

CANVAS MAGAZINE RATE CARD 2013



ABOUT CANVAS MAGAZINE

Canvas, the world's premier magazine dedicated to art and culture from the Middle East and Arab world focuses on the region's visual arts through a realm which covers photography, design, installation, sculpture, painting, antiquities and more. Canvas has a loyal following of discerning readers with high spending power.

INFORMATION

KEY FACTS

Price: AED 45 per copy
 Frequency: 6 issues/year
 Circulation: 15,000 copies
 Launched in: 2004
 Paper: 100 gsm wood free high quality
 Cover: 300 gsm ivory board

READER'S PROFILE

Affluent art lovers from the GCC, MENA, Europe and North America. High net worth cultured individuals who are well-educated, well-travelled and oriented towards the finer aspects in life: be it art, culture, high fashion, jewellery, travel, entertainment or other facets under the umbrella of luxury.

DISTRIBUTION AND READERSHIP

UAE	33%
KSA	33%
Qatar	8%
Lebanon	2%
Kuwait	13%
Bahrain	2%
Turkey	3%
Jordan	1%
ROW	2%

RATES AND SPECIFICATIONS 2013

PRIME POSITIONS	RATES	RUN OF PAPER	RATES
OBC	18,750 US\$	DPS	13,500 US\$
IFCS	21,000 US\$	FPC	7,500 US\$
IBC	8,625 US\$		
DPS 1	16,500 US\$		
DPS (2, 3, 4, 5...)	15,750 US\$		
CHAB	9,000 US\$		
FPC Facing:	9,000 US\$		

SPECIAL OPERATIONS	RATES
Power feature	28,500 US\$
Gatefold	28,500 US\$
Butterfly 8 pages	58,190 US\$
Inside gatefold 4 pages	31,740 US\$
2 page recto verso 200gsm	18,515 US\$

HTML NEWSLETTER OPPORTUNITY - SENT OUT TO OVER 50,000 ADDRESSES FROM THE CANVAS DATABASE WITH THE RELEASE OF OUR LATEST CANVAS ISSUE

HTML POSITION	RATE	SPECIFICATIONS
Leader Board	3,000 US\$	W 650 x H 140 pixels

ADVERTISING DEADLINES

Issue	Booking Deadline	Artwork Deadline
Jan/Feb	5 December	10 December
Mar/Apr	5 February	10 February
May/June	5 April	10 April
Jul/Aug	5 June	10 June
Sept/Oct	5 August	10 August
Nov/Dec	5 October	10 October

Artworks to be saved as high resolution PDF/press file with crop marks.

Mixed Media Publishing reserves the right to reject any visuals for advertisements if they do not adhere to the publication's commercial guidelines or cultural sensitivity of the region.

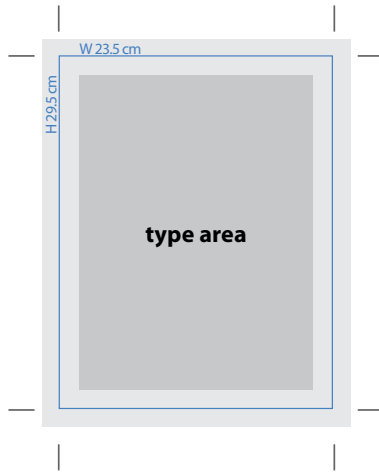
CANVAS MAGAZINE TECHNICAL SPECIFICATIONS

Cover weight: 300 gsm ivory board
Circulation: 15,000 copies with 4x pass-along rate

Paper weight: 100 gsm wood free high quality
Issues per annum: 6

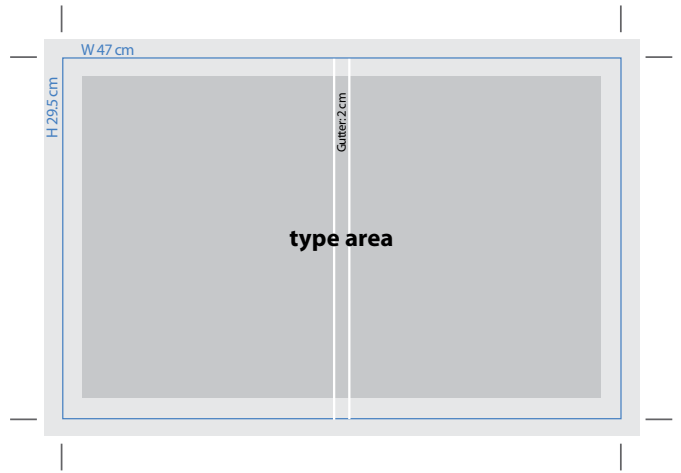
FULL PAGE AD SPECS (W X H):

Bleed Size: 24.5 x 30.5 cm (5mm bleed around all sides)
Trim size: 23.5 x 29.5 cm
Type Area: 20.5 x 26.5 cm



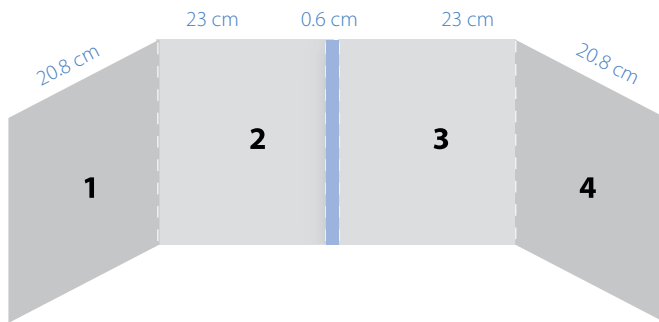
DOUBLE PAGE SPREAD (DPS) SPECS (W X H):

Bleed Size: 48 x 30.5 cm (5mm bleed around all sides)
Trim size: 47 x 29.5 cm
Type Area: 44 x 23.5 cm Gutter: 2 cm

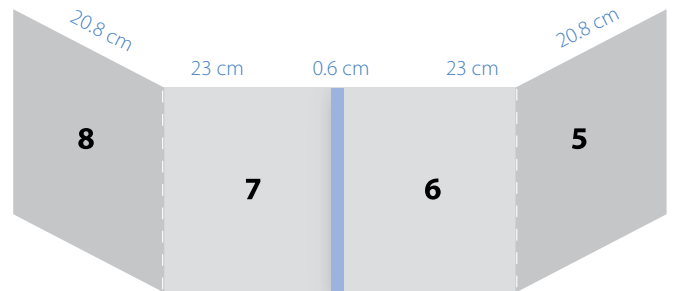


BUTTERFLY DPS SPREAD (W X H):

Bleed Size: 89.2 x 30.5 cm (5mm bleed around all sides)
Trim size: 88.2 x 29.5 cm
Type Area: 19 x 26.5 cm for each single page.
Paper weight: 200 gsm Art Matt saapi



FRONT



BACK

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DEADLINES FOR SUBMISSION OF MATERIAL

ISSUE	ARTWORK DEADLINE
January/February	10 December
March/April	10 February
May/June	10 April
July/August	10 June
September/October	10 August
October	10 September
November/December	10 October
December	10 November

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