ARTIST PROFILE

MEDIA KIT November 2026 - March 2027



Portrait of Tina Havelock Stevens, 2026, photographed by Anna Kučera / Artist Profile

Who we are

Since 2007, *Artist Profile* has established itself as one of Australasia's leading quarterly journals dedicated to contemporary art and artists. Expanding across print, digital platforms, and live events, the publication offers advertisers access to a highly engaged and influential arts community spanning collectors, institutions, curators, arts professionals, and practicing artists worldwide.

At the heart of *Artist Profile* is a commitment to commissioning original writing, photography, and critical commentary that explores the realities of contemporary artistic practice. Through in-depth studio visits, interviews, essays, and conversations with both established and emerging practitioners, the magazine provides rare insight into the creative process, ideas, and experiences shaping visual culture today. Renowned commissioned photography further enriches this perspective, offering intimate access to artists' personal and working environments.

Celebrating innovation, critical thought, and cultural dialogue, *Artist Profile* continues to inspire readers while fostering meaningful connections across the contemporary arts sector.

Artist Profile presents the artists behind the art.



Portrait of Kirtika Kain in her Parramatta Artists Studio, 2026, photographed by Garry Trinh / Artist Profile, Stylist and Creative Director by JD Reforma

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 $100,000

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.



Portrait of Jordan Gogos in the Powerhouse Ultimo studio, 2026, photographed by Anna Kučera / UNSW Galleries

Distribution

Artist Profile maintains a strong national retail presence and strategic distribution partnerships across Australia and Aotearoa New Zealand. The magazine is available through leading public and private museums and galleries, independent bookshops, newsagencies, airports and specialist art stores. Supported by long-standing relationships with direct advertisers and media agencies, *Artist Profile* also delivers extensive print and digital reach through a growing networkdistribution channels, subscriptions and online readership.

11.5k
followers

30.7k
followers

29.5k
enews-per month

FREQUENCY
Quarterly

PAGES
196 pages

COVER PRICE
$24.99 AU
$25.99 NZ

PRINT STOCKISTS
Public and private galleries and museums, newsagents, art supplies, airports and bookstores.

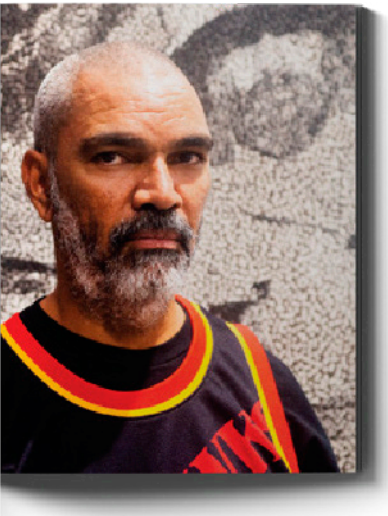
DIGITAL STOCKISTS
Zinio & Flipster

Artist Profile website - 37,000 unique visits per month 121,000 active users & growing. Facebook and Instagram views, 370,000 per month.



Warraba Weatherall, 2026, photographed by Mick Richards / Artist Profile

Content





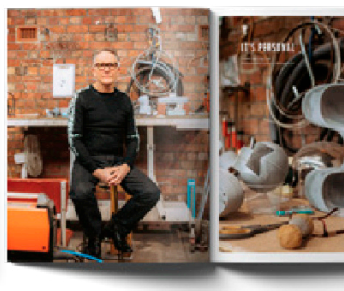












PROFILES / INTERVIEWS / PROCESS / ESSAYS / REVIEWS / PREVIEWS

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



Milli Jannides in her Auckland studio, 2026, photographed by Raymond Sagapolutele / *Artist Profile*

Print Advertising

Placement	Size	Casual	2x	4x
Standard	Double Page Spread	$4,430	$4,095	$3,765
	Full Page	$2,215	$2050	$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 Deadlines	On Sale
#78	4 February 2027	25 February - 26 May 2027
#79	6 May 2027	27 May - 19 August 2027
#80	29 July, 2027	20 August - 10 November 2027
#81	21 October 2027	12 November 2027 - 23 February 2028
#82	3 February 2028	25 February 2028 - 24 May 2028



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	275 x 460 mm
Bleed	285 x 470 mm (5 mm all around)
Type area	265 x 215 mm per side

FULL PAGE

Size	275 x 230 mm
Bleed	285 x 240 mm (5 mm all around)
Type area	265 x 215 mm

HALF PAGE HORIZONTAL

Size No Bleed	122.5 x 210 mm

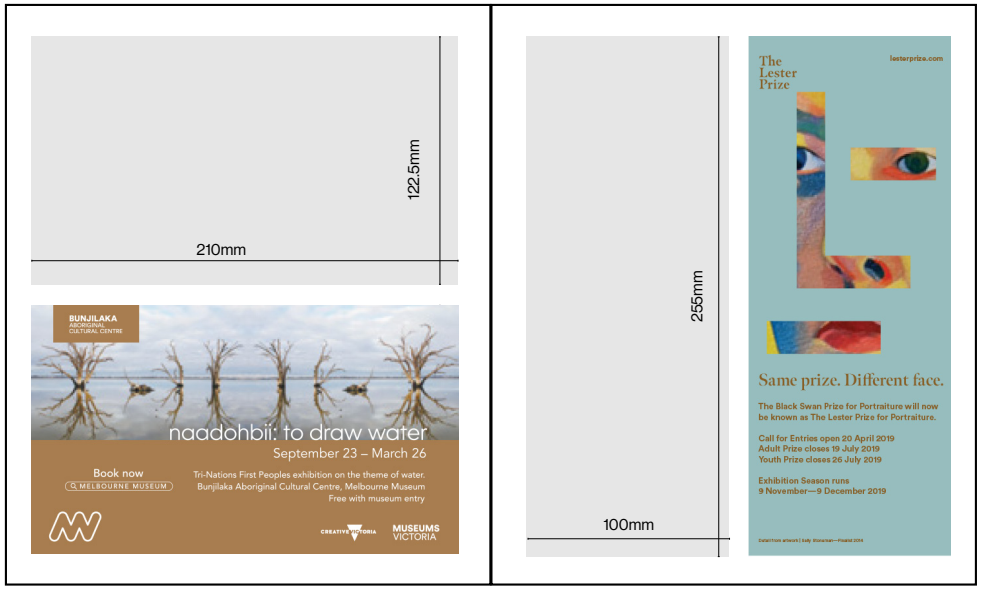
HALF PAGE VERTICAL

Size No Bleed	255 x 100 mm



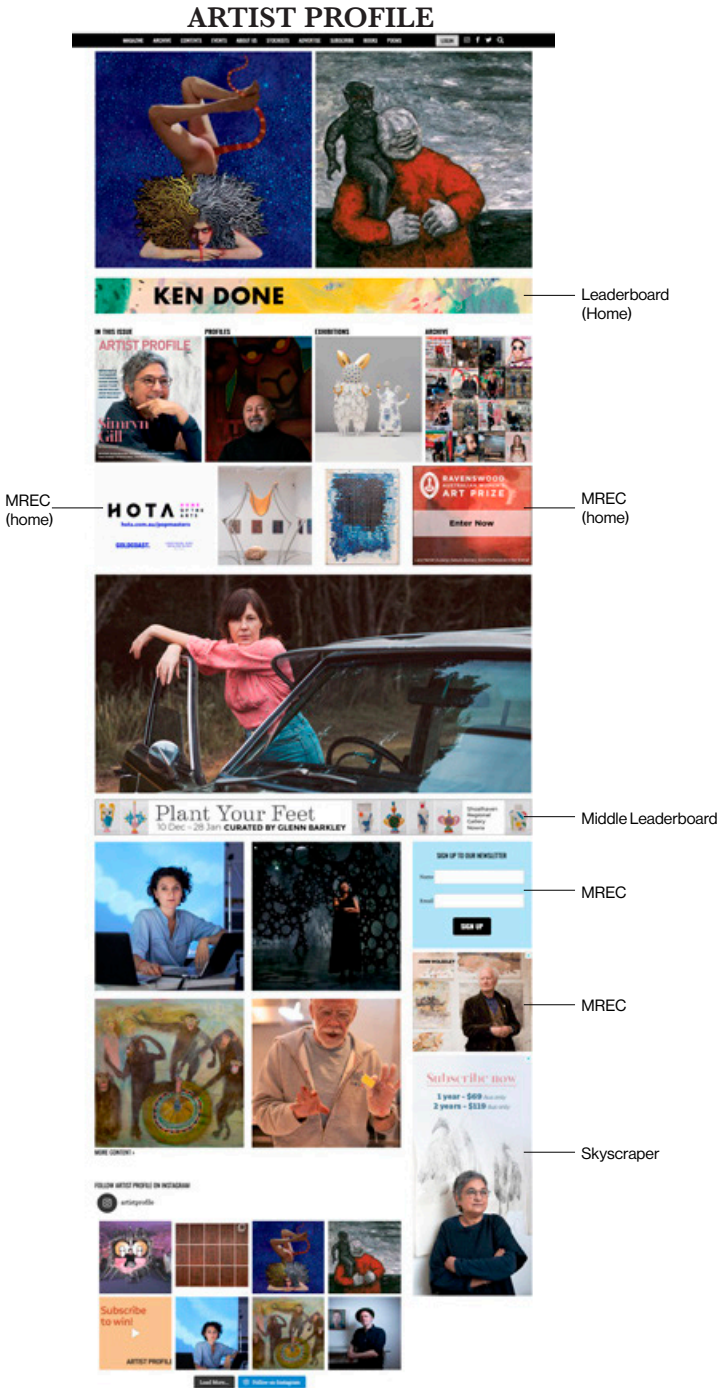
- Please supply ads as high resolution 300dpi, CMYK pdf files.
- All fonts must be outlined or embedded in the PDF.
- Image resolution must be 300dpi at 100% of printed size.
- No spot colours.
- Black text should be 100% black only.
- Total ink weigh should be less than 300%.
- Digital files must be 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.**





Khaled Sabsabi photographed by Anna Kučera



Digital Advertising

WEBSITE

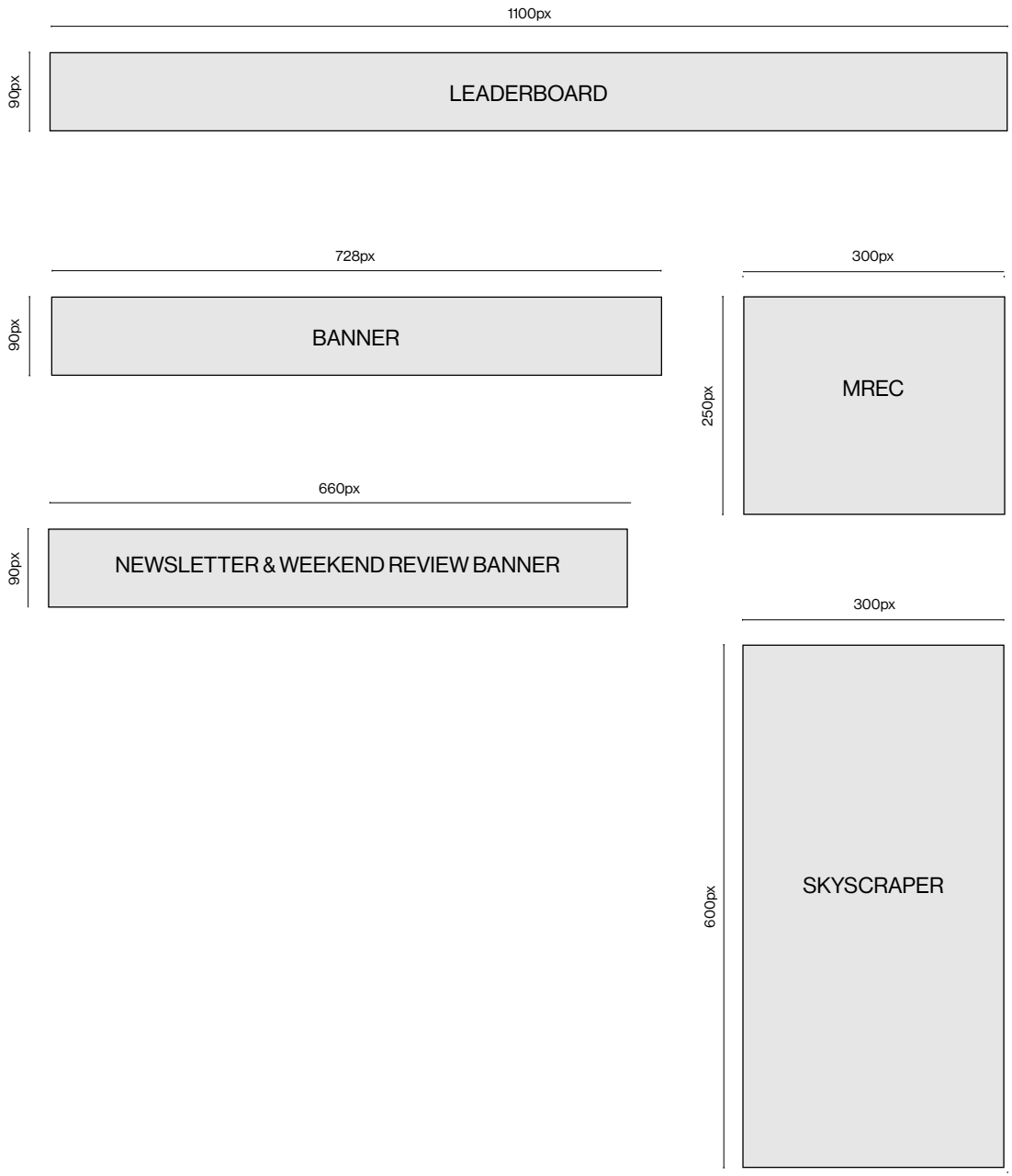
Type	Placement	Size	4 Weeks	2 Weeks
Leaderboard	Home page only	1100 x 90 px	$800	$400
MREC	Home page only	300 x 250 p	$500	$250
Middle Leaderboard	Home page only	1100 x 90 px	$800	$400
Banner	Content pages	728 x 90 px	$600	$300
MREC	Right hand column	300 x 250 px	$500	$250
Skyscraper	Right hand column	300 x 600 px	$600	$300

EDM - E-NEWSLETTER

Type	Size	4 Weeks	1 Weeks
Banner	660 x 90 px	$500	$150
MREC	300 x 250 px	$400	$110

Social media add ons are subject to editorial agreement.

Individualised packages are available for artists, galleries, museums and non-arts 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 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.



Ken Unsworth
photographed by
Effy Alexakis

Contact

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PUBLISHING