

ARTIST PROFILE

Media Kit

JANUARY - JUNE 2020

Karla Dickens photographed by Mick Richards



Who we are

Since its inception in 2007, *Artist Profile* has been a leading quarterly journal taking its readers into the studios and minds of contemporary artists across Australasia and beyond.

Artist Profile commissions original work from writers, artists, scholars and other creators to celebrate, inspire and stimulate debate about what it means to live and work as a visual artist today. Industry professionals engage leading practitioners and emerging talent in conversations about their art, while our renowned commissioned photoshoots by some of the country's best photographers provide intimate visual access into artists' personal and working lives. Readers delight in reading about artists' methods, previewing works in progress and discovering the life experiences that ignite the artistic spirit.

We are continually evolving and expanding across print, digital and events, nurturing people of all ages and backgrounds to provide an unparalleled arts network for advertisers.

Jacqui Stockdale photographed by Mia McDonald

Artist Profile proudly presents
the artists behind the art.



Reader profile

75%
are
female

HIGHLY EDUCATED - with 75% of our readers having obtained a Bachelor degree or higher

AFFLUENT - 38% have a household income exceeding \$100K

90%
are over
40 yrs

GALLERY GOERS - 70% of our readers visit galleries at least monthly or more and list painting as their favoured medium

80%
collect
art

DECISION MAKERS - Australian women over 55 tend to make the majority of spending decisions in the family, favouring quality over value

Izabela Pluta photographed by Saskia Wilson

89% have discovered an artist or visited an exhibition after reading Artist Profile magazine.



Distribution

Artist Profile has strong retail relationships and commercial arrangements for product distribution across Australia, with copies available in public and private museums and galleries, bookshops, newsagencies, supermarkets and art stores. We have relationships with direct advertisers and agencies, and significant numbers of print and digital distribution and subscriptions.



8.5k followers

FREQUENCY
Quarterly



22.3k followers

PAGES
168 pages



8.5k followers

COVER PRICE
\$21.99



e-news-
16k per month

PRINT STOCKISTS
Galleries, newsagents, art supplies retailers

DIGITAL STOCKISTS
Zinio & Flipster

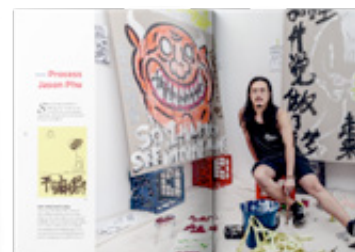
Gemma Smith photographed by Stephen Oxenbury

John Aslanidis photographed by Mia McDonald

Michael Armitage photographed by George Darrell

Artist Profile website -
30,000 unique visits per month
86,000 active users & growing

Content



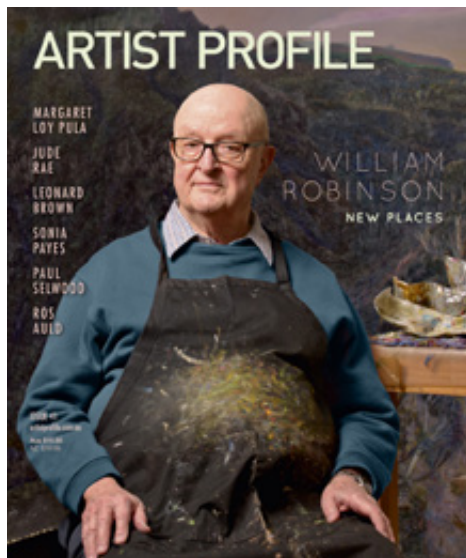
PROFILES / INTERVIEWS / PROCESS / ESSAYS / REVIEWS / PREVIEWS

People talk about Artist Profile!
36% of our readers discovered us
through word of mouth



Elisabeth Cummings photographed by Stephen Oxenbury

Print advertising



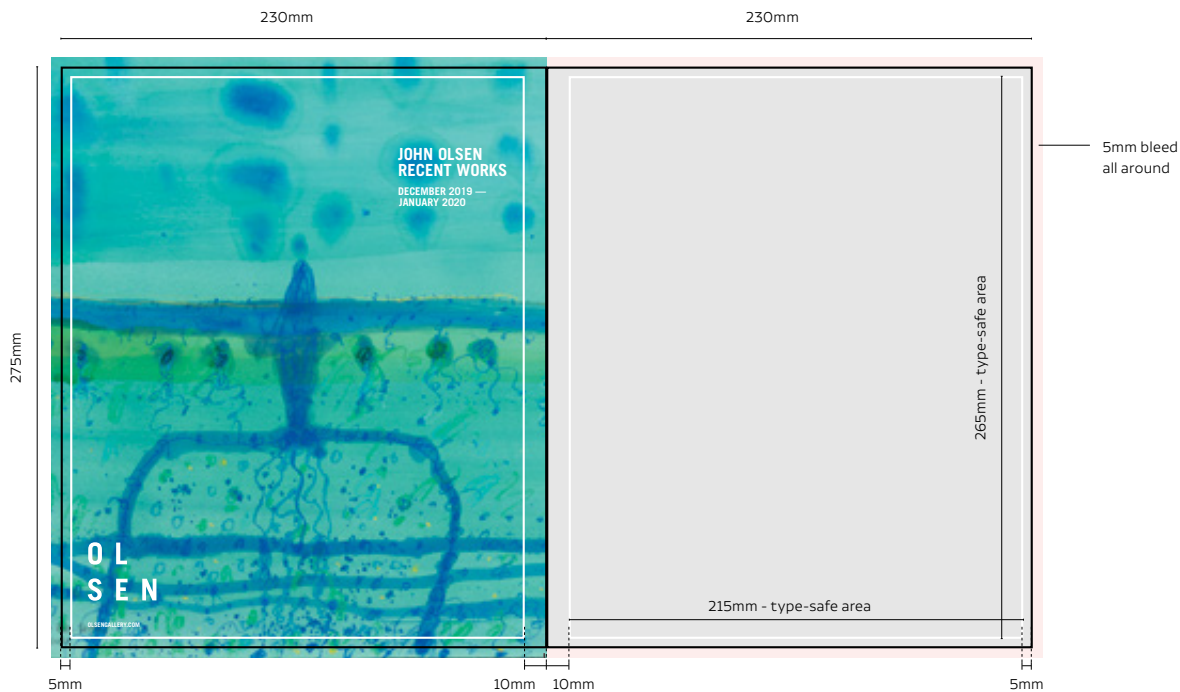
PLACEMENT	SIZE	CASUAL	2x	4x
Standard	Double Page Spread	\$4,200	\$3,880	\$3,570
	Full Page	\$2,100	\$1,940	\$1,785
	Half Page Vertical or Horizontal	\$1,260	\$1,165	\$1,070
Covers	Inside Front Cover Spread	\$5,040	\$4,660	\$4,285
	Inside Front Cover	\$2,520	\$2,330	\$2,140
	Inside Back Cover	\$2,310	\$2,135	\$1,960
	Outside Back Cover	\$2,730	\$2,545	\$2,320
Flysheet	Half page horizontal only	\$2,500	\$4,000	\$6,000

(Prices are exclusive of GST)

Complimentary advertising design services are available

ISSUE	AD DEADLINE	ON SALE DATES
# 50	6 February 2020	27 February - 27 May 2020
# 51	7 May 2020	28 May - 26 August 2020
# 52	6 August 2020	27 August - 4 November 2020
# 53	15 October 2020	5 November 2020- 3 March 2021
# 54	11 February 2021	4 March - 26 May 2021

Artist Profile offers bespoke packages combining print and digital editorial, social media and e-newsletter coverage to maximise the value of your advertising



Print specifications

DOUBLE PAGE SPREAD

Size 275mm x 460mm
 Bleed 285mm x 470mm
 (5mm all around)
 Type area 265mm x 215mm
 per side

FULL PAGE

Size 275mm x 230mm
 Bleed 285mm x 240mm
 (5mm all around)
 Type area 265mm x 215mm

HALF PAGE HORIZONTAL

Size 122.5mm x 210mm
 No Bleed

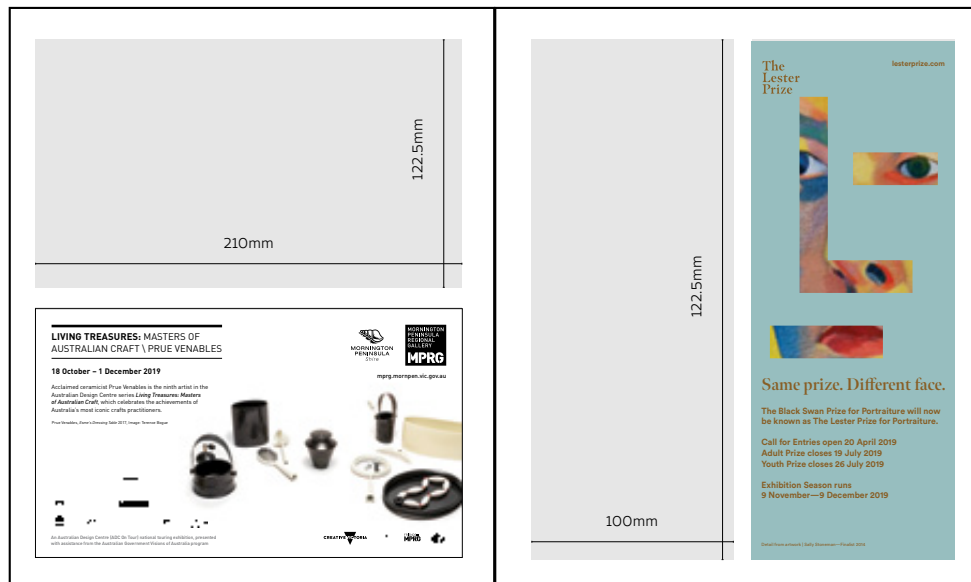
HALF PAGE VERTICAL

Size 255mm x 100mm
 No Bleed

- Please supply ads as high resolution (300dpi), CMYK pdf files.
- All fonts must be outlined or embedded in the PDF.
- Image resolution must be 300dpi at 100% of printed size.
- Do not enlarge images more than 20%
- No Spot colours.
- Black text should be 100% black only.
- Total ink weigh should be less than 300%.
(Never use 100% of all 4 colours)
- Digital files must be prepared to the correct final size - check that type, trim and bleed areas are correct.
- Ensure all important elements such as type and logos are kept within the type safe area.
- Email files (less than 10MB) to jtrochei@artistprofile.com.au
- For files larger than 10MB please use either:
 - Dropbox or
 - WeTransfer

Need help creating your advertisement?

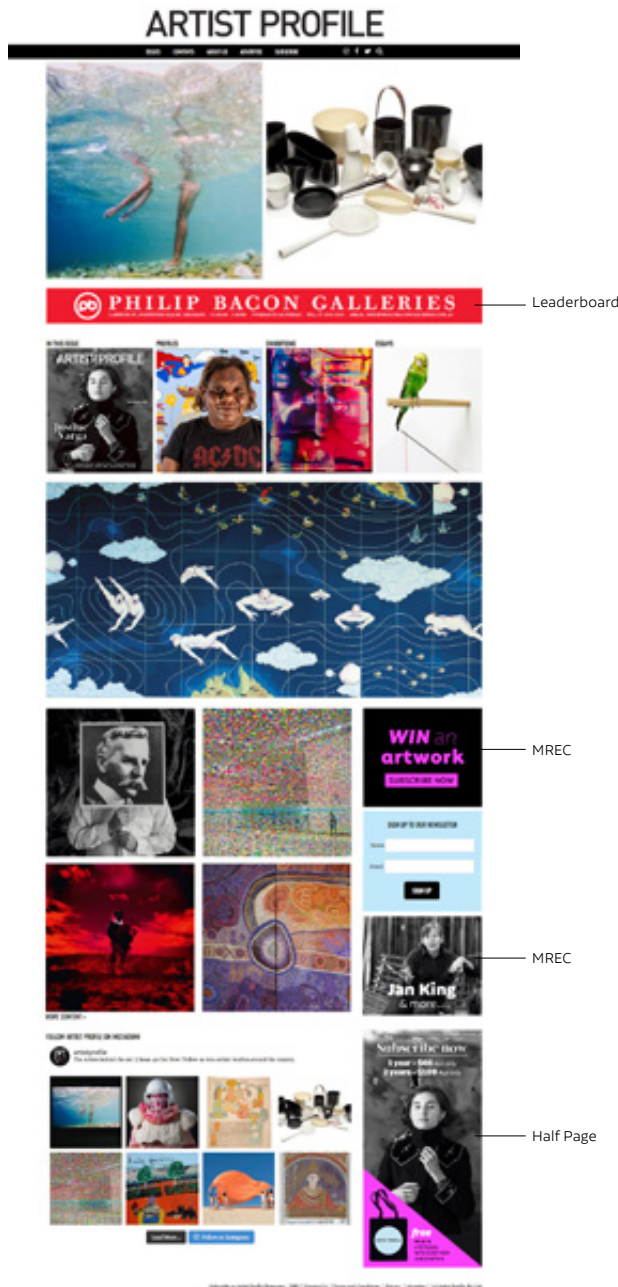
Please supply high resolution images, logos and all text copy to be used in the advertisement. *Please allow 3 day turnaround before due date.*





Tom Polo photographed by Anna Kucera

Digital advertising



WEBSITE

TYPE	PLACEMENT	SIZE	4 WEEKS	2 WEEKS
Leaderboard	Run of site	1100 x 90 px	\$800	\$400
MREC	Right hand column	300 x 250 px	\$500	\$250
Half Page	Right hand column	300 x 600 px	\$600	\$300

EDM MONTHLY E-NEWSLETTER

TYPE	SIZE	1 EDM	2 EDMS
Banner	660 x 90 px	\$500	\$900
MREC	300 x 250 px	\$400	\$700

EDM deadline falls on the last Tuesday of each month

SOCIAL MEDIA PACKAGE (SM)

TYPE	CASUAL 1	4 POSTS X 1 MONTH	26 POSTS X 6 MONTHS	52 POSTS X 12 MONTHS
SM PACKAGE Includes Instagram, Twitter, Facebook	\$200	\$220	\$1100	\$2,000

(Prices are exclusive of GST)
(URL link required)

Individualised packages are available for artists, galleries, museums and other organisations.

1100px

250px

LEADERBOARD

300px

MREC

250px

300px

HALF PAGE

600px

660px

NEWSLETTER BANNER

250px



Joe Furlonger photographed by Stephen Oxenbury

Digital specifications

LEADERBOARD

Size 1100 x 90 pixels

MREC

Size 300 x 250 pixels

HALF PAGE

Size 300 x 600 pixels

NEWSLETTER BANNER

Size 660 x 90 pixels

- Please supply ads as 72 dpi RGB files.
- File formats accepted :
jpg / gif / png
- Maximum file size = 250kb
- Digital files must be prepared to the correct final size.
- Ensure all important elements such as type and logos are easy to read.
- Email files to jtrochei@artistprofile.com.au

Need help creating your advertisement?

Please supply high resolution images, logos and all text copy to be used in the advertisement. *Please allow 3 day turnaround before due date.*

artistprofile.com.au

Contact

ADVERTISING ENQUIRIES

Jill Trochei

National Advertising Manager

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02 8310 2287

GENERAL ENQUIRIES

artistprofile@artistprofile.com.au

02 8310 2287



Fiona Hall photographed
by Lisa Gipton

ARTIST PROFILE

RED LL
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