

Media Kit

SEPTEMBER 2021

ARTIST PROFILE

John Olsen photographed by Anna Kučera



Who we are

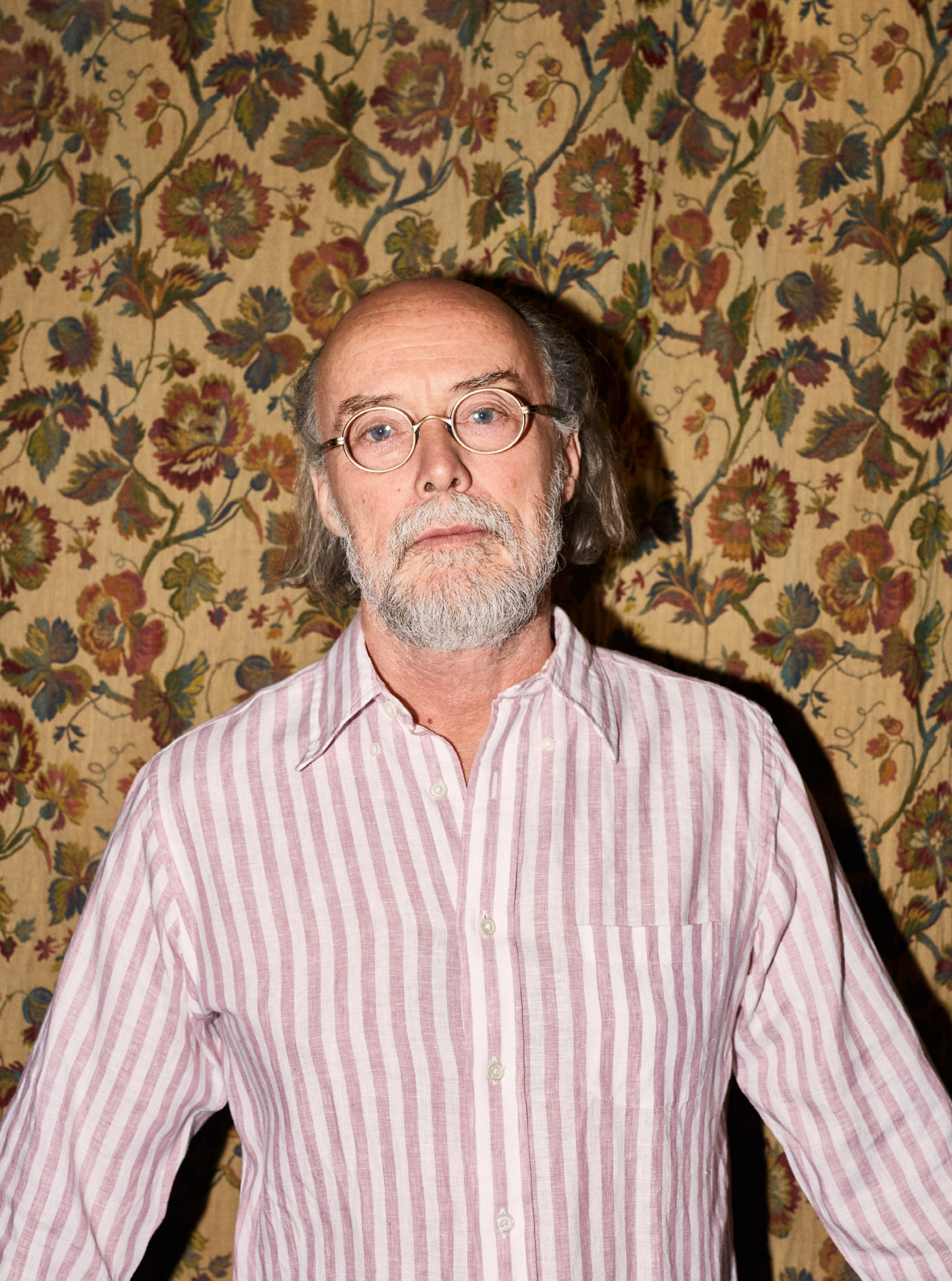
Since its inception in 2007, *Artist Profile* has been a leading quarterly journal taking its readers into the studios and minds of contemporary artists across Australasia and beyond.

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.

Megan Cope photographed by Mick Richards

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

Bill Henson photographed by Mia Mala McDonald

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.

 **10k**
followers


FREQUENCY
Quarterly

 **24.7k**
followers

PAGES
182 pages

 **4.5k**
followers

COVER PRICE
\$21.99

 enews-
16k per
month

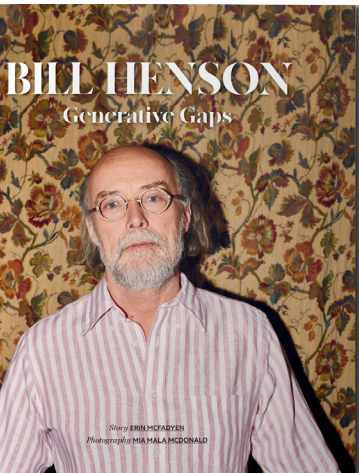
PRINT STOCKISTS
Galleries, newsagents, art
supplies retailers outlets

DIGITAL STOCKISTS
Zinio & Flipster

Kelly Manning photographed by Hilary Walker
Vincent Namatjira photographed by Saskia Wilson
Del Kathryn Barton photographed by Anna Kučera

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

Content



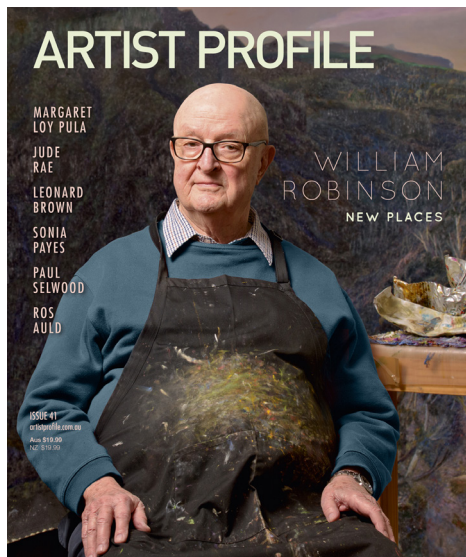
PROFILES / INTERVIEWS / PROCESS / ESSAYS / REVIEWS / PREVIEWS

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



Elisabeth Cummings photographed by Stephen Oxenbury

Print advertising



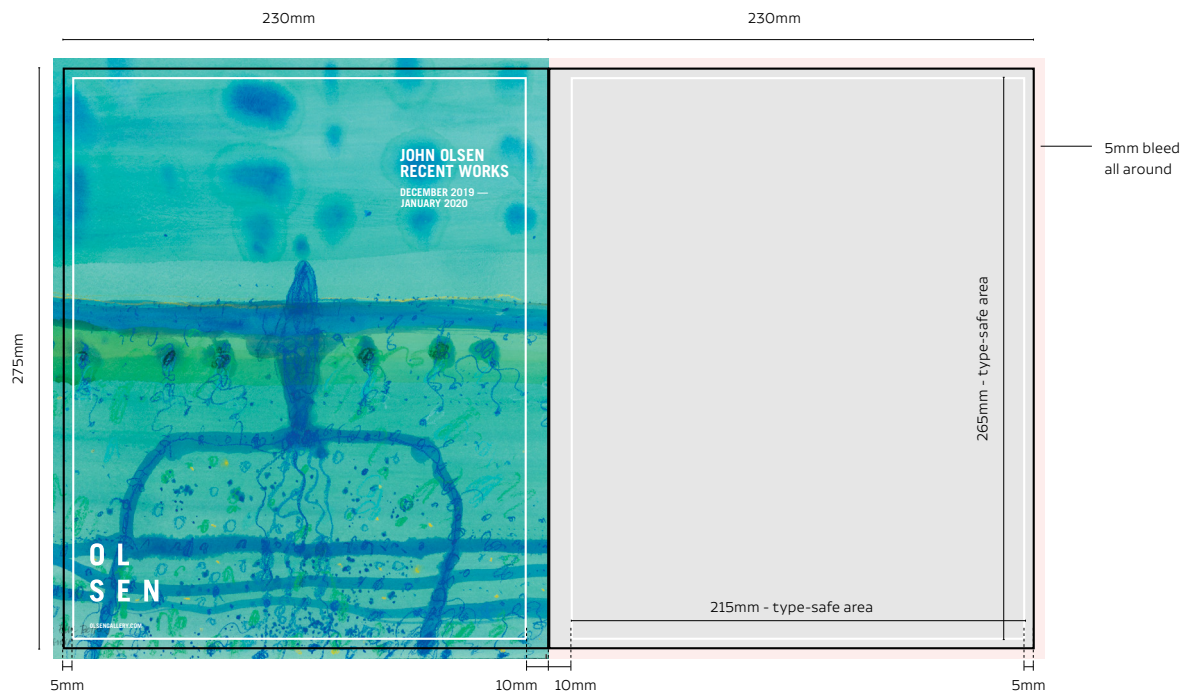
PLACEMENT	SIZE	CASUAL	2x	4x
Standard	Double Page Spread	\$4,200	\$3,880	\$3,570
	Full Page	\$2,100	\$1,940	\$1,785
	Half Page Vertical or Horizontal	\$1,260	\$1,165	\$1,070
Covers	Inside Front Cover Spread	\$5,040	\$4,660	\$4,285
	Inside Front Cover	\$2,520	\$2,330	\$2,140
	Inside Back Cover	\$2,310	\$2,135	\$1,960
	Outside Back Cover	\$2,730	\$2,545	\$2,320
Flysheets	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
#57	14 October, 2021	4 November 2021 - 2 March 2022
#58	10 February, 2022	3 March - 25 May 2022
#59	5 May, 2022	26 May - 24 August 2022
#60	4 August, 2022	25 August - 2 November 2022
#61	13 October, 2021	3 November - 1 March 2022
#62	9 February, 2021	2 March - 25 May 2022

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

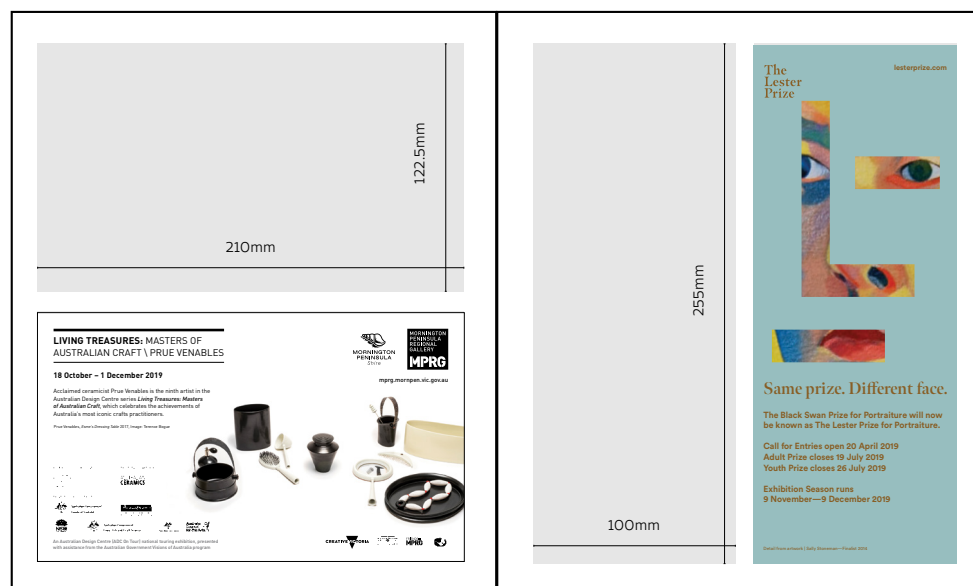
HALF PAGE VERTICAL

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?

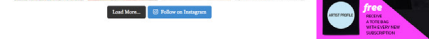
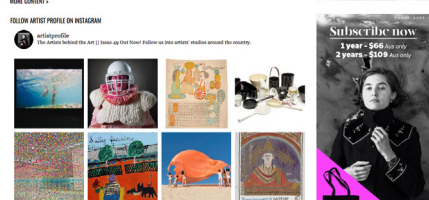
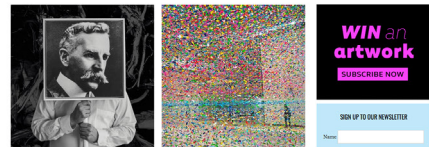
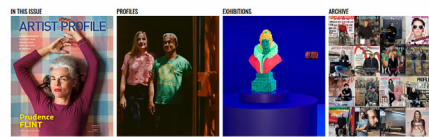
Please supply high resolution images, logos and all text copy to be used in the advertisement. *Please allow 3 day turnaround before due date.*





Prudence Flint photographed by Mia Mala McDonald

ARTIST PROFILE



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Leaderboard
(Home)

MREC
(Home)

MREC
(Home)

Middle
Leaderboard

MREC

MREC

Skyscraper

Digital advertising

WEBSITE

TYPE	PLACEMENT	SIZE	4 WEEKS	2 WEEKS
Leaderboard	Home page only	1100 x 90 px	\$800	\$400
MREC	Home page only	300 x 250 px	\$500	\$250
Middle Leaderboard	Home page only	1100 x 90 px	\$800	\$400
Banner	Content pages	728 x 90 px	\$600	\$300
MREC	Right hand column	300 x 250 px	\$500	\$250
Skyscraper	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 sent first week of the month

Tuesday 5 October 2021

Tues 2 November 2021

Tues 7 December 2021

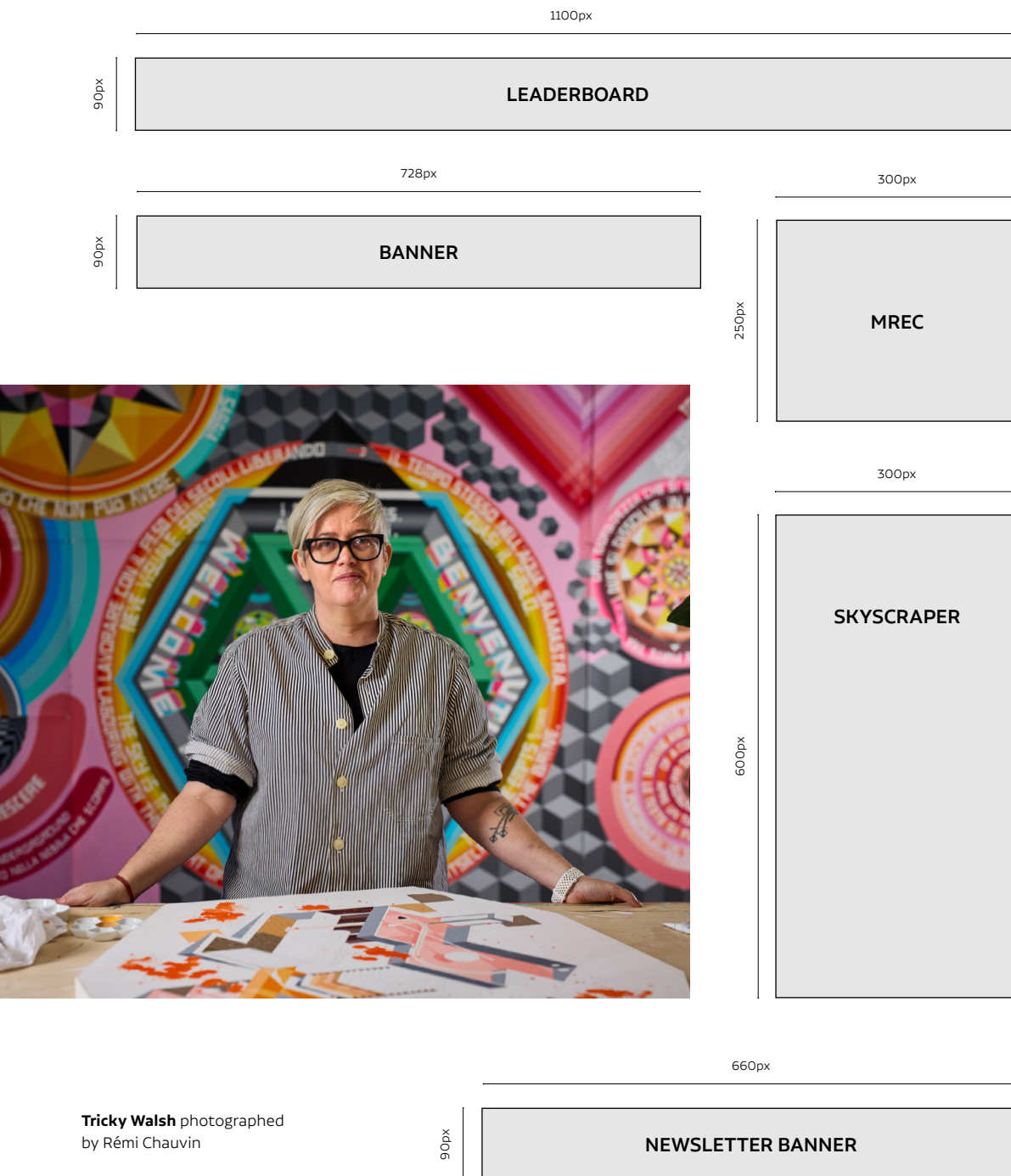
Tues 4 January 2022

Tues 1 Feb 2022

Tues 1 March 2022

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

LEADERBOARD

Size 1100 x 90 pixels

MREC

Size 300 x 250 pixels

SKYSCRAPER

Size 300 x 600 pixels

NEWSLETTER BANNER

Size 660 x 90 pixels

BANNER (CONTENT PAGES)

Size 728 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



BANDICOOT

PUBLISHING

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

BATCH 1097032931
324-83213-1L
RED LL
8110761