

ornamentum

Decorative Arts and Design in Canada | Les arts décoratifs et design au Canada

FALL | WINTER 2021



15
\$13.00
On sale until
May 31, 2022

MID-CENTURY MODERN DES
de Jacques Garnier | Mode
Mikmaq Designs for English
Thor Hansen and Canadian

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SPRING | SUMMER 2021



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RISK Meet the Maker: Robert Chaplin
Kawiff's 'Cats in a Hat' Campaign
Canadian Dinnerware Patterns | Corn Fl
There and Now | Ongoing Interviews

SKILLS: DESIGN FOR BROADCASTING | Photo Products T16 |
Greg Dettl on Design Canada | Radio & Marketing Software
Linda Lovelace's Big Endorsement | Designer André Storm
Infrared Laptop Charging Pads | Following George Radwin

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THE DECORATIVE ARTS AND THE HAND-MADE
Tom Wilder | Meet the Makers
Aur Lee Martin | Bone-Making | Wooden Boat Museum
Personalized Dinner Plates | Boyd and Erica DeLorenzo

Parkwood Estate
Hood Ornaments
Schlegel de Marichard

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SPRING | SUMMER 2019



THE DECORATIVE ARTS & COLOUR Harriet Bunting Weld
Unignorable | Suffragette Jewellery | Kelly Burgess
Paint Colours in 18th Century Quebec
Sample Colour Plates | Toan Klein's 'Galaxy' Glass

\$12.00

12
\$12.00
On sale until
May 31, 2022

American Southwest-
Posters |
An Interview
Stable Houses



\$10.00

The Decorative Arts and Jewellery

Bruce Alexander | Chasing the Art of Repoussé
Canadian Jewellery History | Homage | Raw Materials
Jewellery + Metal Arts Program | Peter Kochuta

12
\$10.00
On sale until
May 31, 2022

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Canada's leading decorative arts and design magazine!

Media Kit 2023

CURATORS
DESIGNERS
GALLERY OWNERS
ART CONSULTANTS
LIBRARIANS
EDUCATORS
COLLECTORS
ART ENTHUSIASTS



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The only magazine in Canada dedicated to historical and contemporary decorative arts.

Ornamentum features historical and contemporary Canadian decorative arts as well as designer profiles. Written for a general audience but of interest to scholars, each issue focuses on a different theme, such as architecture, urban design, or the botanical arts. *Ornamentum* appeals to art professionals and a diverse range of engaged readers, including curators, designers, gallery owners, art consultants, librarians, educators, collectors and art enthusiasts.



Ornamentum magazine delivers access to decorative arts to over 6000 readers.

The Canadian Society of Decorative Arts / Cercle canadien des arts décoratifs is a national, non-profit organization founded in 1981 for the study, appreciation, and promotion of design and decorative arts in Canada through programming and publications. The CSDA/CCAD publishes *Ornamentum* with articles in both French and English written by makers, scholars, collectors, and journalists.

The CSDA/CCAD circulates over 2000 *Ornamentum* magazines twice yearly. Each magazine has multiple, well educated and engaged readers.

The decorative arts encompass fine arts, craft, and the aesthetics of the everyday. *Ornamentum* includes ceramics, glass, furniture and furnishings, graphics, industrial design, interior design, metalwork and jewellery, textiles, theatre arts, and aspects of architecture and landscape design.

Print Rates

Full colour advertisements only

Placement	1 Issue	2-4 Issue	Size
Back cover	\$685.00	\$580.00	8.5" w x 11" (9" x 11.5" including bleed)
Inside back cover	\$575.00	\$490.00	8.5" w x 11" (9" x 11.5" including bleed)
Inside front cover	\$575.00	\$490.00	8.5" w x 11" (9" x 11.5" including bleed)
Premium page*	\$540.00	\$460.00	6.7" w x 9.45" (no bleeds)
Full page	\$435.00	\$370.00	6.7" w x 9.45" (no bleeds)
Half page (Vertical)	\$315.00	\$270.00	3.125" w x 9.45" (vertical)
Half page (Horizontal)	\$315.00	\$270.00	6.7" w x 4.56" (horizontal)
Quarter page	\$185.00	\$160.00	3.27" w x 4.56" (vertical)

* (Pages 1-2, across from the table of contents and editorial, and inside the front and back covers.)

Web Rates

Size	3 Months	Year *
600px x 300px (3 block)	\$200.00	\$750.00
300px x 250px (3 block)	\$150.00	\$550.00

* Advertisements can be rotated every 3 months for annual orders.

Readership

- 95% hold degrees in higher education
- 62% identify as female
- 23% are over 65 years old

Distribution

- 68% to Ontario and Quebec
- 19% to Western Canada
- 10% to Eastern Canada
- 3% to U.S. and overseas

- 70% of magazines are subscriptions
- 15% are distributed to newsstands
- 15% are distributed through antique dealers

"[This magazine is] tailor made for us...the readers of *Ornamentum* are our target audience."

Bill Kime,
Decorative Arts Specialist,
Waddington's Auctioneers & Appraisers

Schedule

The **Spring/Summer** issue is published in May.
Deadline for ad reservations is **February 28th**.
Deadline for submission of final artwork is **March 31st**.
The **Fall/Winter** issue is published in November.
Deadline for ad reservations is **August 31st**.
Deadline for submission of final artwork is **September 27th**.

To book advertising space, or for more information about advertising in *Ornamentum*, email advertising@ornamentum.ca

For online information and to view back issues of *Ornamentum*, visit www.ornamentum.ca



Brad Copping, Candlesticks

“With its focus on the decorative arts in Canada, *Ornamentum* is an ideal vehicle to increase awareness of our business in a growing market.”

Peter Baker,
Owner,
Peter E. Baker Antiques

Specifications

ACCEPTABLE FILES

High-res PDF
EPS or TIFF
Illustrator AI version 5.5 or
Indesign version 5.5

COLOUR, IMAGES and TYPOGRAPHY

Images are embedded and fonts outlined.
All files and images must be provided as CMYK.
All images must be supplied high resolution:
300 dpi @ 100%

BLEED

For ads that bleed, please
include 0.25" bleed and crop
marks all around.

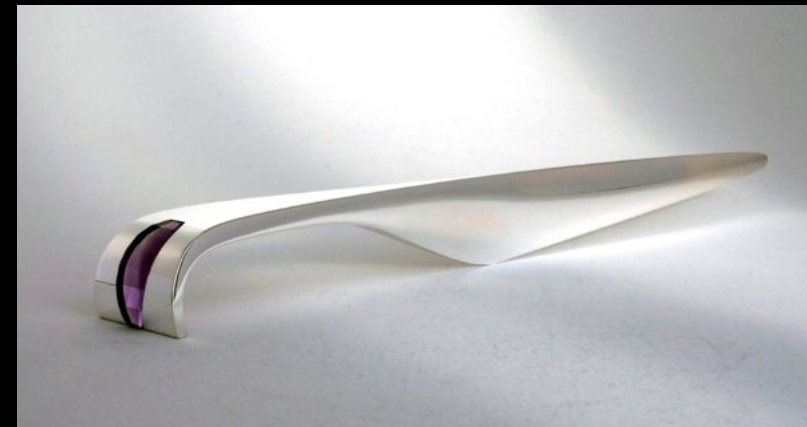
DESIGN ENQUIRIES

Any questions or clarifications regarding artwork for
ads can be sent to debbie@a-plus-a-design.com

Advertising artwork should be sent to advertising@ornamentum.ca

For files larger than 8 MB, please use an online file sharing service or contact advertising@ornamentum.ca to arrange.

Ornamentum and CSDA/CCAD reserve the right to reject any advertisement not conforming to its standards. Dates are subject to change without notice.



Wesley Harris, RCA, Letter opener

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P.O. Box 235 Station Q, Toronto ON M4T 2M1

www.ornamentum.ca