BlackFlash

Media Kit
2025
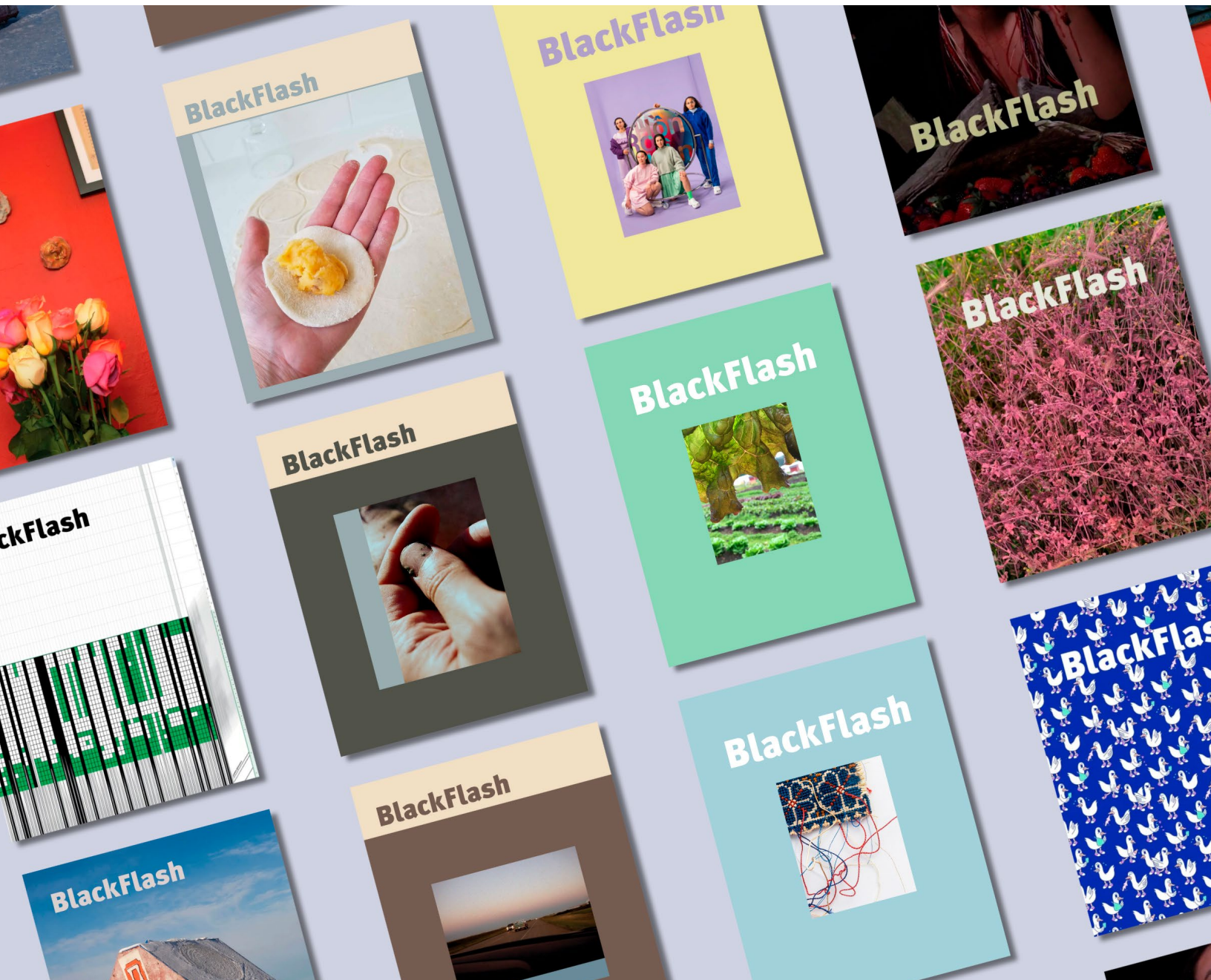
About BlackFlash
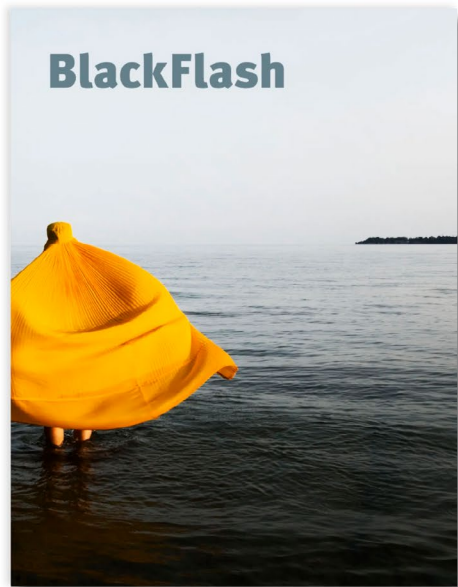
600 copies per issue

3 issues per year

+3,000 monthly visitors on BlackFlash.ca

+6,500 monthly reach on social media

DISTRIBUTION
BlackFlash is directly distributed both nationally and internationally to art institutions, galleries, libraries, universities, and newsstands through our rich subscriber-base, Magazine's Canada, EBSCO, and Harassowitz.

PRODUCTION
Each issue of BlackFlash has 64 full-colour pages and our cover is printed with a beautiful soft-touch laminate finish.

We offer less than 20% of our pages to advertisements as we are determined to keep the magazine reader-friendly and representative of the values of our subscribers.

AUDIENCE
As a legacy organization entering our 42nd year of production, our dedicated readership spans generations. Our dynamic subscriber base consists of art and culture workers, designers, academics, and art enthusiasts.

BlackFlash has a network of over 10,000 readers, supporters, and contributors. BlackFlash.ca receives an ever-growing number of monthly visitors and our social media platforms have a reach of over 6,500 individuals.

Our readership is made up of artists and art enthusiasts that span generations, economic settings, and levels of education. They are thoughtful, engaged, and inquisitive.

# *Rates*

Print	One Issue	Two Issues	Three Issues
Full Page	$750	$625 each	$525 each
Half Page	$510	$435 each	$355 each
Quarter Page	$365	$310 each	$255 each
Two-Page Spread	$1310	$1100 each	$900 each
Inside Covers	$1095	$938 each	$788 each
Back Cover	N/A	N/A	$2190 total

Digital	Four Months	Eight Months	12 Months
Web Banner Add-On	$150	$300	$450

Schedule

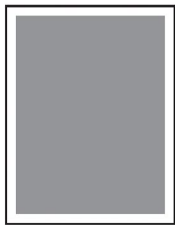| 2025	Booking	Material	Newsstand
Spring 42.1	April 15	May 15	June 15
Fall 42.2	August 15	September 15	October 15
Winter 42.3	December 15	January 15	February 15

Technical Specs
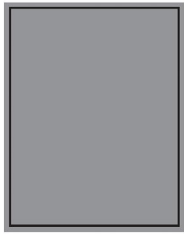
Full Page/Covers - Bleed
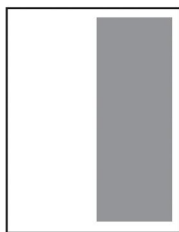Ad w/ bleed: 8.625" x 11.25"
Visible after trim: 8.5" x 11"
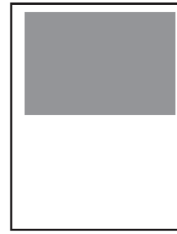
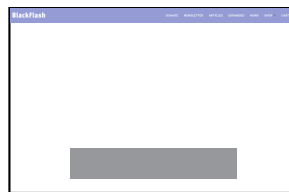**Half Page - Horizontal**
7.5" x 5"

Full Page - Border
7.49" x 10.16"

Quarter Page
3.6617" x 5"

Half Page - Vertical
3.6617" x 10.16"

Website Banner
728px x 90px

FORMAT
Please submit print advertising materials as a high resolution, press quality PDF (PDF/X-1A preferred) and web banners as minimum 150 dpi JPEG or PNG files.

COLOUR
All print images must be converted to CMYK and 300 dpi. Blacks must be supported with 30% Cyan. Please no Pantones. Text must be 100% black.

Web banners should be in RGB colour format.

BOOKING
To book ad space in an upcoming issue of BlackFlash, please contact **Constantine Katsiris at marketing@blackflash.ca.**

Thank you for being part of the BlackFlash community.