2020
MEDIA INFORMATION
& ADVERTISING RATES
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 61st 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 23,000.

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

WHERE THEY WORK

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

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

- Corporate Identity/Brand Strategy: 85%
- Print Advertising: 62%
- Web Site Design/Development: 53%
- Annual Reports/Corporate Communications: 45%
- Direct Mail/Catalogs: 34%
- Package Design: 33%
- Book/Mag Publishing: 32%
- Illustration: 30%
- Internet Advertising: 26%
- POP Displays: 24%
- Website Maintenance: 18%
- E-Commerce Site Design/Consulting: 16%
- Commercial Photography: 16%
- TV/Radio Advertising: 16%
- Animation/Entertainment/Motion Graphics: 16%
- Recording/Video Production: 16%
- Teaching: 16%
- App Development: 16%
- Industrial Design: 16%
- Other: 16%

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

### Stock Usage

- Hire Assignment Photographer: 52%
- Hire Assignment Illustrator: 48%

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

### Factors in Paper Purchasing Selection

- Look/Feel: 97%
- Quality: 92%
- Performance on Press: 87%
- Price: 87%
- Printer Recommendation: 63%
- Recycled Content: 55%
- Mill/Brand Reputation: 50%

69% of CA subscribers recommend paper for client projects and over half learn about new paper from trade publications.
Organizations will spend an average of $34,400 this year on new technology-related products.

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

Virtually all subscribers (99%) save their issues of Communication Arts for future reference.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Additional Editorial</th>
<th>Dates</th>
</tr>
</thead>
</table>
| JANUARY/FEBRUARY 2020 :: TYPOGRAPHY ANNUAL | This annual displays the best examples of typographic use in design and advertising, as well as original typeface design. Issue also includes feature profiles on a design firm, illustrator, interactive studio and photographer. | INSERTION ORDER DUE: 11.01.19  
MATERIALS DUE: 11.08.19  
INSERTS DUE: 11.15.19  
PUB. MAILS: 12.17.19  
ON SALE: 12.30.19 |
| MARCH/APRIL 2020 :: INTERACTIVE ANNUAL | Results of our 26th Interactive competition. Categories include websites/microsites, social, desktop, mobile, tablet/handheld devices, environmental, and miscellaneous interactive. Issue also includes feature profiles on a design firm, an advertising agency, illustrator and photographer. | INSERTION ORDERS DUE: 01.03.20  
MATERIALS DUE: 01.10.20  
INSERTS DUE: 01.17.20  
PUB. MAILS: 02.18.20  
ON SALE: 03.02.20 |
| MAY/JUNE 2020 :: ILLUSTRATION ANNUAL | 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. Issue also includes feature profiles on a design firm, an advertising agency and photographer. | INSERTION ORDERS DUE: 02.28.20  
MATERIALS DUE: 03.06.20  
INSERTS DUE: 03.13.20  
PUB. MAILS: 04.14.20  
ON SALE: 04.27.20 |
| JULY/AUGUST 2020 :: PHOTOGRAPHY ANNUAL | 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. Issue also includes feature profiles on a design firm, an advertising agency and illustrator. | INSERTION ORDERS DUE: 05.01.20  
MATERIALS DUE: 05.08.20  
INSERTS DUE: 05.15.20  
PUB. MAILS: 06.16.20  
ON SALE: 06.29.20 |
| SEPTEMBER/OCTOBER 2020 :: DESIGN ANNUAL | This annual presents the results of CA’s 61st 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. Issue also includes feature profiles on an advertising agency, illustrator and photographer. | INSERTION ORDERS DUE: 07.03.20  
MATERIALS DUE: 07.10.20  
INSERTS DUE: 07.17.20  
PUB. MAILS: 08.18.20  
ON SALE: 08.31.20 |
| NOVEMBER/DECEMBER 2020 :: ADVERTISING ANNUAL | 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. Issue also includes feature profiles on a design firm, illustrator, interactive studio and photographer. | INSERTION ORDERS DUE: 09.04.20  
MATERIALS DUE: 09.11.20  
INSERTS DUE: 09.18.20  
PUB. MAILS: 10.26.20  
ON SALE: 11.02.20 |
**Print Rate Card Number 59 | Effective January/February 2020 Issue**

### Gross Ad Rates

<table>
<thead>
<tr>
<th>Spread, 4c</th>
<th>OPEN</th>
<th>3 X</th>
<th>6 X</th>
<th>12 X</th>
<th>Live Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7,875</td>
<td>$7,475</td>
<td>$7,075</td>
<td>$6,675</td>
<td>7 x 9½</td>
<td></td>
</tr>
<tr>
<td>$5,405</td>
<td>$5,105</td>
<td>$4,805</td>
<td>$4,505</td>
<td>7 x 9½</td>
<td></td>
</tr>
<tr>
<td>$2,930</td>
<td>$2,730</td>
<td>$2,530</td>
<td>$2,330</td>
<td>3½ x 9½ or 7 x 4½</td>
<td></td>
</tr>
<tr>
<td>$1,495</td>
<td>$1,295</td>
<td>$1,095</td>
<td>$895</td>
<td>3½ x 4½</td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td>$11,415</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td>$6,950</td>
<td></td>
<td></td>
<td>7 x 9½</td>
<td></td>
</tr>
<tr>
<td>Cover 2</td>
<td>$8,870</td>
<td></td>
<td></td>
<td>7 x 9½</td>
<td></td>
</tr>
</tbody>
</table>

*Page 5, opposite TOC  Add 15% for guaranteed placement

### Preprinted Inserts

<table>
<thead>
<tr>
<th>2-page, single sheet, printed both sides</th>
<th>OPEN</th>
<th>3 X</th>
<th>6 X</th>
<th>12 X</th>
<th>Untrimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7,630</td>
<td>$7,345</td>
<td>$7,085</td>
<td>$6,785</td>
<td>8½ x 11½</td>
<td></td>
</tr>
</tbody>
</table>

| 4-page, left-hand fold, printed all sides | $9,920 | $9,530 | $9,160 | $8,760 | Folded to 8½ x 11½ |

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.

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### 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’ 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

### General Overview

**Printing Process:** Offset Full Run, 4-color process  
**Final Magazine Size:** 8¼ x 10¼"  
**Binding:** Perfect-bound

### 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%

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### Spreads

**Live Area Should Be At Least**  
½" From Trim  
and  
1¼" From Gutter

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Trimmed Bleed</th>
<th>With Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>17¼ x 10³⁄₄&quot;</td>
<td>17¼ x 11½&quot;</td>
</tr>
<tr>
<td>1 page</td>
<td>8¾ x 10¹⁄₈&quot;</td>
<td>8¼ x 11¾&quot;</td>
</tr>
<tr>
<td>1/2 page vert.</td>
<td>3¼ x 9¼</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 page horiz.</td>
<td>7½ x 4½</td>
<td>n/a</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3½ x 4½</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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**FOR BEST RESULTS, KEEP LIVE MATTER (IN INCHES) FROM BLEED PLATE:**

- Gutter: 1¾"
- All other trims: ½"

Headline and copy across the gutter is not advised.
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 7/8 x 11 1/8. Bindery trims 1/8” from all sides.
- **Publication Trim:** 8 5/8 x 10 7/8. Please keep live area at least 1/2” from outside trim and 7/8” from gutter edge. Perf should be 1/8” from gutter edge.
- **Design Restrictions:** Gatefolds, tip-ins and heavy inserts can only run as outserts (subject to special pricing).
- **Quantities:** 35,000 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 2020”).
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.

**DIGITAL ADVERTISING**

Communication Arts magazine

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:** 101,400 monthly visits, 232,600 page views, 58,122 users

**Creativehotlist.com:** 16,800 monthly visits, 58,740 page views, 11,544 users

**Daily newsletter:** 30,000 subscribers**

**Twitter:** 83,000 followers

**Facebook:** 150,000 fans

*Subject to change. Averages reflect last 12 months June 2018-June 2019

**Actively promoted; growth planned
**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.

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Placement</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage takeover</td>
<td>970x250, 728x90, &amp; 300x250</td>
<td>Commarts.com site</td>
<td>$2,000 flat fee</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Home Page and Discipline home pages.</td>
<td>5,000 impressions guaranteed</td>
</tr>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td>Top of site</td>
<td>$45</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>Editorial breaker</td>
<td>$30</td>
</tr>
<tr>
<td>Square</td>
<td>300x250</td>
<td>Right Rail</td>
<td>$25</td>
</tr>
</tbody>
</table>

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 30,000+ 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.

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>728x90</td>
<td>Top of newsletter</td>
<td>$1,000 per week (5x’s)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$3,000 per month (20x’s)</td>
</tr>
</tbody>
</table>

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: $2,000 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.
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:** 25,000 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