



MEDIA KIT  
2024





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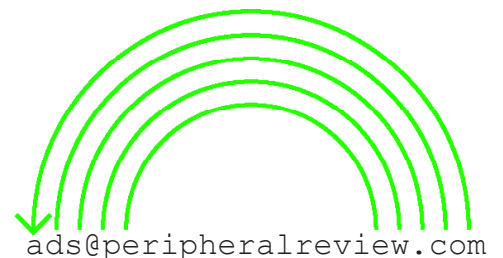
## About

Founded in 2016, Peripheral Review is an independent platform for documenting and expanding the emerging and under-represented Canadian art scene. Our mandate is to enable access for emerging writers by encouraging expanded and accessible critical dialogue. We regularly publish new content on our website and compile published pieces into annual print publications, which are collected and sold by art gallery bookstores, libraries, and archival institutions across Canada.

## Advertising

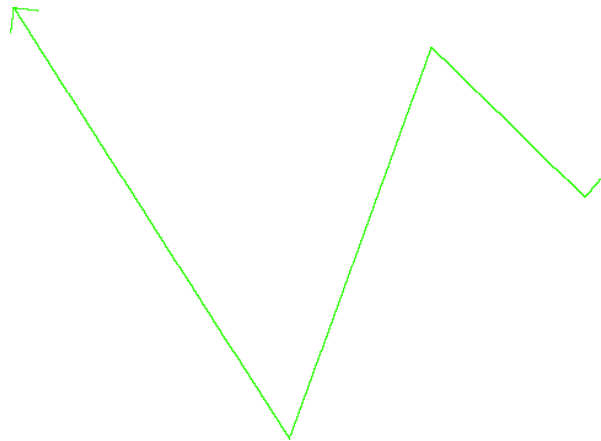
By advertising your gallery, institution, or organization with Peripheral Review, you are directly supporting Canadian arts publishing, emerging writers, and artists. The revenue collected from our advertising goes towards paying competitive writers' and artists' fees for our publishing schedule, special events, and programming.

If you like the content we produce in print or online, your paid ad will go to paying higher fees for our contributors, as well as help us to expand our publishing and programming initiatives for years to come. Our rates are very competitive. Get involved and support what we do, while connecting with new audiences.





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[peripheralreview.com](http://peripheralreview.com)

## Audience Demographics

In the first 60 days since our website relaunch in late August 2022, **over 3,000 users** visited the site.

**30%** of those users returned to the site, a high retention rate in comparison to other publications

### Of the Users:

71% are visitors from Canada  
15% are visitors from USA  
7% are visitors from the UK + EU

### Of the Canadian Users:

45% are Torontonians  
12% are Vancouverites  
10% are Montrealers

63% are 25-44 years of age  
25% are 45+  
34% are art critics or journalists  
39% are art educators  
22% are art gallery employees  
78% have a general interest in art  
99% of readers have postsecondary education  
49% have a post-graduate degree

### E-Newsletter Ads

As of July 2024, our email newsletter sends new content and updates to over 800 internationally based subscribers.

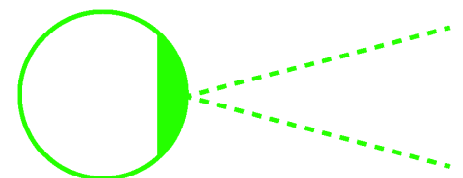
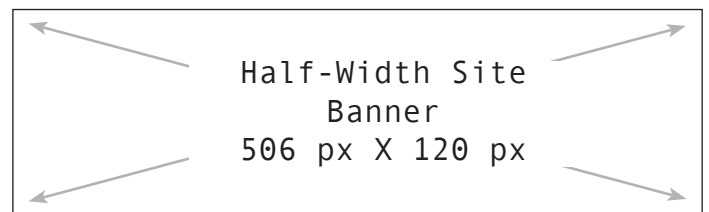
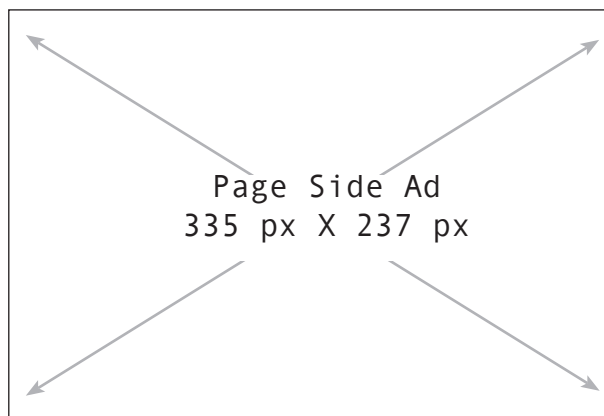
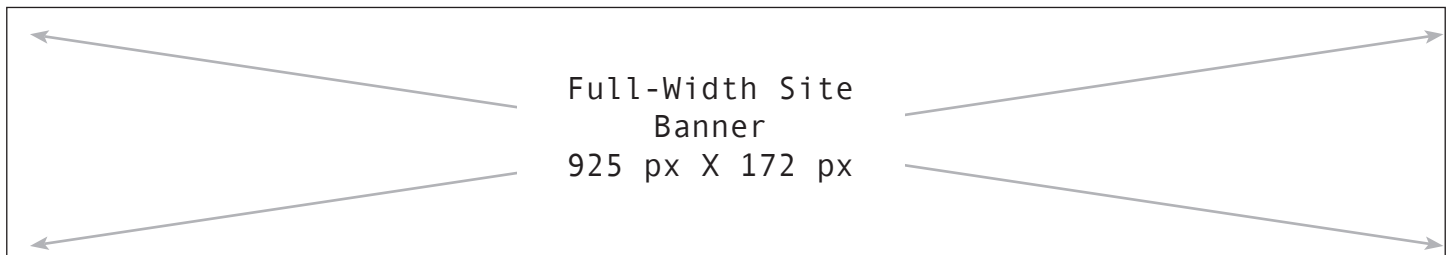
Contact us to inquire about whether website or newsletter ad space is right for you!



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## Advertising Rates & Dimensions

Peripheral Review offers three ad dimensions on our website and one in our newsletter. We accept ads only in these dimensions as the following formats: jpg, gif, png. Please note, animated .gif files must be under 3mb in size and all other formats but must be under 1mb in size.



<b>Prices &amp; Details</b>	Width	Height	Full Rate	Non-Profit Rates
Full Width Site Banner	925px	172px	\$600	\$450
Half Width Site Banner	506px	120px	\$400	\$300
Page Side Ad	335px	237px	\$350	\$200
Newsletter Banner JPG/PDF or GIF	970px	180px	\$400	\$200

Website ad rates reflect 3 month periods.

Newsletter ad rates are for 2 emails, sent over 2-4 months.

Please format ad files to the specifications above and label your files clearly with the name of your organization (e.g. Org123\_ ad.jpg) & send to [ads@peripheralreview.com](mailto:ads@peripheralreview.com)



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## 2024 Bundle Offer:

Purchase all three ad sizes for the website and get 20% the price!

## Bundle includes:

1 x full-width site banner  
1 x page side ad  
1 x half-width site banner

= \$1,350 regular price

**Bundle price = \$1,000\***

\*Ask us about the 2024 bundle to get this special rate!

