ARTIST PROFILE

THE ARTISTS BEHIND THE ART

MEDIA KIT 2018
MISSION STATEMENT

*Artist Profile* is a quarterly journal of in-depth interviews with contemporary artists from Australasia and around the world.

Our writers speak to some of the most dynamic artists working today about their current projects, ideas and practical approaches. Readers gain intimate knowledge of artists’ methods, preview works in progress and discover the places, people and life experiences that fire an artist’s imagination.

*Artist Profile* commissions informative, accessible essays, original work from artists, scholars and other thinkers to stimulate debate around past and present ideas of what art is, and what it means to live and work as a visual artist.

*Artist Profile* also sponsors exclusive lectures, exhibitions and other arts projects to foster appreciation of the arts, working in tandem with the magazine to make the creative output of talented artists available to collectors, industry professionals, educators and other artists.

EDITORIAL ENQUIRIES

Editor
Kon Gouriotis
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READER PROFILE

Our audience is diverse, educated and professional, reflecting the exciting spectrum of magazine and visual art consumers. Reader feedback surveys show collectors, curators, artists and educators buy Artist Profile for its highly readable interviews, broad selection of artists and accessible presentation of issues and events in the Australasian and international arts scenes.

Our readers want authoritative interviews they won’t find elsewhere and want to engage with artists through personal, sophisticated editorial — not relying on lists of what’s ‘hot’ to buy. Artist Profile readers are not only affluent, passionate collectors and regular gallery visitors but are curious about the minds and ideas behind the art.

*Artist Profile* started with a simple premise 11 years ago – to offer readers access to the kinds of inspired conversations artists have about their work among themselves and in the studio. Artist Profile is now sought after by a growing audience here and abroad, providing a unique window on the working lives of creative talent.
You are looking at these two identical rooms – in terms of dimensions. You were commissioned to create 'Goodbye carpet, goodbye small place'. When I was a student at the Museum School I saw a very small thing. It was a very psychologically intense piece, really charged emotionally.

Dean was a very reasonable guy and he let us back in. In a funny way, one of the places we talked about. We went to see the Dean about an exhibition of Australian Aboriginal utilitarian objects at the Peabody Essex Museum of Witchcraft.

Some of these works have extended over time, to years. It is a latent potential of energy in these things, and in the darkened room you are working on a painting and you don’t know. It was a work that was very cinematic in terms of a drawing underneath. When you look really closely you can now see another drawing underneath it. The materials are not archival, it was old drawings. What is the importance of time in your process?
PRINT DEADLINES, RATES & SPECS

ADVERTISING RATES

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<th>Covers</th>
<th>4x</th>
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Prices are exclusive of GST. Complimentary Design Services are available.

2018 DEADLINES

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<td>2 August 2018</td>
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<td>18 October 2018</td>
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<td>Issue #46</td>
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<td>Issue #47</td>
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<td>17 October 2019</td>
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All dates are subject to change (within a week).

ADVERTISING ENQUIRIES

National Advertising Manager
Jill Trochei
e: jtrochei@artistprofile.com.au
t: 02 9810 2287
TECHNICAL SPECS

- 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 level type 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 live elements you wish to print are kept within the type safe area.
- Emailed files must be less than 10MB.
- For files larger than 10MB please use either:
  - Dropbox, WeTransfer or
  - Hightail www.hightail.com

Need help creating your advertisement?
Please supply high resolution images, logos and all text copy to be used in the advertisement.

ADVERTISING MATERIALS

Email ad material or print ready PDFs to:
artistprofile@artistprofile.com.au

Art Director
Kim Gregory
e: kgregory@artistprofile.com.au
t: 02 9810 2287
Alongside the magazine, *Artist Profile*’s digital platforms continue to evolve, you won’t miss a thing if you’re connected via our dynamic social media networks and subscribed to our monthly eNewsletter, all of which keep you abreast of what’s going on in the art world the whole year round.

www.artistprofile.com.au

**E-NEWSLETTER**

Each month, *Artist Profile*’s eNewsletter goes out to over 16,000 subscribers. A snapshot of what’s in the print edition as well as the online features, the eNewsletter keeps readers up to date with art news and exhibition details but is also a great way for advertisers to reach their target audience.

With an open rate of over 40%, the eNewsletter features 3 advertisement spaces - 2 dedicated to promoting gallery exhibitions and 1 reserved for the industry services and artist call for entries.