BRICK
A LITERARY JOURNAL

MEDIA KIT 2021-2022
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 1983 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.
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.
Print Rate Card

Colour:

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>1,000</td>
<td>930</td>
<td>880</td>
<td>840</td>
</tr>
<tr>
<td>Half page</td>
<td>700</td>
<td>650</td>
<td>615</td>
<td>580</td>
</tr>
<tr>
<td>Quarter page</td>
<td>400</td>
<td>370</td>
<td>350</td>
<td>335</td>
</tr>
<tr>
<td>Business card</td>
<td>250</td>
<td>230</td>
<td>220</td>
<td>215</td>
</tr>
</tbody>
</table>

B&W:

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>800</td>
<td>745</td>
<td>705</td>
<td>670</td>
</tr>
<tr>
<td>Half page</td>
<td>550</td>
<td>510</td>
<td>485</td>
<td>460</td>
</tr>
<tr>
<td>Quarter page</td>
<td>325</td>
<td>300</td>
<td>285</td>
<td>270</td>
</tr>
<tr>
<td>Business Card</td>
<td>175</td>
<td>165</td>
<td>155</td>
<td>150</td>
</tr>
</tbody>
</table>

Web Rate Card

Home Page at BRICKMAG.COM, rotating ad block:

<table>
<thead>
<tr>
<th>Display Size</th>
<th>1 month</th>
<th>2 months</th>
<th>3 months</th>
<th>4 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>300px W x 250px H</td>
<td>305 (x1)</td>
<td>290 (x2)</td>
<td>280 (x3)</td>
<td>275 (x4)</td>
</tr>
</tbody>
</table>

Bricolage, Brick’s monthly newsletter:

<table>
<thead>
<tr>
<th>Display Size</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>300px W x 250px H</td>
<td>185</td>
<td>160</td>
<td>140</td>
<td>125</td>
</tr>
</tbody>
</table>

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.
**Editorial Calendar:**

<table>
<thead>
<tr>
<th>Number</th>
<th>Season</th>
<th>Release Date</th>
<th>Reservation</th>
<th>Artwork In</th>
</tr>
</thead>
<tbody>
<tr>
<td>107</td>
<td>Summer 2021</td>
<td>May 30/21</td>
<td>Mar 25/21</td>
<td>Apr 2/21</td>
</tr>
<tr>
<td>109</td>
<td>Summer 2022</td>
<td>May 30/22</td>
<td>Mar 25/22</td>
<td>Oct 2/21</td>
</tr>
<tr>
<td>110</td>
<td>Winter 2023</td>
<td>Nov 30/22</td>
<td>Sept 25/22</td>
<td>Oct 2/22</td>
</tr>
</tbody>
</table>

**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