



art media politics

JULY 2009 ANNOUNCEMENT:

ALL COLOUR ADS CONTINUE TO BE ON SALE...

Dear Potential Advertiser,

Some of you may remember our summer sale - full colour ads sold at black and white prices. This sale equated to about 40% off the colour ads. The response was so positive we decided to continue the sale for at least the rest of the year. So if you sign up for a year's worth of ads, you'll continue to receive the 40% discount on colour ads for the entire length of your contract.

With a 30 year publishing history, FUSE Magazine is proud to be a major voice in the Canadian art scene. We are smart, vibrant and aware; our readers are always eager to hear what we have to say.

FUSE's content is forged by a range of acclaimed writers and artists. Our articles delve into international art practices, and social and political landscapes. We bring our readers dynamic angles that excite the senses and enliven the mind.

We offer our advertisers:

- A chance to have an impact on an established readership base that is always eager to learn about art exhibitions, new organizations or co-ops and their services, book launches — the list goes on.
- Our copies are found nation-wide on newsstands, and through our international subscriber list.
- Your ad will reach into homes, studios, galleries, libraries, and cafes throughout Canada and North America. With a readership of 3 readers per copy, each issue of FUSE is seen 6000 times.

We're an accessible vehicle to get your message around. FUSE has a great base of advertising clients who continuously return to our pages. They understand that FUSE reaches a wide range of readers who love our lightning paced publication.

With the continuation of our great full colour ad sale, FUSE boasts extremely reasonable advertising prices. Therefore, I personally invite you to live inside our pages, advertise in FUSE and be part of something astounding.

Thanks for your time I look forward to speaking with you personally.

Yours Truly,

Chandra Bulucon

ADVERTISING, FUSE MAGAZINE

454-401 Richmond St West, Toronto ON M5V 3A8 (Canada)

TEL: (416) 340-8026 FAX: (416) 340-0494 EMAIL: advertising@fusemagazine.org WEB: www.fusemagazine.org



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DEMOGRAPHICS AND DATES

Booking Deadline:	(32:4) July 31, 2009	(33:1) October 30, 2009
Copy Deadline:	August 5, 2009	November 4, 2009
Release date:	mid September 2009	mid December 2009
	(33:2) January 29, 2010	(33:3) April 30, 2010
	Feb 4, 2010	May 7, 2010
	mid March 2010	mid June 2010

DISTRIBUTION

- Quarterly release
- Approximately 6,000 readers per issue, 24,000 readers per year
- 1/3 of copies appear on newsstands, 1/3 are sent to subscribers, 1/3 are sent to libraries, curators, and media centres
- Newsstand distribution by Magazines Canada and Ubiquity (US)

THE MAGAZINE

- Satin 4 (full) colour interior
- 4 (full) colour 80lb cover stock
- 48-52 pages including cover
- Saddle stitched
- A serious voice in Canadian visual culture and cultural analysis for over 30 years

DEMOGRAPHICS

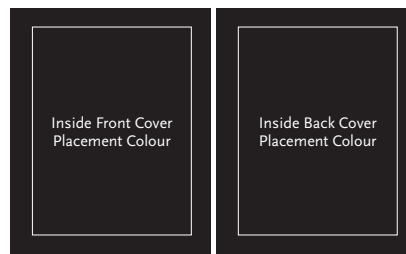
- 92% of our readers have a postsecondary education, 47% have a postgraduate
- 66% earn \$40,000 or more
- 85% visit art galleries regularly
- Buy at least 2 books a month
- Other areas of interest include films, dining out, fashion, travel, and political messages
- FUSE Readers travel on average 4.5 times a year
- Average reader is 25-64 years old

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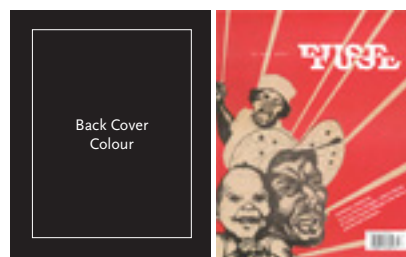
TEL: (416) 340-8026 FAX: (416) 340-0494 EMAIL: advertising@fusemagazine.org WEB: www.fusemagazine.org

RATE SHEET AND SPECIFICATIONS

INSIDE COVERS PLACEMENT COLOUR	SIZE	COST FOR 1 BOOKING	COST FOR 4 BOOKINGS
Full Page	FULL BLEED: 8.75"w x 11" h + 0.25" bleed NO BLEED: 8"w x 10.25"h	\$710	\$515
Half Page Horizontal	7.25"w x 4.75"h	\$560	\$465
Quarter Page	3.375"w x 4.5"h	\$485	\$440



BACK COVER COLOUR	SIZE	COST FOR 1 BOOKING	COST FOR 4 BOOKINGS
Full Page	FULL BLEED: 8.75"w x 11" h + 0.25" bleed NO BLEED: 8"w x 10.25"h	\$910	\$710



INSIDE PLACEMENT BLACK & WHITE	SIZE	COST FOR 1 BOOKING	COST FOR 4 BOOKINGS
Full Page	FULL BLEED: 8.75"w x 11" h + 0.25" bleed NO BLEED: 8"w x 10.25"h	\$510	\$415
Half Page Horizontal	7.25"w x 4.75"h	\$360	\$315
Half Page Vertical	3.375"w x 10.25"h	\$360	\$315
Quarter Page	3.375"w x 4.5"h	\$285	\$240

Your full colour ad prices



Rate Specifications:

- GST will be added to all quoted prices
- 4 time rates based on consecutive placements and lump sum payment
- Prices based on digital artwork supplied to exact size. See below for acceptable format.
- Design work can be arranged for \$50/hr. 1 hour minimum.
- Guaranteed position charges, add 20%
- Allow .25 inch bleed for full page ads

Artwork Specifications:

- Send ads to advertising@fusemagazine.org
- Ads must be labeled with issue # and name of your organization (32.1_fusemagazine.pdf)
- All ads **must** be accompanied with faxed proof sent to: (416) 340-0494
- Preferred formats: PDF or TIFF at 300 dpi grayscale or CMYK
- Do not send jpgs
- Ads must be exact size (without crop marks, et cetera)