

**Media Kit 2026**

Request a free estimate at [ads@cmagazine.com](mailto:ads@cmagazine.com).

*cmag*

Issue 162  
Tidal

Copyright 1903, by G. B. S. Stanley  
Wm. H. Davis, Mo.

England Ditto  
Ditto  
Ditto  
Candles

V 11

*C Magazine* is **the** national platform for art discourse in Canada. By advertising with us, our clients gain a direct line of communication with collectors, dealers, consultants, curators, gallerists, scholars, educators, artists, critics, and students. For more than 40 years, *C* has not only been read, but also discussed, cited, and taught across the country. Your message is thus amplified across overlapping, cross-sector networks, reaching a diverse array of demographics—all of which are invested, curious, and open-minded. Our advertisers always have been and always will be an essential part of the arts ecosystem as supporters of the ongoing dialogues that arise from cultural production.

Each issue's thematic focus offers a feature-block forum for the in-depth exploration of a relevant topic, gathering insightful and accessible writing by established and under-published voices in expertly edited and richly illustrated print and online platforms. Commissioned artist projects in each issue expand that thematic context, adding unique, artist-directed perspectives. *C*'s wide-ranging review section highlights exhibitions, performances, publications, and more, presented at major public institutions, artist-run centres, and commercial galleries from coast to coast to coast.

## Why 2026 is special

This year, *C* embarks on a new chapter with a fully redesigned print magazine. While all of the familiar hallmarks of *C* remain, a larger-format book size, refreshed layout designs, and an expanded focus on artist-directed content define our new look and feel. Informed by the idea of the print magazine as a

tactile medium and each issue as a unique project space, *C* will be more dynamic, responsive, and relevant as a must-have primary resource. For advertisers, a significantly larger page size will offer greater visibility and maximum impact within and beyond the pages of *C*.

## Production

*C Magazine* features a distinctive, full-colour 115 lb matte cover, saddle-stitch binding, and 64 pages of original content printed on varying paper stocks. Our large format book measures 13.25" (H) x 9.75" (W) overall. *C* is 100% FSC certified, with 30% post-consumer waste.

*C Magazine* is published three times a year in English on April 15, August 15, and December 15.

## Circulation

*C* is found in major art institutions, libraries, and book stores worldwide.

*C*'s print edition is distributed by Magazines Canada. *C*'s digital replica edition is available to institutions through Exact Editions.

*C Magazine* is electronically indexed by the Alternative Press Index ([altpress.org](http://altpress.org)), ProQuest ([proquest.com](http://proquest.com)), EBSCO ([ebscohost.com](http://ebscohost.com)), and Gale Cengage Learning ([gale.cengage.com](http://gale.cengage.com)).



# Readership Data

## Website

83,000	unique visits per year
7,300	visits per month
95%	new visitors per month

## Print

12,000	readers per issue
2,000	print copies per issue
75%	of readers share their copy with someone else
81%	save it for future reference

## Newsletter

3,000	subscribers
58%	open rate

## Social

12,000	followers on Instagram
5,000	followers on Facebook

99%	visit public art galleries/museums
98%	visit artist-run centres/galleries
97%	visit commercial art galleries
93%	attend film festivals
93%	travel for international art events/biennials
52%	reported visiting an advertised exhibition/gallery

## Buying Habits

% of readers regularly spend money on...

84%	fiction books
76%	art books
68%	wine
51%	beauty/skincare
49%	art supplies
38%	beer
32%	home furnishings
32%	spirits
30%	jewelry
22%	camera supplies

## Demographics

99%	have post-secondary education
49%	have a graduate degree
61%	work in the art sector
41%	make more than \$75,000/year
22%	collect art
63%	are 25–45 years old
25%	are 45+ years old
62%	are female
34%	are male
4%	are non-binary/trans



TO BE SOMETHING MORE  
 ਕੁਝ ਹੋਰ ਵੀ ਹੋਣੈ  
 SANDEEP JOHAL

AUGUST 23, 2025 TO FEBRUARY 1, 2026

KELOWNA  
 ART GALLERY

Sandeep Johal, *Untitled*, 2024, Digital study. Image courtesy of the artist.

REGARDING  
 LAND

CURATED BY AMIN ALSADEN

SEPTEMBER 19 – NOVEMBER 23, 2025



DALHOUSIE ART GALLERY  
 6101 University Avenue  
 Halifax NS, B3H 4R2  
 www.artgallery.dal.ca



HALIFAX

Image: Ali Cherrif, *The Digger*, 2015. Single-channel video, 24 mins, colour, sound, Arabic and Pashto with English subtitles. Courtesy of the Artist and Imane Farès Gallery, Paris.

09.05.2025 – 10.04.2025

ON HORIZON  
 AND (UN)  
 BELONGING

FLORENCIA SOSA REY

Curated by: Camila Vásquez

10.17.2025 – 12.13.2025

INSIDE.  
 OUTSIDE.  
 OF.

ELLA GONZALES,  
 DAVID MERRITT,  
 ÉMILIE RÉGNIER &  
 SHANIE TOMASSINI

Curated by: Shannon Anderson & Jay Wilson  
 Produced by the Art Gallery of Mississauga

FOREMAN

foreman.ubishops.ca



new sizes

# Rate Card for Print Ads

	1x	2x	3x
<b>Spread</b>	2050	3510	5055
<b>Outside Back Cover</b>	1770	3120	4305
<b>Full Page</b>	1410	2400	3180
<b>1/2 (V or H)</b>	960	1630	2160
<b>1/4</b>	575	990	1275

Issue	Newsstand Dates	Booking Deadline	Material Deadline
<b>C163 Spring 2026</b>	Apr 15 through Aug 15	Feb 21	Mar 1
<b>C164 Autumn 2026</b>	Aug 15 through Dec 15	Jun 21	Jul 1
<b>C165 Winter 2026-7</b>	Dec 15 through Apr 15	Oct 21	Nov 1
<b>C166 Spring 2027</b>	Apr 15 through Aug 15	Feb 21	Mar 21
<b>C167 Autumn 2027</b>	Aug 15 through Dec 15	Jun 21	Jul 21
<b>C168 Winter 2027-8</b>	Dec 15 through Apr 15	Oct 21	Nov 21

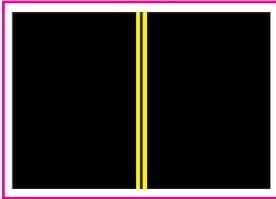
If a deadline falls on a holiday or weekend, assume the following business day.

## Format requirements:

- Please format print ad files to the specifications below and label your files with: the issue number, the name of your organization, and the ad size (e.g., C154\_ABCGallery\_quarter.jpg).
- Print files should be 300dpi.
- All colour files must be CMYK tagged. Do not embed a colour profile.
- Our preference is for files to be sent as a PDF X1-a (press ready, with all fonts and images embedded). If this is not possible, Adobe Illustrator EPS with all fonts converted to outlines and all images embedded.

## Specifications

**Spread\***  
19.5" x 13.25"  
0.125" bleed



**Full Page (right)\***  
9.75" x 13.25"  
0.125" bleed



**Full Page (left)\***  
9.75" x 13.25"  
0.125" bleed



\*For Spread & Full Page ads, incorporate a 0.125" bleed (pink), as well a minimum left and/or right margin of 0.7083" by the spine (yellow) for any text requiring legibility.

**Half Page Vertical**  
4.4531" x 12.75"  
No bleed required



**Quarter Page**  
4.4531" x 6.2969"  
No bleed required



**Half Page Horizontal**  
9.0625" x 6.2969"  
No bleed required



AWARD

2025 C New Critics Award Winner: Isha Musampa

CALL 15 Oct 2025

Call for pitches for CHORUS

Menu



August 2025

NEWS

C The Visual Arts Foundation Recommits to PACBI

May 2025

AWARD 30 May 2025

Call for the C New Critics Award

CALL 16 May 2025

Call for pitches for TIDAL

AWARD

Indigenous Art Writing Award Winner 2024: Magsally Zelava

# Rate Card for Digital Ads

Generic		Fees (\$)			What to Submit
		1x	2x	3x	
<b>Digest Post</b> Posted to the Digest section of C's website, where it will live in perpetuity. Homepage position until the date of your event, for up to one month. Also included (with hyperlink) in bi-weekly newsletter Digest roundup.	dates variable	300	570	810	Size C, title (<125 chars), body text with hyperlinks (<500 words, including date/s, location/s, time/s), and your organization's bio (<150 words). Select 1 classification: Art Fair, Exhibition, Fundraiser, Job, Launch, News, Opportunity, Performance, Talk, Workshop.
<b>Premium Website Banner</b> Top homepage position, and on all website pages in the footer.	per month, beginning 1st or 15th	275	510	705	Size A and B.
<b>Standard Website Banner</b> Bottom homepage position, and on Digest, Programs, and Issue pages (not in footer).	per month, beginning 1st or 15th	180	320	435	Size A and B.
<b>Newsletter Banner</b>	per ad, bi-monthly, dates variable	205	360	480	Size A (shown at 600 x 111.34px); may be static or animated, JPG or GIF.
<b>Basic Web Bundle</b> Premium Web Banner, Standard Web Banner, and a Newsletter Banner.	see above	540	1040	1500	Size A and B.
<b>Ultra Web Bundle</b> Everything in the Basic Web Bundle + Newsletter Post and Web Post.	see above and below	1200	2250	3150	Size A, B, and C.

## Deadline:

Files must be delivered a **minimum of 7 days in advance of their posting date**. Exceptions may be granted at the discretion of the Ad Sales Manager. Content must be submitted on time if the advertiser wishes to preview layout and request changes.

## Format requirements:

- Please format digital ad files to the specifications below and label your files with: the name of your organization, the dates active, and the ad size (e.g. ABCGallery\_Jan1\_SizeC.jpg).
- It is the advertiser's responsibility to proof texts before submitting them. Sponsored content may be edited for clarity and according to C's style guide.

## Specifications

### Size A (desktop)

970 x 180px  
(max 300kb)  
desktop size



### Size B (mobile)

300 x 250px  
(max 300kb)  
mobile size



### Size C

2000px wide  
(max 800kb)



3:2 static JPG, landscape image/photograph with no text/logos, as well as any credits/captions.

Based on the 2024 anthology of the same name published by 10x10 Photobooks, the "Flashpoint! Protest Photography in Print Reading Room" launches in Toronto as part of the 29th edition of the CONTACT Photography Festival this May.

This hands-on exhibition showcases a selection of more than 90 photobooks, zines, posters, pamphlets, independent journals, and alternative newspapers addressing protest and resistance and highlighting photography's critical role within it.

"Flashpoint!" is co-presented by CONTACT and 10x10 Photobooks and will be on view from May 1 to June 21 at CONTACT Gallery (80 Spadina Ave, Suite 205, Toronto). Visit [contactphoto.com](http://contactphoto.com) to find full festival programming, including exhibitions, public art installations, artist talks, workshops, and more.



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Subscribe today to read our new issue, C160 Extra Life online! Print and digital subscribers get access to the latest print and digital content at [cmagazine.com](http://cmagazine.com) and support our work. Print subscriptions include 3 issues per-year delivered to your door. Already subscribed? Give the gift of C!

C Magazine Sent: 1 May 2025

Advertise Donate Subscribe

Newsletter Banner (Size A)

Web Post (Size C)



MYTH, TODAY  
by Suzanne Morrisette

The Latest



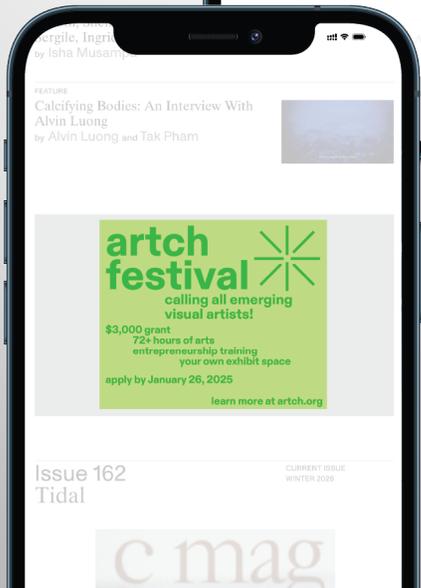
SPONSORED  
Harrington's Important Canadian & International Art Auction 2026

COLUMN  
Composition: on the edges of a mother tongue  
by kimi malka hanauer

REVIEW  
"The past tense is always longer" — Nadia Belerique, Myriam Dion, Joyce Joumaa, Lotus L. Kang, Gabrielle L'Hirondelle Hill, Berirouche Feddal, Kyle Alden Martens, Jeneen Frei Njootli, Sheilah ReStack, Michaeëlle Sergile, Ingrid Syage Tremblay  
by Isha Musampa

FEATURE  
Calcifying Bodies: An Interview With Alvin Luong  
by Alvin Luong and Tak Pham

Standard Website Banner (Size B)



**artch festival**  
calling all emerging visual artists!  
\$3,000 grant  
72+ hours of arts entrepreneurship training  
your own exhibit space  
apply by January 26, 2025  
[learn more at artch.org](http://learn more at artch.org)

Issue 162  
Tidal

CURRENT ISSUE  
WINTER 2025

c mag



# MYTH, TODAY

by Suzanne Morrisette

The Latest



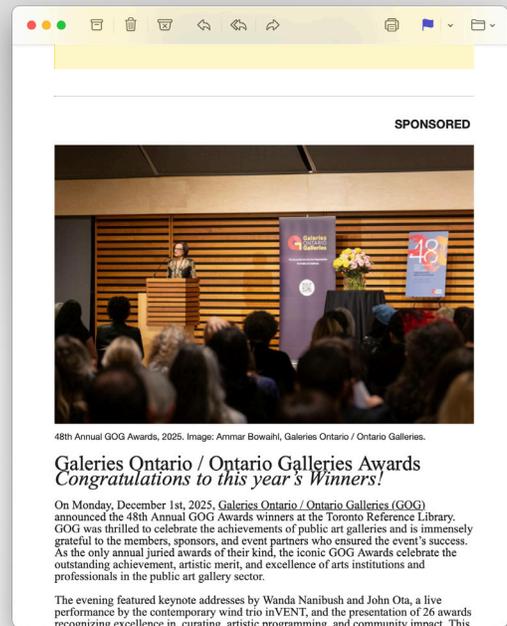
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by Isha Musampa

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by Alvin Luong and Tak Pham

Web Post (Size C)



SPONSORED



48th Annual GOG Awards, 2025. Image: Ammar Bowahl, Galeries Ontario / Ontario Galleries.

**Galeries Ontario / Ontario Galleries Awards  
Congratulations to this year's Winners!**

On Monday, December 1st, 2025, Galeries Ontario / Ontario Galleries (GOG) announced the 48th Annual GOG Awards winners at the Toronto Reference Library. GOG was thrilled to celebrate the achievements of public art galleries and is immensely grateful to the members, sponsors, and event partners who ensured the event's success. As the only annual juried awards of their kind, the iconic GOG Awards celebrate the outstanding achievement, artistic merit, and excellence of arts institutions and professionals in the public art gallery sector.

The evening featured keynote addresses by Wanda Nanibush and John Ota, a live performance by the contemporary wind trio inVENT, and the presentation of 26 awards recognizing excellence in curating, artistic programming, and community impact. This

Newsletter Post (Size C)

# Rate Card for Digital Ads (cont'd)

Sponsored Web Content		Fees (\$)			What to Submit
		1x	2x	3x	
<b>Full Newsletter</b> Standalone newsletter featuring your content exclusively.	per ad, bi-monthly, dates variable	495	960	1395	2x Size C images, title (<125 chars), body text with hyperlinks (250-500 words), and organization bio (<150 words).
	<b>Web Post</b> Presented in the same manner as C editorial content, featured under "The Latest" for 3 days, and on the homepage for >1 week. Also located in the articles stream and archive.	per ad, dates variable	430	840	1230
<b>Newsletter Post</b> Presented in the same manner as C content.	per post	260	500	720	1x Size C image, title (<125 chars), body text with hyperlinks (<200 words).

**Deadline:**

Files must be delivered a **minimum of 7 days in advance of their posting date**. Exceptions may be granted at the discretion of the Ad Sales Manager. Content must be submitted on time if the advertiser wishes to preview layout and request changes.

**Format requirements:**

- Please format digital ad files to the specifications below and label your files with: the name of your organization, the dates active, and the ad size (e.g. ABCGallery\_Jan1\_SizeD.jpg).
- It is the advertiser’s responsibility to proof texts before submitting them. Sponsored content may be edited for clarity and according to C’s style guide.

**Specifications**

<p><b>Size A</b> (desktop)</p>  <p>970 x 180px (max 300kb) desktop size</p>	<p><b>Size B</b> (mobile)</p>  <p>300 x 250px (max 300kb) mobile size</p>	<p><b>Size C</b></p>  <p>2000px wide (max 800kb)</p> <p>3:2 static JPG, landscape image/photograph with no text/logos, as well as any credits/captions.</p>
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# Rate Card for Instagram Ads

	Fees (\$)	Additional Shares to our Story	What to Submit
<b>Story Post</b> We post your pre-designed Story on our Story.	200	100 per*	Size E.
<b>Share to Story</b> We share your Grid Post to our Story.	150	75 per*	URL to your Grid Post.
<b>Grid Post</b> We post your pre-designed Grid Post, which will live in our grid for <1 month.	125	75 per*	Size D.
→ <b>Pin the Post</b> Pin the Grid Post to the top of our Instagram feed.	50 per week		

\*Additional Shares of the Grid Post or Story must occur within one month of the initial. Maximum of 3 Additional Shares per booking.

## Deadline:

Files must be delivered a **minimum of 7 days in advance of their posting date**. Exceptions may be granted at the discretion of the Ad Sales Manager. Content must be submitted on time if the advertiser wishes to preview layout and request changes.

## Format requirements:

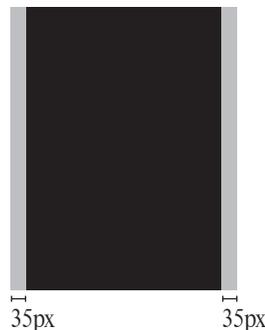
- Please format digital ad files to the specifications below and label your files with: the name of your organization, the dates active, and the ad size (e.g. ABCGallery\_Jan1\_SizeD.jpg).
- It is the advertiser’s responsibility to proof texts before submitting them. Sponsored content may be edited for clarity and according to C’s style guide.

## Specifications

### Size D

1080 x 1350px

Posts are cropped widthwise by Instagram when viewed on the grid. For text that requires legibility, maintain more than 35px right and left margins; anything in this grey zone will be cropped.



### Size E

1080 x 1920px

The Instagram interface obscures the top and bottom of stories. For text that requires legibility, maintain a minimum of 250px top and bottom margins; anything left within the grey zone may be obscured.

