

FOR 20 YEARS

We have
mutual friends.

front

Media Kit
2009



For 20 years, Front has played an integral role in the cultural ecology of Vancouver.

Published four times a year by the Western Front Society, one of Western Canada's premier artist-run centres, Front offers readers an insider's perspective on the cultural landscape of the city.

Through studio profiles, interviews and theme-based artist projects, Front inspires discussion, stimulates debate and invites readers in.

Each issue serves as a testing ground for a diverse range of work by emerging and established artists.

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Front readers are consumers & creators of contemporary art & culture.

What our readers like about Front:

“It’s visually appealing. I wanted to pick it up when I saw it.

I want to pick it up again”

“[It] keeps me in touch with what’s going on in Vancouver”

“[I like] the exposure it provides to hidden pockets of thought”



Hybrids, Julie Nicholson & Shaun Moore

Our readers look to Front as a resource.

They rely on our advertising to keep them in the know about Vancouver’s cultural landscape.

Our advertisers benefit from free listing in our event calendar, which provides three months’ worth of the best festivals, shows, art openings, and performances.

Advertisers also enjoy a variety of incentives including inserts, spreads, bind-ins, and promotion at launch parties. Please contact Reanna Alder to plan your advertising campaign.

Front readers are young & educated

68% are under 45
93% have post-secondary education

They’re creative & engaged

They visit galleries and attend live music, theatre and dance. They spend money on art, books, and music.

They cherish & share

82% refer back to each issue
83% share it with one or more people

CIRCULATION

Front is free throughout the Lower Mainland, and has a consistently enthusiastic pick-up rate of over 98%.

Each bi-monthly issue of Front has a circulation of 8,500, and with an average of 2.5 readers per copy, our targeted distribution ensures that the magazine reaches over 85,000 engaged and passionate supporters of art and culture each year—readers who rely on the magazine to keep them informed.

7,500 copies of each issue are distributed through art centres, galleries, campuses, theatres, cafes and bookstores. Another 1,000 copies go to loyal subscribers, distribution points in Victoria, and select newsstands across Canada.

20 years of original, experimental work by Canadian artists and writers, including: Veda Hille, Francis Alijs, Aislinn Hunter, Jason Maclean, Meg Walker, Kira Wu, Xia Wei, Manon Labreque, Zhou Tiehai Shinobu Akimoto, Lisa Robertson, Paul Wong, Rimini Protokol, Igor Santizo, Sharla Sava, John O'Brian, Matthew Forbes, Billeh Nickerson, Carol Sawyer, Peter Conlin, Joelle Ciona, Elizabeth Fischer, Kirsten Forkert, Alex Mackenzie, Jeremy Turner, Barry Truax, Byron Barrett, Hiro Kanagawa, Louise Liliefeldt, NORMA, Donato Mancini, Jason LeHeup, Ed Pien, Jayce Salloum, Jo Cook, Scott Russell, Sandra Yuen Mackay, Shawn Chapelle, Amber Dawn, Kim Goldberg, The Ladies Afternoon Art Society, Mireille Baril, Tom LaCroix, Henry Tsang, Francesco Conz, Alisdair MacRae, Emily Vey Duke, Zhang Qiang, Brad Brace, Yun Lam Li, Leah Oates, Andrew Deiters, Tim Lee, Andrew Taggart and Chloe Lewis, Derek Beaulieu, Brady Marks, Darren O'Donnell, Lee Hutzulak, Chen Chieh-Jen, Nathalie Daoust, Darsha Hewitt, Bill Richardson and many others.

We've increased circulation
from 5,000 to 8,500
to meet pickup demand!



Lee Hutzulak

MECHANICAL REQUIREMENTS

- Ads can be sent as e-mail attachments (up to 10 MB), on a CD/DVD, or through a file sharing service like Yousendit.com.
- Please send high-resolution PDF or TIFF files with all fonts embedded.
- For best results, file resolution should be 300 dpi.
- Colour ads should be CMYK files; RGB files cannot be guaranteed consistent colour.
- Organization name and issue date should be clearly noted in the file name and/or on CD label.
- Ads should be sized to the correct dimensions. Bleed ads should include bleed allowance of 1/8" as indicated on the rate sheet.

ADVERTISING POLICY

Acceptance of any advertising in *Front* is at the sole discretion of the publishers. Copy and graphics are subject to the publisher's approval.

RATE GUARANTEE

Contract rates are guaranteed for the duration of the contract. Single ad rates are guaranteed at the time of booking. The publisher reserves the right to make revisions to non-contract advertising rates at any time.

PAYMENT

Payment is due at the ad closing date unless credit has been granted. Prices are based on delivery of print-optimized PDFs. For design rates, please call Reanna Alder at (604) 876-9343.

CREDIT

Where credit has been granted by the publisher, payment is due 30 days from date of invoice. If the advertiser has not completed payment for previous advertisement, the publisher retains the right to cancel any further advertisements.



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RATE SHEET 2009

COLOUR	x1	x2	x4
OBC*	895	865	785
IFC/IBC/1**	795	765	685
FULL PAGE	695	665	595
HALF	495	470	425
QUARTER	295	275	245

* Outside Back Cover

** Inside Front Cover, Inside Back Cover, Page 1

B&W	x1	x2	x4
FULL PAGE	595	565	495
HALF	445	420	375
QUARTER	245	235	215
BIZ CARD	170	145	125

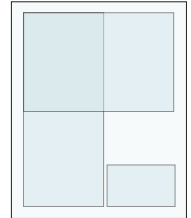
Calendar

Our readers find our events calendar very useful. Each calendar covers 3 months and you can list up to 5 events per calendar. (For example, the Winter 09/10 calendar covers Dec, Jan & Feb; 1 listing gets you 5 events in that period.)

	x1	x4 (1 yr)
CALENDAR LISTING	25	80

(All dimensions are width x height)

Specs	Trim Size	Bleed Size
FULL PAGE	8" X 10½"	8¼" X 10¾"
HALF		
HORIZ	7" X 4½"	
VERT	3¾" X 10½"	4⅛" X 10¾"
QUARTER	3¾" X 4½"	
BIZ CARD	3½" X 2"	



You may change the specifications of your ad at any time without affecting the frequency discount earned. Rates are for print-ready artwork; additional charges will apply to have Front create an ad for you. A 15% fee applies for special placements. Please contact Front for details.



ADVERTISING DEADLINES

Winter 09/10, Released DEC 1
November 6

Spring 2010, Released MAR 1
February 8

Summer 2010, Released JUN 1
May 7

Fall 2010, Released SEPT 1
August 6