

BlackFlash

Media Kit 2015



Bouchra Khalili | Richard Garef | J.J. Kegan McFadden | Geneviève Thauvette

BlackFlash

Art. Photography. New Media



Ayana V. Jackson | Alessa Cohene | Jonathan Hobin | "Ghost Dance"

BlackFlash

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Art • Photography • New Media



mission

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.

impact

FREQUENCY: 3 X YEAR

PRINT CIRCULATION/issue: 600

WEBSITE: blackflash.ca averages 1,000 unique visitors per month.

SOCIAL MEDIA REACH: 3,252 People

TOTAL IMPACT: Each year BlackFlash reaches nearly 5000 people interested in Canadian contemporary art.

- Established in 1983 BlackFlash is Canada's longest publishing photographic art magazine.
- BlackFlash was the Magazine of the Year (SK) every year from 2001 to 2011.
- The Digital Edition is a replica of the print edition. It is sold through kobo.com and Magazines Canada's cultural online boutique. The digital Edition is compatible on Macs, PCs, tablets including iPads and smart phones including iPhones and Android phones.

readers

- 43% male 57% female
- 55.5 % are aged 24 to 54; 44.4% are aged 55-64
- 93.3% have a university education
- 62.2% hold postgraduate degrees
- 75.5% live in an urban setting
- 55.5% earn \$25K - \$75K annually;
- 26.6% earn \$75 - \$124K annually
- 76% of all BlackFlash copies are read by an average of 3 people per issue
- 85% save their copies for future reference



rates

Print /Digital Edition Advertising

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

BlackFlash.ca Website Advertising

Vertical Banner \$20/2 weeks

Deadlines

Issue	Material	Newsstand
•32.1	Nov. 14 2014	Dec. 15 2014
•32.2	Feb. 2 2015	Mar. 13 2015
•32.3	Jun. 1 2015	Jul. 17 2015

*** With the purchase of 3 ads you also receive a free online ad on blackflash.ca for one month and 1 sponsored post and tweet through our facebook and twitter pages.**

**To reserve space please contact:
Travis Cole
T: (306)374-5115
E:travis.cole@blackflash.ca**

print specifications

Page dimensions in inches: 8.5" wide x 11" high (trim) please add 0.125" for bleed

1 Full Page w/ Bleed: 8.5" x 11" (trim) 8.625" x 11.25" (bleed)

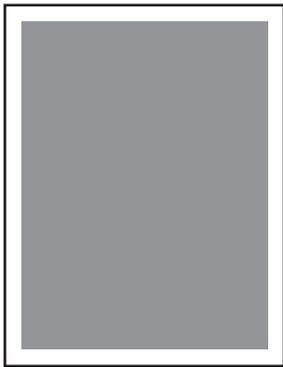
1 Full Page with border 7.49" x 10.16"

1/2 Page - Vertical 3.6617" x 10.16"

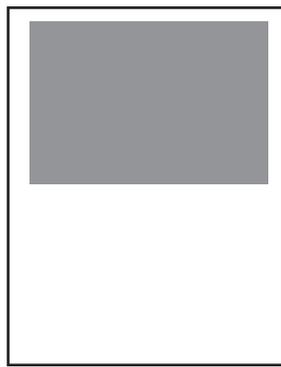
1/2 Page - Horizontal 7.5" x 5"

1/4 Page 3.6617" x 5"

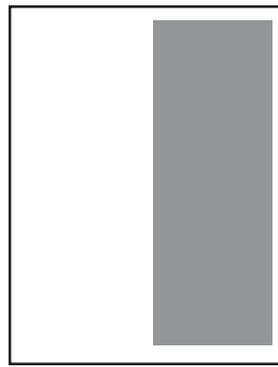
*** Please allow 0.25" of type safety inside trim**



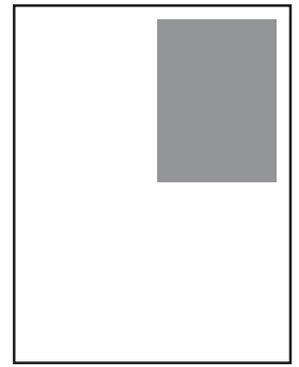
Full Page with border



Half Page - Horizontal



Half Page - Vertical



Quarter page

online specifications

Website dimensions in pixels:

Vertical Banner:
250 x 250 px

