



Dear Potential Advertiser,

As we move through these technological times, FUSE follows suit to meet your advertising needs. In addition to our quarterly printed magazine, FUSE's media kit offers standardized Internet advertising, value-added packages, and a variety of options to suit a variety of budgets.

Publishing since 1976, FUSE Magazine is proud to be a major voice in the Canadian art sector. FUSE is a venue for lively, timely, and politically engaged conversations; 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, garnered by 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 and dedicated readership base that is always eager to learn about art exhibitions, new organizations and their services, book launches — the list goes on.
- Our copies are found nation-wide on newsstands, and through our international subscriber list.
- Your print ad will reach into homes, studios, galleries, libraries, and cafes throughout Canada, the US, and across the world. With a readership of 3 readers per copy, each issue of FUSE is seen 6,000 times.
- With our online advertising component, your ads can have over **1.2 million** impressions and in over 26 countries in a year.

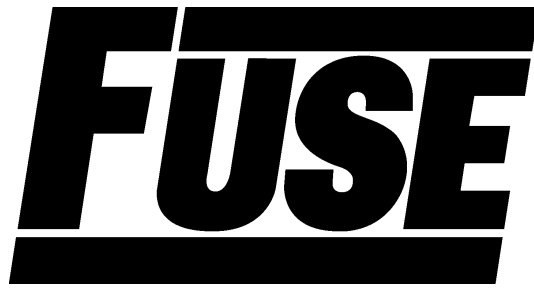
FUSE has a solid and dedicated base of advertising clients who continuously return to our pages year after year after year. They understand that FUSE reaches a wide range of readers who love our publication.

FUSE boasts extremely reasonable advertising prices, with a variety of packages to suit your advertising needs. 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



MAGAZINE + ONLINE INFORMATION

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, Ubiquity (US), distro.nadalex (Brooklyn, NY), and MOTO (Berlin)

THE MAGAZINE

- Satin 4 (full) colour interior
- 4 (full) colour 80lb cover stock
- 48-64 pages including cover
- A serious voice in Canadian visual culture and cultural analysis for over 35 years

DEMOGRAPHICS

- 92% of our readers have a post-secondary 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

WEB STATISTICS

- Over 1.2 million impressions for 2011
- Over 39,000 unique visitors for 2011
- Visitors return on an average of 2.19 times and views 5.7 pages per visit
- An 80% increase in unique visitors from 2010 to 2011
- A 100% increase in impressions from 2010 to 2011
- A 21% increase in unique visitors and impressions from 2009 to 2010
- A worldwide presence: the top 2 countries being Canada and the US, plus 24 other known countries such as Great Britain, Germany, Australia, and more

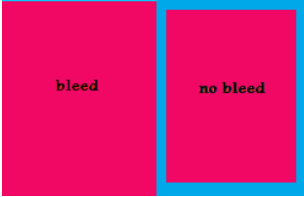
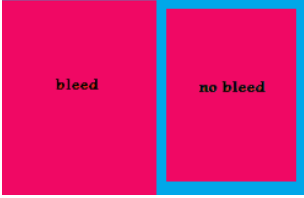
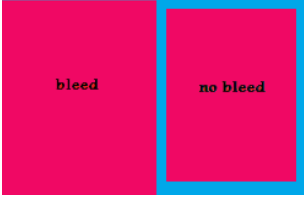

FUSE


SIZES + DATES 2011-2012

DATES

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	RELEASE DATE
Winter 35.1	November 10, 2011	November 15, 2011	Mid December 2011
Spring 35.2	February 10, 2012	February 14, 2012	Mid March 2012
Summer 35.3	May 4, 2012	May 15, 2012	Mid June 2012
Fall 35.4	August 3, 2012	August 14, 2012	Mid September 2012

PRODUCTS

MEDIA	SHAPE	SIZE	FORMAT	WEB	PRINT
Back Cover		Full Bleed: 8.75 x 11 + .25 bleed No Bleed: 8 x 10.25	pdf, tiff		yes
Inside Front/ Inside Back Cover		Full Bleed: 8.75 x 11 + .25 bleed No Bleed: 8 x 10.25	pdf, tiff		yes
Full Page		Full Bleed: 8.75 x 11 + .25 bleed No Bleed: 8 x 10.25	pdf, tiff		yes
Half Page Horizontal		7.25 x 4.75	pdf, tiff		yes

Half Page Vertical		3.375 x 10.25	pdf, tiff		yes
Quarter Page		3.375 x 4.5	pdf, tiff		yes
Big Box	 <p data-bbox="386 1157 516 1182">Actual Size</p>	300 x 250 pixels	jpg, png, gif	yes	
Badge	 <p data-bbox="386 1455 516 1480">Actual Size</p>	125 x 125 pixels	jpg, png, gif	yes	



PACKAGES

FUSE offers 5 packages. All packages have 1x and 4x insertion rates. The 4x rates offer substantial savings and are **discounted at least 15% off** the 1x rate. **The best value for your dollar are our value-added packages.**

PRINT PACKAGES

The Print Packages are FUSE's print advertising as seen in the magazine. Choose a 1x insertion or **receive at least 15% off** each ad when you book for an entire year with the 4x insertion rate.

PACKAGE ONE

PRINT

MEDIA	SIZE (FULL BLEED)	SIZE (NO BLEED)	1x RATE	4x RATE
Back Cover	8.75" W x 11 H + .25" bleed	8" W x 10.25" H	\$699	\$595
Inside Front/ Inside Back Cover	8.75" W x 11 H + .25" bleed	8" W x 10.25" H	\$599	\$510
Full Page	8.75" W x 11 H + .25" bleed	8" W x 10.25" H	\$560	\$475
Half Page Horizontal	n/a	7.25" W x 4.75" H	\$395	\$335
Half Page Vertical	n/a	3.375" W x 10.25" H	\$395	\$335
Quarter Page	n/a	3.375" W x 10.25" H	\$315	\$265

PRINT + WEB PACKAGES

The Print + Web Packages include the regular print advertising, along with online ads called **Big Boxes** and **Badges**.

A **Big Box** is an online ad positioned at the top right of every single page (except the FUSE home page). There is only one Big Box ad per page, but is in rotation with other Big Box ads, and is an evenly distributed rotation. The Big Box is clickable, and will direct the user to whatever URL you choose. Each Big Box ad is a standard size.

A **Badge** is another type of online ad, and offers a different kind of digital exposure for your organization. Badges are seen on every page of the FUSE website (except the home page). There are at least 4 Badges seen on each page, and their order is randomized every time a user visits a new page. The Badge is clickable, and will direct the user to whatever URL you choose. Each Badge is a standard size.

Continued...

PACKAGE TWO

PRINT + WEB + VALUE-ADDED

The **Value-Added** component comes in the form of a **Badge plus another 10% off the Big Box ad**. It offers extra exposure for your organization at *no extra cost to you*. Badges are seen on every page of the FUSE website (except the home page). They are randomized every time a user visits a new page. The online ads are clickable, and will direct the user to whatever URL you choose.

MEDIA	VALUE-ADDED	1x RATE TOTAL VALUE	1x RATE TOTAL COST PER BOOKING	4x RATE TOTAL COST PER BOOKING
Back Cover, Big Box + Badge	Badge + 10% off the Big Box ad	\$1,108	\$895	\$760
Inside Front/ Inside Back Cover, Big Box + Badge	Badge + 10% off the Big Box ad	\$1,008	\$795	\$675
Full Page, Big Box + Badge	Badge + 10% off the Big Box ad	\$969	\$755	\$640
Half Page Horizontal, Big Box + Badge	Badge + 10% off the Big Box ad	\$804	\$595	\$505
Half Page Vertical, Big Box + Badge	Badge + 10% off the Big Box ad	\$804	\$595	\$505
Quarter Page, Big Box + Badge	Badge + 10% off the Big Box ad	\$724	\$515	\$435

PACKAGE THREE – BASED ON QUARTERLY IMPRESSIONS OF 250,000

BIG BOX + BADGE

MEDIA	CPM	SIZE	1x RATE	4x RATE
Big Box + Badge	\$0.16	300 x 250 pixels + 125 x 125 pixels	\$409	\$339

PACKAGE FOUR – BASED ON QUARTERLY IMPRESSIONS OF 250,000

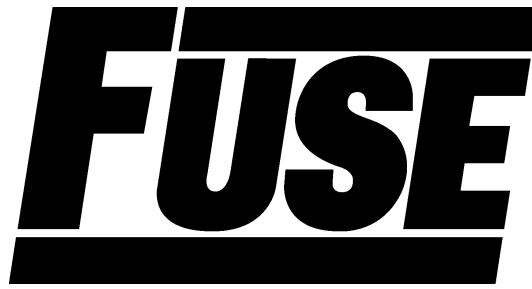
BIG BOX

MEDIA	CPM	SIZE	1x RATE	4x RATE
Big Box	\$0.09	300 x 250 pixels	\$220	\$185

PACKAGE FIVE – BASED ON QUARTERLY IMPRESSIONS OF 250,000

BADGE

MEDIA	CPM	SIZE	1x RATE	4x RATE
Badge	\$0.08	125 x 125 pixels	\$189	\$159



SPECIFICATIONS

RATE SPECIFICATIONS

- 50% payment with submission of contract; remaining amount will be billed upon publication with 30 days net
- HST will be added to all quoted prices
- 4x rates based on consecutive placements, booked on the same contract and contract date
- Design work can be arranged for \$50/hr. One hour minimum.
- Guaranteed position charges, add 20%

PRINT ARTWORK SPECIFICATIONS

- Allow .25 inch bleed for full page, full bleed ads (if chosen)
- Ads must be labelled with name of your organization and issue number (which is located on your contract) [<yourorganization_334.pdf>](#)
- Formats PDF or TIFF, 300 dpi, CMYK colour
- Do NOT send jpgs
- Send ads to advertising@fusemagazine.org
- **All ads must be accompanied with faxed proof sent to: (416) 340-0494**

WEB ARTWORK SPECIFICATIONS

- Big Boxes are 300 W x 250 H pixels
- Badges are 125 W x 125 H pixels
- Ads must be labelled with name of your organization and issue number (which is located on your contract) [<yourorganization_334.jpg>](#)
- Formats jpg, png, or gif; RGB colour
- Send ads to advertising@fusemagazine.org
- **All ads must be accompanied with faxed proof sent to: (416) 340-0494**

Failure to send a faxed proof of your ad, and any error that may occur in your ad, is the sole responsibility of the Advertiser.

CANCELLATION

- All magazine ads must be cancelled 5 business days prior to the Ad Booking Deadline; failure to do so will result a full charge of the ad booked
- All online ads must be cancelled 5 business days prior to the Ad Booking Deadline; failure to do so will result in a 25% cancellation fee