

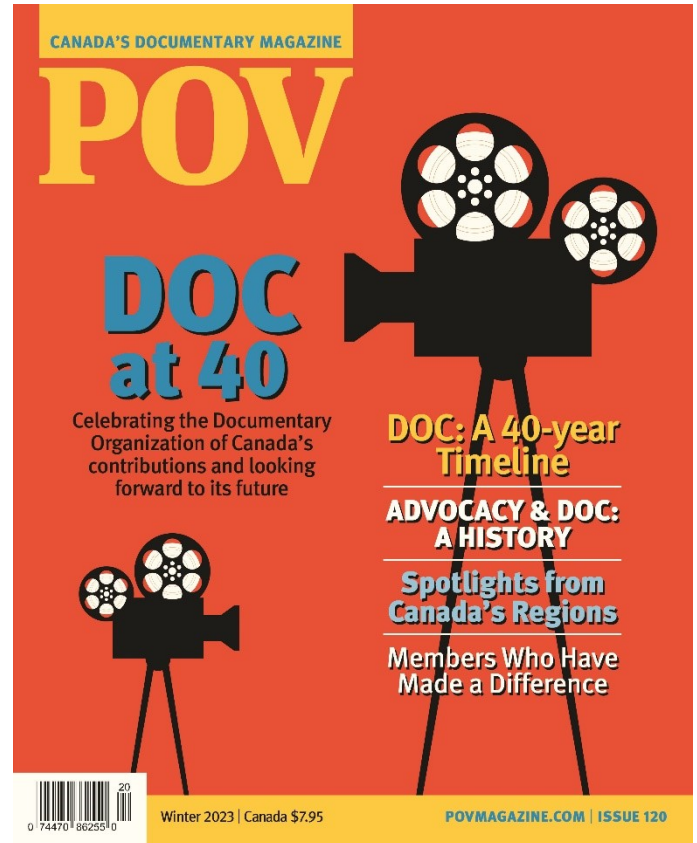
POINT OF VIEW MAGAZINE

# POV

Canada's premiere magazine for documentary film, photography and new media.



## Media Kit 2024



## About

POV Magazine covers the art and business of documentary. Our print magazine and website engage with all forms of documentary: film, photography, interactive, podcasts, and more. We offer informed and engaged commentary that connects documentaries with the issues of today. This commentary takes the form of essays, profiles of new films, filmmaker profiles, interviews, and columns on current affairs and policy. We value truth and independence in news media, and the long history of documentary in Canada for providing a voice to filmmakers from communities across the nation.



## History

POV was founded by the lobby and advocacy organization, Documentary Organization of Canada (DOC), in 1990. In 2010, POV became separately incorporated. POV now exists as its own separate entity: a print and digital magazine. POV published quarterly in print since 1990 and added the website [POVmagazine.com](http://POVmagazine.com) mainly to offer a digital archive of back issues. DOC members traditionally comprised the majority of print readership and this continues to be the case. We gradually introduced exclusive online content to the website beginning in 2013 and in fall 2015, we made the website an active component of POV to meet the evolving needs of diverse readers. POV continues to publish in print and publishes daily online. The impact of this digital presence means that we are always on the go: covering festivals, telling the stories of filmmakers, and keeping up on the latest releases.

[POVmagazine.com](http://POVmagazine.com) | [pat@povmagazine.com](mailto:pat@povmagazine.com)

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## Publication

POV prints twice annually: one Spring/Summer issue in April to coincide with top documentary festivals such as Hot Docs, DOXA, and CONTACT Photography Festival. We print our Fall/Winter issue in September in time for TIFF, VIFF, and other festivals on the circuit. We publish online daily year-round.

## Digital Forward!

Beginning in Fall 2015, POV increased its frequency of online content and expanded its efforts on social media. Our audience continues to grow beyond the DOC community with online readership averaging over 10 times our print circulation. During peak times like Hot Docs and TIFF, digital engagement and readership increases exponentially as doc lovers from different audiences discover new works. There's an appetite for documentary reviews, interviews and profiles and we aim to feed it.

Beginning with issue #108, POV adjusted its publication efforts and began to print twice annually while expanding its digital network to complement the print issues. Readers will continue to enjoy the new editorial direction introduced in issue #107 offering features on current affairs, filmmaker interviews, classic docs, photography, travel, and expanded takes from our Policy Matters columnist Barri Cohen. Our new design emphasizes the visual elements of film and photography with information such as lists and social media to connect readers with films and stories featured in the magazine.

[POVMagazine.com](http://POVMagazine.com) offers daily content including breaking news, lists, video, reviews, interviews, festival coverage, and more to ensure a timely publishing schedule that is complementary to the print publication. Increased activity on social media encourages engagement and invites reader feedback.

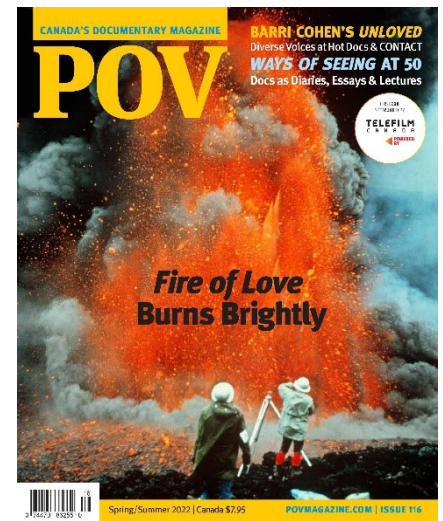




## Recent Highlights

Some of the talents featured in POV Magazine include:

- Issue #120: a special issue devoted to the Documentary Organization of Canada and its history of advocacy in Canadian film and television
  - Academy Award winner Davis Guggenheim on the cover of issue #118 (Spring/Winter 2023)
  - Oscar winner Laura Poitras on her Venice Golden Lion winner *All the Beauty and the Bloodshed*
  - Toronto's Daniel Roher on his Oscar winner *Navalny*
  - Robbie Robertson, frontman of The Band and subject of *Once Were Brothers*, which opened the 2019 Toronto International Film Festival
  - Barbara Kopple, two-time Oscar winner for *Harlan County, USA* and *American Dream*
  - Brett Morgen on his David Bowie doc *Moonage Daydream*
  - Iconic director Werner Herzog on his career
  - Alanis Obomsawin, legendary Abenaki filmmaker of over 50 landmark Canadian docs
  - Oscar winner Errol Morris, director of *The Pigeon Tunnel*
  - Oscar winner Asif Kapadia, director of *Amy* and *Diego Maradona*
  - Oscar winner Freida Lee Mock on her Ruth Bader Ginsburg documentary
  - Oscar winner Eva Orner on her Netflix doc *Bikram: Yogi, Guru, Predator*
  - Oscar winner Fisher Stevens (*The Cove*) on his new film *And We Go Green*
  - Oscar nominee Liz Garbus on her Nat Geo doc *Becoming Cousteau*
  - Oscar nominee Sara Dosa on her film *Fire of Love*
  - Oscar nominee Ramin Bahrani on his doc debut *2<sup>nd</sup> Chance*
  - Oscar nominee Jonas Poher Rasmussen on his animated doc *Flee*
  - Renowned sex therapist Dr. Ruth Westheimer
  - Acclaimed director Edgar Wright on his doc debut *The Sparks Brothers*
  - Yung Chang, acclaimed director of *Up the Yangtze* and *This Is Not a Movie*
- 
- Complete coverage from top tier film festivals including TIFF, Sundance, Cannes, Hot Docs, and Berlin
  - Reports from regional festivals such as Montreal's RIDM, Whistler Film Festival, Windsor Film Festival, the Available Light Film Festival, and the Saugenay Short Film Festival
  - And more!



Oscar nominee *Fire of Love* on the cover of POV #116

## Circulation and Readership

- POV will print approximately 3600 copies per issue in 2024. Our subscriber list includes 1250+ members of the Documentary Organization of Canada, which recently began offering free membership to BIPOC doc professionals across Canada
- Festival distribution of the Spring/Summer issue (#121) at Hot Docs and Vancouver's DOXA Documentary Festival, and additional festivals
- Festival distribution of the Fall/Winter issue (#122) at the Toronto International Film Festival's Industry Centre and Industry Conference doc day, which draws over 60,000 delegates annually, as well as festivals including the Vancouver International Festival, Montreal RIDM, and the Kingston Canadian Film Fest.
- We reach 10 provinces and 3 territories, as well as distribute internationally
- Distributed through Canadian and international universities
- E-issue distribution for individual subscribers/sales through Magzter, Zinio, and Press Reader
- E-issue distribution to schools and libraries through EBSCO's Flipster service
- Available at over 55 newsstands and bookstores nationwide
- Online readership of approximately 42,500 unique users per month
- POV reaches a dedicated audience of Canadian independent filmmakers, producers, and photographers, as well as informed and engaged film lovers
- Annual Hot Docs Hub (April-May) and TIFF Hub (September) draw peak traffic with over double readership

## 2024 Print Dates

- Issue #121 (Spring/Summer 2024)
- Booking deadline: March 18 | Art deadline: Apr. 1 | Mail date: Apr. 18
- Issue #122(Fall/Winter 2024)
- Booking deadline: July 29 | Art deadline: Aug. 12 | Mail date: Aug. 30

## Sponsored Distribution

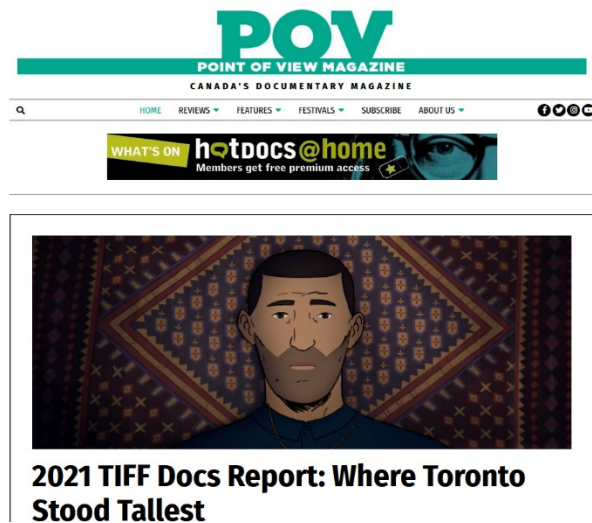
- Ask about opportunities to sponsor issue distribution! Highlight your brand in POV Magazine and receive logo recognition on the front cover for maximum reach. Sponsored distribution allows POV to connect with more audiences at film festivals and events nationwide.
- Distribution for 2023 included the Industry Centre and Glenn Gould Centre at the Toronto International Film Festival; the Vancouver International Film Festival, Montreal's RIDM, Kingston, Whitehorse's Available Light, and more!
- Contact Pat Mullen, publisher, at [pat@povmagazine.com](mailto:pat@povmagazine.com) for more info.

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## Online Advertising

- Connect with POV's engaged online audience of 42,500 unique monthly users!  
(Approx. 4x more during peak festival periods such as Hot Docs and TIFF!)



## Features & Interviews



@povmagazine = 8625 followers



@povmag = 3200+ followers



@pov\_magazine = 1760 followers

## ONLINE PRICING AND BUNDLES

### Upper Leaderboard

Maximum exposure!  
1325px wide by 160px wide  
\$300/month

### Upper and lower sidebars

Placement adjacent to high-click sign-up buttons  
300 by 300 pixels  
\$250 each / month

### Lower Leaderboard

Make the final impression!  
1325px wide by 160px wide  
\$200 / month

### E-Newsletter

Premium placement in  
POV's bi-weekly newsletter  
with a targeted audience of  
doc fans!  
580 by 90 pixels  
\$50 / insertion

### All-in bundle

Get all five placements for  
\$750 / month!

All digital ads may be in  
JPEG or GIF formats and  
connect to the url of your  
choice.

Additional social media  
marketing (Facebook,  
Twitter, Instagram)  
available by request.

\*social snapshot as of Jan. 2024

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## Pricing

Size	1x	2x	4x
Inside Front Cover	\$2300.	\$ 2100.	\$ 1800.
Inside Back Cover	1900.	1800.	1600.
Outside Back Cover	2500.	2200.	2100.
Double Page Spread	2800.	2600.	2400.
Full Page Colour	1200.	1100.	960.
Half Page Colour	660.	625.	575.
Quarter Page Colour	490.	450.	400.
Marketplace Directory	265.	225.	190.

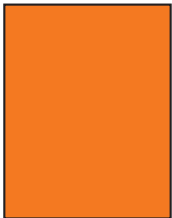
**Flyers/Inserts:** We will include flyers or other inserts such as 1-sheets, small brochures or postcards in our magazine mailing for a flat-fee of \$1400 (subject to weight.) Printed inserts to be provided by advertiser.

“POV is simply the best magazine about documentary filmmaking. It's progressive, incisive, intelligent and looks great. This magazine honours the history of the art. That's why I read POV.”

—PETER RAYMONT  
Documentary filmmaker

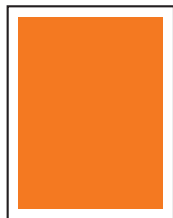
## Ad Formats\*

All measurements are width by height



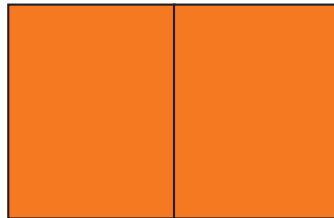
### Full Page bleed

Trim size:  $8\frac{3}{4} \times 10\frac{7}{8}$ "  
Add  $\frac{1}{4}$ " bleed.  
Keep critical elements  $\frac{1}{2}$ " away from trim.



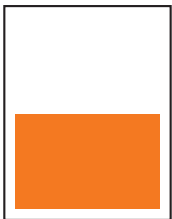
### Full Page non bleed

$7\frac{3}{4} \times 10\frac{1}{4}$ "



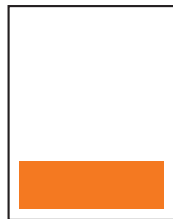
### Double Page Spread

Trim size:  $17\frac{1}{2} \times 10\frac{7}{8}$ "  
Add  $\frac{1}{4}$ " bleed.  
Keep critical elements  $\frac{1}{2}$ " away from trim and gutter.



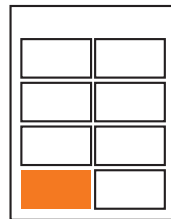
### Half Page

$7\frac{9}{16} \times 4\frac{3}{4}$ "



### Quarter Page

$7\frac{9}{16} \times 2\frac{5}{16}$ "



### Marketplace Directory

$3\frac{5}{8} \times 2\frac{1}{8}$ "

## Specifications

### File formats:

POV accepts files in PDF format. Please make sure all images and fonts are embedded and saved at a high resolution (300 dpi). Native application files (QuarkXPress, InDesign, etc.) are not accepted, as reproduction problems can occur. Film is also not accepted. If you are unable to meet the above requirements, please contact Patrick Mullen at [pat@povmagazine.com](mailto:pat@povmagazine.com) to discuss other arrangements. The magazine will find a way to meet your needs.

### Colour:

- Convert all colour elements in ads to CMYK.

### Bleeds:

Add  $\frac{1}{4}$ " bleed on all sides. Keep critical elements at least  $\frac{1}{2}$ " away from the trim and gutter.

### Ad design/layout:

\$50.00 per hour.

### Send files to:

[pat@povmagazine.com](mailto:pat@povmagazine.com)  
cc: [daviddonald55@yahoo.ca](mailto:daviddonald55@yahoo.ca)