

SAD

Stories. Art. Design.

ABOUT

SAD Mag is an independent publication featuring stories, art, and design created in Vancouver, BC. Founded in 2009, we cover the best of contemporary and emerging artists with focus on inclusivity of voices and views, exceptional design, and film photography. SAD Mag is the only Canadian arts magazine to exclusively publish film and Polaroid photography.

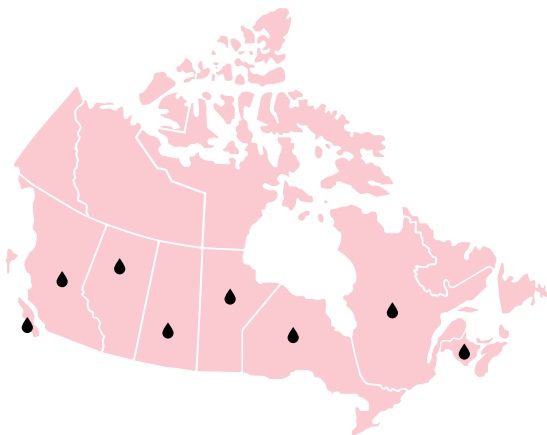
The SAD Magazine Publishing Society is a registered non-profit and completely volunteer-run. We print locally with MET Fine Printers, a carbon-neutral company.

REACH

We reach more than 10,000 creative professionals interested in art and culture each year through our print publication and event programming.

Online, we reach more than 50,000 individuals each year through social media and our digital presence, sadmag.ca.

SAD Mag also has built prominent community partnerships with organizations such as Rain City Chronicles, the Queer Arts Festival, Vancouver Art/ Book Fair, and the Contemporary Art Gallery.



DISTRIBUTION

SAD Mag can be found across Canada in Chapters/Indigo, niche magazine stores, as well as select local retailers in Vancouver, including Pulpfiction Books (Main St and Commercial Drive), blim (Chinatown), Spartacus Books (dtes), and Little Sister's Bookstore (West End). Visit sadmag.ca/stockists to see our full list of retailers.

Our issues are also available in public and university libraries in BC and Alberta such as Emily Carr University and the University of Victoria.

Our sell-through rate is 59% across Canada (the average sell-through rate for most Canadian magazines is between 35-38%).

SAD

Stories. Art. Design.

INTERESTED IN CARRYING SAD MAG?

We support local businesses by offering a competitive sales structure: You retain 40% of the cover price and we take back any unsold issues.

You will be invoiced for the sold issues only once the issue cycle has ended. We're also able to adjust the number of issues you carry at any point to better accommodate your sales and buying cycles.

INTERESTED IN ADVERTISING WITH US?

We value our relationships with advertisers and only offer ad space to organizations and companies we love. With that in mind, we have a limited number of advertising space in each issue, which means your ad will have excellent placement and visibility. We also ensure category exclusivity for all ads meaning you won't end up on a page next to a competitor!.

If you want to purchase an ad, but don't have one designed and ready to go, we also offer design services to ensure your ad fits with the aesthetic of the magazine! Inquire for more details.

Purchase a cycle of ads and receive a discount of 10%.

EMAIL TO MAKE AN ORDER

For ad placement:

ADVERTISING@SADMAG.CA

For retail:

HELLO@SADMAG.CA



SAD

Stories. Art. Design.

FULL PAGE

HALF PAGE

**QUARTER
PAGE**

**EIGHTH
PAGE**

ADVERTISE IN PRINT

Back Page: \$2000

Full Page: \$975

Half Page: \$485

Quarter Page: \$245

Eighth Page: \$150

All rates are net and in Canadian dollars, and do not include GST.

10% discount for multiple ads.

MECHANICAL REQUIREMENTS

Full Page 9.5x12.7"
with bleed (1/8") 9.625 x 12.825"

Halfpage Horizontal 7.5 x 5.3"

Halfpage Vertical 3.7 x 10.7"

Quarter Page 3.7 x 5.3"

Eighth Page 3.7 x 2.6"

(only full page ads require bleed)

PRODUCTION NOTES

For ads requiring layout, the customer must provide:

- 1) Logo or image if required
- 2) Ad copy

Charges will apply to ads needing design. Please inquire for rates.

Please provide (in order of our preference): a press-ready PDF or image file (TIFF); an Illustrator or EPS file with all fonts converted to outlines; a Mac InDesign file with all supporting files and fonts. All images should have a resolution of 300 DPI.

When supplying your logos for publication, colour vector EPS files are preferred. If you do not have a vector version of your logo please supply a TIFF with a resolution of 300 DPI.

DEADLINES

Spring Issue

Ad Booking by April 25th

Art due by May 30th

Issue out in July

Winter issue

Ad Booking by October 15th

Art due by November 1st

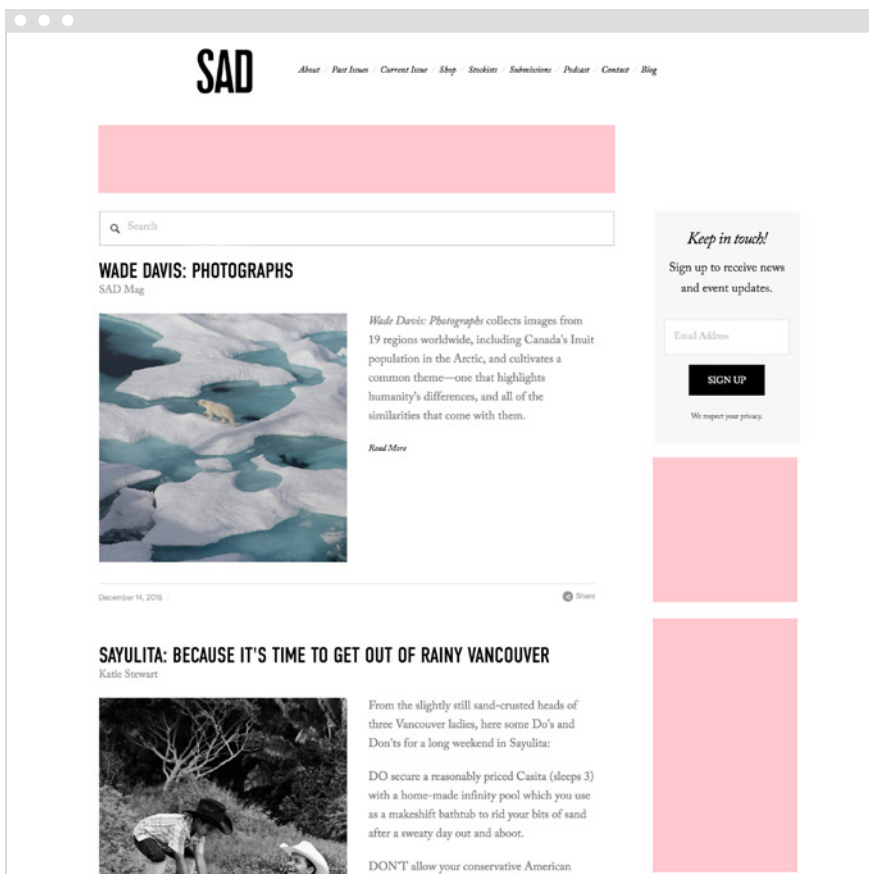
Issue out in December

SAD

Stories. Art. Design.

ADVERTISE ONLINE

SIZE	TYPE	PER MONTH	DETAILS
840 x 90 (25 KB)	Leaderboard	\$275	Images should be sent at double the size to compensate for retina devices.
240x 240 (25 KB)	Square	\$250	Prices will be prorated for shorter advertising durations.
240 x 400 (25KB)	Rectangle	\$225	
265x 265 (25KB)	E-Newsletter	\$150	All rates are net and in Canadian dollars, and do not include GST.



SAD

Stories. Art. Design.



PARTNERING WITH SAD

SAD Mag is the only magazine dedicated to covering Vancouver's independent arts and culture from the perspective of local, emerging writers and artists. We are an entirely volunteer run organization and a registered non-profit.

Our mandate is to advance artistic accomplishment via promotion of literacy, writing, art, and public discourse among emerging creatives in Vancouver. We seek to create a venue for writers, photographers, and illustrators as well as make-up artists, fashion stylists, performers, designers, and communications professionals to showcase their work.

We need your help to continue creating one of the best arts magazines in Vancouver.

AWESOME FOLKS WE'VE PARTNERED WITH IN THE PAST

BRASSNECK



MILLS
OFFICE PRODUCTIVITY



Stocksy
UNITED





Stories. Art. Design.

PLATINUM PARTNER \$4000

- Logo placement on masthead
- Full page colour ad on back cover (\$2000 value)
- 1 Web ad (duration 2 months)
- Company name (linked) on About page at sadmag.ca
- VIP passes to launch for 4 team members with drink tickets
- Verbal recognition at issue launch
- Logo on promotional materials
- Logo and link in newsletter to subscribers
- Social media (1 tweet, 1 Instagram post, 1 Facebook post)
- 6 complimentary issues
- 1 institutional subscription
- 1 framed art print

SILVER PARTNER \$1500

- Logo placement on masthead
- Half page colour ad within issue (\$485 value)
- 1 Web ad (duration 1 month)
- Company name (linked) on About page at sadmag.ca
- VIP passes to launch for 2 team members
- Verbal recognition at issue launch
- Logo on promotional materials
- Social media (1 tweet, 1 Instagram post, 1 Facebook post)
- 1 institutional subscription

GOLD PARTNER \$2500

- Logo placement on masthead
- Full page colour ad within issue (\$975 value)
- 1 Web ad (duration 2 months)
- Company name (linked) on About page at sadmag.ca
- VIP passes to launch for 2 team members
- Verbal recognition at issue launch
- Logo on promotional materials
- Logo and link in newsletter to subscribers
- Social media (1 tweet, 1 Instagram post, 1 Facebook post)
- 4 complimentary issues
- 1 institutional subscription

BRONZE PARTNER \$500

- Quarter page colour advertisement (\$285 value)
- VIP passes to launch for 2 team members
- Social media (1 tweet, 1 Facebook post)
- 1 institutional subscription