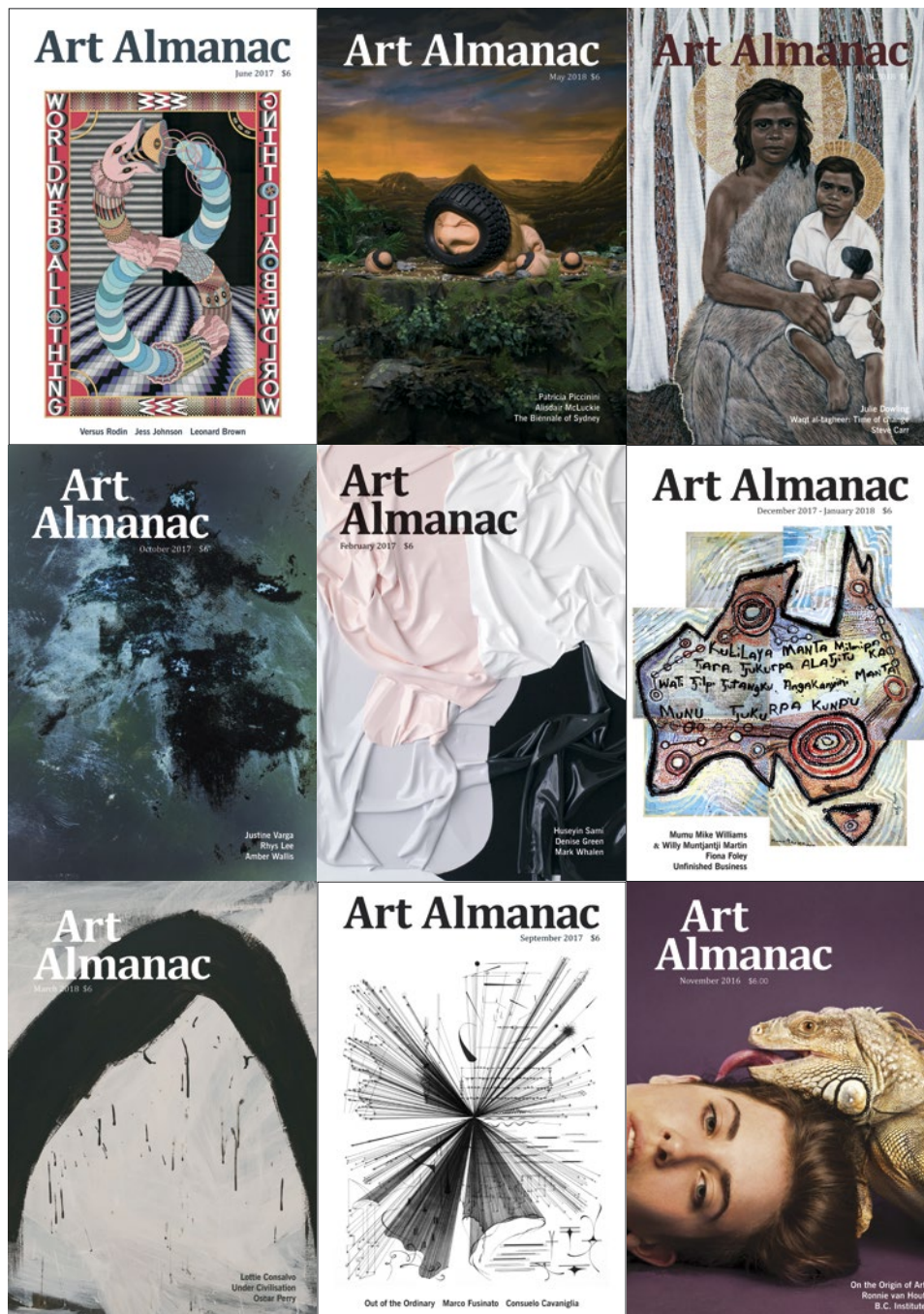


Art Almanac

Media Kit 2018



Print

8,000-10,000 monthly nation wide

11 issues a year

The utility of our A5 size has been **loved since 1974**.

Our new gloss exterior and silk pages ensure exceptional image reproductions for the discerning reader.

Independent editorial.

Online

15,000 unique visits every month

Free for art lovers and galleries alike

Easy to navigate and search, bold text and eye-catching images

Extra editorial content, news and what's on in real time

Art and industry database

Advertisers rewarded with strong positions online

eAlmanac

Monthly newsletter reach, 36,000

Read at home and abroad with fantastic open rates

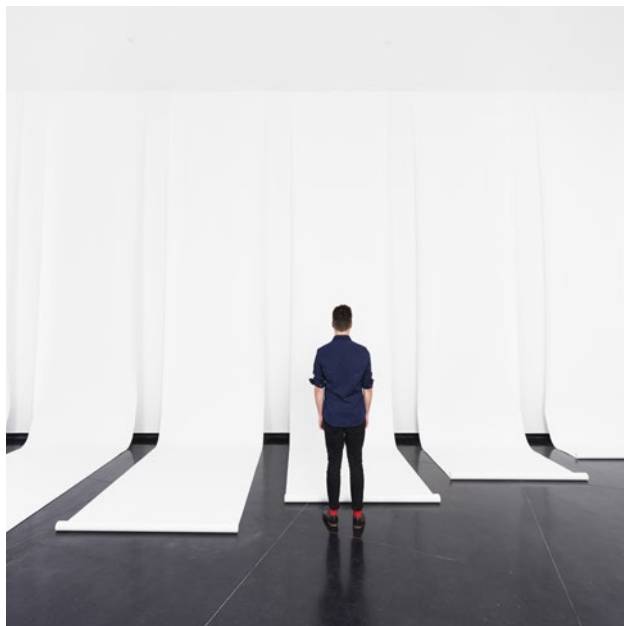
Pairing your message

with engaging and original content



Carla Adams, *Ryan (Sorry, I couldn't help myself)*, 2017, polycord, acrylic yarn, cotton thread, linen and glass gem

Courtesy of the artist and Verge Gallery, Sydney



Julian Day, *White Noise*, 2016, installation view, NEW16, Australian Centre for Contemporary Art
Photo by Matthew Stanton
Courtesy the artist

Total Reach 110,000+

Readership & Community

Lifestyle and leisure

Our mature and loyal readers work, play and buy in the arts:
35-55yrs 55%; 56+yrs 21%

Growing youth engagement

Next generation of collectors and artists 20-35yrs 24%

Our largest point of sale

is Australia's largest art community – **Melbourne**

Maximise your audience with customised marketing

Advertise in Print

Display rates and specifications

(11 issues – 12 months)

	Issue			
	Casual	x3	x6	x11
Full page				
Colour	\$540	\$526	\$513	\$486
Mono	\$320			

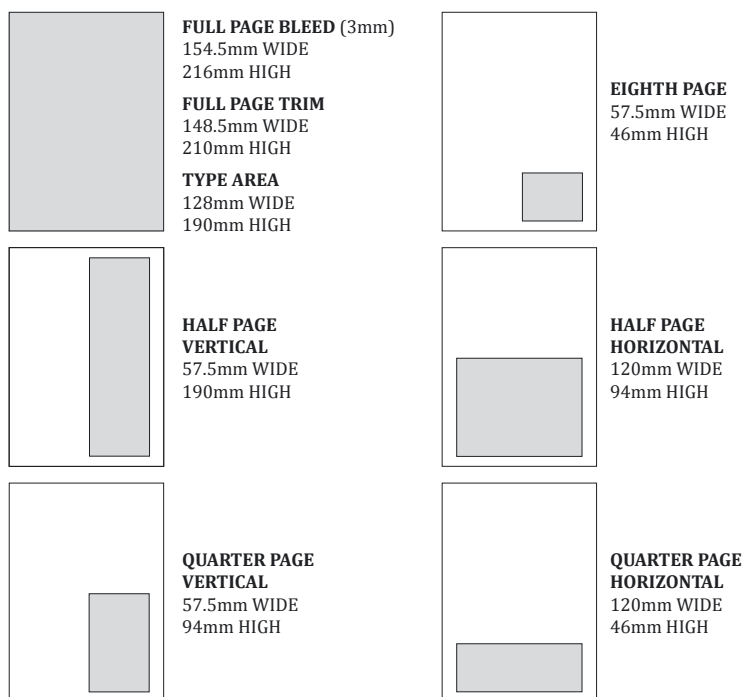
Half page				
Colour	\$350	\$341	\$332	\$315
Mono	\$200			

Quarter page				
Colour	\$240	\$234	\$228	\$216
Mono	\$140			

Eighth page				
Colour	\$120	\$117	\$114	\$108
Mono	\$95			

Premium Pages	
Back cover	\$800
Inside front	\$700
Page 3	\$700
Inside back	\$700

All prices exclude GST



Complimentary design service available. Email ad material or print ready PDFs to info@art-almanac.com
All artwork to be supplied as CMYK print-ready pdf. All images and logos to be supplied as CMYK at 300dpi.

Advertising enquiries

Laraine Deer 02 9901 6120 ldeer@art-almanac.com.au

Submit on time

February	Thursday, 4 January
March	Thursday, 1 February
April	Thursday, 1 March
May	Tuesday, 3 April
June	Wednesday, 2 May
July	Wednesday, 30 May
August	Friday, 29 June
September	Wednesday, 1 August
October	Friday, 31 August
November	Wednesday, 3 October
Dec/Jan	Thursday, 1 November
February 2019	Thursday, 3 January

Follow Us

@artalmanac

Instagram 20.3K+

Facebook 7.3K+

Twitter 5.4K+

Organic reach approx. 8,000 engagements per post

Ask us about branded content and support



Installation image from the exhibition 'Justine Varga: Photogenic Drawing', Australian Centre for Photography, 2017
© ACP Michael Waite
Courtesy the artist and Australian Centre for Photography, Sydney

Our loyal subscribers work, play and buy in the arts

Listings

We offer three ways to promote your gallery, exhibitions and art industry services

The Essentials

Listing (Text only) for national coverage

Published in print (and online at no extra charge)

\$8.00 per line (minimum 5 lines/ \$40)

Easy submission online or by email

Listings are published by area under gallery name

New gallery index, search alphabetically in print

Full Exposure

Illustrate your Listing in Print and Online

Add images to make the most of your national promotion

Size	Issues		
	Single	x3	x6
Half Column	\$220	\$210	\$200
	Up to 12 lines and one image*		
Full Column	\$350	\$330	\$315
	Up to 30 lines and one image*		
	Or up to 12 lines and two images*		

*Note image size is at the discretion of Art Almanac (maximum width 55mm)

Be Rewarded

Work with us over 12 months and receive:

- +Discounted rate
- +Bonus digital advertisement
- +Priority editorial consideration

Half Column (\$185 per issue) \$2,035

Full Column (\$295 per issue) \$3,245

Go Digital

Illustrate your Listing Online

'Stand out' by adding images of your artworks

This option allows you to add images to your text listing

Great value at only \$20 for two images per month

Single issue \$20

Online Images Package

One Year \$200 – 11 issues for the price of 10

Half Year \$100 – 6 issues for the price of 5

All prices exclude GST

Newcastle

Watt Space

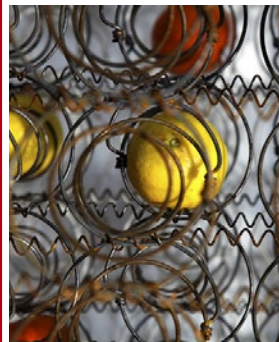
(map ref 6-J) Northumberland House, cntr King and Auckland streets, Newcastle 2300.
T Office (02) 4921-5188. Gallery 4921-8733.
E penelope.finnigan@newcastle.edu.au
W www.wattspacegallery.wordpress.com H Wed-Sun 11.00 to 5.00. Sept 30 to Oct 9 (opening Thurs Sept 29, 6pm) **This is not Art Festival** at Watt Space, co-ordinated by Amy Hamilton, Johanna Lynch and Tim Buchanan. Oct 12 to 30 (opening Fri Oct 14, 6.30pm) **2016 Campus Art Prize** selected works from students of Australian Tertiary Institutions.

The Lock Up

(map ref 6-J) 90 Hunter Street, Newcastle 2300.
T (02) 4925-2265. W www.thelockup.org.au
H Wed-Sat 10.00 to 4.00, Sun 11.00 to 3.00.

The University Gallery and Senta Taft-Hendry Museum of Oceanic Art

(map ref 6-J) University of Newcastle, University Drive, Callaghan 2308. T (02) 4921-5255.
E gallery@newcastle.edu.au
W www.newcastle.edu.au/universitygallery H Wed-Fri 10.00 to 5.00, Sat 12.00 to 4.00, Oct 5 to Nov 12 **Still Life in Yellow, Steel and Mandarins** by Dani Marti. See ad page 127.



Dani Marti, *Still Life in Yellow, Steel and Mandarins* (detail), 2016, mixed media

Newcastle Art Gallery (NAG)

(map ref 6-J) 1 Laman Street, Newcastle 2300.
T (02) 4974-5100. E artgallery@ncc.nsw.gov.au
W www.nag.org.au Cultural Director (City of Newcastle): Liz Burcham. H Tues-Sun 10.00 to 5.00. To Oct 23 **Marion Borgelt: Memory & Symbol**.



Marion Borgelt, *Lunar Swell No 3*, 2015. Dutch gold leaf, hoop pine ply, MDF, timber, polyurethane, 35 x 184 x 16cm

Marion Borgelt is an Australian artist working with sculpture, painting and installation. 'Memory & Symbol', is a survey exhibition of work made during the 90s through to her most recent. Drawing inspiration from her interest in environmental concerns, and universal themes of evolution; life cycles, consciousness, and the contrast of light and dark, Borgelt examines the correspondence between the fabricated and the natural world, between microcosm and macrocosm. Of Borgelt's work Sarah Johnson, Curator, Newcastle Art Gallery says, "They evolve and modify as works of art, but are undeniably 'Borgeltian' in their precision, tightness of materiality, colour and texture." To Nov 13 **Kilgour Prize 2016**. \$50,000 annual art prize for figurative and portrait painting.



Marion Borgelt, *Icons and Emblems Series, Silent Sound No II*, 110 x 89.5cm

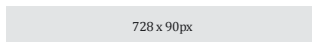
Advertise Online

art-almanac.com.au

15,000 unique visits every month
Advertisers rewarded with strong positions online

Leaderboard 728 x 90px

For exhibitions and events
Position: Top of homepage and run of site



Island Tile 300 x 250px

For exhibitions and art industry services
Position: Homepage and run of site



Rate

2 weeks \$300
4 weeks \$600
3 months \$540 (per month)
6 months \$510 (per month)

eAlmanac

Monthly newsletter reach, 36,000
Pairing your message with engaging and original content

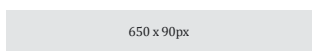
Exhibition Display Banner 650 x 200px

Casual x3 x6
\$330 \$300 \$280



Leaderboard 650 x 90px

Casual x3 x6
\$220 \$200 \$185



Art Tile 300 x 250px

Casual x3 x6
\$250 \$225 \$213



eAlmanac Calendar

Issue	Deadline	Release Date	Issue	Deadline	Release Date
eA-227	04 Apr	11 Apr	eA-240	4 July	11 July
eA-228	11 Apr	18 Apr	eA-241	11 July	18 July
eA-229	18 Apr	26 Apr	eA-242	18 July	25 July
eA-230	26 Apr	02 May	eA-243	25 July	01 Aug
eA-231	02 May	09 May	eA-244	01 Aug	08 Aug
eA-232	09 May	16 May	eA-245	08 Aug	15 Aug
eA-233	16 May	23 May	eA-246	15 Aug	22 Aug
eA-234	23 May	30 May	eA-247	22 Aug	29 Aug
eA-235	30 May	06 Jun	eA-248	29 Aug	05 Sept
eA-236	06 Jun	13 Jun	eA-249	05 Sept	12 Sept
eA-237	13 Jun	20 Jun	eA-250	12 Sept	19 Sept
eA-238	20 Jun	27 Jun	eA-251	19 Sept	26 Sept
eA-239	27 June	4 July	eA-252	26 Sept	03 Oct

The screenshot shows the Art Almanac website interface. At the top, there's a navigation menu with links for 'WHAT'S ON', 'FEATURES', 'ART & INDUSTRY', 'NEWS', 'ADVERTISE', 'SUBSCRIBE', and 'CONTACT US'. A featured article by Matthew de Moiser titled 'FACE-LIFT' is highlighted. Below this, there's a large image of a hand painting a landscape, with the text 'RHYS LEE: TEN PAINTINGS AND ONE HUNDRED DRAWINGS'. A grid of smaller article thumbnails follows, including 'ANL Maritime Art Award winners announced', 'Liveworks', 'Underbelly Arts Festival', and 'Biennale of Australian Art'. At the bottom, there are sections for 'IN THIS ISSUE', 'PREVIEWS', 'BOOK REVIEWS', and 'CALL FOR ENTRIES'. A newsletter sign-up form is also visible.

This screenshot displays the 'Art Almanac News' section. It features several article teasers with images and headlines. One prominent article is 'Polly Burland wins the Josephine Ulick and Win Schubert Photography Award', accompanied by a photo of a person. Other articles include 'Callie Art Prize launch', '2017 Maggie Diaz Photography Prize for Women winner', '2018 Adelaide Biennial of Australian Art artists announced', 'Speaking Volcanoes | a selection of award winning artists' books', 'Margaret Lay Pula wins the Tattersall's Club Landscape Art Prize', 'Bethan Annetts appointed Executive Director of NAVA', and 'Crawe NSW Visual Arts Fellowship | artist shortlisted artists'. Each article includes a small image and a brief summary.