



# Studio

Craft and Design in Canada

MEDIA KIT  
Spring/Summer 2024

Rain Serving Dish, by Hassan Ghanati  
Hand carved Canadian walnut

STUDIO MAGAZINE OFFERS CANADIAN PERSPECTIVES ON CRAFT AND DESIGN WITHIN GLOBAL MATERIAL CULTURE.

Published twice a year with increasing digital presence. *Studio* is a trusted authority and the Canadian arena for discussing the complex discourses around making.

Since its launch (as Craftsman) in 1976, *Studio* has drawn from deep craft roots and strives to articulate historical and theoretical contexts for Craft and Design in the twenty-first century. Beginning with questions of handmade artisanship and material-specific heritage, *Studio* also looks beyond to what 'craft' and 'design' mean for the makers and users of objects in an increasingly complicated world.

*Studio* applies its energies to continually develop relationships with all of Canada's regions and communities as well as with like-minded organisations around the world. Key players across Canada and beyond recognize *Studio* as a distinct voice for craft and design.

With an **annual audience over 28,765 people**, across web and print media, *Studio's* engaged and educated audience includes dedicated industry professionals and enthusiasts who are passionate about craft and design.

*Studio* offers its advertisers multiple platforms to reach a loyal audience of makers, collectors, educators and retailers across Canada. The magazine's role as an established authority on craft combined with steadfast outreach, makes it well placed to attract a new generation of craft lovers.

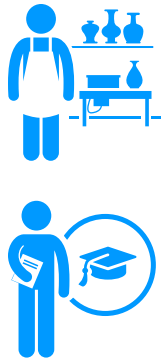
*"Studio is a thoughtful, relevant magazine that has national and international reach. Its content spans the... necessary synergies between design, art and craft. It's in the right place at the right time."*

- **Peter Fleming**, Head of Sheridan College's Furniture Studio program

# READERSHIP ENGAGEMENT

Our readers are emerging and professional craftspeople, academics, collectors, curators, craft devotees and decision makers across Canada, who are passionate about craft in all its forms. By advertising in *Studio*, you connect with a niche market of discerning readers who simply cannot be reached with any other media brand.

The magazine has a circulation of over **3,000** copies and a readership of more than **10,350** people per issue.

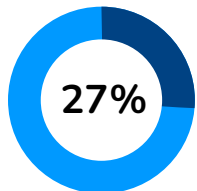


## Studio's Readership includes:

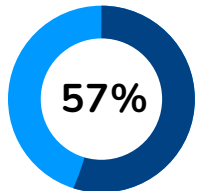
- A professional audience that presents, creates, influences, and interprets contemporary practice and objects.
- An audience of emerging and young professional makers who are invested in further education and development, shows, residencies, and other opportunities, while building their practice.
- A quickly growing audience of craft and design followers and enthusiasts in search of inspiration and resources.

## Audience Demographics

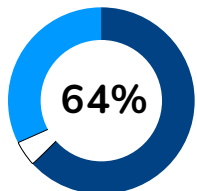
\*predicted statistics from digital user data



**27% of Studio's site users are 25 - 34 years old**  
16% 35-44 yrs, 15% 45-54 yrs, 15% 55-64 yrs, 14% 18-24 yrs, 12% 65+ yrs old

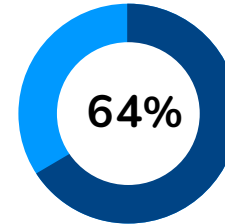


**57% of Studio's audience live in urban locations**  
26% live in rural locations, 15% live in suburban locations

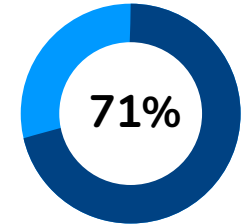


**64% of Studio's newsletter audience is predicted female**  
28% is predicted male

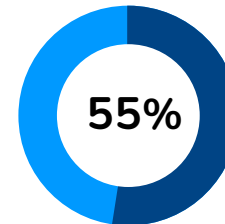
## Studio's Key Audience Insights



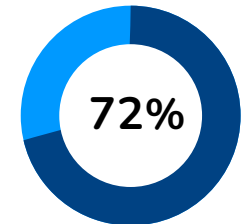
**64% are Craftspeople**  
10% Collectors, 5% Designers, 5% Educators, 3% Art Student, 3% Gallery/Retailer



**71% take a craft workshop/class at least once per year**, 25% take a class every few years, or teach them



**55% attend a craft fair or event multiple times per year**, 36% attend once or twice a year



**72% visit galleries and/or museums multiple times per year**, 24% attend once or twice a year



**MAJORITY CANADIAN** audiences  
· 68% of Studio's website traffic  
· 69% of Studio's social followers  
· over 70% of newsletter subscribers



**USA audiences** make up:  
· 24% of Studio's website traffic  
· 14% of Studio's social followers



**EU audiences** make up:  
· 9% of Studio's website traffic  
· 4% of Studio's social followers

## WORLDWIDE, *STUDIO* MAGAZINE IS DELIVERED TO:

Canada, China, Egypt, Kazakhstan, Netherlands, South Korea, the United Kingdom and the United States of America.

# STUDIO'S REACH

Studio engages readers across multiple platforms:

**PRINT AND DIGITAL MAGAZINES** - Delivered semi-annually.

**WEB PUBLICATIONS** - Current news and coverage at studiomagazine.ca

**EMAIL NEWSLETTER** - Quarterly updates on international craft & design.

**SOCIAL MEDIA** - Community updates, conversations and support.

**IN-PERSON AND VIRTUAL EVENTS** - Symposia, magazine events, talks.



## PRINT DISTRIBUTION

Studio is circulated successfully in craft galleries, quality bookshops, museums, libraries and schools as well as mailed to individual subscribers. As part of a commitment to fostering relationships with numerous craft and design schools, the magazine provides subscriptions to their students, reaching a young audience of emerging practitioners.

- Circulation of 3,000 and a readership of over 10,000 per issue.
- One copy of Studio is, on average, picked up and read **5 times**.

**Print Advertising Solutions:** From 1/8 page, 1/4 page, 1/2 page to full page and premium positions.

**Custom Content:** Our editorial and design team will work with you to deliver a customised two-page spread (advertorial or native ad) that communicates the value of your organisation to our audience.

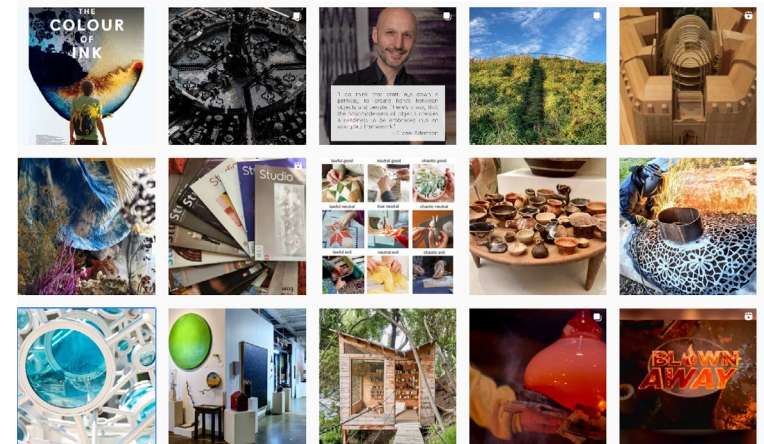
## DIGITAL PRESENCE

Reach Studio's virtual audiences through its growing online presence.

- 4,835 social media followers across Facebook, Twitter & Instagram.
- Newsletter subscriber base of 2,325 people.
- Over 1200 monthly website sessions and over 950 unique users per month.

**Digital Advertising Solutions:** Our multi-platform online audience is expanding at an annual growth rate of 30% since 2019. This goes hand in hand with Studio's delivery of fresh virtual content which drives further attention and interest.

**Virtual Media:** Meet campaign objectives and budgets with our website ads, email newsletter block ads and social media and cross promotional opportunities.



A TOTAL ANNUAL AUDIENCE OVER **28,765** PEOPLE

NEWSLETTER OPEN RATE: **48%** over 2x the industry average for publishers.

*"Living in a place where the physical distances are vast and the cultural differences are often subtle yet significant, it's important... to learn and grow through awareness. Studio is helping to create that awareness."*

- **Kimberly Bent**, Communications Director, Gallery 78, Fredericton

# PRINT AND DIGITAL DEADLINES AND RATES

## MEDIA CALENDAR

MEDIA TYPE & TIMING	BOOKING CONFIRMATION DEADLINE	ARTWORK DEADLINE	AD IMPACT DATE
SPRING 2024- DIGITAL Newsletter banner & social	February 23, 2024	February 26, 2024	March 6, 2024
<b>SPRING/SUMMER 2024 Print Issue - Vol. 19 No.1</b>	January 22, 2024	February 5, 2024	Early April, 2024
SUMMER 2024- DIGITAL Newsletter banner & social	May 31, 2024	June 3, 2024	June 7, 2024
FALL 2024- DIGITAL Newsletter banner & social	August 30, 2024	September 2, 2024	September 6, 2024
<b>FALL/WINTER 2024 Print Issue - Vol. 19 No.2</b>	July 12, 2024	July 26, 2024	First week, October, 2024
WINTER/HOLIDAY 2024 Newsletter banner & social	November 29, 2024	December 2, 2024	December 6, 2024
WEBSITE ADS 4 month & 8 month blocks	Request your preferred timing	<b>5 - 7 days</b> in advance of posting	Per Request
MONTHLY - DIGITAL <b>Craft Ontario Audiences</b> Newsletter banner & social	10 days in advance of impact	<b>7 days</b> in advance of impact	The second or third Thursday of each month, 2024

**NEW!** We now have every month of the year covered and offer opportunities for banner ads and social media with Craft Ontario's monthly newsletter. Reach this national audience of over 10,000 users. Please contact for more details.

## PRINT RATES

Full colour ads only

	1 ISSUE	2-4 ISSUES
<b>Back cover</b> .....	\$1900	\$1615
<b>Inside cover</b> .....	\$1600	\$1360
<b>Full page</b> .....	\$1300	\$1105
<b>1/2 page</b> .....	\$950	\$807
<b>1/4 page</b> .....	\$550	\$467
<b>1/8 page</b> .....	\$350	\$290

Artwork can be created for you by Studio. Image material and copy are required.

Production artwork charges:

Full page	\$170	1/4 page	\$90
1/2 page	\$120	1/8 page	\$70

## WEB RATES

**Homepage block** ..... \$245  
Rotating ad for 4 months

**Newsletter & Social** ..... \$275  
1 newsletter banner (Studio or Craft Ontario)  
1 set of social posts (Studio: 1 on Facebook, Twitter, and Instagram) or (Craft Ontario: 1 on Facebook and Instagram)

**Additional social for cross promotion** ..... \$75

\*Receive a discount if you have a Craft Ontario membership.

\*Studio reserves the right to reject any advertisement not conforming to its standards of text and aesthetics.

\*Dates are subject to change without notice.

**All enquiries, please contact: [jnicholson@studiomagazine.ca](mailto:jnicholson@studiomagazine.ca), T: 416-925-4222 x228**

# PRINT AD SIZES & SPECIFICATIONS

## ADVERTISING SIZES

FULL PAGE .....	10.875" h x 8.375" w
1/2 PAGE VERTICAL .....	9.375" h x 3.375" w
1/2 PAGE HORIZONTAL .....	4.5" h x 7.125" w
1/4 PAGE .....	4.5" h x 3.375" w
1/8 PAGE .....	2.156" h x 3.375" w
HOMEPAGE BLOCK .....	250px x 250px
NEWSLETTER BANNER .....	600px x 200px

### For artwork inquiries please contact:

Julie Nicholson, [jnicholson@studiomagazine.ca](mailto:jnicholson@studiomagazine.ca)

## PRINT IMAGE AND FILE SPECS

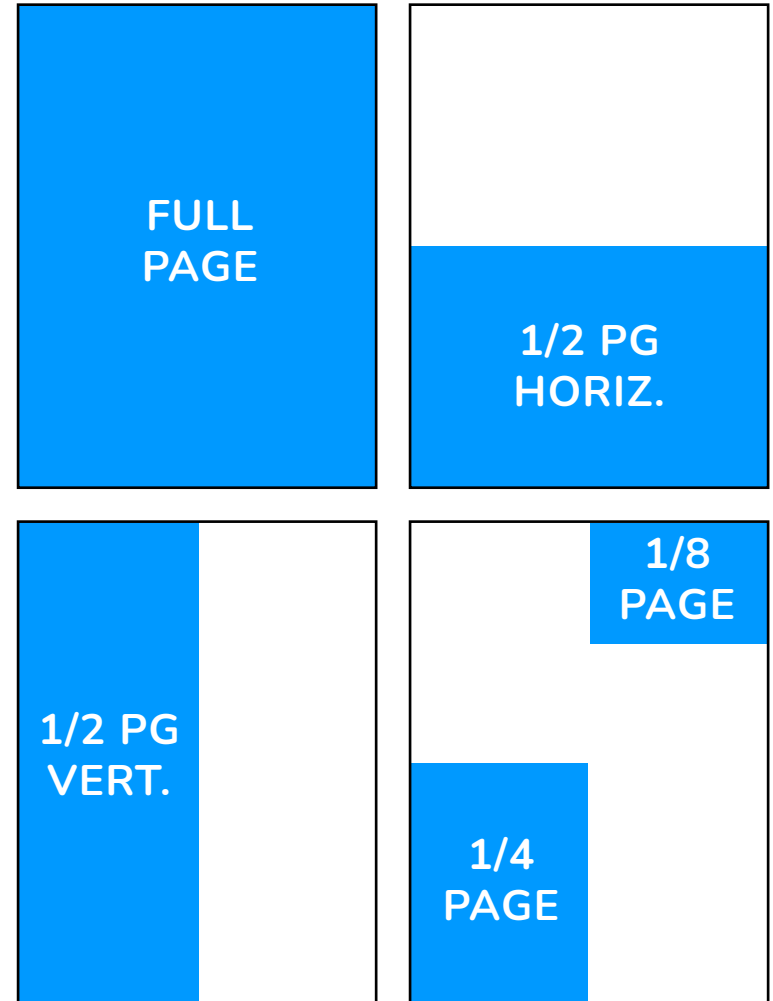
- All images must be 300 DPI at actual print size
- TIFF files in CMYK format, with crop marks & bleed
- All fonts must be embedded or converted to outlines
- An 1/8" bleed must be added on all outside edges
- Any text in the ad must be .25" inside the image area
- Delivered by email, or downloadable link

## WEB IMAGE AND FILE SPECS

- Accepted file formats: jpeg, png or gif
- All files in RGB format with exact dimensions

## ATTENTION

Studio will take no responsibility for the printed quality of artwork where it is not supplied to our specifications.



*Studio's* considered layout provides excellent brand positioning, enhancing your image and delivering your message in style.

All enquiries, please contact: [jnicholson@studiomagazine.ca](mailto:jnicholson@studiomagazine.ca), T: 416-925-4222 x228