

APPLIED ARTS

APPLIED ARTS MEDIA • CREATE • CELEBRATE •

2019 MEDIA PLANNER

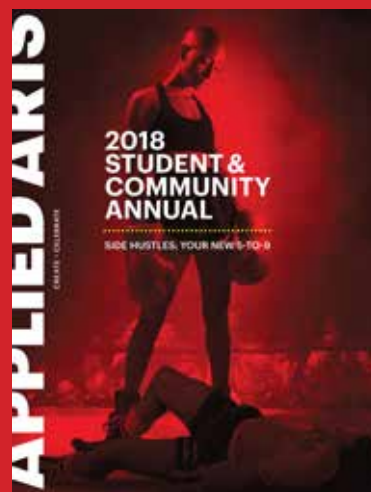




Image: Brittany Salzone, Savannah College of Art and Design, 2018 Applied Arts Student Awards winner.

A Celebration of Creativity

||| Applied Arts Media (AAM) has been the authoritative source for creative advice, insight and inspiration in Canada and beyond for over 30 years.

||| Applied Arts explores the strategic and cultural forces driving creativity in Canada and features the resulting work—whether ground-breaking or otherwise exceptional. Every issue features both timely and relevant editorial in addition to serving as an Awards Annual.





Image: Felix Renaud, Photographer, 2018 Applied Arts Photography Awards winner.

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



APPLIED ARTS MEDIA

2019 Publishing Schedule

Each issue of Applied Arts is an Awards Annual that is complemented by relevant editorial content covering creative strategy, expert opinion, current trends and visual inspiration.

||| Spring

Photography & Illustration Annual

Close: Feb 6 | Material: Feb 20

||| Summer

Design Annual

Close: Apr 17 | Material: May 1

||| Fall

Student Annual

Close: July 17 | Material: July 31

||| Winter

Advertising Annual

Close: Oct 16 | Material: Oct 30



Image: Lg2, Quebec, 2018 Applied Arts Advertising Awards winner.



Image: Lg2, Montreal, 2018 Applied Arts Advertising Awards winner.

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: Jeffrey Milstein, Photographer, 2019 Applied Arts Photography Awards winner

Digital & Social Media

appliedartsmag.com

||| 13K unique visits

||| 8K unique visitors (monthly)

Applied Arts Tablet Edition

AA Extra

||| Bi-weekly e-newsletter

||| 9K+ subscribers + 45% open rate

Social Media

||| **32K Followers**

Twitter: @AppliedArts

Facebook: @AppliedArts

Instagram: @AppliedArts LinkedIn:

Applied Arts Magazine

Integrated & native content opportunities available



APPLIED ARTS MEDIA



Image: James Tse, Photographer, 2018 Applied Arts Photography Awards winner.

Applied Arts Awards

||| The Applied Arts Awards has been a representing Creative excellence in visual communications. Open to International entrants of emerging artists or professional level creatives working in creative advertising, graphic design, interactive design and commercial photographers and illustrators.

||| Winners are celebrated in print, and online within our interactive Winner's Gallery.

||| The Applied Arts Awards offers integrated sponsorship opportunities for marketers to reach this highly influential audience of industry leaders.





Image: Cathy Simone, Photographer, 2018 Applied Arts Photography Awards winner.

Rates & Programs

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 6 pictures (client supplied) with a 3-day placement on the Home page and 1 e-newsletter deployment

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

||| 3-month rotating Big Box ad on website

||| 1 weekly e-newsletter ad deployment

Rate card rate: \$10K (net)

Value-added package cost: \$6K (net)

Sponsorship logo and sampling opportunities available

Print Advertising Rates and Sizes

Display	Rate (net)	WxH (inches)
Full Page, 4c	\$4,500	9 1/8 x 11 1/8 (bleed) 8 7/8 x 10 7/8 (trim) 7 7/8 x 9 7/8 (live)
Double Page Spread, 4c	\$7,650	18 x 11 1/8 (bleed) 17.75 x 10 7/8 (trim) 16.75 x 9 7/8 (live)

Digital Advertising Rates:

	Monthly
Home Page	
Big Box (300x250):	\$800
Editorial	
Banner (728x90):	\$1,000
e-newsletter	
Leaderboard (728x150):	\$650
Big Box (300x250):	\$500
Banner (300x100):	\$250

Rates & Sizes

Specs and 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 authoritative voice for Canada's visual communications sector.

||| Quarterly published on premium paper and the latest technologies that dominates any coffee-table.

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

||| Education initiatives, sponsorship juried Awards, events, and special projects.

Create. Celebrate.



Image: Annabelle Soucy, Photographer, 2018 Applied Arts Photography Awards winner.



Image: No Fixed Address, 2018 Applied Arts Photography Awards winner.

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