



2021

MEDIA INFORMATION
& ADVERTISING RATES

**COMMUNICATION ARTS REACHES A UNIQUE AUDIENCE
ALMOST HALF OF CA SUBSCRIBERS RELY EXCLUSIVELY
ON CA AND DO NOT PERSONALLY SUBSCRIBE TO ANY
OTHER INDUSTRY PUBLICATION.**

EDITORIAL PHILOSOPHY

Communication Arts is the premier source for reaching designers, art directors, design firms, corporate design departments, advertising agencies, interactive designers, illustrators and photographers—everyone involved in visual communication. Whether in print or online, CA's editorials, feature articles and the annual competitions it sponsors provide new ideas and information, while promoting the highest professional standards for the field.

Now in its 62nd year, CA continues to showcase the current best—from industry veterans to tomorrow's innovators—in design, advertising, illustration, photography, interactive design and typography.

WHO
READS
CA?

COMMUNICATION ARTS IS READ BY GRAPHIC DESIGNERS, CREATIVE DIRECTORS, ART DIRECTORS, MULTIMEDIA PROFESSIONALS, PHOTOGRAPHERS AND ILLUSTRATORS.

They are skilled advertising and design professionals at the height of their careers. They specify paper for annual reports; create corporate identities, company brochures, letterheads and other literature; they buy stock images and hire photographers and illustrators to help shape their work; they make commercials for TV, radio and print; they design Web sites, mobile applications and interactive kiosks. They are savvy and educated consumers of technology—especially Apple computers, and the hardware and software that make them run. They use top-of-the-line photography equipment. They are also consumers of well-designed lifestyle products and innovative office and home furnishings.

Average paid circulation is 21,000.

WHY
ADVERTISE
IN CA?

COMMUNICATION ARTS IS THE WORLD'S NUMBER-ONE MAGAZINE OF VISUAL COMMUNICATIONS.

No other paid publication comes close to reaching as many creative professionals as CA. Just about everyone in the business either subscribes to CA or reads someone else's copy. With an average of 1.8 people reading or looking at each issue—giving *Communication Arts* a reach of over 100,000—you can target your message to a large universe of top creative professionals.

Your ads won't get lost in a sea of other ads, either. CA maintains one of the lowest advertising-to-editorial ratios of all trade publications in this field.

Ask any art director or designer, "Which publication ranks first?" and "CA" will likely be the answer. If you want to target the graphic designer, advertising creative, photographer, illustrator or multimedia professional, CA is the most effective publication for doing so.

READERSHIP PROFILE

Demographics

AVERAGE AGE 42.5

MALE 51% FEMALE 48%

AVERAGE EXPERIENCE 16.9 years

82% have 5+ years experience

68% have 10+ years

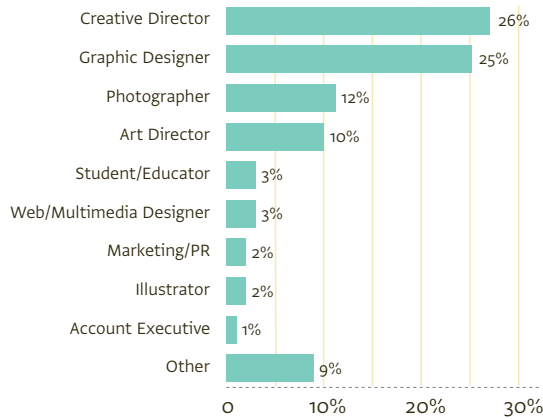
OWNERS 49% are either owners, partners or principals.

PURCHASING INVOLVEMENT 88% have some level of involvement.

EMPLOYEES 38% work in companies with more than 50 employees; 41% work in companies with 4 or fewer employees

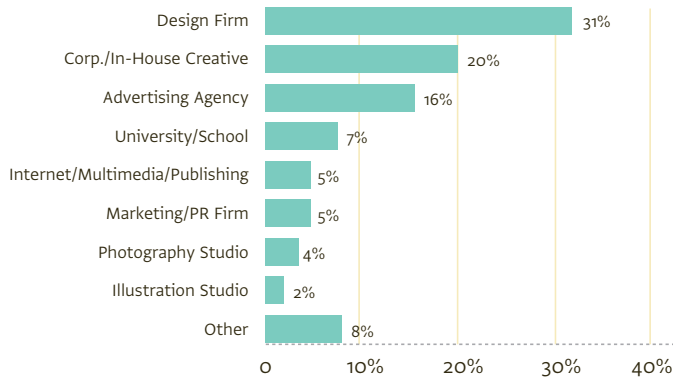
INCOME Mean average is \$75,400

JOB DESCRIPTION



93% of CA subscribers say they rely on Communication Arts as their primary resource for creative inspiration.

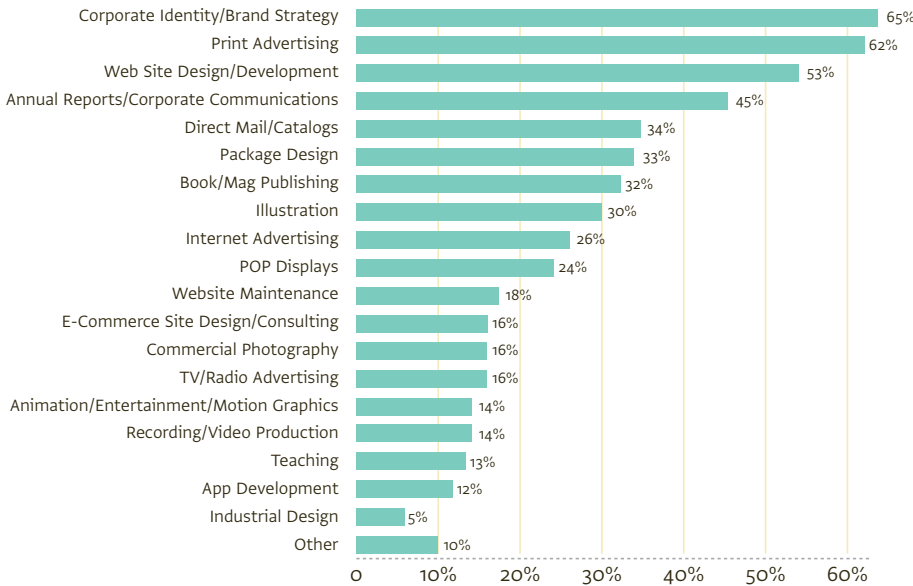
WHERE THEY WORK



CA subscribers are long-tenured in the industry and many are executives. The average subscriber has been involved in the industry for 17 years.

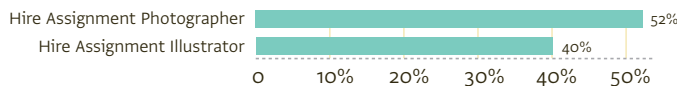
COMMUNICATION ARTS SUBSCRIBERS ARE ENGAGED WITH THE PUBLICATION. THEY HAVE BEEN SUBSCRIBING FOR 8 YEARS, ON AVERAGE.

TYPES OF WORK



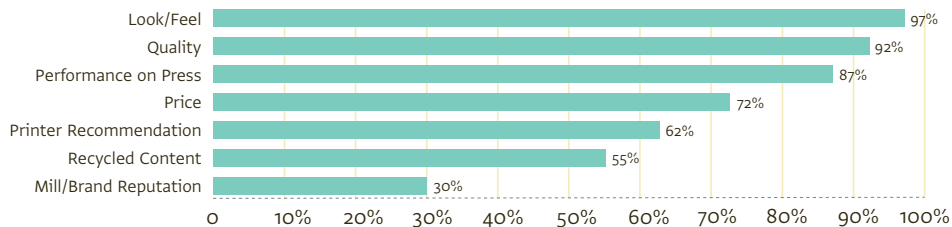
88% of CA subscribers are involved in some way with their company's purchasing decisions.

STOCK USAGE



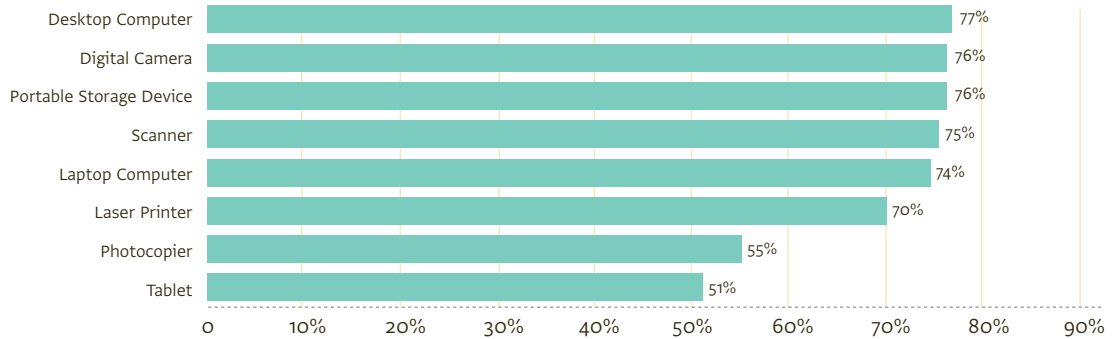
85% of CA subscribers use photography or illustration, including stock or assignment work from an outside source.

FACTORS IN PAPER PURCHASING SELECTION



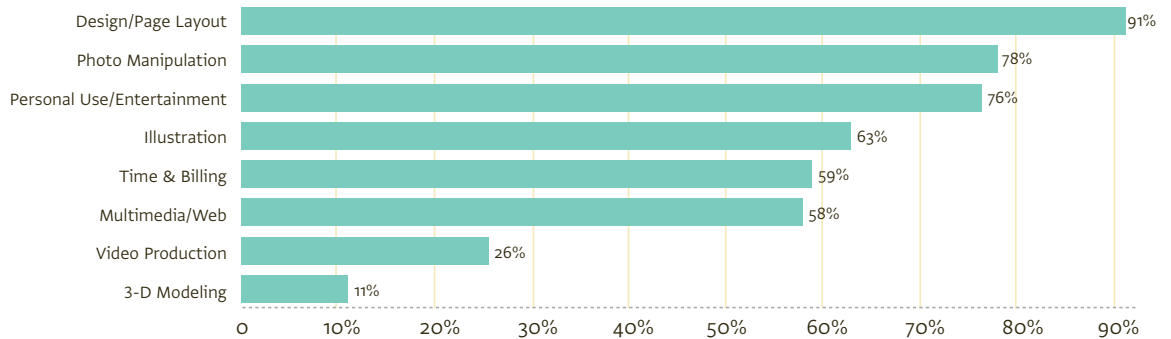
69% of CA subscribers recommend paper for client projects and over half learn about new paper from trade publications.

TECHNOLOGY CURRENTLY USED



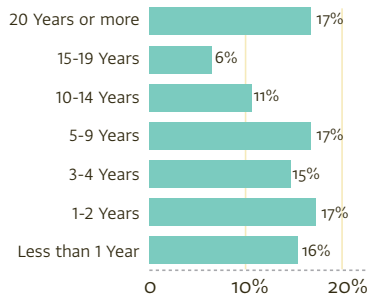
Organizations will spend an average of \$34,400 this year on new technology-related products.

COMPUTER USAGE



18% of CA subscribers say they plan to purchase a new computer in the next 12 months.

SUBSCRIPTION LENGTH



Virtually all subscribers (99%) save their issues of *Communication Arts* for future reference.

2021 PRINT EDITORIAL CALENDAR AND DEADLINES
 CA IS PUBLISHED 6X A YEAR, EVERY TWO MONTHS. PAID CIRCULATION—21,000

Issue	Additional Editorial	Dates
<p>JANUARY/FEBRUARY 2021 :: TYPOGRAPHY ANNUAL</p> <p>This annual displays the best examples of typographic use in design and advertising, as well as original typeface design.</p>	<p>Issue also includes feature profiles on a design firm, illustrator, interactive studio and photographer.</p>	<p>INSERTION ORDER DUE: 10.30.20</p> <p>MATERIALS DUE: 11.06.20</p> <p>INSERTS DUE: 11.13.20</p> <p>PUB. MAILS: 12.15.20</p> <p>ON SALE: 12.28.20</p>
<p>MARCH/APRIL 2021 :: INTERACTIVE ANNUAL</p> <p>Results of our 26th Interactive competition. Categories include websites/microsites, social, desktop, mobile, tablet/handheld devices, environmental, and miscellaneous interactive.</p>	<p>Issue also includes feature profiles on a design firm, an advertising agency, illustrator and photographer.</p>	<p>INSERTION ORDERS DUE: 1.01.21</p> <p>MATERIALS DUE: 01.08.21</p> <p>INSERTS DUE: 1.15.21</p> <p>PUB. MAILS: 02.16.21</p> <p>ON SALE: 03.01.21</p>
<p>MAY/JUNE 2021 :: ILLUSTRATION ANNUAL</p> <p>This annual shows hundreds of the best illustrations used for editorial, institutional and advertising. An indispensable tool for art buyers. Categories include advertising, books, editorial, for sale, institutional, animation, self-promotion and unpublished.</p>	<p>Issue also includes feature profiles on a design firm, an advertising agency and photographer.</p>	<p>INSERTION ORDERS DUE: 02.26.21</p> <p>MATERIALS DUE: 03.05.21</p> <p>INSERTS DUE: 03.12.21</p> <p>PUB. MAILS: 04.13.21</p> <p>ON SALE: 04.26.21</p>
<p>JULY/AUGUST 2021 :: PHOTOGRAPHY ANNUAL</p> <p>Over 200 photographs, by established photographers and rising stars, reproduced using special techniques and the highest quality printing available. An indispensable tool for photography buyers. Categories include advertising, books, editorial, for sale, institutional, multimedia, self-promotion and unpublished.</p>	<p>Issue also includes feature profiles on a design firm, an advertising agency and illustrator.</p>	<p>INSERTION ORDERS DUE: 05.01.21</p> <p>MATERIALS DUE: 05.08.21</p> <p>INSERTS DUE: 05.15.21</p> <p>PUB. MAILS: 06.16.21</p> <p>ON SALE: 06.29.21</p>
<p>SEPTEMBER/OCTOBER 2021 :: DESIGN ANNUAL</p> <p>This annual presents the results of CA's 62nd Design competition, the most coveted, respected and prestigious design competition in the world. Categories include posters, brochures, trademarks, packaging, corporate identity, catalogs, letterheads, environmental and motion graphics.</p>	<p>Issue also includes feature profiles on an advertising agency, illustrator and photographer.</p>	<p>INSERTION ORDERS DUE: 07.09.21</p> <p>MATERIALS DUE: 07.16.21</p> <p>INSERTS DUE: 07.23.21</p> <p>PUB. MAILS: 08.24.21</p> <p>ON SALE: 09.06.21</p>
<p>NOVEMBER/DECEMBER 2021 :: ADVERTISING ANNUAL</p> <p>This annual displays the best in consumer and institutional print ads, online advertising, integrated campaigns along with posters, television and radio commercials. It is considered a must-have for art directors and creative directors.</p>	<p>Issue also includes feature profiles on a design firm, illustrator, interactive studio and photographer.</p>	<p>INSERTION ORDERS DUE: 09.03.21</p> <p>MATERIALS DUE: 09.10.21</p> <p>INSERTS DUE: 09.17.21</p> <p>PUB. MAILS: 10.19.21</p> <p>ON SALE: 11.01.21</p>

PRINT RATE CARD NUMBER 60 | EFFECTIVE JANUARY/FEBRUARY 2020 ISSUE

GROSS AD RATES	OPEN	3 X	6 X	12 X	LIVE AREA
Spread, 4c	\$7,875	\$7,475	\$7,075	\$6,675	7 x 9 ⁷ / ₈
1 page, 4c	\$5,405	\$5,105	\$4,805	\$4,505	7 x 9 ⁷ / ₈
1/2 page	\$2,930	\$2,730	\$2,530	\$2,330	3 ³ / ₈ x 9 ⁷ / ₈ or 7 x 4 ³ / ₄
1/4 page	\$1,495	\$1,295	\$1,095	\$895	3 ³ / ₈ x 4 ³ / ₄
Cover 4	\$11,415				7 x 9 ⁷ / ₈
Cover 3	\$6,950				7 x 9 ⁷ / ₈
Cover 2	\$8,870				7 x 9 ⁷ / ₈

Page 5, opposite TOC Add 15% for guaranteed placement

PREPRINTED INSERTS	OPEN	3 X	6 X	12 X	UNTRIMMED
2-page, single sheet, printed both sides	\$7,630	\$7,345	\$7,085	\$6,785	8 ⁷ / ₈ x 11 ¹ / ₈
4-page, left-hand fold, printed all sides	\$9,920	\$9,530	\$9,160	\$8,760	Folded to 8 ⁷ / ₈ x 11 ¹ / ₈

Digital Distribution Included:

When you advertise with CA you have the option of having your ad seen by all CA subscribers who engage with the magazine via print and PDF.

Rate Card Terms and Conditions

All orders are subject to acceptance by *Communication Arts* at its headquarters in Menlo Park, CA. No conditions other than those set forth in this rate card shall be binding upon *Communication Arts* unless specifically agreed to by *Communication Arts* in writing.

Commission

All payments are due within thirty (30) days of the invoice date. 15% of gross billing allowed to recognized agencies on space and color. No commission is allowed on production charges. Agency commission will be forfeited if payment is not received within 30 days after billing date. Advertisers shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices. *Communication Arts* reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to *Communication Arts*.

Prepayments and Credit

Accounts with no previous credit history with *Communication Arts* are required to make prepayment by space order deadline and complete a credit application.

The publisher reserves the right to decline acceptance of any advertisements for which prepayment has not been received or credit has been denied on or before the space order deadlines. If credit is approved *Communication Arts* reserves the right to cancel credit at any time with or without notice for whatever reason.

Bleed

No extra charge for bleed on ads of full-page or larger. Bleed not accepted on ads smaller than full-page.

Preferred Position

Positioning of advertisements is at the sole discretion of *Communication Arts*. No preferred positioning available except for page ad facing the front or back page of a preprinted insert from the same advertiser or consecutive full-page ads.

Production Charges

If file supplied does not meet the production standards of *Communication Arts*, the ad will be rejected or corrected at the advertiser's expense. *Communication Arts* is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond *Communication Arts*'s control.

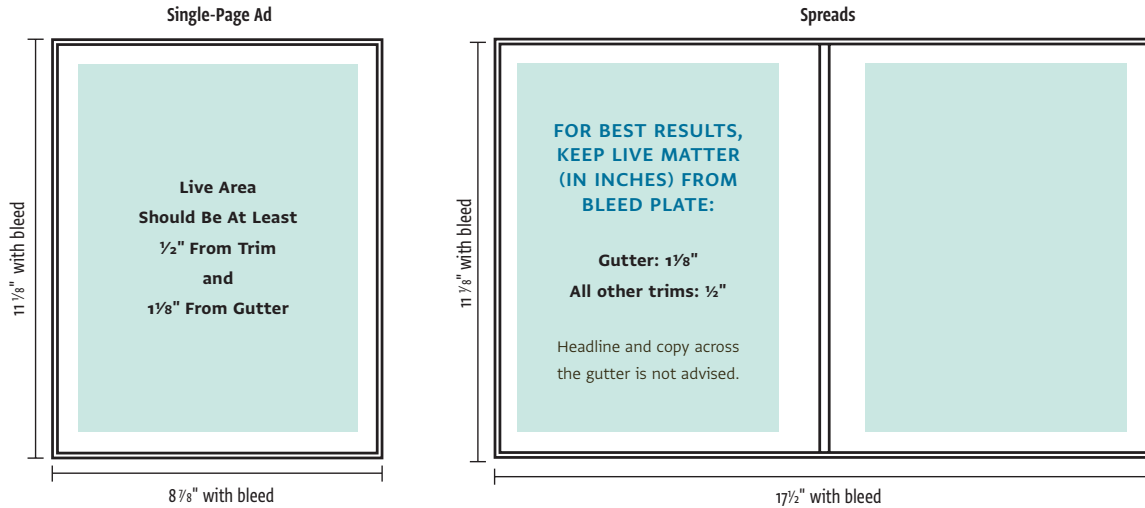
Copy and Space Order Regulations

Publisher reserves the right to reject any advertising. In consideration of *Communication Arts*'s publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend *Communication Arts* against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of *Communication Arts*'s printing, publishing, or distributing such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services. In no event shall *Communication Arts* be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to *Communication Arts* for the publication or distribution of such materials.

Cancellations

Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication.

PRINT SPECIFICATIONS



For complete file specifications including downloadable PDF files, please go to www.commarts.com/advertise-us

General Overview

Printing Process: Offset Full Run, 4-color process

Final Magazine Size: 8 5/8 x 10 7/8"

Binding: Perfect-bound

Ad Sizes	Trimmed Bleed	With Bleed
Spread	17 1/4 x 10 7/8"	17 1/2 x 11 1/8
1 page	8 5/8 x 10 7/8"	8 7/8 x 11 1/8
1/2 page vert.	3 3/8 x 9 3/4	n/a
1/2 page horiz.	7 7/8 x 4 3/4	n/a
1/4 page	3 3/8 x 4 3/4	n/a

Material Specifications

SWOP Specifications Apply. Digital files only; film not accepted.

- File Type:** PDF/X-1a or PS (PostScript-Print to File)
All fonts are embedded. Type 1 Fonts Only. No Multiple Master fonts.
All trim and bleed marks are included.
- Color:** CMYK only (NO RGB) except for paid-for spot colors
- Media/Transport:** Email, FTP Server
- Proofing (optional):** SWOP certified proofs
- Maximum/ Recommended Screen:** 200 line
- Color Density:** 300% max of 4-color process, with no single color exceeding 90%

PRINT SPECIFICATIONS (CONTINUED)

Preprinted Inserts *(MUST BE APPROVED BY COMMUNICATION ARTS)*

- Weight:** Maximum weight allowed is 80 lb. cover or 100 lb. text.
- Size:** Delivery size is $8\frac{7}{8} \times 11\frac{1}{8}$. Bindery trims $\frac{1}{8}$ " from all sides.
- Publication Trim:** $8\frac{5}{8} \times 10\frac{7}{8}$. Please keep live area at least $\frac{1}{2}$ " from outside trim and $\frac{1}{8}$ " from gutter edge. Perf should be $\frac{1}{2}$ " from gutter edge.
- Design Restrictions:** Gatefolds, tip-ins and heavy inserts can only run as outserts (subject to special pricing).
- Quantities:** 25,000 inserts required. Quantities subject to change. Overages will not be stored.

Outserts

Odd-shaped, undersized and/or heavy inserts cannot be bound into *Communication Arts*. These can only run as "outserts"—placed loose, inside the poly bag. Weight and size restrictions apply. Contact us for prices and further information.

Shipping Instructions

Insertion orders, digital files and color proofs to:

Dirk Moeller
Communications Arts
110 Constitution Drive
Menlo Park, CA 94025-1107
(650) 815-4226
(650) 326-1648 (fax)
advertising@commarts.com

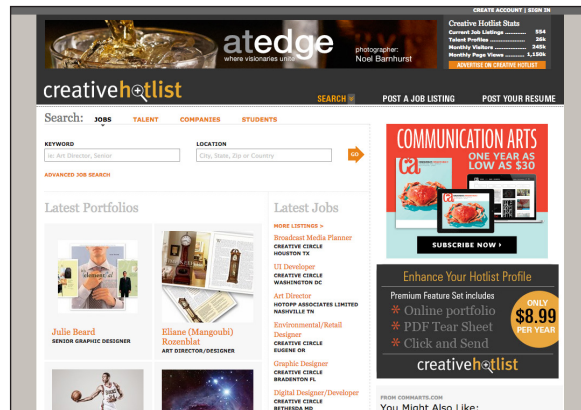
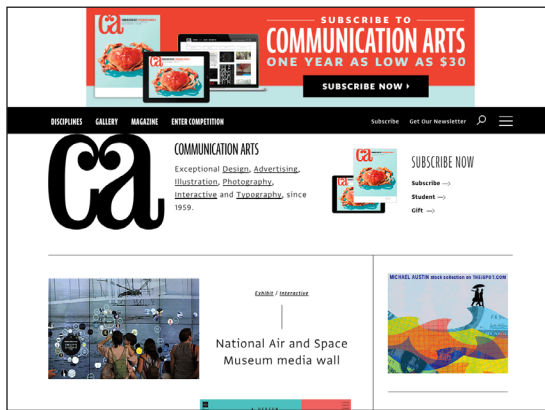
Inserts to:

Communication Arts (date of issue)
c/o Schumann Printers
Attn: Bonnie Miles—Communication Arts Inventory
200 Swarthout Rd
Fall River, WI 53932

Please be sure to include the date of issue (e.g., "December 2021").

DIGITAL ADVERTISING

Communication Arts has two premier websites for creative professionals: Commarts, the online presence for the magazine, and Creative Hotlist, a career-resource site that features creative talent and job listings. Newly launched with a fresh, fully responsive, content-rich design, Commarts.com reaches graphic designers, advertising creatives, multimedia designers, illustrators, photographers and students of the trade.



TRAFFIC AND REACH*

On average Commarts.com and Creativehotlist.com have 152,810 visits per month and 384,004 page views. Both sites have a global reach with the primary audiences based in USA, Canada and UK.

Commarts.com: 97,500 monthly visits, 212,675 page views, 60,466 users

Creativehotlist.com: 12,500 monthly visits, 38,665 page views, 9,210 users

Daily newsletter: 32,500 subscribers**

Twitter: 86,500 followers

Facebook: 150,000 fans

*Subject to change. Averages reflect last 12 months June 2019-June 2020

**Actively promoted; growth planned

CREATIVES • HIGHLY EDUCATED • TREND SETTERS • LOYAL

DIGITAL ADVERTISING OPTIONS

WEB BANNERS

Online advertising is sold by the impression on a CPM (cost per thousand) basis. Advertisers determine the amount of impressions to purchase along with campaign start and stop date. The ad serving system (Google Ad Manager) will manage delivery of those impressions across the designated timeframe.

Type	Size	Placement	CPM
Homepage takeover	970x250, 728x90, & 300x250	Commarts.com site Home Page and Discipline home pages.	\$2,000 flat fee 5,000 impressions guaranteed
Billboard	970x250	Top of site	\$40
Leaderboard	728x90	Editorial breaker	\$30
Square	300x250	Right Rail	\$25
3 banner sizes in rotation			\$30

BANNER SPECIFICATIONS

All ad banners on Commarts.com and CreativeHotlist.com are served from DoubleClick DFP.

We accept the following sizes:

- **970 x 250 - billboard**
- **728 x 90 - leader board**
- **300 x 250 - medium square box**

File Type: GIF, JPG, PNG, HTML5 (Ask for more detailed specs if supplying HTML5) 200K maximum, 72 dpi

FOR ALL BANNERS:

- Include the URL of the page the banner will point to.
- For animated banners please set them to loop no more than three times.

Third Party Tags:

If you use a third party ad service to host your banner we need the appropriate tags for placement in DoubleClick DFP. For Rich Media placements include the placeholders for inserting the DoubleClick click (%c) and cache busting (%n) macros--your ad service will know what these are. Existing site content or imagery cannot be modified and banner cannot interfere with main navigation of site.

Files and linking URLs must be provided at least 2 days prior to launch date (5 working days prior for Rich Media tags).

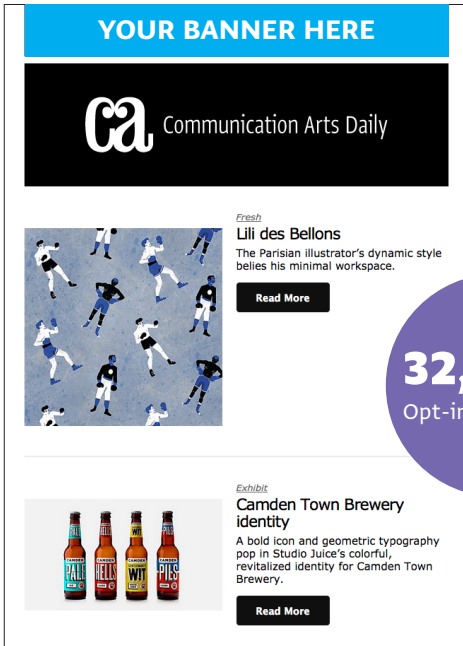
Prepayment is required for all new advertisers.

DIGITAL ADVERTISING OPTIONS (CONTINUED)

EMAIL NEWSLETTER SPONSORSHIP

Commarts Daily, CA’s newsletter highlights Commarts.com’s latest content and is sent to 32,500+ opt-in subscribers five times a week. You will be the exclusive sponsor. Your 728x90 leaderboard banner will appear at the top of each day’s newsletter. Weekly and monthly sponsorships are available.

Type	Size	Placement	Rate
Sponsorship	728x90	Top of newsletter	\$1,000 per week (5x's) \$3,000 per month (20x's)



PAID SPONSORED CONTENT

Reach the creative community with insightful content that connects them to your brand. Your CA-approved content will be posted on CA’s Home Page, associated Column and Discipline landing pages and shared on CA’s e-marketing and social media channels, extending your brand beyond CA’s website visitors. Content must “fit” the voice of Commarts.com and should not be explicitly promotional.

Rate: \$1,800 net per 30-day period (includes one content item on Commarts.com, 4 social media mentions, and 1 newsletter feature).

Supplied Text: 1,400 words max, linking URL’s, 100-character synopsis, optional subhead.

Supplied Images: high-res images (jpeg, png, gif or tiff), 5 max images. Additionally, please include headshot and short bio of author.

Important: Content must “fit” the voice of Commarts.com and should not be explicitly promotional.

WEB BANNER SIZES - COMMARTS.COM & CREATIVEHOTLIST.COM

Billboard 970 x 250

DISCIPLINES GALLERY MAGAZINE ENTER COMPETITION

COMMUNICATION ARTS
Exceptional Design, Advertising, Illustration, Photography, Interactive and Typography, since 1959.

SUBSCRIBE NOW
Subscribe →
Student →
Gift →

Nota Bene identity

FunctionFox

Leaderboard 728 x 90

Billboard 970 x 250
OR
Leaderboard 728 x 90

creativehotlist

SEARCH POST A JOB LISTING POST YOUR RESUME

Search: JOBS TALENT COMPANIES STUDENTS

KEYWORD: Art Director, Senior LOCATION: City, State, Zip or Country

ADVANCED JOB SEARCH

Latest Portfolios

Latest Jobs

Enhance Your Hotlist Profile

Premium Feature Set includes

- * Online portfolio
- * PDF Tear Sheet
- * Click and Send

ONLY \$8.99 PER YEAR

creativehotlist

FROM COMMARTS.COM

You Might Also Like:

SALON INTERNATIONAL DE L'AUTO

2016 CINEMA JOVE

CLIMATE EXPLORER

MORE WAYS TO REACH THE COMMUNICATION ARTS' AUDIENCE

COMPETITION SPONSORSHIPS

ASSOCIATE YOUR COMPANY WITH THE MOST PRESTIGIOUS JURIED COMPETITIONS IN VISUAL COMMUNICATIONS.

Since 1959, Communication Arts competitions recognize the best in visual communications from around the world. Winning entries are beautifully featured in our magazine.

BENEFITS:

Receive "Sponsored-by" logo placement on over one million Call-for-Entry messages sent via e-mail, print, online and social media, and on the introduction page to the winners in the printed magazine. You also receive one-time usage of our competition's e-mail or mailing lists.

EXCLUSIVITY:

Only three sponsorship positions available per competition.

ARTWORK REQUIREMENTS:

Sponsor provides logo artwork to CA specifications.

COST:

\$5,000 per sponsorship.

Availability:

Typography, Interactive, Illustration, Photography, Advertising & Design

POSTAL MAILING LIST RENTAL

Target your direct response postal mailings to the largest audience of skilled advertising and design professionals at the height of their careers.

Availability: 20,000 names

Sort: Geographic only

Rate: \$200/M, usage 1x only (\$500 minimum)

Must use 3rd party mailing house.

Mailing piece must be approved by CA publisher.

FOR MORE ADVERTISING INFORMATION PLEASE CONTACT:

Dirk Moeller
Advertising Director
advertising@commarts.com
650-815-4226