



MEDIA KIT 2016/17

BlackFlash magazine



Lens Based | Time Based



Publication Overview

BlackFlash Magazine is dedicated to promoting photo-based and new media art in Canada. With a commitment to producing critical writing, BlackFlash offers a distinct view on thought-provoking artwork.

BlackFlash Magazine offers an engaging mix of contemporary photography and new media art. We present artworks, critical opinions, and ideas about contemporary art from across Canada, the United States and beyond, with a focus on the Prairies in Western Canada. The magazine includes artist profiles, behind-the-scene interviews, reviews, feature articles, and artist projects from both emerging and established artists, writers, and curators.

Celebrating our 32nd year of publication, **BlackFlash** is one of the longest running art magazines in Canada. The magazine was founded in 1983 by the Photographer's Gallery in Saskatoon, SK. under the name *The Photographer's Gallery*. In 1984 the name was changed to **BlackFlash Magazine**, and it is still published in Saskatoon.

BlackFlash nourishes innovation in photography and electronic art production, promotes energetic debate, and showcases diverse voices and communities (local, regional, national and international). Each issue of the magazine is delivered to art galleries, artist-run-centres, directors, curators, and artists across the country, where it is displayed, collected, and eagerly received by a growing subscription base.

Winner of Best Cover in Western Canada, Magazine of the Year (SK) 10 years in a row (2001 – 2010) and three awards from *Applied Arts Magazine* for innovative contemporary design of a magazine. Join in our success and use **BlackFlash Magazine** as part of your promotional strategy.

FREQUENCY

3x year

PRINT CIRCULATION PER ISSUE

600

TOTAL IMPACT

6000 The number of people interested in Canadian visual arts that BlackFlash reaches annually.

WEBSITE

+2000 unique visitors per month

SOCIAL MEDIA REACH

+3,252 people/month

Readers of BlackFlash Magazine

Print, Tablet, & Phone

BlackFlash Magazine readership is made up of men and women of all ages who are well-educated, affluent, and loyal. They are museum, gallery, and film goers; photographers who are also appreciative of contemporary visuals; and as travelers, can most often be described as cultural explorers. They care about arts, culture, and giving back to the community. They are discerning and critical individuals who care about ideas and innovative practices. They have disposable income and are also value conscious.

SEX

43% male
57% female

AGE

55.5% Aged 24–54
44.4% Aged 55–64

EDUCATION

93.3% w/ university education
62.2% w/postgraduate degrees

READERSHIP LOYALTY

76% of all BlackFlash copies are read by
an average of 3 people per issue
85% save their copies for future reference

INCOME

75.5% live in an urban setting
55.5% earn \$25K - \$75K annually;
26.6% earn \$75 - \$124K annually

LIFESTYLE

73% visit commercial art galleries
at least five times per year
74% visit public art galleries/museums
at least five times per year
66% visit artist-run centres

Advertising

Print /Digital

Print

	1 Time	2 Times	3 Times
Full Page	\$550	\$454	\$358*
1/2 Page	\$325	\$270	\$215*
1/4 Page	\$200	\$166	\$133*

- * With the purchase of 3x Full Page print ads you also receive:
- 1 free online ad on *blackflash.ca* for the run of each issue, 1 sponsored Facebook post, and 1 Tweet

To reserve space please contact:

Travis Cole, Editor

T: 306-374-5115

E: travis.cole@blackflash.ca

Digital

	2 Weeks
Feature Ad	\$50
Title Ad	\$50

Schedule

Issue	Booking	Material	Newsstand
34.1	November 1	November 15	December
34.2	March 1	March 15	April
34.3	July 1	July 15	August

Rates for inserts, folds (gatefolds, French doors, etc.), promotions and other opportunities are available upon request.

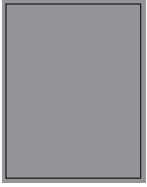
Advertisements must meet our quality control standards.

Additional charges apply for incomplete or incorrect ad copy.

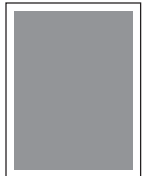
If you require an extended deadline, please let us know as soon as possible.

Technical Specs

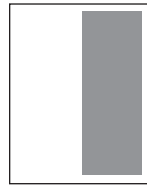
Print /Digital



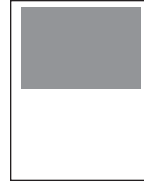
Full Page - Bleed
Visible Ad Size: 8.5" x 11" (Trim)
Ad w/ bleed: 8.625" x 11.25"



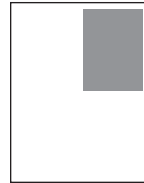
Full Page - Border
7.49" x 10.16"



Half Page - Vertical
3.6617" x 10.16"



Half Page - Horizontal
7.5" x 5"



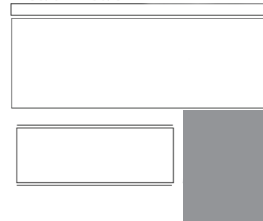
Quarter page
3.6617" x 5"

BlackFlash



Feature Ad:
250 x 250 px

BlackFlash



Title Ad:
300 x 400 px

Note: This ad is a
homepage feature
on blackflash.ca.

Preferred Format:

Please submit print ad copy as a high res, press quality PDF (PDF/X-1A preferred).

For InDesign or Illustrator Files: Please supply an EPS file at a minimum of 300dpi, and convert text to paths or outlines. It is crucial when saving in PDF format that all images in the document are NOT downsampled.

For PhotoShop Files: Please convert to TIFF at a minimum of 300dpi.

Colour:

All images must be converted to CMYK.
Black or process colour (CMYK) to guarantee reproduction. Blacks MUST be supported with 30% Cyan. Spot colour: Cyan, Magenta or Yellow. NO Pantones. TEXT MUST BE 100% BLACK.

Large Files:

FTP: Username: content@blackflash.ca
Password: blackflash Hostname: ftp.blackflash.ca

If using FTP to upload ad files, please notify marketing@blackflash.ca with file name and upload time.
Please email us for details or questions.

Send Ad Files to:

travis.cole@blackflash.ca
Please STUFF or ZIP your files to avoid corruption.
Larger files can be uploaded to our ftp site (above).
Please email us for details or questions.