

# Art Almanac

## Media Kit 2020



# Print

**8,000-10,000 monthly nationwide**

11 issues a year

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

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

Unique editorial from selected arts writers.

# Online

**16,000 unique visits every month**

**Free access** 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 & Industry** database

**Advertisers** rewarded with strong positions online

# Newsletter

**Monthly reach 38,000**

**Read** at home and abroad

**Fantastic** open rates

**Pairing your message**

with engaging and original content



Monica Rohan, *Stand up straight*, 2019, oil on board, 120 x 90cm  
Courtesy the artist, Jan Murphy Gallery, Queensland and Sophie Gannon Gallery, Melbourne

## Total Monthly Reach 120,000+

## Readership & Community

### Lifestyle and leisure

Our mature and loyal readers work, play and buy in the arts.

### Growing youth engagement

Next generation of collectors and artists.

### Our largest point of sale

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

## Follow Us

@artalmanac

Instagram 26K+

Facebook 9K+

Twitter 5.6K+

Organic reach up to 10,600 engagements per post

**Ask us about branded content and support**



Tom Buckland, *Constellation III*, 2017, found objects, electronics, glass  
Courtesy the artist and ANCA, Australian Capital Territory

**Maximise your audience with customised marketing**



# Advertise in Print

## Display rates and specifications

(11 issues – 12 months)

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

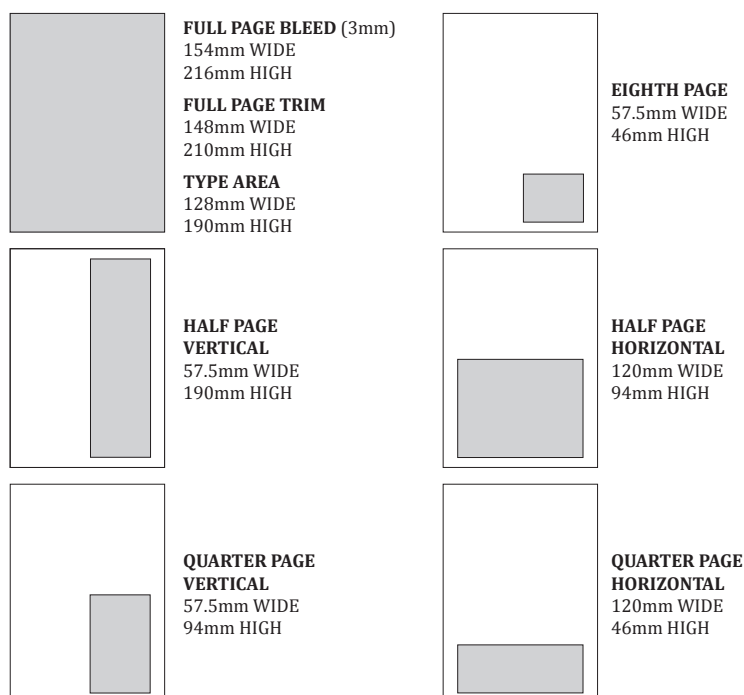
Half page				
Colour	\$350	\$341	\$332	\$315
Mono	\$200			

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

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

Premium Pages  
Contact for rates and availability

**All prices exclude GST**



Complimentary design service available. Email ad material or print ready PDFs to [info@art-almanac.com](mailto: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](mailto:ldeer@art-almanac.com.au)

## Print Deadlines 2020-2021

*\*Dates subject to change*

Issue	Deadline	On Sale
Nov / Dec issue	28 September	29 October
Jan / Feb 2021 issue	23 November	30 December
March issue	25 January	01 March
April issue	22 February	29 March
May issue	24 March	29 April
June issue	26 April	31 May
July issue	27 May	01 July
August issue	25 June	29 July
September issue	26 July	30 August
October issue	27 August	30 September
November issue	23 September	01 November
Dec / Jan 2022 issue	25 October	29 November



Antonia Mrljak, *Align in Silence*, 2019,  
live performance; acrylic, ink, charcoal, canvas, scaffold  
platform, noise cancelling headphones, 600 x 600cm  
Courtesy the artist, and Curatorial + Co., 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

**Gallery index, search alphabetically in print and online**

## Images Online

**Illustrate your text Listing**

**'Stand out' by adding images of your artworks once your print listing has been uploaded to our website**

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

\* This option is offered in addition to text listings

## Illustrated Listings

**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**

**All prices exclude GST**

### Northern Centre for Contemporary Art (NCCA)

Vimy Lane, Parap 0820. T (08) 8981-5368.

W [nccart.com.au](http://nccart.com.au) H Mon-Fri 10.00 to 4.00, Sat 10.00 to 2.00, or by appt. Closed public hols. The Northern Centre for Contemporary Art delivers leading local, national and international contemporary art to Darwin. To Nov 20 **Playtime** – a group exhibition inspired by Jacques Tati's 1967 film 'PlayTime'. Five local artists, **Clare Robertson, Christian Bok, Bill Davies, Stuart Gluth** and **Kaye Strange**, ricochet how day to day routine defeats and obstructs our natural selves. Coordinated and curated by Kaye Strange.



Bill Davies, *A Roll of the Dice Game*  
Courtesy the artist and Northern Centre for Contemporary Art

### Manly Art Gallery & Museum

West Esplanade Reserve, Manly 2095.

T (02) 9976-1421.

E [artgallery@northernbeaches.nsw.gov.au](mailto:artgallery@northernbeaches.nsw.gov.au)

W [www.magam.com.au](http://www.magam.com.au) Free entry. H Tues-Sun 10.00 to 5.00. To Dec 1 **From the SMH Archive**. Council recently purchased over 3,500 documentary photographs related to the Northern Beaches from the Sydney Morning Herald archive which had turned up in a private collection in the USA. MAG&M's curator and Council's Local Studies Librarian and volunteers have selected around 80 images which provide fascinating glimpses into our recent past. Also, **Home Affairs** – selected works by members of MAG&M Society and artists from across the Northern Beaches who have drawn inspiration from the theme 'home': homeland, homecoming, home-base, homing, homeless, homebody, home-guard, home loan, home baked... Curated by Katherine Roberts. Presented in conjunction with MAG&M Society. Also, **From The Ground Up**. An exhibition by the graduating students of the Advanced Diploma in Visual Arts (Ceramics) at Northern Beaches TAFE, showing the artists' journeys to achieve excellence in their ceramic practices. This exhibition also demonstrates MAG&M's commitment to supporting regional artists and the importance of ceramics to the visual arts industry.



New Surfider Hotel, Dee Why Beach (rooftop pool), 1976  
Courtesy Manly Art Gallery & Museum



Joanna Gambotto, *Refuge Cove*, oil on canvas, 90 x 150cm  
Courtesy the artist and Manly Art Gallery & Museum

**Your destination for artist opportunities and what's on around Australia**

# Advertise in the weekly newsletter

## Newsletter

Monthly reach, 38,000

Pairing your message with engaging and original content

### Exhibition Banner 650 x 200px

Casual rate \$330

x 3 bookings \$300 per ad

x 6 bookings \$280 per ad

### Leaderboard 650 x 90px

Casual rate \$220

x 3 bookings \$200 per ad

x 6 bookings \$185 per ad

### Art Tile 300 x 250px

Casual rate \$250

x 3 bookings \$225 per ad

x 6 bookings \$213 per ad

Ad positions may vary in each newsletter

All prices exclude GST

## Newsletter Calendar

Issue	Deadline	Release Date
eA-340	15 July	22 July
eA-341	22 July	29 July
eA-342	29 July	05 Aug
eA-343	05 Aug	12 Aug
eA-344	12 Aug	19 Aug
eA-345	19 Aug	26 Aug
eA-346	26 Aug	02 Sept
eA-347	02 Sept	09 Sept
eA-348	09 Sept	16 Sept
eA-349	16 Sept	23 Sept
eA-350	23 Sept	30 Sept
eA-351	30 Sept	07 Oct
eA-352	07 Oct	14 Oct
eA-353	14 Oct	21 Oct
eA-354	21 Oct	28 Oct
eA-355	28 Oct	4 Nov
eA-356	4 Nov	11 Nov
eA-357	11 Nov	18 Nov
eA-358	18 Nov	25 Nov
eA-359	25 Nov	02 Dec
eA-360	02 Dec	09 Dec
eA-361	09 Dec	16 Dec

## Art Almanac

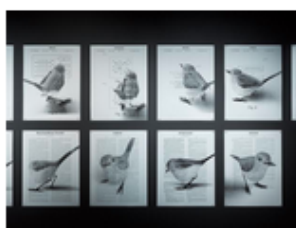
Print Subscription

What's On

| Features

| Art & Industry

| Advertise



### Simon Denny: Mine

'Mine' by Simon Denny at Mona - Museum of Old and New Art explores mining, data collection and augmented reality.

'Each element of the data and technology-heavy exhibition draws your attention back to the philosophical problems that come from our reliance on these fields. But, interestingly, the aesthetics seem to enhance and reject the digital,' writes Emma-Kate Wilson.

**Mona - Museum of Old and New Art**  
Until 13 April, 2020

Exhibition Banner



### An Idea Needing to be Made

Ceramic artists explore 'the vessel', how it is used today and continues to be reimagined.

**Heide Museum of Modern Art**  
Until 20 October, 2019

Art Tile

Leaderboard



### Martin Kantor Portrait Prize

Penelope Hunt wins The 'Martin Kantor Portrait Prize' with her photograph of Alan Constable.

**Ballarat Town Hall**  
Until 20 October, 2019



SCULPTURE AT  
SCENIC WORLD  
2020 EXHIBITION

ENTRIES NOW OPEN  
CLOSING 4 NOVEMBER 2019

FOSSIL FEELS

Art Almanac is more than a magazine

# Advertise Online


**Art Almanac** | What's On ▾ Features ▾ Art & Industry ▾ Advertise ▾

SubscribeeNewsletter Signup →

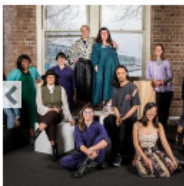
TwitterFacebookInstagramEmailSearch

Skin


Leaderboard and Super Leaderboard




MAKING ART PUBLIC: 50 YEARS OF KALDOR PUBLIC ART PROJECTS




Shortlisted artists for the 2019 NSW Visual Arts Fellowship



what | 2019 Doug Moran National Portrait Prize winner



David Darcy wins the Archibald Prize ANZ People's Choice, again!



Fremantle Biennale | Undercurrent 19

Skin

**art-almanac.com.au**

18,000 total 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

728 x 90px

## Art Tile 300 x 250px

For exhibitions and art industry services

Position: Homepage and run of site

300 x 250px

## Rates

2 weeks \$300

4 weeks \$600

All prices exclude GST

## Super Leaderboard 970 x 90px

For exhibitions and events

Position: Top of homepage and run of site

Enquire for rates

970 x 90px

## Tower 300 x 600px

For exhibitions and events

Position: run of site

Enquire for rates

300 x 600px

## Skin

For exhibitions and events

This position takes the side areas both left and right, working as a package with the Super Leaderboard. Background colour will be built to connect ads as a seamless single promotion that runs on the homepage and run of site. Enquire for rates.

**info@art-almanac.com.au**

**02 9901 6398**