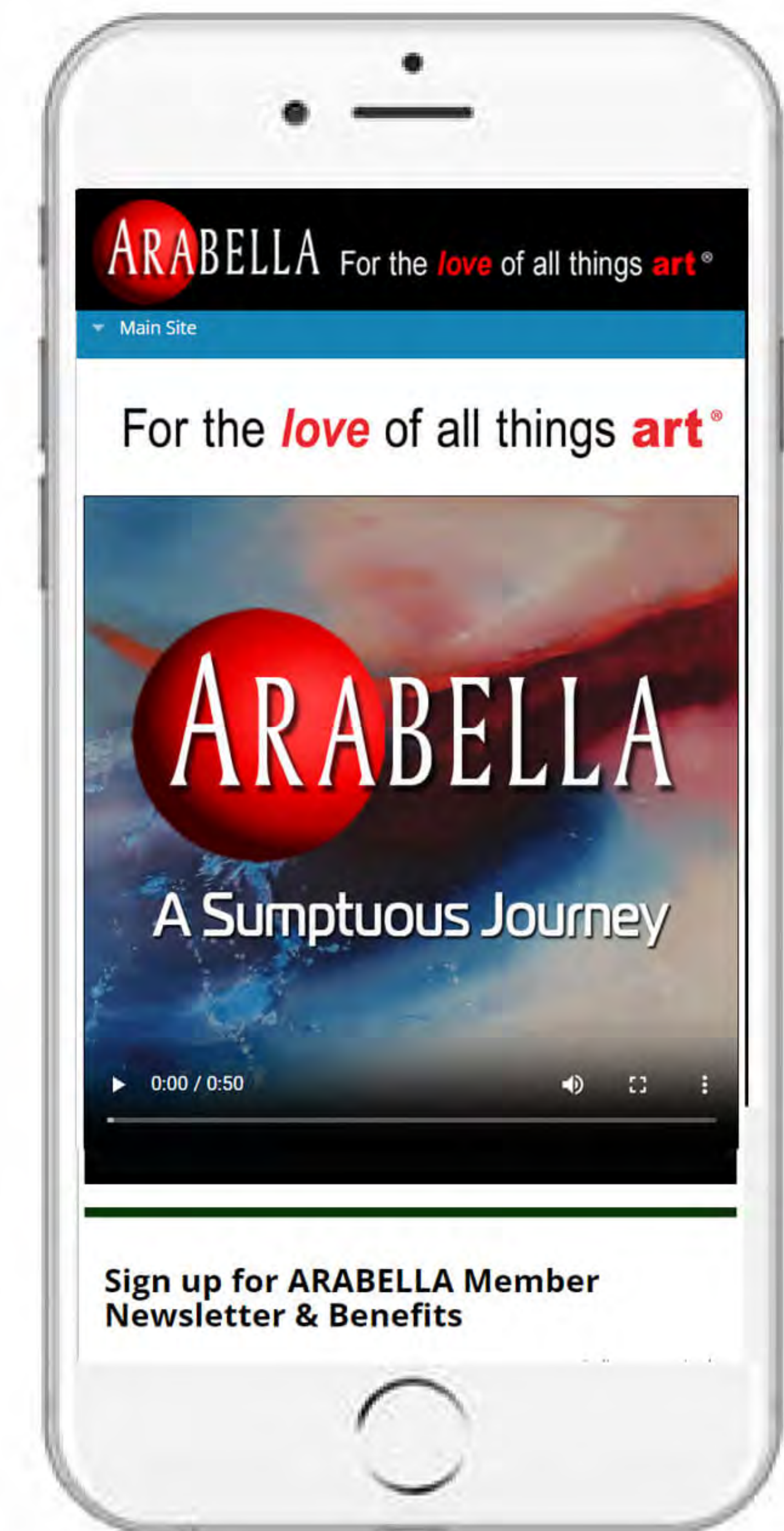


# arabellaworld.ca

MARKETING STRATEGIES FOR ARTS & CULTURE SECTORS



**2024**  
Media Kit

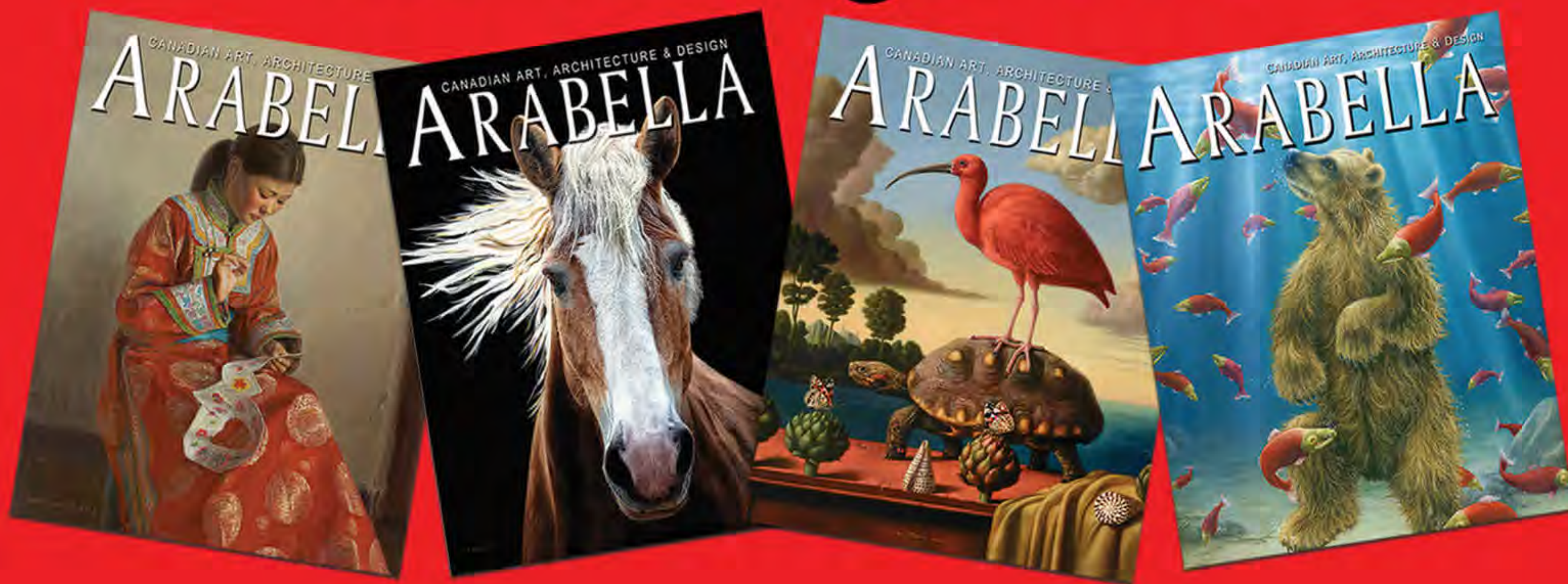


ART, ARCHITECTURE & DESIGN MAGAZINE

# ARABELLA



For the *love* of  
all things **art**



2024 MEDIA KIT  
[www.arabellaworld.ca](http://www.arabellaworld.ca)

ARABELLA is dedicated to supporting and promoting creative talent and related businesses. We believe in the power of arts and culture in building stronger communities, national identity and economic development. Narrative and visual storytelling is at the heart of all we do to achieve our goal.

Our dream has always been to produce the most exquisite fine art and design magazine edited for those with a passion for transforming the ordinary into the extraordinary and living life well. Over the years we have provided readers with in-depth information on the best of art, architecture, landscaping, and interior design from the traditional to the contemporary, from the local to the internationally inspired.

Along the way, we have expanded our storytelling to include our love of **all things** art which has expanded our scope of readership interests. At the same time, economic and technology changes have moved us from being a leading print copy publisher to now a leading digital publisher. We have over 20 years' experience in producing a beautiful and informative art, culture and design magazine.

*Debra, I'm blown away! It is unbelievably wonderful. I smiled through the whole thing and got happy bubbles in my tummy. So great to see Tom. Congratulations. I posted to all my friends and the likes are pouring in. Fingers crossed that everyone else loves it as much as I do.*  
**Judith**

*Thank you so much - it looks amazing. I send you gratitude and many wishes for success in your adventure. I am honoured to be part of the Arabella family and will do what I can to spread the word.*  
**John**



# Our readers are your audience: they want to hear your story!

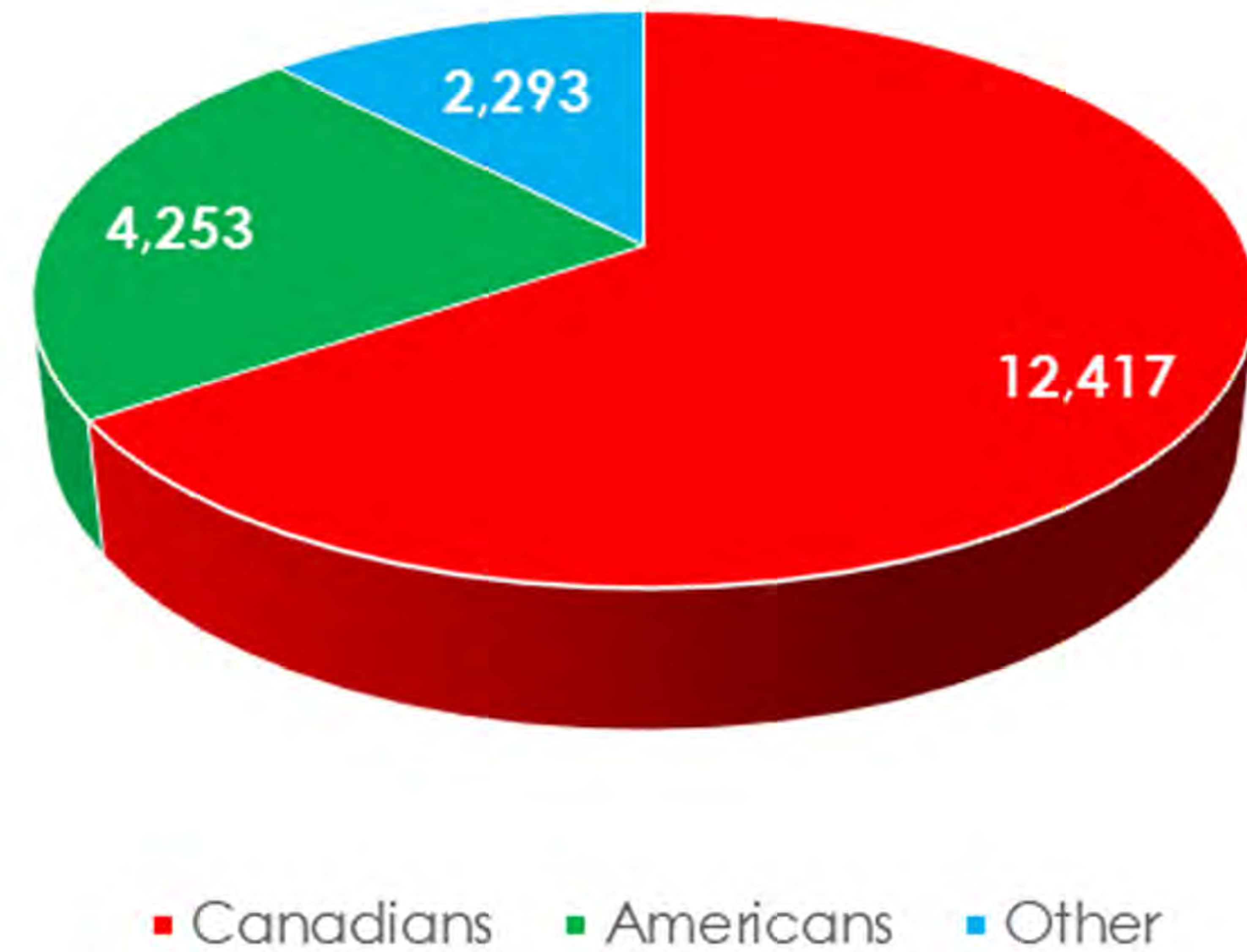
- Our subscribers are Canadian and international visual arts and culture professionals and supporters who are informed of your latest art works, news, exhibitions and events through ARABELLA's magazine, member newsletters and videos.
- Using multiple media we ensure your message is delivered in an effective and timely way, across multiple platforms for maximum visibility.

## ARABELLA gets results!

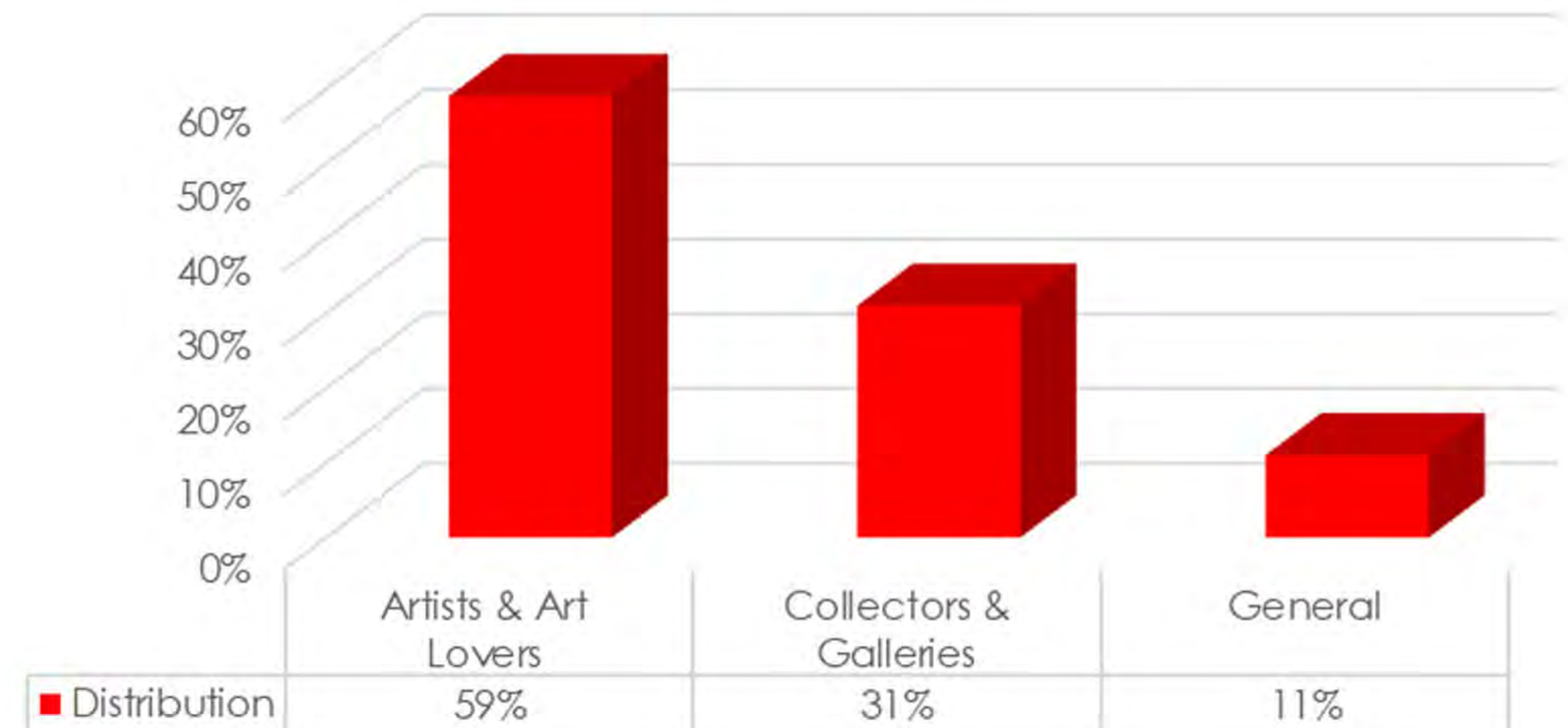
*"It is amazing how a post pops up and brings great memories. Because of Arabella we acquired a beautiful piece of art that is my absolute favourite. It was the piece in your magazine that led me to decide it was the one."*

*I also met the artist through your posts on Social Media. He told me the story behind the painting and was going to come see it when COVID hit. Thank you for always producing such a beautiful publication." Beverly*

Last Issue: 18,963 readers



Reader Type





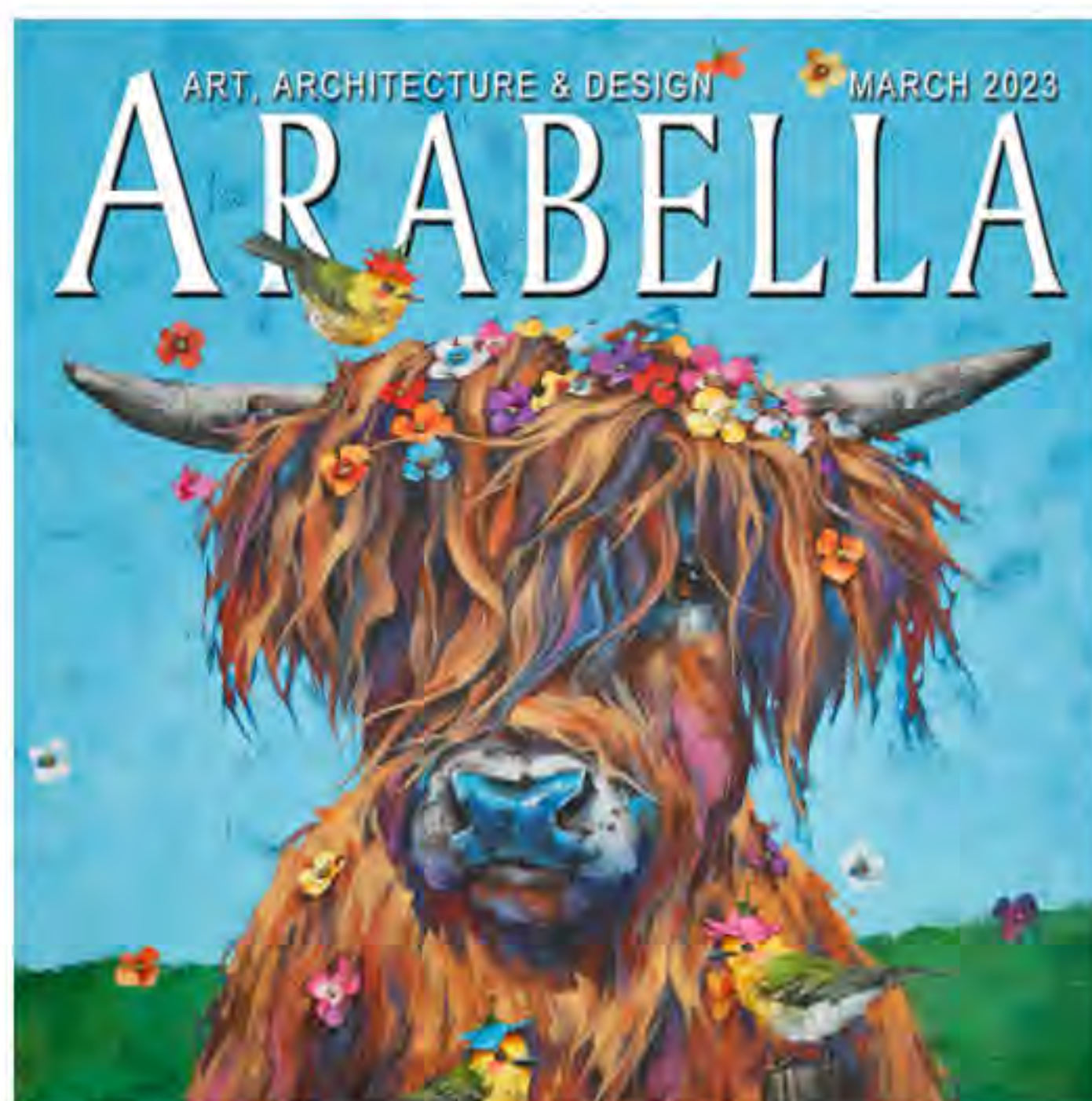
# ARABELLA Marketing tools:

## ARABELLA Magazine

ARABELLA is published 8 times a year and has managed circulation of just under 20,000. Social media circulation and analytics extends the reach to well over 100,000 globally.

The magazine offers a captivating digital layout that provides a sumptuous, engaging journey. Every issue supports and promotes creative talents and brands that benefit from increased promotion with an arts and culture audience.

*“WOW – this is such a beautiful magazine. One of the best out there. I am proud to have been featured in a previous edition. Congratulations again for producing such a wonderful magazine.”*  
**Raymond**



Magazine Link

## ARABELLA Newsletter

The ARABELLA Newsletter is published bi-weekly and distributed to registered opt-in members as well as multiple social media platforms. Managed circulation varies between 8,500-14,300 per issue. The newsletter has an average open rate of 79% within a one-week timeframe.

The Newsletter provides articles on past and present artists, galleries and arts and culture organizations, events and festivals. Content is both retrospective and contemporary. Advertising for upcoming time sensitive events and exhibits can be easily arranged.



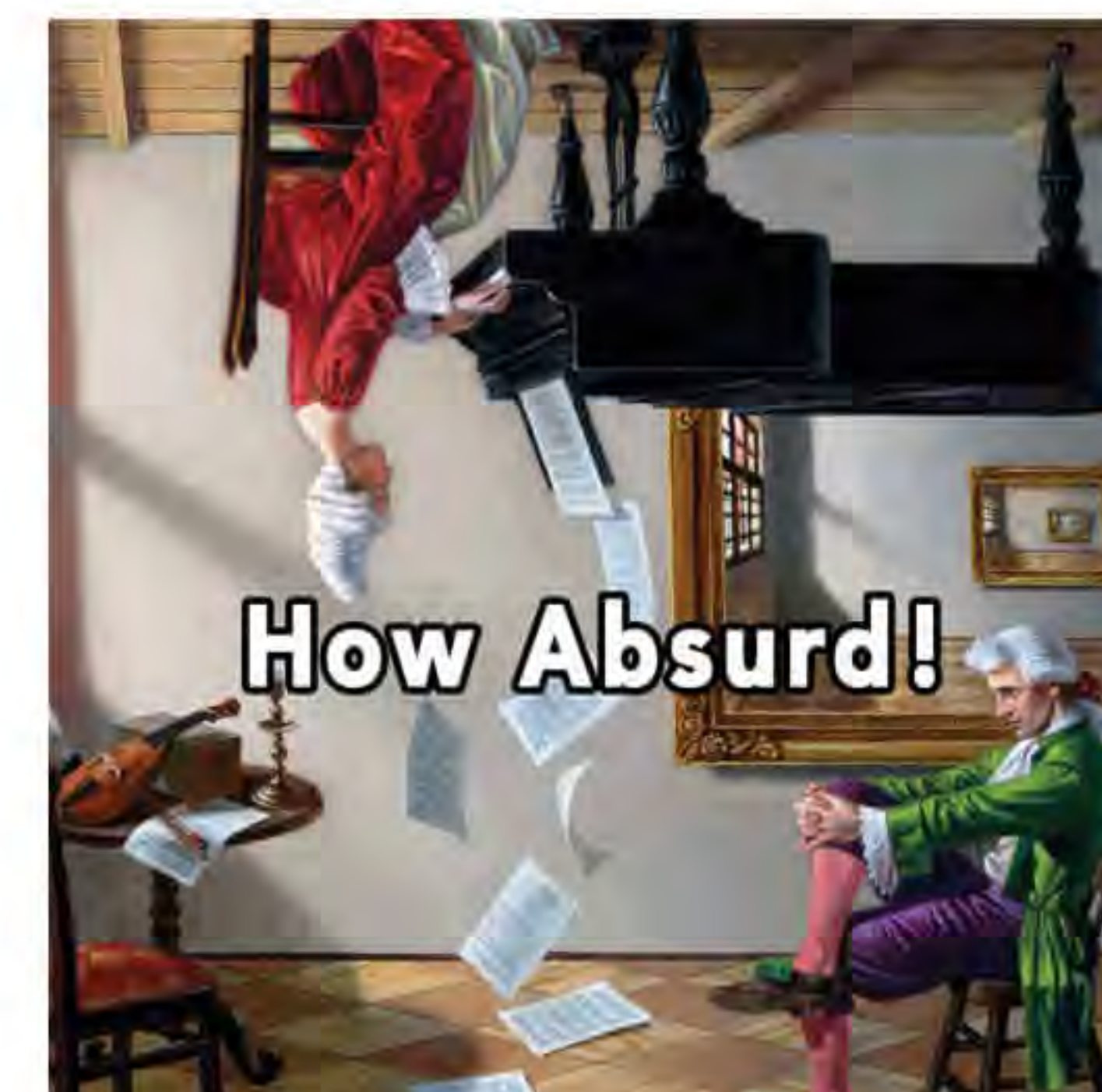
Newsletter Link

## ARABELLA Videos

ARABELLA 1-minute promotional videos have social media circulation of between 18,770 to 34,024.

With increasing emphasis on social media platforms for video content ARABELLA is now producing 1-minute storytelling videos that can easily be distributed on social media, and hosted on artist and gallery web sites.

Videos are a premium offering to advertisers and can also be produced under separate contract licencing.



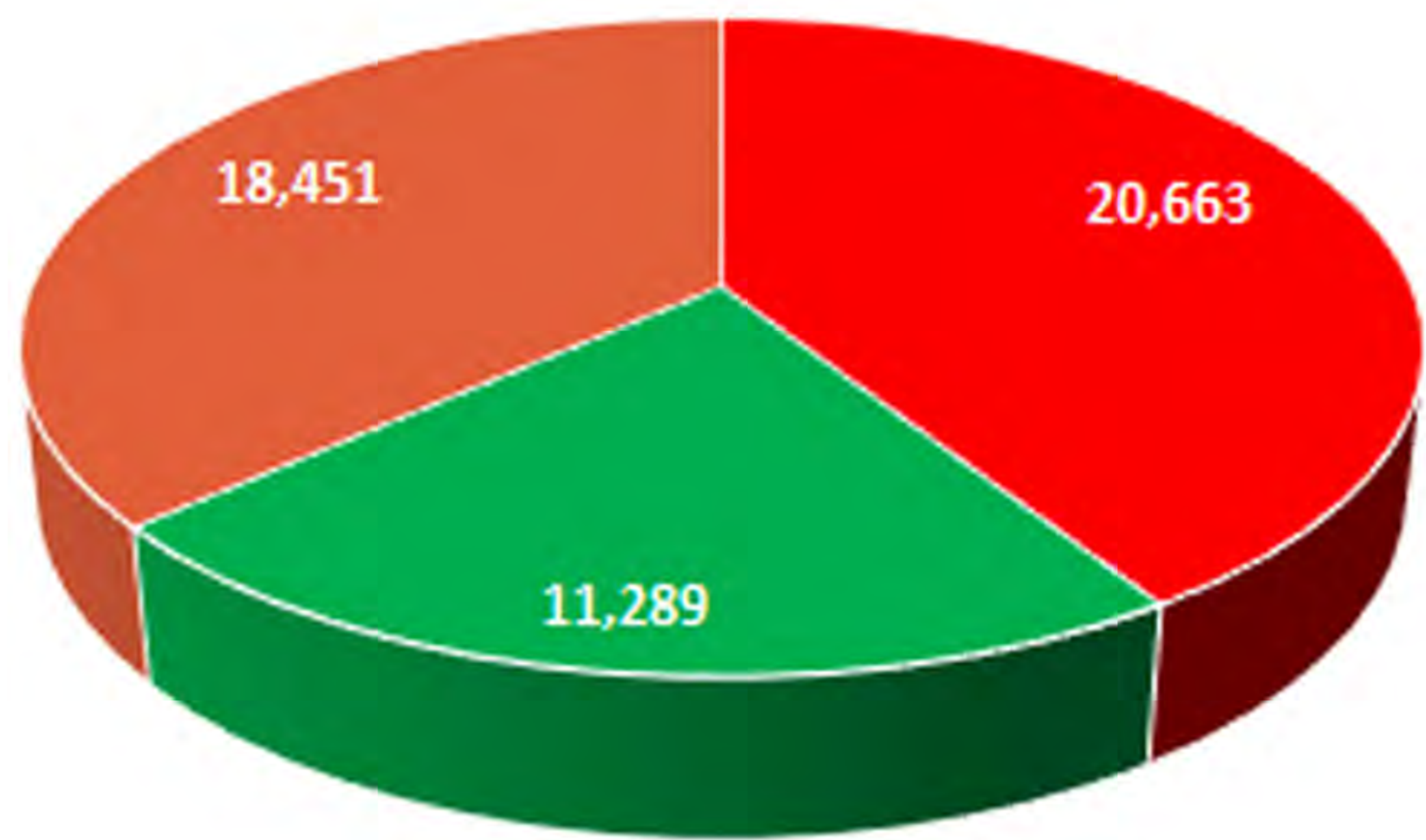
Video Link



# Maximize the reach and potential of your story

ARABELLA's enthusiastic 50,000+ social media followers, as well as magazine, newsletter and website users are active and growing. We have strong brand recognition in arts and culture sectors and our members actively engage with us daily online.

## Social Media Following



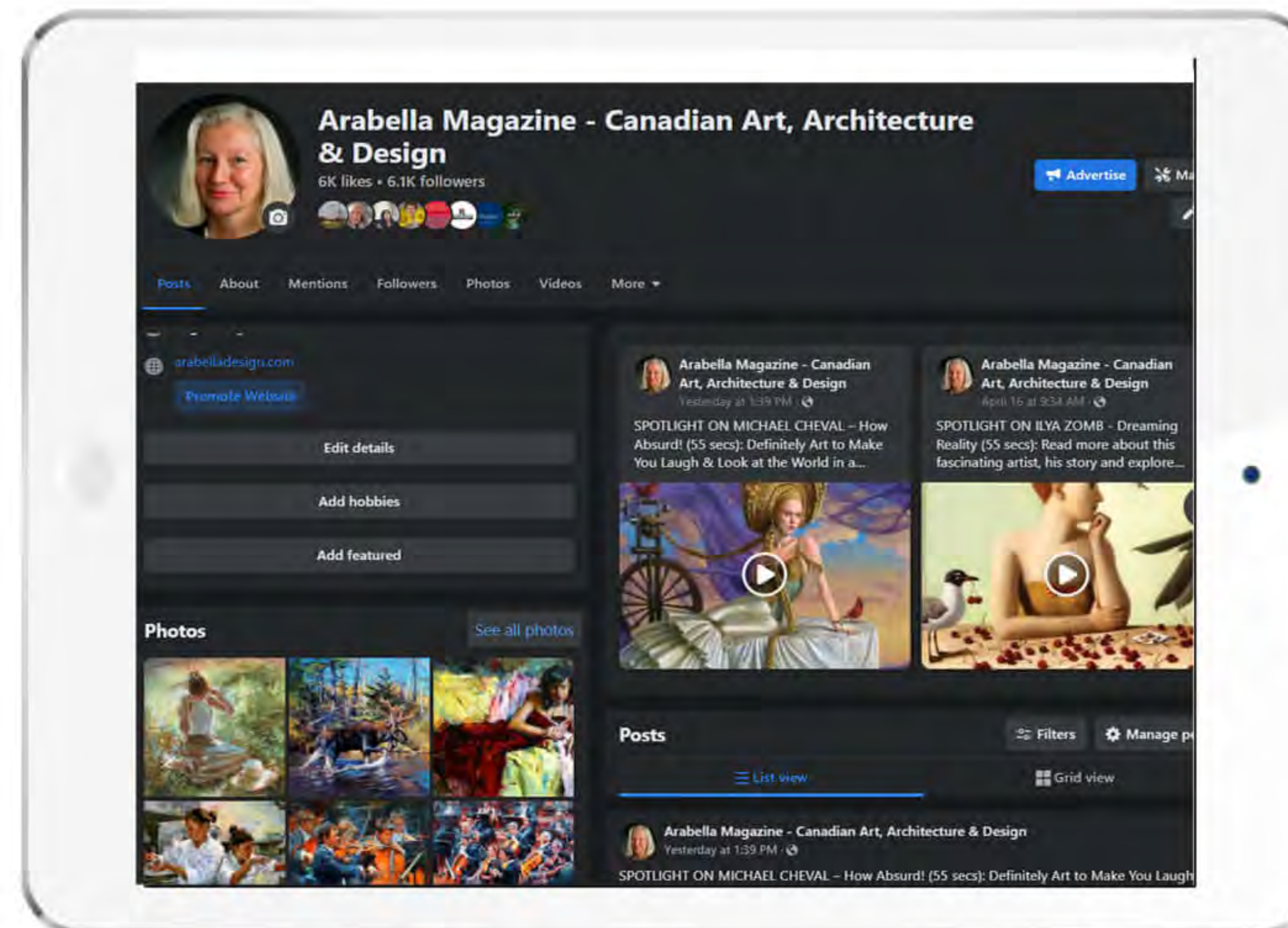
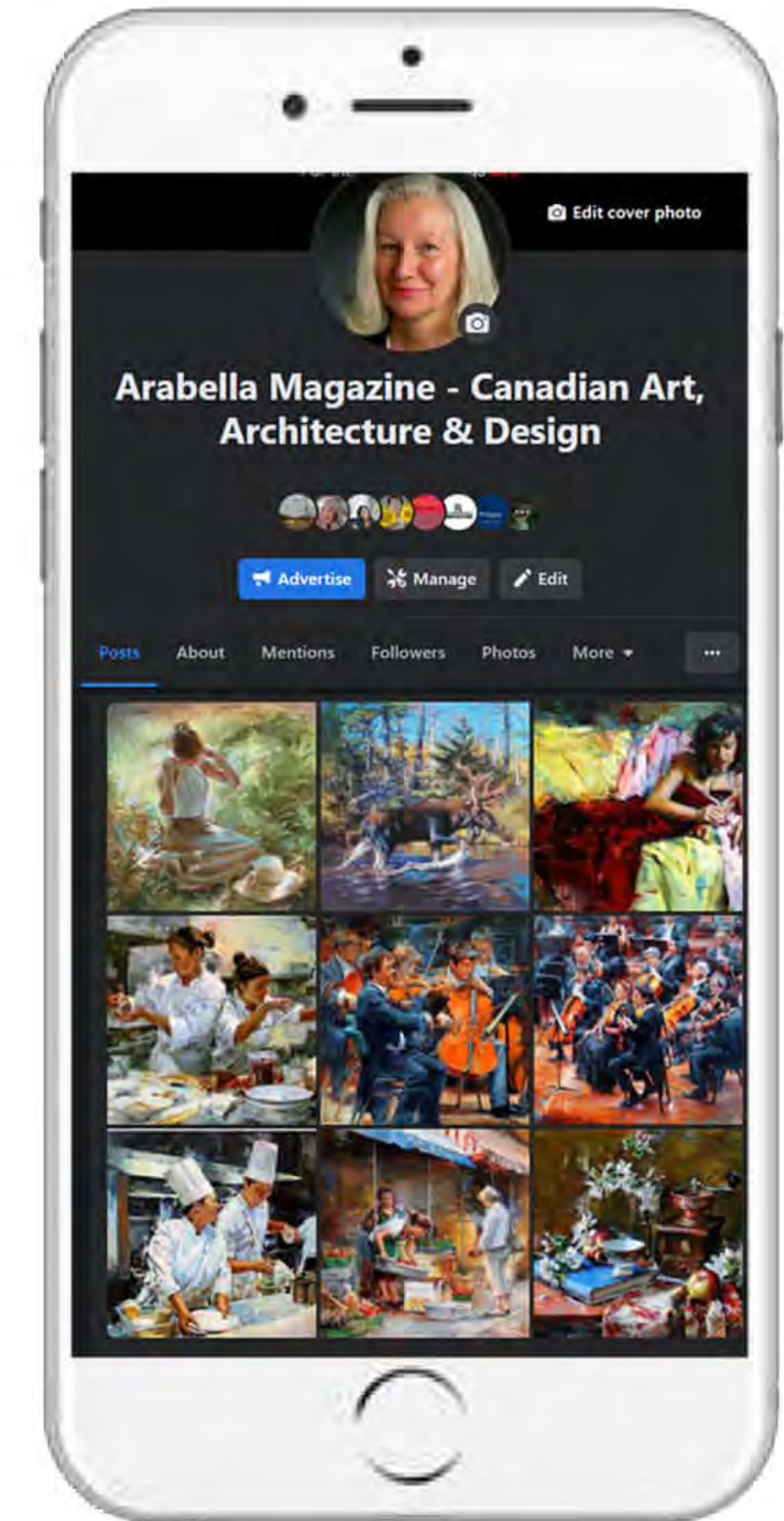
■ Facebook Followers 
 ■ Instagram Followers 
 ■ LinkedIn Followers

## Social Media Following

- 20,663 Facebook Followers
- 11,289 Instagram Followers
- 18,451 LinkedIn Followers

### PAGE STATS LAST 28 DAYS

Post reach	48,713
Post engagement	3,610
New page Likes	28
New page followers	48
Reactions	1631
Comments	48
Shares	38
Link clicks	459



*“Awesome edition as always. What a beautiful work of art. There is something to be found on every page and the advertising is as beautiful as the stories.”* **Terrill**

*“What a beautiful issue, thank you so very much for your support. I am delighted with how many people came to the show to buy art.”* **Steve**



# An Extraordinary Reach - A Credible & Respected Reference Tool

For 96% of readers ARABELLA is a major reference for what's new in Canadian Arts, Architecture and Design. The monthly digital version of the magazine utilizes the power of a global content distribution network, social media and a network of arts organizations and individual creators to reach a global audience quickly and reliably.

## Social Media Promotion & Amplification



Amplify your message with ARABELLA's social media network! ARABELLA has a loyal and steadily growing number of Facebook and Instagram Fans, as well as Twitter and LinkedIn followers. Our impressions on social media exceed 120,000 and our magazine reach across all platforms and media well exceeds 45,000 readers.

ARABELLA's social media networks add incredible amplification for your advertising message and investment! ARABELLA's daily Facebook status updates and Instagram postings (often exceeding 10+ updates every day) provide timely information to highlight your artists, products, special events, sales, and breaking news.

## Widen Your Reach!

Whether you sell locally or nationally, you can now advertise in an exquisite, prestigious magazine and reach more affluent consumers and art collectors.

*"Miss seeing this at our local chapters Indigo store but enjoy the easy digital access. Love this magazine." Elizabeth*

## Direct URL Links

Digital issues provide advertisers and readers with numerous locations for direct hot links to web site information regarding products, special events, sales and latest news.

## Responsive and Timely Advertising

Digital publications and the bi-weekly newsletter provide timely access for communicating with clients and industry networks.

## Local, National & International

Utilizing the power of a global content distribution network ARABELLA is now able to reach a global audience quickly and reliably.

## An Exceptional Digital Experience!

The ARABELLA e-Magazine offers readers a large, friendly interface specifically designed for all modern digital devices and browsers. It's a superb format for achieving our goal of providing readers with an exceptional reading experience and sense of engagement in the *love* of all things **art!**

*"Beautiful edition as always – what a great magazine. Love the spring flowers, featured artist and the food. Congratulations on a great issue." Maureen*



# Three Great Advertising Opportunities

The ARABELLA digital platform offers several unique digital ad spaces in desktop and responsive reading experiences for sponsors who wish to have a prominent place throughout the magazine. A Prime Sponsor can have prominent positioning in both the Premium Pages and the Newsletter.

## 1. Premium Magazine Page Ads

**\$750**

Placements are available throughout the key magazine sections (Editorial, Artists to Collect, Home & Design, Food, Short Stories & Book Reviews). Ads are a full digital page and can include web site links, video links and customized audio feedback for stories. Ad Sizes can be either a full page 8-1/2 inch by 11 inches or a double page spread 17 inches by 11 inches.

Advertising in bundles, such as 4, 6 or 8 continuous pages are available at special pricing. Pricing includes two (2) consecutive placements in the bi-weekly ARABELLA Newsletter at a discount rate of 30%.

PREMIUM PAGES	Single (1) Ad	Number of Insertions required for discount		
		4*	6*	8*
*Discount Rate	0%	10%	15%	20%
Pricing per insertion	\$750	\$675	\$638	\$600
Total cumulative cost	\$750	\$2,025	\$3,825	\$5,400

\* Discount rate is applied once the TOTAL number of insertions is reached

*“Thank you so much for the publication of my art on the pages of your beautiful magazine. It was a dream to feature on it. I am so honored. Merci infiniment Madame Usher.” Philippe*

## 2. ARABELLA Newsletter Ads

**\$350 - \$550**

Display Ads and Banner Ads are available in the bi-weekly Newsletter. Insertions are available with the Premium pages advertising at a discount rate of 30% or are available as a stand-alone option at the pricing indicated in the tables below.

DISPLAY ADS	Single (1) Ad	Number of Insertions required for discount		
		2*	3*	4*
Prime Placement Following editorial overview	\$550	\$495	\$468	\$440
General Placement Following editorial content	\$350	\$315	\$298	\$280

BANNER ADS	Single (1) Ad	Number of Insertions required for discount		
		2*	3*	4*
Prime Placement Following editorial overview	\$350	\$315	\$298	\$280
General Placement Following editorial content	\$250	\$225	\$213	\$200

## 3. ARABELLA Videos

**\$495-\$995+**

Videos are a premium offering to support editorial stories and events and can also be produced under separate contract licencing. Inquiries welcome.



# Material Prep and Payment Terms & Conditions

The ARABELLA e-Magazine and Newsletter formats offer a number of placement opportunities for advertisers and sponsors. To discuss your requirements we invite you to contact Brian Usher at [brian.usher@arabellaworld.ca](mailto:brian.usher@arabellaworld.ca). For information on upcoming editorial plans for the magazine or newsletter please contact [deb.usher@arabellaworld.ca](mailto:deb.usher@arabellaworld.ca).

## Material Preparation & Specs

- All editorial and ads are full page 8.5 in x11 in. Half and quarter page ads are not possible in the layout.
- Double page ads can join with left and right side margin but must be submitted as a single page pdf or separate two pages.
- Please provide digital files at 300 DPI with colours in RGB.
- All text should be no smaller than size 10 font.
- Text type should be kept within a 0.5 inch border on all sides to avoid cutoff.
- High Resolution PDFs are required.
- Be sure that the website and contact information is clearly presented as this is a key purpose of the ad.
- ARABELLA can't accept responsibility for reproduction of content or ad material that is not provided in the form requested.

## Payment Terms & Conditions

- All rates quoted in writing or discussions are for Digital Ready Art
- All accounts are invoiced and purchase orders can be issued for yearly accounts.
- Payment in full must be received by Interac Deposit, Credit Card or PayPal prior to material closing.
- Guaranteed positioning: 15% extra. Only payment in full at time of ad booking will ensure customer requested ad placement.
- Select insertions in the magazine and newsletter - rates available upon request.
- No cancellation will be accepted after the current issue's space-closing date.
- All charges are subject to HST.

## Processing Payments

- In order to ensure that all financial transactions are made quickly, safely, and reliably we are processing all invoices using credit cards or e-transfers.
- Payment by cheque is no longer accepted due to frequent mail delays, transaction fees and administrative time demands.
- Credit card payments will be processed using Square and will require registering your personal details with our office for each payment transaction.
- As always, we are open to discussing your needs and how we can best serve you.
- Please contact us to make a payment other than with Square or e-transfer.

*ARABELLA Privacy Policy and Terms of Service can be found on the website at [www.arabellaworld.ca](http://www.arabellaworld.ca)*



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