

Ann Thomson  
photographed by  
Anna Kučera

# ARTIST PROFILE

MEDIA KIT

MARCH 2024





## 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.

**Clara Adolphs** photographed by Anna Kučera

*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

**Henry Jock Walker** photographed by Bri Hammond

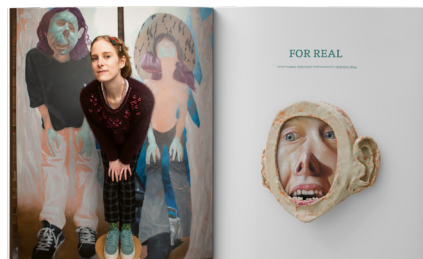
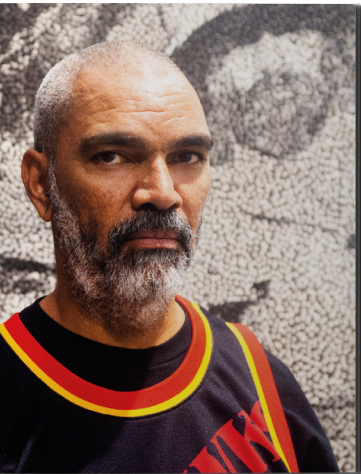
**Hossei** photographed by Chrissie Hall

**Nadine Christensen** photographed by Mia Mala McDonald

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





Khaled Sabsabi photographed by Anna Kučera



# 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
Flysheet	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
#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
#70	6 February, 2025	27 February 2025– 21 May 2025
#71	1 May, 2025	22 May – 20 August 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](mailto: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.**



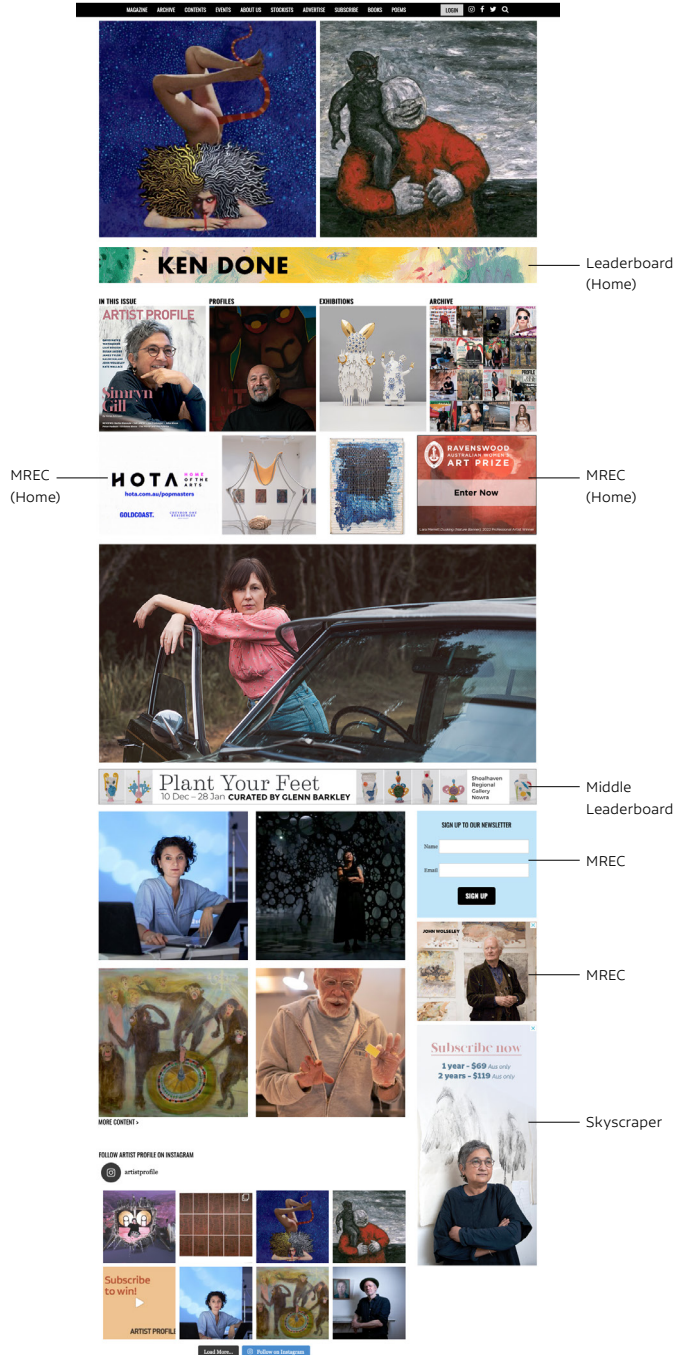




Chris Dyson photographed by Charlie Kinross



## 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 130 px	\$500	\$900
MREC	300 x 250 px	\$400	\$700

### EDM sent first week of the month

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

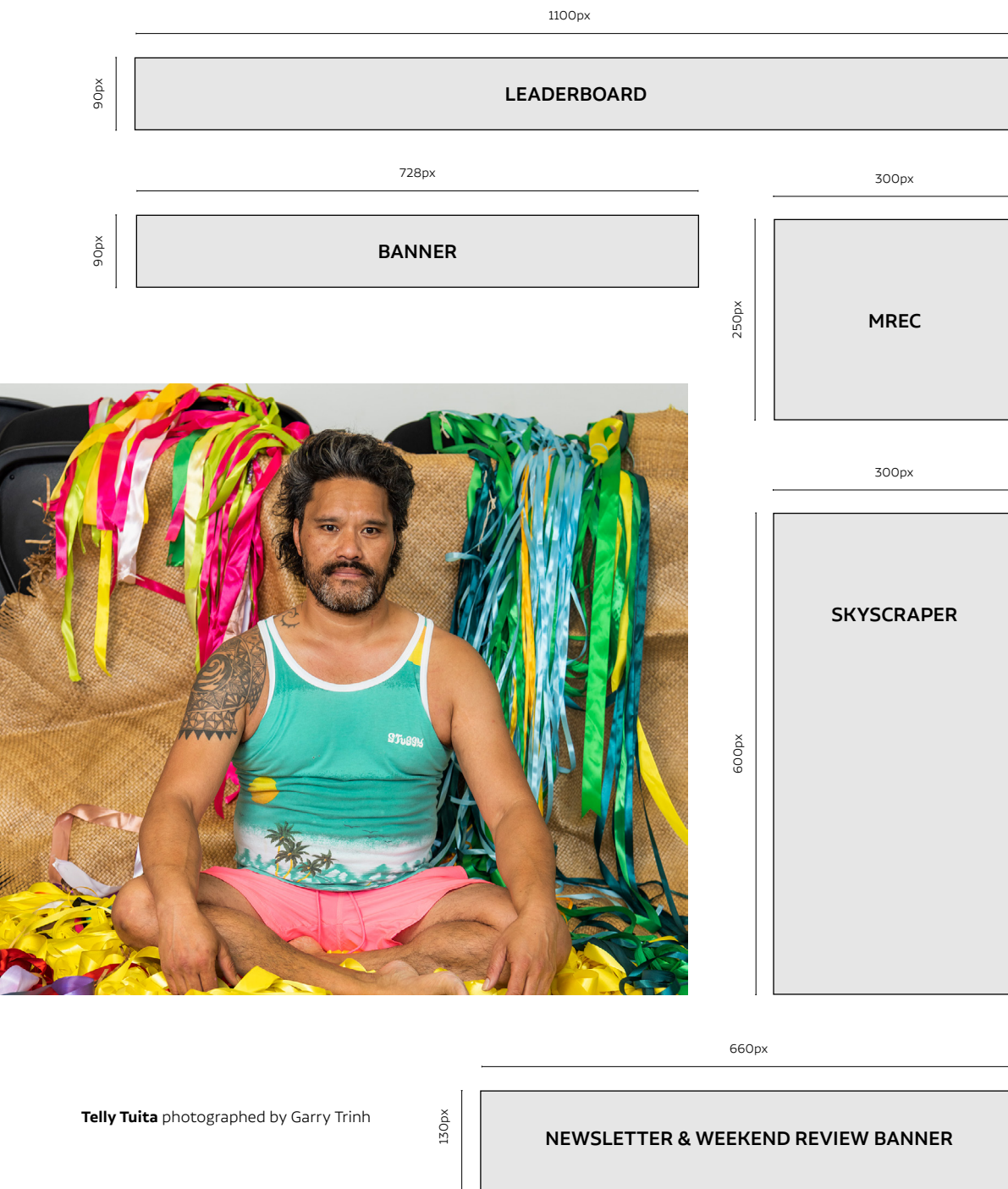
## EDM - WEEKEND REVIEW

TYPE	SIZE	PER RUN
Banner	660 x 130 px	\$100

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

## BANNER (CONTENT PAGES)

Size 728 x 90 pixels

## NEWSLETTER & WEEKEND REVIEW BANNER

Size 660 x 130 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](mailto:jtrochei@artistprofile.com.au)

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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](http://artistprofile.com.au)



# CONTACT



**BANDICOOT**

PUBLISHING

## ADVERTISING ENQUIRIES

Jill Trochei

National Advertising Manager

[jtrochei@artistprofile.com.au](mailto:jtrochei@artistprofile.com.au)

02 8310 2287

## GENERAL ENQUIRIES

[info@artistprofile.com.au](mailto:info@artistprofile.com.au)

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