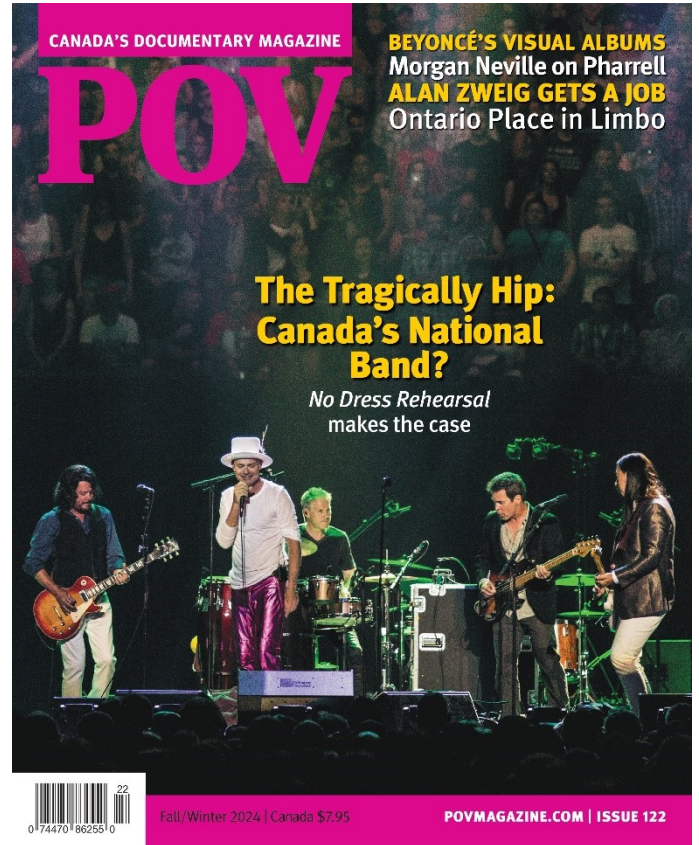


POINT OF VIEW MAGAZINE

POV

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



Media Kit 2025

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 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 | 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 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.

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Recent Highlights

Some recent the talents featured in POV Magazine include:

- 2024 issues featured cover stories about Canadian music icons The Tragically Hip and Jackie Shane
- Notable interviews on POV online include Nobel Prize winner Malala Yousafzai, three-time Oscar winning film editor Thelma Schoonmaker, and *Xena: Warrior Princess* star Lucy Lawless on her directorial debut
- Conversations with Canada's Oscar winner Ben Proudfoot (*The Last Repair Shop*) and Oscar nominee Nisha Pahuja (*To Kill a Tiger*)
- 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
- 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
- Interviews with Oscar winners Barbara Kopple, Errol Morris, Asif Kapadia, Freida Lee Mock, Eva Orner, Fisher Stevens, Mystlav Chernov, and Morgan Neville
- Interviews with Oscar nominees including Lucy Walker (*Mountain Queen*), Sara Dosa (*Fire of Love*), Jonas Poher Rasmussen (*Flee*), Maite Alberdi (*The Eternal Memory*), and more!
- 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!



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Circulation and Readership

- POV will print approximately 3600 copies per issue in 2025. Our subscriber list includes 1450+ 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, the Kingston Canadian Film Fest, and Peterborough's ReFrame Film Festival.
- We reach 10 provinces and 3 territories, as well as distribute internationally
- Distributed through Canadian and international universities
- E-issue distribution 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 60,000 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 #123 (Spring/Summer 2025)
- Booking deadline: March 17 | Art deadline: Mar. 31 | Mail date: Apr. 22
- Issue #124 (Fall/Winter 2025)
- Booking deadline: July 28 | Art deadline: Aug. 11 | Mail date: Aug. 29

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.
- Contact Pat Mullen, publisher, at pat@povmagazine.com for more info.

Online Advertising

- Connect with POV's engaged online audience of 60,000 unique monthly users! (Approx. 4x more during peak festival periods such as Hot Docs and TIFF!)



@povmagazine = 8400 followers



@povmag = 3300+ followers



@pov_magazine = 2030 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 Feb. 2025

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