

The Capilano Review

2020
Media Kit





The Capilano Review has, for over forty years, provided a measure to the innovative and contemporary and been a productive site for a generation of literary and artistic boundary walkers. Its editors have provoked and sustained imagination and possibility for a wide range of writers and artists. *TCR* is a crucial voice to the continuing surge of westcoast and Canadian culture.

– *Fred Wah*

About *The Capilano Review*

The Capilano Review is an award-winning literary and visual arts magazine that publishes thoughtful, playful, and critical writing and art by Canadian and international practitioners, both emerging and established. Its pages include poetry, essays, visual art, commentary, interviews, and criticism designed to promote dialogue between art and writing.

The Capilano Review presents numerous readings, launches, workshops and satellite events throughout the year; hosts an annual Writer in Residence; and publishes the online projects *ti-TCR: a web folio* and the digital chapbook series, *SMALL CAPS*. The magazine frequently collaborates with local galleries and artist-run organizations, among them Polygon Gallery, Artspeak, Western Front, the Vancouver Art Gallery, and SFU Galleries.

The Capilano Review is perfect-bound, 7 inches wide by 9 inches high. The print edition is published three times a year. A digital (pdf) version is available for purchase simultaneously.



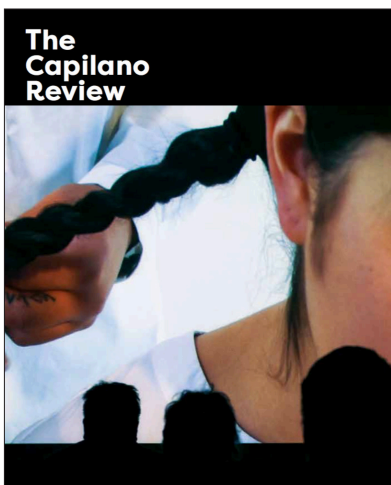


History

Founded in 1972 by Pierre Coupey at Capilano College in North Vancouver, *The Capilano Review* has a long history of publishing contemporary writers and artists who experiment with or expand the boundaries of conventional forms and contexts. Our magazine features thoughtful, playful, critical, language-oriented work with full-colour art sections designed to promote dialogue between writers and artists.



Our contributors have been well represented among the Griffin Poetry Prize, Governor General's Literary Awards, and the Dorothy Livesay Poetry Prize nominees and winners. They include Liz Howard, Ken Babstock, Dionne Brand, George Bowering, Erin Moure, August Kleinzahler, Sylvia Legris, Robin Blaser, Di Brandt, Robert Bringhurst, Alice Notley, Nicole Brossard, Robert Majzels, David McFadden, Don McKay, Sina Queyras, Michael Ondaatje, George Elliott Clarke, Roo Borson, Sachiko Murakami, Sharon Thesen, Tom Wayman, Colin Browne, Jordan Abel, Cecily Nicholson, Roger Farr, Renée Sarojini Saklikar, Wayde Compton, Meredith Quartermain, Jeff Derksen, Steve Collis, Ken Belford, Fred Wah, Larissa Lai, Daphne Marlatt, George Stanley, Rita Wong, and many more.



Since 1978 we've won numerous awards for excellence: eight gold and silver awards for fiction and poetry from The National Magazine Foundation, one Journey Prize, two Western Magazine Awards, and one Association for Canadian Studies Award of Merit in recognition of outstanding contributions to the development of Canadian Studies.



The key to *The Capilano Review's* remarkable success over so many years is the combination of adventurous and meticulous editing, great design, and *The Capilano Review's* connection to Vancouver, one of the great literary, art, and poetry centers of the Americas. We are delighted and honored to have been included!

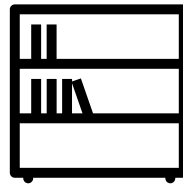
– *Susan Bee and Charles Bernstein*

About Our Readers

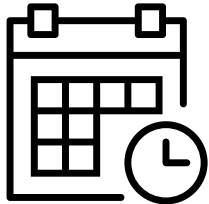
Readers of *The Capilano Review* appreciate experimental work, are active social media users, and range in age from 18-80 years. They include literature and visual arts practitioners, curators and critics, musicians and composers, educators, scholars, and students. The magazine is held in libraries, galleries, institutions, bookstores, and in the collections of its loyal subscribers worldwide. 58% of *The Capilano Review's* subscribers live in British Columbia.



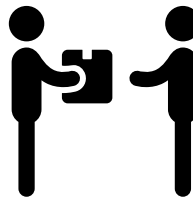
87% HOLD A
BACHELOR'S
DEGREE OR
HIGHER



33% PURCHASE
OVER 20 BOOKS
PER YEAR



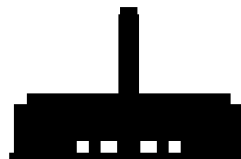
79% SAVE THEIR
COPY FOR MORE
THAN ONE YEAR



51% SHARE THEIR
COPY WITH 1-2
OTHER PEOPLE



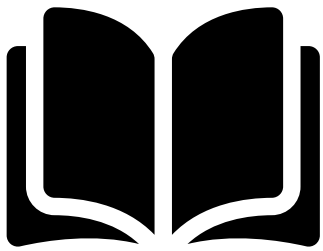
66% ATTEND
SEVERAL LITERARY
EVENTS PER YEAR



38% VISIT ART
GALLERIES AND
MUSEUMS AT LEAST
6 TIMES PER YEAR

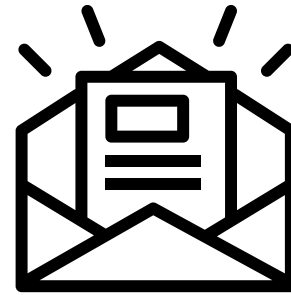
Circulation & Distribution

The Capilano Review can be found on newsstands, libraries, and galleries across Canada.



1,800+

ANNUAL PRINT CIRCULATION



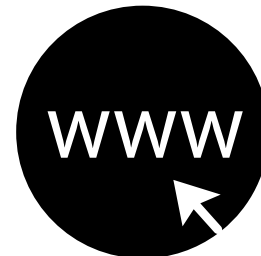
2,600+

NEWSLETTER SUBSCRIBERS



6,300+

FOLLOWERS ON SOCIAL



81,000+

ANNUAL PAGE VIEWS

Pricing

INDIVIDUAL ISSUES

Cover Price: \$14

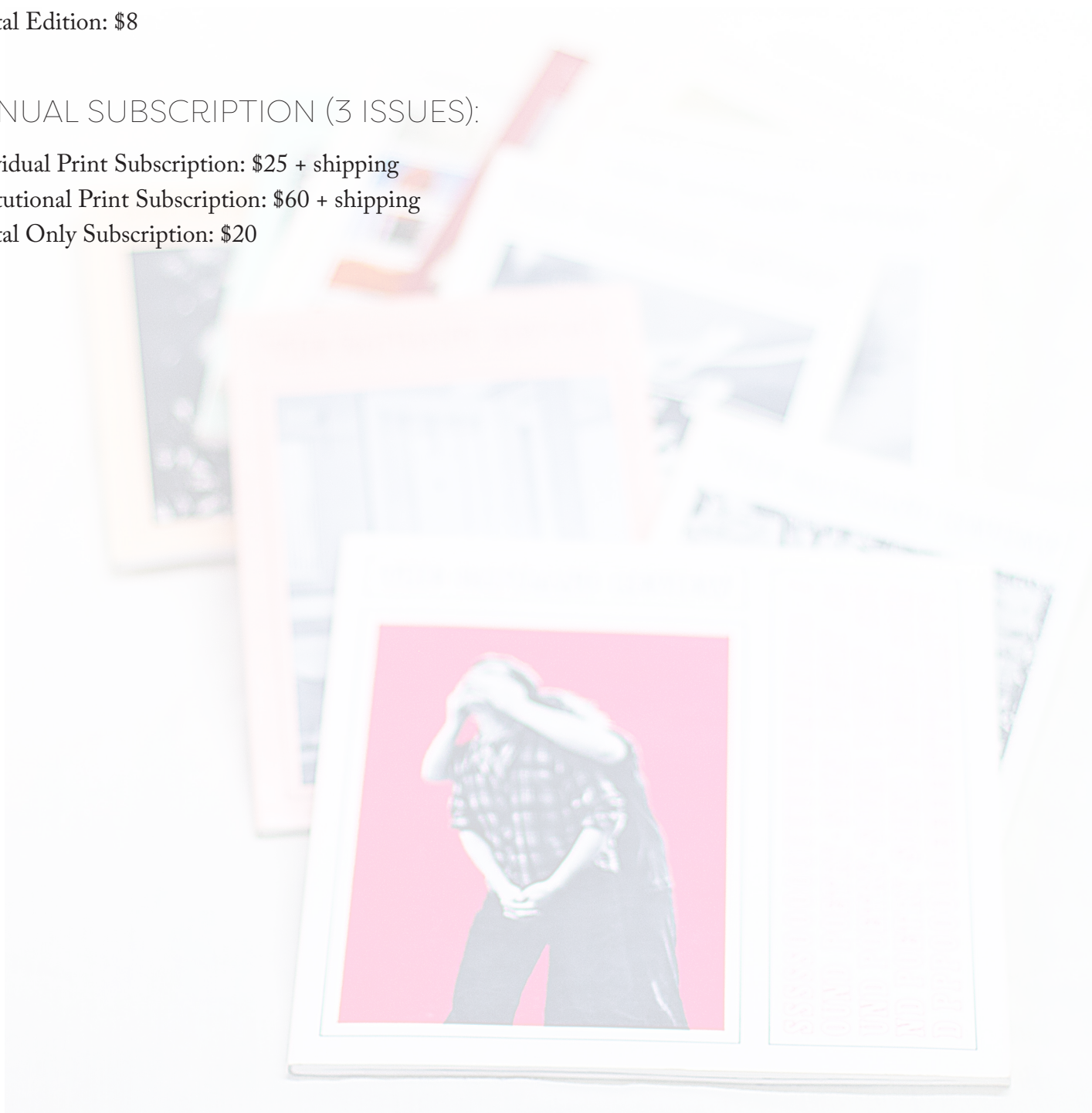
Digital Edition: \$8

ANNUAL SUBSCRIPTION (3 ISSUES):

Individual Print Subscription: \$25 + shipping

Institutional Print Subscription: \$60 + shipping

Digital Only Subscription: \$20



2020 Editorial Calendar & Ad Pricing

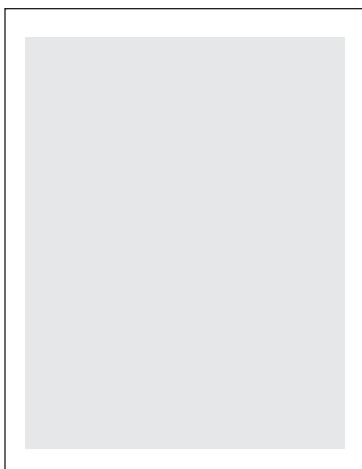
Print Issue	Print Ads Due	Release Date
3.40 (Winter 2020)	Dec 1, 2019	Feb 2020
3.41 (Spring 2020)	Mar 1, 2020	May 2020
3.42 (Fall 2020)	Sept 1, 2020	Nov 2020

Print Rate Card	1x	2x	3x
Full page	\$350	\$550	\$800
Half page	\$200	\$350	\$500

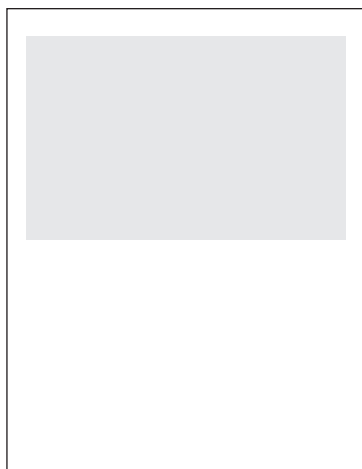
Print Ad Specifications

- PDF (preferred), TIFF or JPEG files accepted
- Minimum 300 dpi with all fonts and images embedded
- Ads with bleed should add 0.125"
- Ads are greyscale only

The Capilano Review is perfect-bound, 7" wide by 9" high.



Full-Page Ad:
6.5" W x 8.5" H



Half-Page Ad:
6.5" W x 4.25" H

2020 Website Ad Pricing

Website Rate Card	4 months	8 months	1 year
Leaderboard Footer	\$125	\$225	\$400

Web Ad Specifications

- 728px x 90px
- JPEG or PNG files accepted
- Minimum 72 dpi
- Colour (RGB format)



Leaderboard - Footer Ad
728px x 90px



Advertising contact:

contact@thecapilanoreview.ca