

BRICK

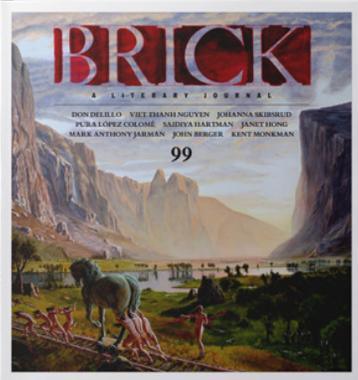
A LITERARY JOURNAL

BRICK

A L I T E R A R Y J O U R N A L

Edited by Dionne Brand, David Chariandy, Laurie D. Graham, Michael Helm,
Liz Johnston, Rebecca Silver Slayter, and Madeleine Thien

MEDIA KIT 2021-2022



Brick is an unpredictable, original, yet reliable feast which I've enjoyed year after year. Nobody who cares about books or life could be disappointed in it.

— Alice Munro

Editorial Mandate

Established in 1977 and based in Toronto, *Brick* features the most invigorating and challenging literary non-fiction the world has to offer. It has an international perspective—and presence. Celebrating and publishing Canadian authors such as **John Irving**, **Eden Robinson**, **Karen Solie**, **Sheila Heti**, and **Margaret Atwood**, it also plays host to some of the world's best-loved writers: **Elena Ferrante**, **Teju Cole**, **Orhan Pamuk**, **Juan Gabriel Vásquez**, **Don DeLillo**, **Haruki Murakami**, and **Zadie Smith** have all appeared in its pages.

Edited by **Dionne Brand**, **David Chariandy**, **Laurie D. Graham**, **Michael Helm**, **Liz Johnston**, **Rebecca Silver Slayter**, and **Madeleine Thien**, *Brick's* mandate is beyond that of a typical literary magazine. It is a feast of passionate writing on life and the arts: personal essays, interviews, cultural reporting, belles lettres, and much more of the idiosyncratic offerings that only *Brick* can provide. **Michael Ondaatje** led the magazine from 1985 until 2013, helping to establish its international reputation and leaving a legacy of intellectual curiosity and passion for the written word.

Weighing in at 160 perfect-bound pages, *Brick* is carried by independent bookstores, newsstands, and major retailers across North America and in over a dozen countries internationally; has subscribers around the world; and is distributed digitally to both individuals and institutions by Exact Editions. As *Brick* is published only twice yearly, each advertisement has a six-month lifespan, if not longer. Copies of *Brick* are read, reread, saved, and shared. Readers keep every issue on their bookshelves. Intelligent, discerning, and contemplative, *Brick* is more than a literary magazine; it is an institution.



@BRICKLITERARY

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BRICKMAG.COM



Each issue is as purposely crafted as a good novel.

— John Irving

Brick's Core Reader

Brick's core readers are **literary, intelligent, discerning, socially engaged**, and **dedicated** to making informed cultural and lifestyle choices. They are **urban dwellers** with a significant amount of disposable income, and the desire to spend it on things of cultural, artistic, aesthetic, and social worth. They have memberships to art galleries and museums, they are season-ticket holders to performing-arts companies in their communities, and they purchase books and support independent booksellers.

While most of *Brick's* readers read for pleasure, many also rely on *Brick* to keep them apprised of the latest from the literary world or to get to know writers they wouldn't have found otherwise.

Over half of our current subscribers have been subscribers for at least four years, some for as many as three decades. Two-thirds of our subscribers say they intend to renew their subscription to *Brick*, and the magazine boasts a renewal rate well above industry averages. Our readers trust *Brick* and know we stand proudly behind the work we publish, as well as our advertisers.

Readership at a Glance

- **63%** of *Brick's* subscribers live in a major city or suburban area
- **28%** are writers or editors
- **40%** plan to pursue more education or enroll in a course
- **90%** save each issue of *Brick* and make a permanent place for it on their shelves
- Pass-along rate: **2.1**

In the next month, *Brick* readers will

- visit a gallery **67%**
- attend a reading **52%**
- visit a museum **52%**
- attend a concert **52%**
- see a play **40%**

Brick readers spend their money on:

- books **93%**
 - **37%** spend more than \$50 on books every month
 - **9%** spend more than \$100
- restaurants **68%**
- concerts, plays, and special events **56%**
- wine/spirits **48%**
- cinema **45%**
- travel **37%**
- clothing **31%**

Source: 2018 Readership Survey

Circulation & Distribution

Total circulation: 3,000

**Newsstand price: \$19 CAD/USD
£12 UK**

Subscription rates:

\$48 CAD for two-year Canadian subscriptions

\$28 CAD for one year

\$50 USD for two-year American subscriptions

\$29 CAD for one year

\$56 USD for two-year overseas subscriptions

\$33 CAD for one year

Subscriber breakdown by country:

60% Canadian

More than a third of *Brick's* Canadian subscribers live in Toronto.

32% American

10% of U.S. subscribers live in New York City, and **17%** live in California.

8% overseas

Brick is sent to subscribers in thirty countries worldwide. The U.K., Australia, and Germany are our three biggest overseas subscriber sources.

Brick is distributed in Canada by Magazines Canada, in the United States by ANC and Small Changes, and internationally by Central Books.



Brick Online:

4,700 monthly visitors

12,800 monthly pageviews

Source: Google Analytics, January 2021

Bricolage, our opt-in newsletter, has

2,500 subscribers.



The best literary publication in
North America.

— Annie Proulx

Print Rate Card

Colour:

	1x	2x	3x	4x
Full page	1,000	930	880	840
Half page	700	650	615	580
Quarter page	400	370	350	335
Business card	250	230	220	215

B&W:

	1x	2x	3x	4x
Full page	800	745	705	670
Half page	550	510	485	460
Quarter page	325	300	285	270
Business Card	175	165	155	150

Web Rate Card

Home Page at BRICKMAG.COM, rotating ad block:

Display Size	1 month	2 months	3 months	4 months
300px W x 250px H	305 (x1)	290 (x2)	280 (x3)	275 (x4)

Bricolage, Brick's monthly newsletter:

Display Size	1x	2x	3x	4x
300px W x 250px H	185	160	140	125

All ads are hyperlinked and can be animated gifs. Accepted file types: jpg and gif.
Maximum file size 1MB. For the best display on high-resolution screens, please
send ads at **600px W x 500px H**.

The Fine Print:

- Combine print and web campaigns and we pay the HST.
- *Brick* reserves the right to refuse any prospective advertising campaign if it does not adhere to the magazine's core social and/or editorial values.
- Prices do not include HST.
- *Brick* is a member of CARD.



Brick was enshrining the notion of a new and excitingly borderless culture before most of the rest of us knew it existed.

— Pico Iyer

Editorial Calendar:

Number	Season	Release Date	Reservation	Artwork In
107	Summer 2021	May 30/21	Mar 25/21	Apr 2/21
108	Winter 2022	Nov 30/21	Sept 25/21	Oct 2/21
109	Summer 2022	May 30/22	Mar 25/22	Apr 2/21
110	Winter 2023	Nov 30/22	Sept 25/22	Oct 2/22

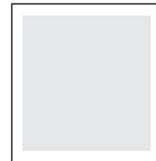
Ad Specifications:



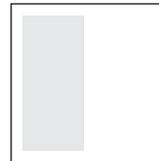
**Brick's trim size is
8.25" W x 8.75" H**



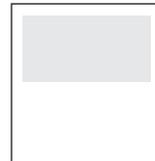
**Add 0.125" bleed
for full page ads**



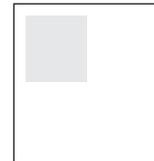
**Full page safe area:
7.75" W x 8.25" H**



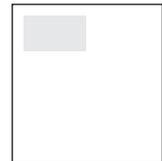
**Half page vertical:
3.75" W x 8.25" H**



**Half page
horizontal:
7.75" W x 4" H**



**Quarter page:
3.75" W x 4" H**



**Business card:
3.75" W x 2" H**

We prefer to receive all ads in PDF/X1A (CMYK OR B&W) format, but we can accept TIFF files if necessary. Minimum DPI is 300.

Contact:

Reserve space for your next advertising campaign.

Contact Yohani Mendis at 416-593-9684 or YOHANI@BRICKMAG.COM

or visit BRICKMAG.COM