

Clara Adolfs
photographed by
Anna Kučera

ARTIST PROFILE

MEDIA KIT
OCTOBER 2023



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.

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.

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.

Our audience are a global network of collectors, arts professionals, institutions, and artists themselves.

Blak Douglas photographed by Chrissie Hall

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's degree
or higher

90%
are over
40 yrs

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

80%
collect
art

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

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

John Wolseley photographed by Bri Hammond

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 and Aotearoa New Zealand, 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.



10.6k
followers

FREQUENCY

Quarterly



26.1k
followers

PAGES

178 pages



4.3k
followers

COVER PRICE

\$24.99



enews-
17k per
month

PRINT STOCKISTS

Public and private galleries and museums, newsagents, art supplies retail outlets and bookstores

DIGITAL STOCKISTS

Zinio & Flipster

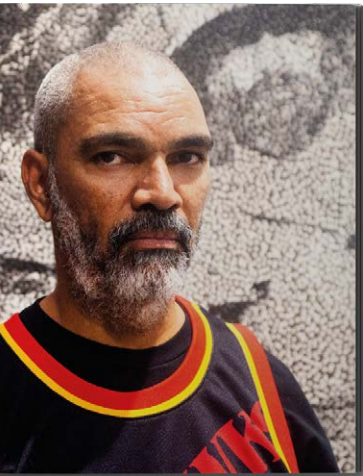
Emma Coulter photographed by Mia Mala McDonald

Hossei photographed by Chrissie Hall

Erin Mison photographed by Jennifer Leahy

Artist Profile website -
30,000 unique visits per month
96,000 active users & growing

CONTENT



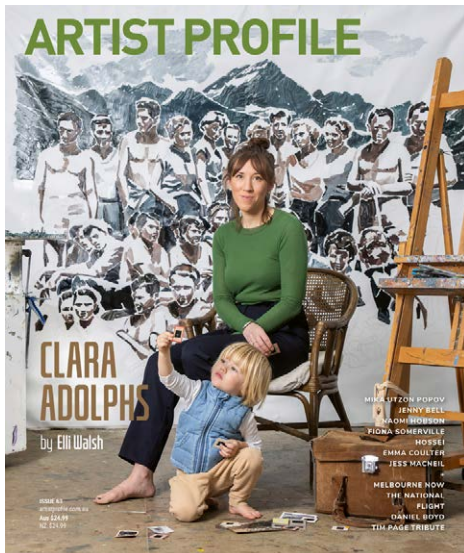
PROFILES / INTERVIEWS / PROCESS / ESSAYS / REVIEWS / PREVIEWS

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



Brent Harris photographed by Mia Mala McDonald

PRINT ADVERTISING



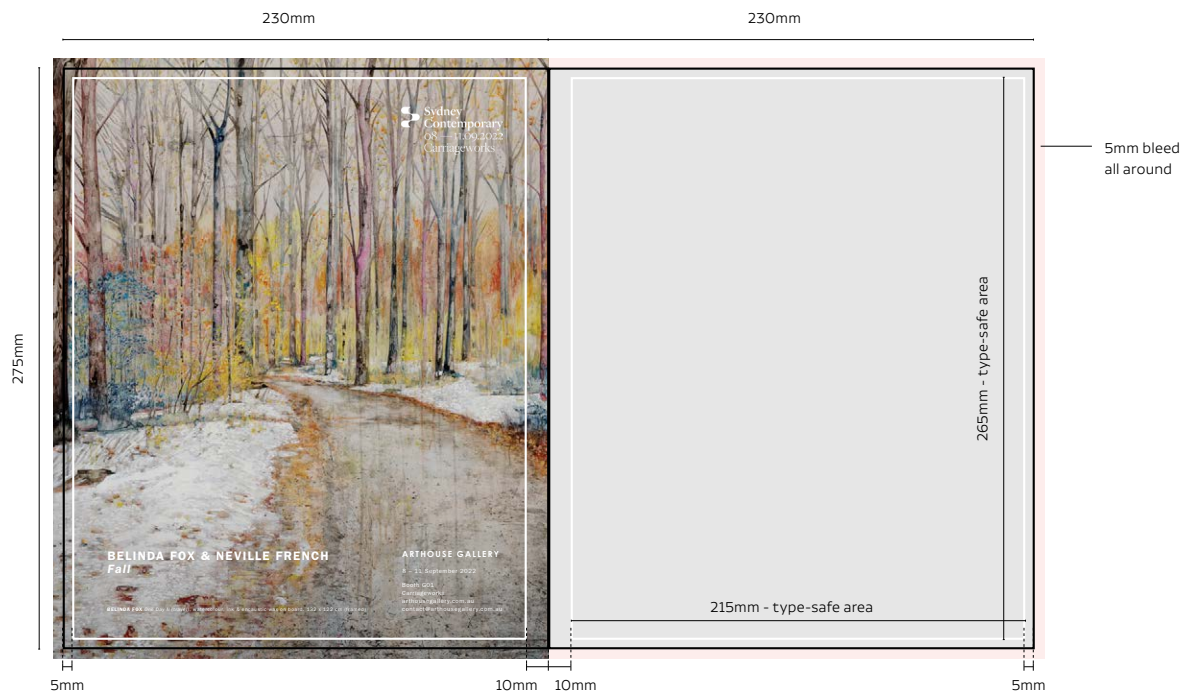
PLACEMENT	SIZE	CASUAL	2x	4x
Standard	Double Page Spread	\$4,430	\$4,095	\$3,765
	Full Page	\$2,215	\$2,050	\$1,885
	Half Page Vertical or Horizontal	\$1,330	\$1,230	\$1,130
Covers	Inside Front Cover Spread	\$5,320	\$4,915	\$4,520
	Inside Front Cover	\$2,660	\$2,460	\$2,260
	Inside Back Cover	\$2,440	\$2,250	\$2,070
	Outside Back Cover	\$2,880	\$2,685	\$2,450
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
#65	19 October, 2023	9 November 2023 – 29 February 2024
#66	13 February, 2024	1 March – 22 May 2024
#67	2 May, 2024	24 May – 21 August, 2024
#68	1 August, 2024	22 August – 6 November, 2024
#69	17 October, 2024	7 November 2024 – 27 February, 2025

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?

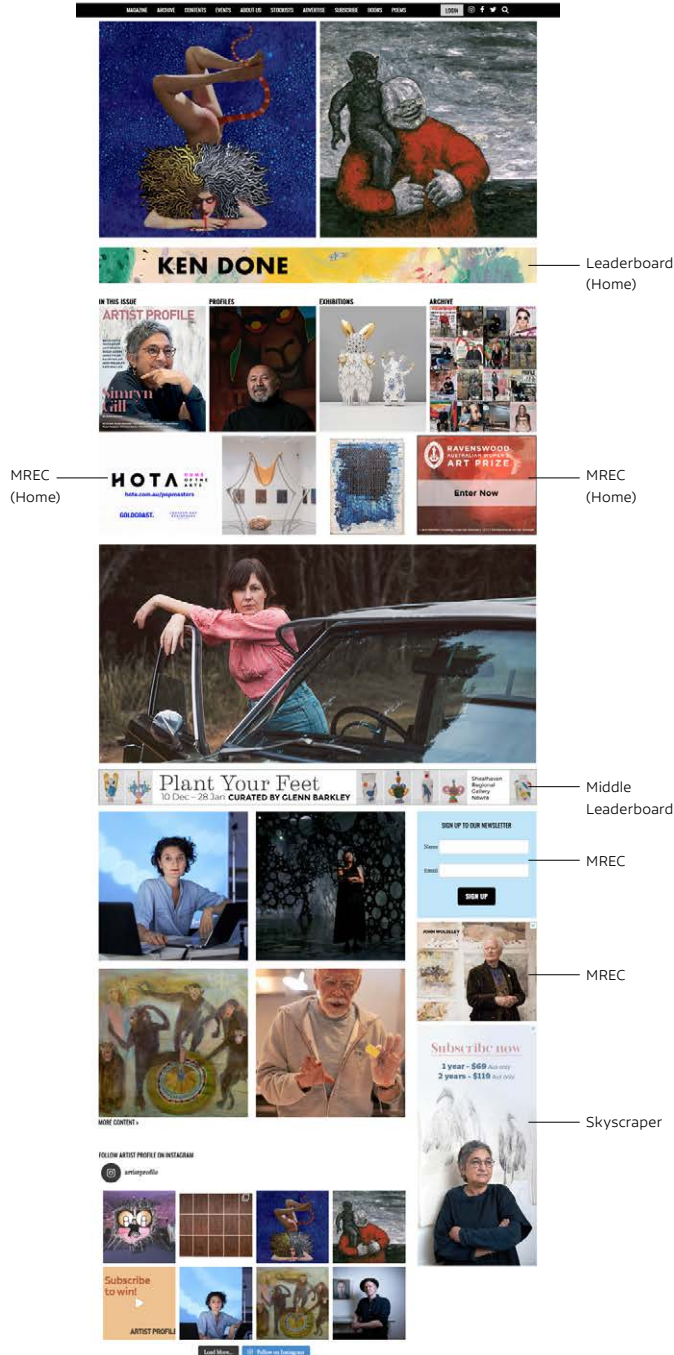
Please supply high resolution images, logos and all text copy to be used in the advertisement. **Please allow 3 day turnaround before due date.**





Michelle Cawthorn photographed by Anna Kučera

ARTIST PROFILE



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

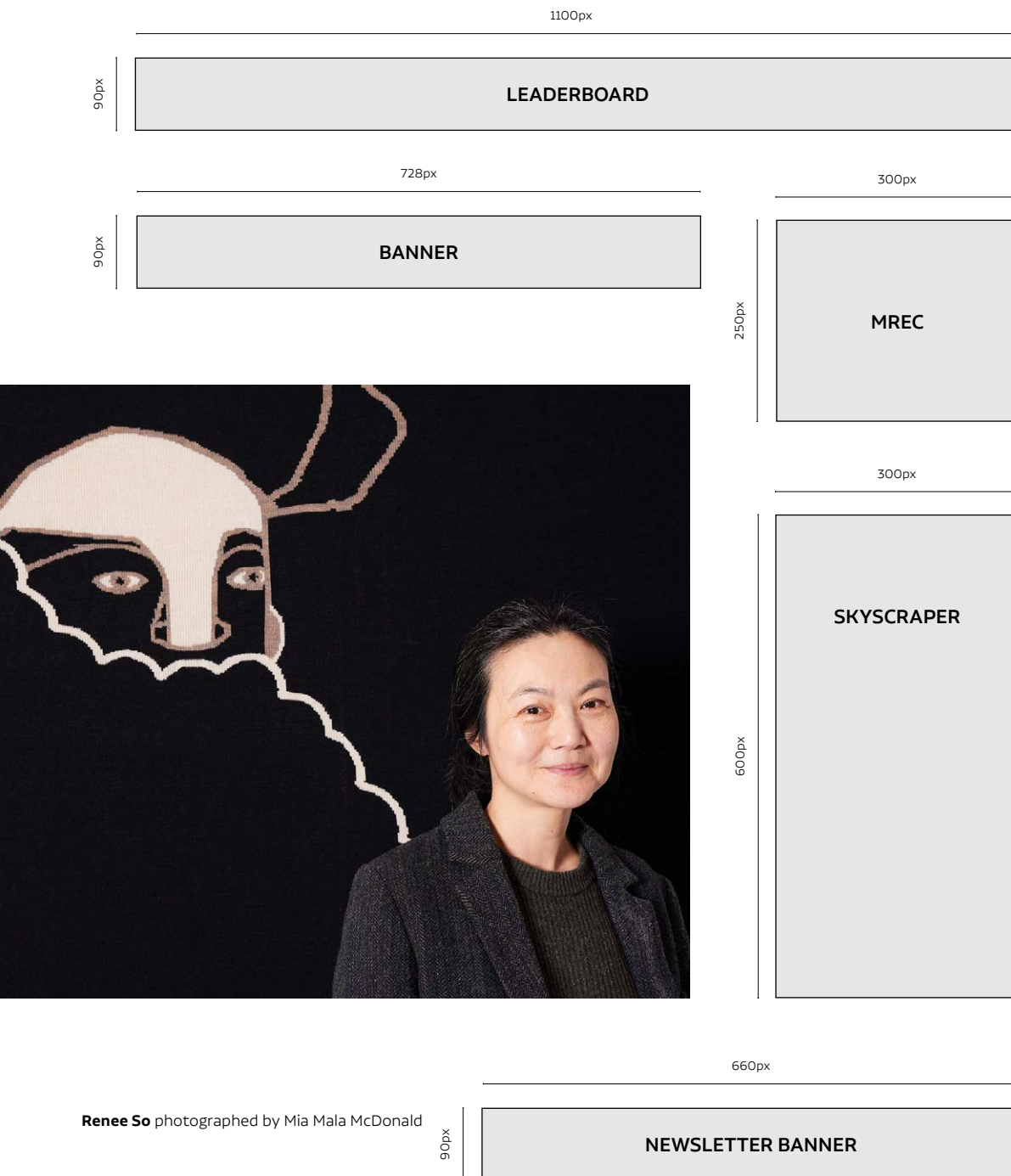
Wednesday 4 October 2023
 Wednesday 1 November 2023
 Wednesday 6 December 2023
 Wednesday 10 January, 2024
 Wednesday 7 February, 2024

Wednesday 6 March, 2024
 Wednesday 3 April, 2024
 Wednesday 1 May, 2024
 Wednesday 5 June, 2024
 Wednesday 3 July, 2024
 Wednesday 7 August, 2024

Wednesday 4 September, 2024
 Wednesday 2 October, 2024
 Wednesday 6 November, 2024
 Wednesday 4 December, 2024

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

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02 8310 2287