

APPLIED ARTS 2020 MEDIA KIT

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2020

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AWARDING CREATIVITY

APPLIED ARTS MEDIA



Applied Arts is Canada's premium creative resource and the only place to reach a highly influential audience of more than 115,000 master creative professionals and emerging artists working in the creative and design industries.



APPLIED ARTS MEDIA



Applied Arts Awards

Applied Arts magazine – Print + Tablet

Digital – Web & Social Media

Educational Initiatives – Print +
Interactive event

Marketing Solutions – Branded content,
Distribution opportunities, Sponsorships



APPLIED ARTS AWARDS



Align your brand with one of our prominent Awards competitions:

Photography, Illustration, Design, Advertising and Student.

Judged by industry experts, currently working in the industry.

Winners published in one of the 4 Awards Annuals and online within the online Awards gallery.

Integrated media packages available that include branded content, print & digital ads with social media.



APPLIED ARTS MAGAZINE



PHOTOGRAPHY & ILLUSTRATION AWARDS

Spring 2020: April

A go-to resource for professionals that purchase images.

DESIGN AWARDS

Summer 2020: June

The latest design and digital projects from top designers.

STUDENT AWARDS

Fall 2020: September

A must-read for creative professionals seeking new talent.

ADVERTISING AWARDS

Winter 2020: December

Celebrating the latest advertising, interactive and experiential work from top ad agencies.

DIGITAL, WEB & SOCIAL MEDIA



A primary resource for Canadian and global visual arts communications professionals. Applied Arts delivers expanded commentary and original inspirational stories that influences the advertising and design world.

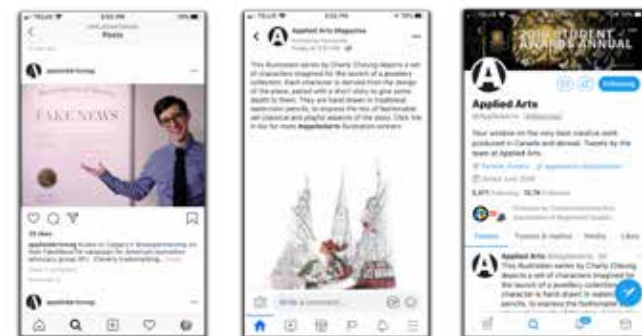
A searchable database of award winning work.

10K unique monthly visits

7.4K unique visitors

2.5+ min ave on one site

33K social followers



EDUCATIONAL INITIATIVES



Creative Futures enlightening emerging artists and young professionals with an interactive resource to learn how to launch a career in the creative industry.

Sponsored print supplement – digital
– interactive fair – Nov. 2020 – March 2021

Access to 1,700+ students, teachers and parents.



MARKETING SOLUTIONS

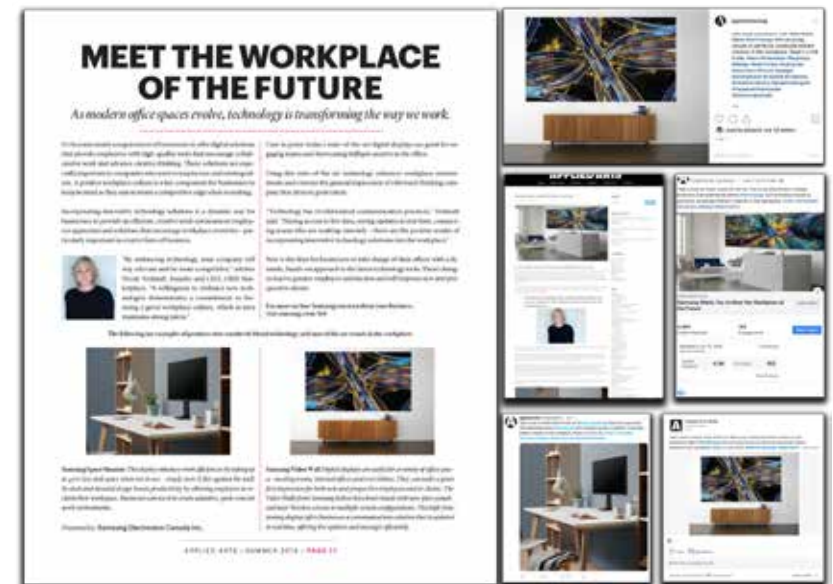


Opportunity for advertisers who want to connect to our readers with a deeper message.

Branded Content

Sponsorships

Polybag or bound-in flyers or brochures



APPLIED ARTS AUDIENCE



Senior-level and emerging artists in graphic design, interactive designers, creative advertising, motion graphics, photographers, illustrators and production managers.

Male/Female: 51%/49%

79% 18-44 (with a skew to 18-34, 60%)

Avg. PI: \$65K

Major Markets: 80% Toronto, Montreal
Vancouver, Calgary

APPLIED ARTS MEDIA 2020 RATES & SPECIFICATIONS

PRINT RATE

Full-page 4C	9 1/8 x 11 1/8 TRIM: 8 7/8 x 10 7/8 LIVE AREA: 7 7/8 x 9 7/8	\$4,600
Double Page Spread 4C	18 x 11 1/8 TRIM: 17 3/4 x 10 7/8 LIVE AREA: 16 3/4 x 9 7/8	\$7,650

DIGITAL ADVERTISING MONTHLY RATE

Leaderboard – Home page, Awards Gallery, Editorial	930 x 150, W x H pixels	\$1,000
Big Box - Home page	300 x 250, W x H pixels	\$800
Banner – 1st position of newsletter	728 x 150, W x H pixels	\$650
Big Box – 2nd position of newsletter	300 x 250, W x H pixels	\$500

ISSUE: Spring 2020

AD BOOKING: **Feb. 21**
 AD MATERIAL: **Mar. 5**
 MAILING DATE: **Apr. 3**

ISSUE: Summer 2020

AD BOOKING: **Apr. 21**
 AD MATERIAL: **May 7**
 MAILING DATE: **June 5**

ISSUE: Fall 2020

AD BOOKING: **July 14**
 AD MATERIAL: **July 30**
 MAILING DATE: **Sept. 11**

ISSUE: Winter 2020

AD BOOKING: **Oct. 20**
 AD MATERIAL: **Nov. 05**
 MAILING DATE: **Dec. 11**

APPLIED ARTS MEDIA AWARDS ~ EDUCATION ~ COMMUNITY



Applied Arts has been inspiring the creative community by Awarding Creativity since 1986.

Quarterly publication celebrating the winning work, printed on premium paper using the latest print technology.

Digital platform that reaches a community of more than 115K creative influencers.

Educational initiatives raise awareness of creative careers and how to launch a creative careers – resources for students, teachers + parents.

Applied Arts is the best media vehicle to reach creative influencers – yesterdays, todays and tomorrows.

AWARDING CREATIVITY.

CONTACT US

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