

ARTIST PROFILE



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

e: kgouriotis@artistprofile.com.au

artistprofile@artistprofile.com.au

t: 02 9810 2287



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 P 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.



DISTRIBUTION

Artist Profile offers unmatched presence and distribution through:

Newsagents, bookstores and art supply stores across Australia and New Zealand, including Eckersleys and at all major domestic and international airport hubs through Newslink.

Major museum and gallery bookstores including National Gallery of Australia, Art Gallery of NSW, National Gallery of Victoria, Queensland Art Gallery, Museum of Contemporary Art Sydney and more...

QANTAS Club, First and Business Class lounges.

Subscription list of dedicated art enthusiasts - mymagazine.com.au

Digitally on iPad, Mac, PC and Android

Zinio

Google Play

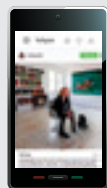
Apple Newsstand

2018 Media Partners

Sydney Contemporary

Melbourne Art Fair

SOCIAL MEDIA



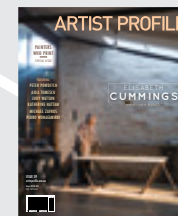
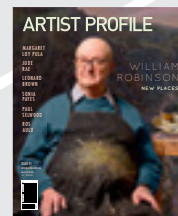
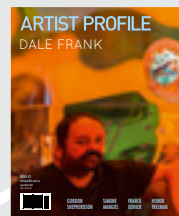
Followers:

6,600

14,500

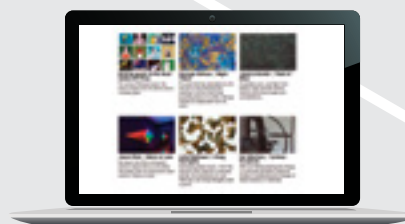
4,200

PRINT 3000 loyal subscribers



**WE REACH
140,000 PEOPLE
QUARTERLY**

CIRCULATION: Artist Profile circulates 10,000 copies throughout Australia nationally via agencies and retail distribution and also has select distribution in NZ and Asia.

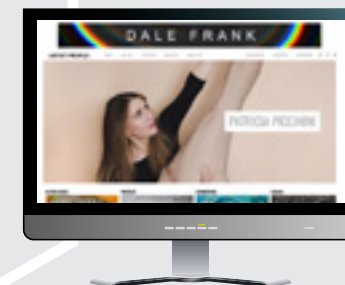


E-NEWSLETTER

16,000 subscribers per month

WEBSITE

20,000 unique visits per month
86,000 active users per year and growing.



DIGITAL MAG

DIGITAL version available through Apple store and Zinio



PRINT DEADLINES, RATES & SPECS

ADVERTISING RATES		4x	2x	1x Casual
Covers	Inside Front Spread	\$4285	\$4660	\$5040
	Inside Front Cover	\$2140	\$2330	\$2520
	Inside Back Cover	\$1960	\$2135	\$2310
	Outside Back Cover	\$2320	\$2545	\$2730
Standard Position	Double Page Spread	\$3570	\$3880	\$4200
	Full Page	\$1785	\$1940	\$2100
Broken Space	Half Page	\$1070	\$1165	\$1260

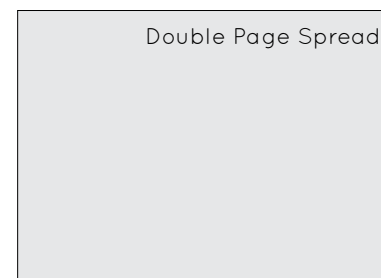
Prices are exclusive of GST. Complimentary Design Services are available.

2018 DEADLINES	MATERIAL DUE	ON SALE
Issue #44	2 August 2018	23 August 2018
Issue #45	18 October 2018	8 November 2018
Issue #46	7 February 2019	28 February 2019
Issue #47	2 May 2019	23 May 2019
Issue #48	1 August 2019	22 August 2019
Issue # 49	17 October 2019	7 November 2019

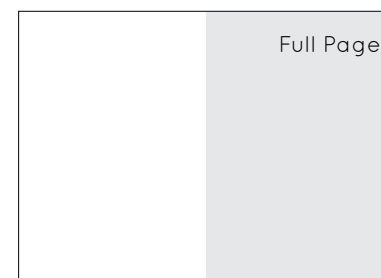
All dates are subject to change (within a week).

ADVERTISING ENQUIRIES

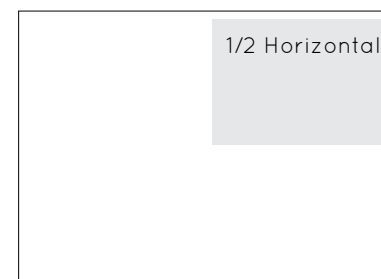
National Advertising Manager
Jill Trochei
 e: jtrochei@artistprofile.com.au
 t: 02 9810 2287



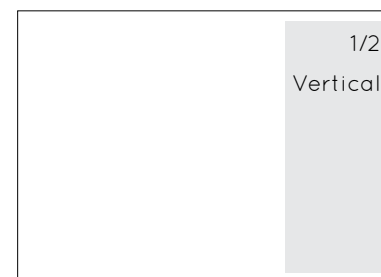
Size 275mm x 460mm
 Bleed 5mm
 Type area 265mm x 450mm



Size 275mm x 230mm
 Bleed 5mm
 Type area 265mm x 220mm



Size 122.5mm x 210mm
 No bleed



Size 255mm x 100mm
 No bleed

All dimensions: height x width



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

DIGITAL OFFERING

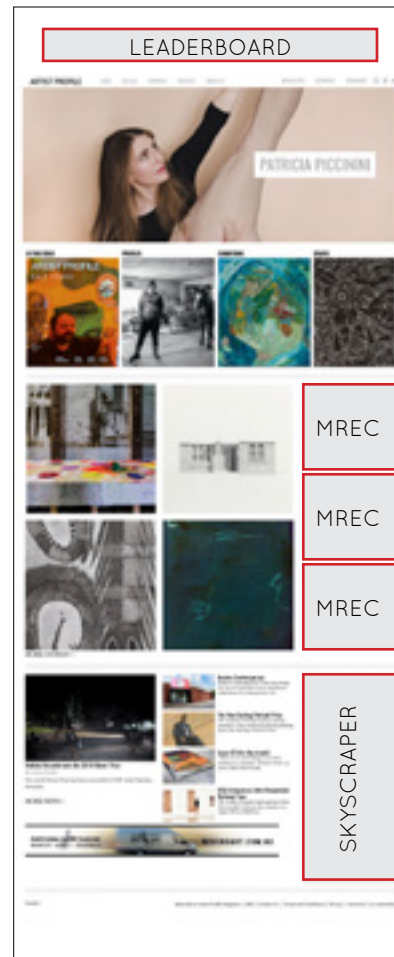
Alongside the magazine, **Artist Profile's** digital platforms continue to evolve, you won't miss a thing if you're connected via our dynamic social media networks and subscribed to our monthly eNewsletter, all of which keep you abreast of what's going on in the art world the whole year round.

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.



WEBSITE	Size	4 weeks	2weeks
Leaderboard	728 x 90 pxl	\$660	\$330
MREC	300 x 250 pxl	\$550	\$275
Skyscraper	300 x 600 pxl	\$660	\$330

E-NEWSLETTER	Size	Double	Casual
Banner			
Top of eNews	660 x 90 pxl	\$440	\$550
MREC			
Right Hand Column	300 x 250 pxl	\$330	\$440

Prices are inclusive of GST.

E-NEWSLETTER DEADLINES

MONTH	MATERIAL DUE	RELEASE DATE
August 2018	24 July 2018	07 August 2018
September 2018	28 August 2018	04 September 2018
October 2018	25 September 2018	02 October 2018
November 2018	30 October 2018	06 November 2018
December 2018	27 November 2018	04 December 2018
January 2019	20 December 2018	8 January 2019
February 2019	29 January 2019	05 February 2019
March 2019	26 February 2019	05 March 2019