COVID-19

ARTIST PROFILE
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.

Who we are

Steve Lopes photographed by Saskia Wilson

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

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

Eugenia Raskopoulos photographed by Zan Wimberley
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.

**Distribution**

**FREQUENCY**
Quarterly

**PAGES**
168 pages

**COVER PRICE**
$21.99

**PRINT STOCKISTS**
Galleries, newsagents, art supply retail outlets

**DIGITAL STOCKISTS**
Zinio & Flipster

9.2k followers

23.4k followers

4.5k followers

enews-

16k per month

Gemma Smith photographed by Stephen Oxenbury
Gary Carsley photographed by Stephen Oxenbury
Michael Armitage photographed by George Darrell

Artist Profile website -
30,000 unique visits per month
86,000 active users & growing
People talk about Artist Profile!
36% of our readers discovered us through word of mouth
## Print advertising

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>SIZE</th>
<th>CASUAL</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>Double Page Spread</td>
<td>$2,430</td>
<td>$1,490</td>
<td>$1,800</td>
</tr>
<tr>
<td></td>
<td>Full Page</td>
<td>$1,515</td>
<td>$1,355</td>
<td>$1,200</td>
</tr>
<tr>
<td></td>
<td>Half Page Vertical or Horizontal</td>
<td>$790</td>
<td>$695</td>
<td>$600</td>
</tr>
<tr>
<td>Covers</td>
<td>Inside Front Cover Spread</td>
<td>$3,355</td>
<td>$2,975</td>
<td>$2,600</td>
</tr>
<tr>
<td></td>
<td>Inside Front Cover</td>
<td>$1,560</td>
<td>$1,370</td>
<td>$1,180</td>
</tr>
<tr>
<td></td>
<td>Inside Back Cover</td>
<td>$1,350</td>
<td>$1,175</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Outside Back Cover</td>
<td>$1,810</td>
<td>$1,625</td>
<td>$1,400</td>
</tr>
<tr>
<td>Flysheet</td>
<td>Half page horizontal only</td>
<td>$2,500</td>
<td>$4,000</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

(Prices are exclusive of GST)
Complimentary advertising design services are available

### SPECIAL COVID-19 RATES SEP 2020 - FEB 2021

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD DEADLINE</th>
<th>ON SALE DATES</th>
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</thead>
<tbody>
<tr>
<td>#53</td>
<td>15 Oct, 2020</td>
<td>5 Nov - 3 Mar, 2021</td>
</tr>
<tr>
<td>#54</td>
<td>11 Feb, 2021</td>
<td>4 Mar - 26 May, 2021</td>
</tr>
<tr>
<td>#55</td>
<td>6 May, 2021</td>
<td>27 May - 25 August 2021</td>
</tr>
<tr>
<td>#56</td>
<td>5 August, 2021</td>
<td>26 August - 3 November 2021</td>
</tr>
</tbody>
</table>

**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.
### Digital advertising

#### WEBSITE

<table>
<thead>
<tr>
<th>TYPE</th>
<th>PLACEMENT</th>
<th>SIZE</th>
<th>4 WEEKS</th>
<th>2 WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Home page only</td>
<td>1100 x 90 px</td>
<td>$800</td>
<td>$400</td>
</tr>
<tr>
<td>MREC</td>
<td>Home page only</td>
<td>300 x 250 px</td>
<td>$500</td>
<td>$250</td>
</tr>
<tr>
<td>Middle Leaderboard</td>
<td>Home page only</td>
<td>1100 x 90 px</td>
<td>$800</td>
<td>$400</td>
</tr>
<tr>
<td>Banner</td>
<td>Content pages</td>
<td>728 x 90 px</td>
<td>$600</td>
<td>$300</td>
</tr>
<tr>
<td>MREC</td>
<td>Right hand column</td>
<td>300 x 250 px</td>
<td>$500</td>
<td>$250</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>Right hand column</td>
<td>300 x 600 px</td>
<td>$600</td>
<td>$300</td>
</tr>
</tbody>
</table>

#### EDM MONTHLY E-NEWSLETTER

<table>
<thead>
<tr>
<th>TYPE</th>
<th>SIZE</th>
<th>1 EDM</th>
<th>2 EDMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>660 x 90 px</td>
<td>$500</td>
<td>$900</td>
</tr>
<tr>
<td>MREC</td>
<td>300 x 250 px</td>
<td>$400</td>
<td>$700</td>
</tr>
</tbody>
</table>

*EDM sent first week of the month*

Social media add-ons available upon request, from $200, subject to editorial agreement.

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

<table>
<thead>
<tr>
<th></th>
<th>Size</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>1100 x 90 pixels</td>
<td>300 x 250 pixels</td>
</tr>
<tr>
<td>SKYSCRAPER</td>
<td>300 x 600 pixels</td>
<td>660 x 90 pixels</td>
</tr>
<tr>
<td>MREC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BANNER (CONTENT PAGES)</td>
<td>728 x 90 pixels</td>
<td></td>
</tr>
</tbody>
</table>

- 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.