

# MAGAZINE **front** media kit 2011

## **For over 20 years, *Front* has played an integral role in the cultural ecology of Vancouver**

Published four times a year by the Western Front Society, one of Western Canada's premier artist-run centres, *Front* offers readers an insider's perspective on the cultural landscape of the city.

Through studio profiles, interviews and theme-based artist projects, *Front* inspires discussion, stimulates debate and invites readers in.

Each issue serves as a testing ground for a diverse range of work by emerging and established artists.

What our readers say about *Front*:

**“It’s visually appealing. I wanted to pick it up when I saw it. I want to pick it up again”**

**“[It] keeps me in touch with what’s going on in Vancouver”**

**“[I like] the exposure it provides to hidden pockets of thought”**

## **Front readers are consumers and creators of art & culture**

### **Front readers are creative & engaged**

They visit galleries and attend live music, theatre and dance.  
They spend money on art, books, and music.

### **They're young & educated**

68% are under 45  
93% have post-secondary education

### **They cherish & share**

82% refer back to each issue  
83% share it with one or more people

### **Contact Reanna Alder**

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## Circulation

*Front* is free throughout the Lower Mainland and has a consistently enthusiastic pick-up rate of over 98%. Each bi-monthly issue of *Front* has a circulation of 8,500, with an average of 2.5 readers per copy.

## 85,000 engaged and passionate supporters of art and culture per year

7,500 copies of each issue are distributed through art centres, galleries, campuses, theatres, cafes and bookstores across the Lower Mainland and in Victoria. Another 1,000 copies go to loyal subscribers and better newsstands across Canada.

## Front is a resource

Our readers rely advertising in *Front* to keep them in the know about Vancouver's cultural landscape.

As an advertiser, you benefit from free listing in our event calendar, which provides three months of the best festivals, shows, art openings, and performances .

We also offer a variety of promotional extensions, including inserts, spreads, bind-ins, and launch party sponsorships. Let us help you plan your campaign.

## In 2009 we increased our circulation to 8,500 to meet pickup demand!

20 years of original, experimental work by Canadian artists and writers, including: Veda Hille, Francis Alÿs, Aislinn Hunter, Jason Maclean, Meg Walker, Kira Wu, Xia Wei, Manon Labreque, Zhou Tiehai Shinobu Akimoto, Lisa Robertson, Paul Wong, Rimini Protokol, Igor Santizo, Sharla Sava, John O'Brian, Matthew Forbes, Billeh Nickerson, Carol Sawyer, Peter Conlin, Joelle Ciona, Elizabeth Fischer, Kirsten Forkert, Alex Mackenzie, Jeremy Turner, Barry Truax, Byron Barrett, Hiro Kanagawa, Louise Liliefieldt, NORMA, Donato Mancini, Jason LeHeup, Ed Pien, Jayce Salloum, Jo Cook, Scott Russell, Sandra Yuen Mackay, Shawn Chapelle, Amber Dawn, Kim Goldberg, The Ladies Afternoon Art Society, Mireille Baril, Tom LaCroix, Henry Tsang, Francesco Conz, Alisdair MacRae, Emily Vey Duke, Zhang Qiang, Brad Brace, Yun Lam Li, Leah Oates, Andrew Deiters, Tim Lee, Andrew Taggart and Chloe Lewis, Derek Beaulieu, Brady Marks, Darren O'Donnell, Lee Hutzulak, Chen Chieh-Jen, Nathalie Daoust, Darsha Hewitt, Bill Richardson and many others.

### ADVERTISING POLICY

Acceptance of any advertising in *Front* is at the sole discretion of the publishers. Copy and graphics are subject to the publisher's approval.

### RATE GUARANTEE

Contract rates are guaranteed for the duration of the contract. Single ad rates are guaranteed at the time of booking. We reserve the right to make revisions to non-contract advertising rates at any time.

### PAYMENT

Payment is due at the ad closing date unless credit has been granted. Prices are based on delivery of print-optimized PDFs. For design rates, please call Reanna Alder at (604) 876-9343.

### CREDIT

Where credit has been granted by the publisher, payment is due 30 days from date of invoice. If the advertiser has not completed payment for previous advertisement, we retain the right to cancel any further advertisements.

## AD DEADLINES

Spring 2011, Released March 1  
February 4

Summer 2011, Released June 1  
May 6

Fall 2011, Released September 1  
August 5

Winter 2011, Released December 1  
November 4

## DIMENSIONS (width x height)

FULL PAGE\* 10.125" X 15"

HALF 6.8" X 4.5"

QUARTER 3.25" X 4.5"

EIGHTH 3.25" X 2.17"

You may change the specifications of your ad at any time without affecting the frequency discount earned. Rates are for print-ready artwork; additional charges will apply to have Front create an ad for you. A 15% fee applies for special placements. Please contact Front for details.

\* Bleeds are no longer available on full page ads

## RATE SHEET 2010

COLOUR	x1	x2	x4
OBC*	895	865	785
IFC/IBC/1**	795	765	685
FULL PAGE	695	665	595
HALF	495	470	425
QUARTER	295	275	245

\* Outside Back Cover

\*\* Inside Front Cover, Inside Back Cover, Page 1

B&W	x1	x2	x4
FULL PAGE	595	565	495
HALF	445	420	375
QUARTER	245	235	215
BIZ CARD	170	145	125

Events Calendar x1 x4 (1yr)

5 EVENTS IN 3 MONTHS 25 80

Our readers find our events calendar very useful. Each calendar covers 3 months and you can list up to 5 events per calendar.

## MECHANICAL

- Ads can be sent as e-mail attachments (up to 10 MB), on a CD/DVD, or through a file-delivery site like Yousendit.com or Dropbox.com.
- Please send high-resolution PDF or TIFF files with all fonts embedded.
- For best results, file resolution should be 300 dpi.
- Colour ads should be CMYK files; RGB files cannot be guaranteed consistent colour. Black & white ads should use greyscale images for best results.
- Organization name & magazine issue should be clearly noted somewhere obvious.
- Ads should be sized to the correct dimensions. Incorrectly sized ads may be placed as-is or rejected at our discretion.
- If your designer has questions about the suitability of their graphics, please refer them to this site: [horizonpublications.ca/html/helpful\\_tips.php](http://horizonpublications.ca/html/helpful_tips.php)