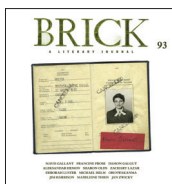
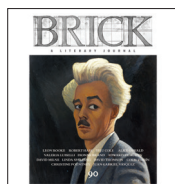
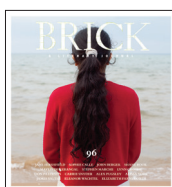
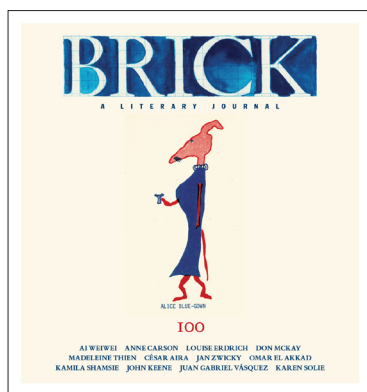


BRICK

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

*Edited by Michael Helm, Linda Spalding, Laurie D. Graham,
Rebecca Silver Slayter, Martha Sharpe, and Dionne Brand*

MEDIA KIT 2018



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

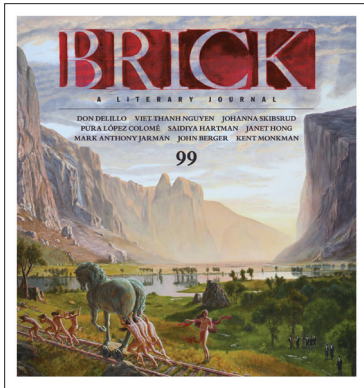
Editorial Mandate

Established in 1977 and based in Toronto, *Brick* features the best literary non-fiction the world has to offer. It has an international perspective—and presence. Celebrating and publishing Canadian authors such as John Ralston Saul, Karen Solie, Madeleine Thien, and Margaret Atwood, it also plays host to some of the world's best-loved writers: Elena Ferrante, Marilynne Robinson, Orhan Pamuk, Don DeLillo, Haruki Murakami, John Irving, Sharon Olds, and Zadie Smith have all appeared in its pages.

Edited by Michael Helm, Rebecca Silver Slayter, Laurie D. Graham, Martha Sharpe, Liz Johnston, and Dionne Brand, *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 just under 170 perfect-bound pages, *Brick* is carried by independent bookstores, newsstands, and major retailers across North America, as well as select bookstores overseas, and has a subscribers around the world. 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.

Box 609, Stn P Toronto, ON M5S 2Y4 Canada
416-593-9684 info@BrickMag.com
BrickMag.com



The contents are distinctive for overall vividness and no-nonsense candor and just the right healing touch of eccentricity. The issues are beautifully solid, even nice to hold. Nowhere near as heavy as an actual brick but substantial. . . . I haven't found a dull page in any issue yet.
— Lee Upton

Brick's Core Reader

Brick's core reader is **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.

About half of our current subscribers have been subscribers for at least four years, some for as many as two decades. They hold *Brick's* editorial content in high esteem, and they pay a similar attention to our dedicated advertising section. Our readers trust *Brick* and know we stand proudly behind the work we publish, as well as our advertisers.

Circulation & Distribution

Total circulation:	3,000
Newsstand price:	\$16 CAD/USD £10 UK
Subscription rates:	\$44 CAD (for Canadian subscriptions) \$45 USD (for American subscriptions) \$50 USD (for overseas subscriptions)

30% of *Brick's* subscribers live in Toronto

A third of newsstand copies are distributed within Toronto

Subscriber breakdown by country:
65% Canadian
25% American
10% overseas

Brick is sent to subscribers in 30 countries worldwide.

The UK, Australia, and France are our three biggest overseas subscriber sources.

Brick is distributed in Canada by Magazines Canada, in the United States by Ingram Periodicals and Ubiquity Distributors, and internationally by Central Books.

Brick Online:

4,000 monthly visitors
10,000 monthly pageviews
Source: Google Analytics, December 2016

An opt-in newsletter with **1,800** subscribers

Readership at a Glance

- **62%** of our readers are female
- **65%** are married or common law
- Average age of *Brick* readers is **45-54**
- **93%** have college or university degrees
- **50%** have postgraduate degrees
- **40%** are writers
- Average household income: **\$80,000** to **\$99,999**
- **80%** of readers bought a book by an author they first encountered in *Brick*
- **87%** save each issue of *Brick* and make a permanent place for it on their shelves
- Pass-along rate: **2.1**

In the next three months, *Brick* readers will

- visit a gallery **81%**
- visit a museum **74%**
- see a play **65%**

In an average month, *Brick* readers spend on:

- books **93%**
60% spend more than \$50 on books every month
20% spend more than \$100
- restaurants **78%**
- concerts, plays, and special events **50%**
- clothing **39%**
- cinema **50%**

Source: 2013 Readership Survey



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	295	310	325	350

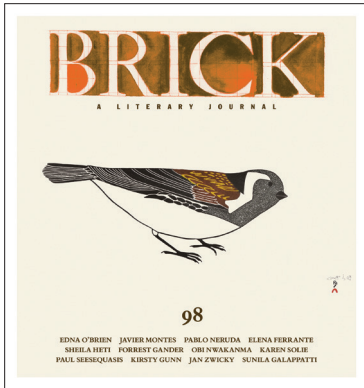
Bricolage, *Brick's* monthly newsletter:

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

All ads are hyperlinked and can be animated gifs. For the best display on high-resolution screens, please send ads at **600px W x 500px H**.

The Fine Print:

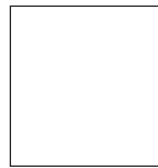
- Combine print and web campaigns and **we pay the HST**.
- Contact us for special rates for independent bookstores or small publishers.
- *Brick* reserves the right to refuse any prospective advertising campaign if it does not adhere to the magazine's core social and/or editorial values.
- Prices do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



Editorial Calendar:

Number	Season	Release Date	Reservation	Artwork In
101	Summer 2018	May 30/18	Mar 25/18	Apr 2/18
102	Winter 2019	Nov 30/18	Sept 25/18	Oct 2/18
103	Summer 2019	May 30/19	Mar 25/19	Apr 2/19
104	Winter 2020	Nov 30/19	Sept 25/19	Oct 2/19

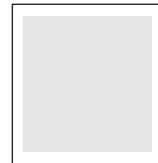
Ad Specifications:



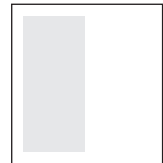
Brick's trim size is 8.25"W x 8.75"H



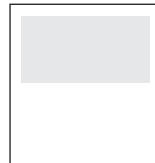
Add 0.125" bleed for full page ads



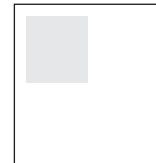
Full page safe area: 7.75" W x 8.25" H



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/X 1a** (CMYK or B&W) format, but we can accept TIFF files if necessary. Please include all fonts with your files. Minimum dpi is 300.

Contact:

Reserve space for your next advertising campaign.
 Contact Liz Johnston at 416-593-9684 or Liz@BrickMag.com
 or visit BrickMag.com