Creative Futures Guide




Image: Mike Ford, Winner of Applied Arts Awards

Audience

**NATIONAL, URBAN, EARLY ADOPTERS
OF NEW TECHNOLOGY, BRAND LOYAL**

Creative & Art Directors, Print & UX
Designers, Photographers, Illustrators,
Freelancers, Studio Managers,
Students

Reach: **46K**

Greater Toronto Area: 60%
Montreal, Vancouver, Calgary: 18%

51% male / 49% female

Avg. age: **35**

Avg. income: **\$65K**

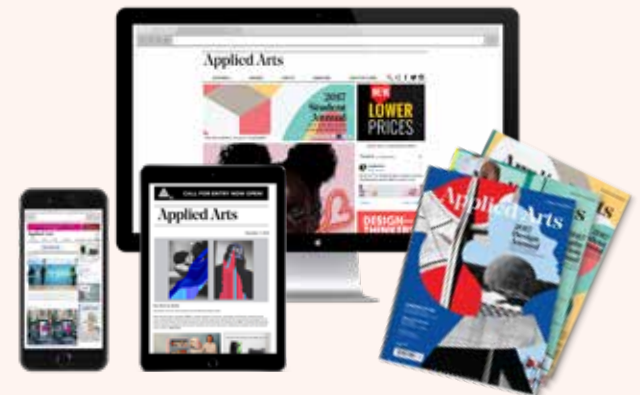


Image: Joseph Ford, Winner of Applied Arts Awards

Digital & Social Media



appliedartsmag.com

13K unique visits
8K unique visitors
(monthly)

APPLIED ARTS TABLET EDITION

■ AA Extra

Weekly e-newsletter
9K+ subscribers
+45% open rate

■ Social Media

25K+ followers
Twitter: *@AppliedArts*
Facebook: *@AppliedArts*
Instagram: *@AppliedArts*
Linkedin: *Applied Arts Magazine*

■ Integrated & native content
opportunities available



Applied Arts Awards

The Applied Arts Awards are an internationally recognized competition of creative excellence established in 1992.

Entries are scored independently by a jury of top-level creative professionals.

Award winners are acknowledged in the magazine and website archive.

Applied Arts Awards sponsorship opportunities available in print, online and at events.



Image: Esther Luntadila, Winner of Applied Arts Awards

BLM



2017 CREATIVE FUTURES EXPO

Presented By: **Applied Arts**

■ Events:

Creative Futures Expo & Portfolio Review

A marketplace of educational institutions. Panel discussions with industry experts help students discover education and career options.

Experienced creative professionals critique graduating students' work in one-on-one sessions.

Avg. attendees: **2K +** students
(high school/college)

Avg. age: **16+**

Timing: **November**

■ **Website:** Creative Careers recruitment job board

■ Sponsorship opportunities available.



Special Projects & Custom



- The Applied Arts Creative Calendar
- Creative Futures In-Book Supplement
- Creative Futures Outsert Brochure

We also specialize in custom publishing, and can design and produce content! Past projects include branded magazines for Sheridan College and Seneca College.





Image: Angel Wong, Winner of Applied Arts Awards

Multi-platform packages:

Value-added packages are available and can be customized to various budgets and needs. For example:

1 magazine page

1 native “Presented by” digital piece: up to 300 words and six pictures (client supplied) with 3-day placement on home page and one e-newsletter deployment

1 social media “Presented by” post on Twitter, Facebook, Instagram and LinkedIn

3 months rotating big box ad on website

4 weekly e-newsletter ad deployments

Rate card rate: \$10K (net)

Value-added package cost: \$8K (net)

Sponsorship logo and sampling opportunities available

Print Advertising Rates and Sizes

DISPLAY	Rate (net)	W X H (IN)
Full Page, 4C	6,015	9.125x 12 [Bleed] 8.875 x 11.75 [Trim] 7.875 x 10.75 [Live]
Double Page Spread, 4C	10,330	18 x 12 [Bleed] 17.75 x 11.75 [Trim] 16.75 x 10.75 [Live]

*Special partial ad configurations may be available. Contact Matt Benedetti for details.

Digital Advertising Rates

UNIT	1-mth	3-mth	6-mth	12-mth
HOMEPAGE EDITORIAL				
Leaderboard (728x90)	1,040	935	840	755
Big Box (300x250)	915	820	740	665
Mini-Banner (242x90)	520	465	420	380
AWARDS				
Leaderboard (728x90)	1,120	1,010	910	820
Big Box (300x250)	1,035	820	740	665
Mini-Banner (242x90)	570	510	465	420
E-NEWSLETTER				
Leaderboard (728x150)	1,120	1,010	910	820
Mini-Leaderboard (470x150)	765	690	620	560
Button (235x150)	410	370	335	300
Big Box (300x250)	920	820	740	665
Banner (300x100)	355	320	290	260

Rates & Sizes

Specs

File Formats

All print ad submissions should be supplied as PDF/X-1a files. All fonts must be embedded. The colour space must be CMYK or Grayscale. Resolution: 300 dpi. Trim and Bleed marks should be included in file.

Production Fine Print

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

Appliedartsmag.com + E-Newsletter

- Supply ad as a GIF, JPEG or animated GIF. Set animations to stop looping after 3 times.
- Provide URL
- Maximim file size is 40KB

Summary

Media. Awards. Education. Community.

30+ years as Canada's leading visual communications industry magazine

4 print issues featuring editorial content and awards winners

Digital platforms including website, tablet, e-newsletter and social media

Education and community relationship-building with juried, sponsored awards; events; and special projects

Create. Celebrate.



Image: Ryan Szulc, Winner of Applied Arts Awards

Contact

Vicki Hoysa | Associate Publisher
416-510-0909 ext. 30
vicki@appliedartsmag.com

Lee MacNeil | Sales and Marketing,
leeamacneil@gmail.com
416-816-0755



Image: Art & Mechanical, Winner of Applied Arts Awards