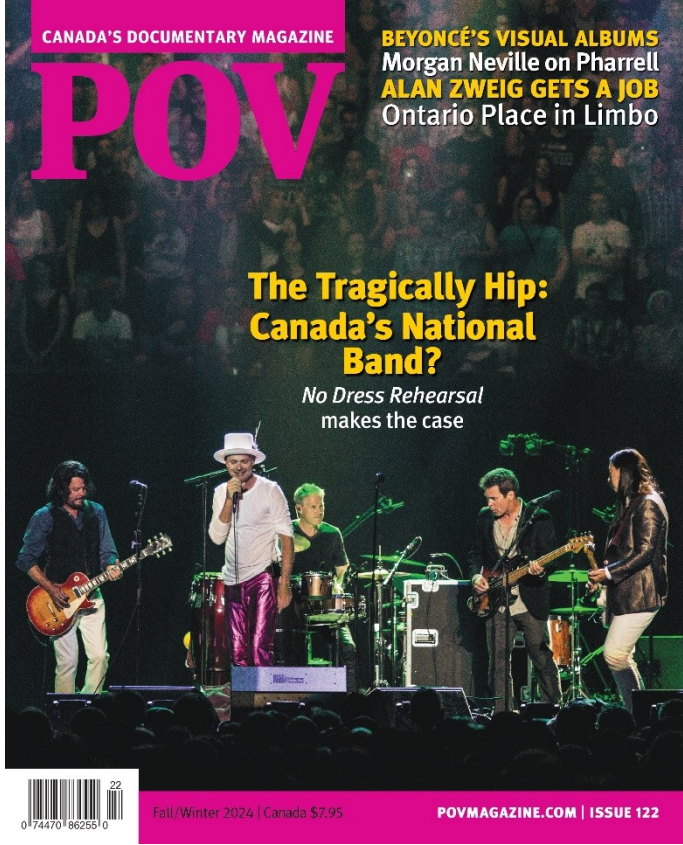
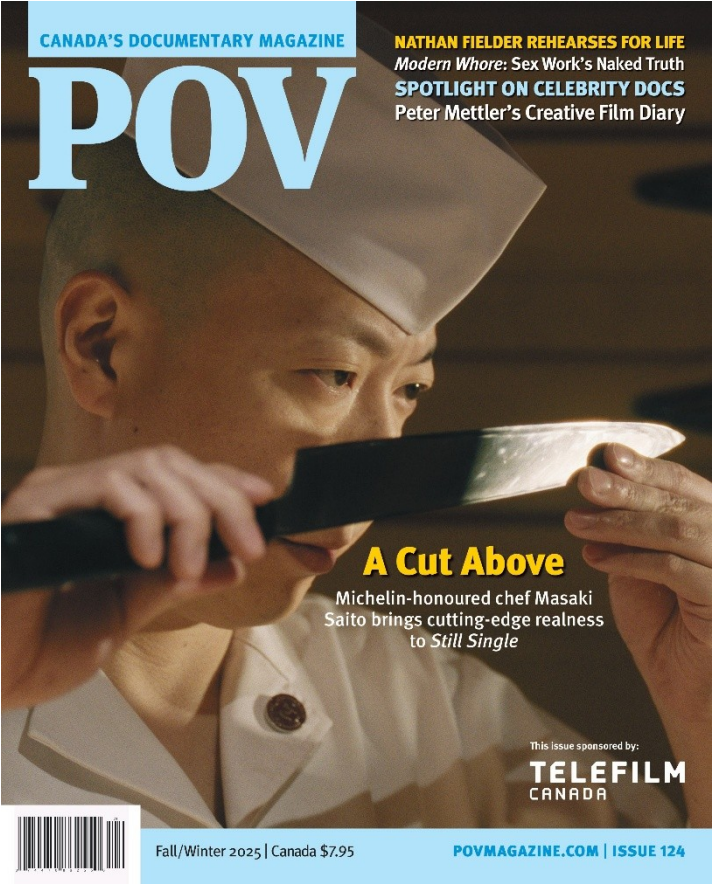


POINT OF VIEW MAGAZINE

# POV

Canada's documentary magazine.



# Media Kit 2026

## 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.

**POV** BROWSE DOCS BY ARTICLES FESTIVALS ISSUE ARCHIVE SUBSCRIBE ABOUT

**STREAM CANADIAN.**  
7000+ FILMS FREE ON NFB.CA

**Piper Gilles and Paul Poirier Go for Gold in Netflix Doc Series**  
Canada's star duo talk *Glitter & Gold: Ice Dancing*

BY PAT MULLEN JANUARY 25, 2024 FEATURES / INTERVIEWS

Canada's captivating ice dancers Piper Gilles and Paul Poirier are heading back to the Olympics with eyes on making the podium. But before they hit the ice in Milan for the

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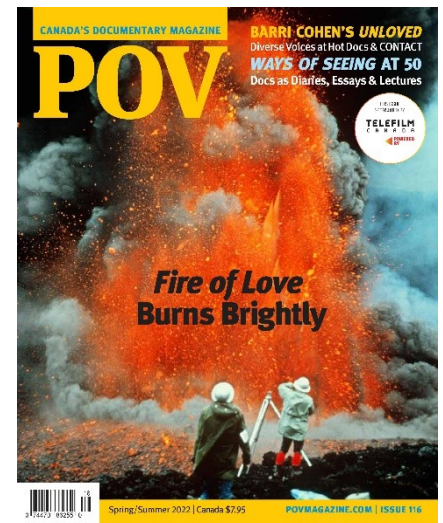
Beginning in Fall 2015, POV increased its frequency of online content and expanded its efforts on social media. Our audience continues to grow beyond the DOC community with online readership averaging over 10 times our print circulation. During peak times like Sundance, TIFF, and Hot Docs, digital engagement 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.

Our online coverage at [POVMagazine.com](http://POVMagazine.com) focuses on reviews, filmmaker interviews, film festivals, and news stories to ensure a timely publishing schedule that is complementary to the print publication. POV also connects readers with new documentaries available to stream on resources like NFB.ca and TVO so that our audience can enjoy the films they discover through POV stories. Trailer launches also keep audiences aware of new docs coming soon to a theatres and streamers.

## 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, while Micheline-starred chef Masaki Saito graced the cover of our fall 2025 issue
- 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 Academy Award winning actors Marlee Matlin (*Not Alone Anymore*), Kate Hudson (*Song Sung Blue*), and Jodie Foster (*Private Life*) connecting documentary stories to a wider audience of film fans
- Olympic skaters Piper Gilles and Paul Poirier in conversation about their Netflix documentary
- Canadian icons Victor Garber and Paul Shaffer on their *Godspell* doc *You Had to Be There*
- 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 winners Laura Poitras, Daniel Roher, Barbara Kopple, Errol Morris, Asif Kapadia, Freida Lee Mock, Eva Orner, Fisher Stevens, Mystlav Chernov, Morgan Neville, and more.
- Robbie Robertson, frontman of The Band and subject of *Once Were Brothers*, which opened the 2019 Toronto International Film Festival
- Complete coverage from top tier film festivals including TIFF, Sundance, Cannes, Hot Docs, and local events like Montreal's RIDM, Windsor Film Festival, the Available Light Film Festival, and the Saugency Short Film Festival



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## Circulation and Readership

- POV will print approximately 3600 copies per issue in 2026. Our subscriber list includes 1450+ members of the Documentary Organization of Canada, which offers free membership to BIPOC doc professionals across Canada.
- Festival distribution of the Spring/Summer issue (#125) at Hot Docs and Vancouver's DOXA Documentary Festival, and additional festivals
- Festival distribution of the Fall/Winter issue (#126) 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

## 2025 Print Dates

- Issue #125 (Spring/Summer 2026)
- 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](mailto: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 Sundance and TIFF!)



## Features & Interviews



@povmagazine = 8250 followers



@povmag = 3300+ followers



@pov\_magazine = 2400 followers

## ONLINE PRICING AND BUNDLES

### Upper Leaderboard

Maximum exposure!  
1325px wide by 160px wide  
\$400/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  
\$75 / insertion

### All-in bundle

Get all five placements for  
**\$1000 / month!**  
(\$1250 value)

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

\*social snapshot as of Feb. 2026

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# POV

## 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.     |

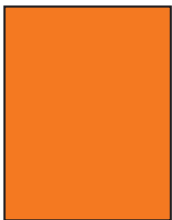
**Flyers/Inserts:** We will include flyers or other inserts such as 1-sheets, small brochures or postcards in our magazine mailing for a flat-fee of \$14.00 (subject to weight.) Printed inserts to be provided by advertiser.

“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<sup>3</sup>/<sub>4</sub> x 10<sup>7</sup>/<sub>8</sub>"

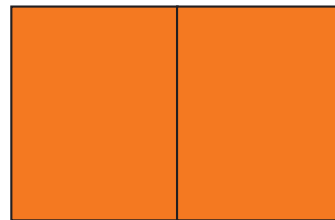
Add 1/4" bleed.

Keep critical elements 1/2" away from trim.



### Full Page non bleed

7<sup>3</sup>/<sub>4</sub> x 10<sup>1</sup>/<sub>4</sub>"



### Double Page Spread

Trim size: 17<sup>1</sup>/<sub>2</sub> x 10<sup>7</sup>/<sub>8</sub>"

Add 1/4" bleed.

Keep critical elements 1/2" away from trim and gutter.



### Outside Back Cover

Trim size: 8<sup>3</sup>/<sub>4</sub> x 8<sup>7</sup>/<sub>8</sub>"

Add 1/4" bleed.

Keep critical elements 1/2" away from trim.



### Half Page

7<sup>9</sup>/<sub>16</sub> x 4<sup>3</sup>/<sub>4</sub>"



### Quarter Page

7<sup>9</sup>/<sub>16</sub> x 2<sup>5</sup>/<sub>16</sub>"

## 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 1/4" bleed on all sides. Keep critical elements at least 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)