

Art Almanac

Media Kit 2019



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

eAlmanac

Newsletter monthly reach, 38,000

Read at home and abroad

Fantastic open rates

Pairing your message

with engaging and original content



Juz Kitson, *Thousands of words exist silently in your memory*, 2017, hand-blown glass, merino wool, rabbit fur, polyester string, marine ply and treated pine, 200 x 78 x 60cm
Collection of the artist

Courtesy the artist, GAGPROJECTS | Greenaway Art Gallery, South Australia

Total Monthly Reach 120,000+

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**

Follow Us

@artalmanac

Instagram 23K+

Facebook 7.6K+

Twitter 5.5K+

Organic reach up to 8,800 engagements per post

Ask us about branded content and support



Nadia Odium, wearable device created by Margaret Seymour 2018

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 | | | |

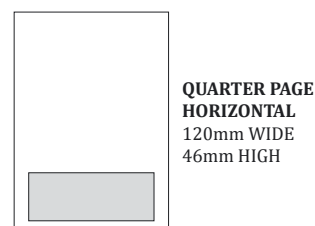
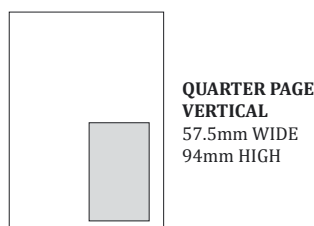
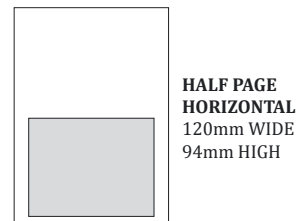
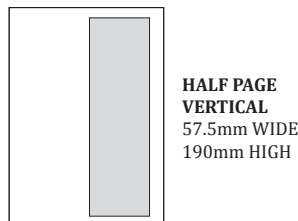
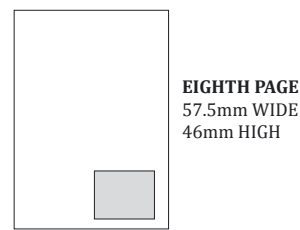
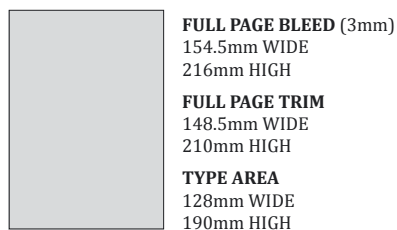
| | | | | |
|-----------|-------|-------|-------|-------|
| Half page | | | | |
| Colour | \$350 | \$341 | \$332 | \$315 |
| Mono | \$200 | | | |

| | | | | |
|--------------|-------|-------|-------|-------|
| 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



Photograph: Chloe Hansen

Print Deadlines 2019

| | | |
|------------------------|----------------------|----------------------|
| February Issue | Thursday 3 January | On sale January 31 |
| March Issue | Wednesday 30 January | On sale February 28 |
| April Issue | Friday 1 March | On sale April 1 |
| May Issue | Monday 1 April | On sale May 2 |
| June Issue | Wednesday 1 May | On sale May 30 |
| July Issue | Thursday 30 May | On sale July 1 |
| August Issue | Wednesday 3 July | On sale August 1 |
| September Issue | Thursday 1 August | On sale August 29 |
| October Issue | Friday 30 August | On sale September 30 |
| November Issue | Wednesday 2 October | On sale October 31 |
| December/January Issue | Thursday 31 October | On sale November 28 |
| February 2020 Issue | Thursday 2 January | On sale January 30 |

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

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

All prices exclude GST

Headland Artists and Sculpture Park

Read Place, Headland Park at Georges Heights entrance off Middle Head Road (opposite Cobittee Street), Mosman 2088. T 0409-653-222. E info@headlandartists.com

W www.headlandartists.com In beautiful Headland Park 20+ artists working and selling from their studios, three art schools, art restoration and Frenchy's Cafe. Sept 7 to 23 **Red Dirt to Golden Sands** recent paintings by **Sung Hee Ahn**. On show at Ethel St Gallery: 50 Ethel Street Seaforth 2092. Mon-Fri 10.00 to 5.00, Sat-Sun 10.00 to 4.00. Contact: art.smart@bigpond.com, sunghee33@hotmail.com or call (02) 9949-7477, 0432-892-001.



Sung Hee Ahn, Kangaroo Valley, acrylic and ink on canvas, 60 x 60cm
Courtesy the artist

Incinerator Art Space

2 Small Street, Willoughby 2068. T 0401-638-501. W www.willoughby.nsw.gov.au/whats-on/visual-arts H Wed-Sun 10.00 to 4.00. Sept 5 to 30 (opening Thurs Sept 6, 6-8pm) **Flame Seed** – Tara Marynowsky, Adam Norton, Denese Oates, Louis Pratt, Samuel Quinteros, Kate Rhode, Linda Seiffert and Agus Wijaya. See ad page 137.

Manly Art Gallery & Museum

West Esplanade Reserve, Manly 2095. T (02) 9976-1421. E artgallery@northernbeaches.nsw.gov.au W www.magam.com.au Free entry. H Tues-Sun 10.00 to 5.00. Sept 7 to 23 Manly Arts Festival 2018 – artists and performers are getting ready to take part in the most inspiring and creative event on Sydney's Northern Beaches cultural calendar, the 25th annual Manly Arts Festival. Offering over 60 exciting events including exhibitions, concerts, talks, dance, film and creative workshops, this is an inclusive and energised family-friendly festival. Sept 7 to Oct 14 **Octennial: Reg Mombassa & Peter O'Doherty** – the celebrated art of **Reg** and **Pete** returns to Manly Art Gallery & Museum. **Octennial** includes recent and early works featuring **Mombassa's** iconic allegorical landscapes and **O'Doherty's** studies of deceptively mundane domestic and suburban Australian scenes.



Reg Mombassa, Replacing a differential, south western NSW
Courtesy the artist and Manly Art Gallery & Museum



Peter O'Doherty, North East Corner Dee Why
Courtesy the artist and Manly Art Gallery & Museum

Advertise in the weekly eAlmanac

eAlmanac

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

eAlmanac Calendar

| Issue | Deadline | Release Date |
|--------|----------|--------------|
| eA-280 | 08 May | 15 May |
| eA-281 | 15 May | 22 May |
| eA-282 | 22 May | 29 May |
| eA-283 | 29 May | 05 June |
| eA-284 | 05 June | 12 June |
| eA-285 | 12 June | 19 June |
| eA-286 | 19 June | 26 June |
| eA-287 | 26 June | 03 July |
| eA-288 | 03 July | 10 July |
| eA-289 | 10 July | 17 July |
| eA-290 | 17 July | 24 July |
| eA-291 | 24 July | 31 July |
| eA-292 | 31 July | 07 Aug |
| eA-293 | 07 Aug | 14 Aug |
| eA-294 | 14 Aug | 21 Aug |
| eA-295 | 21 Aug | 28 Aug |
| eA-296 | 28 Aug | 04 Sept |
| eA-297 | 04 Sept | 11 Sept |
| eA-298 | 11 Sept | 18 Sept |
| eA-299 | 18 Sept | 25 Sept |
| eA-300 | 25 Sept | 02 Oct |
| eA-301 | 02 Oct | 09 Oct |
| eA-302 | 09 Oct | 16 Oct |
| eA-303 | 16 Oct | 23 Oct |
| eA-304 | 23 Oct | 30 Oct |
| eA-305 | 30 Oct | 06 Nov |
| eA-306 | 06 Nov | 13 Nov |
| eA-307 | 13 Nov | 20 Nov |
| eA-308 | 20 Nov | 27 Nov |
| eA-309 | 27 Nov | 04 Dec |
| eA-310 | 04 Dec | 11 Dec |

Art Almanac

Exhibitions

WHAT'S ON | FEATURES | ART & INDUSTRY | NEWS | ADVERTISE | SUBSCRIBE | CONTACT

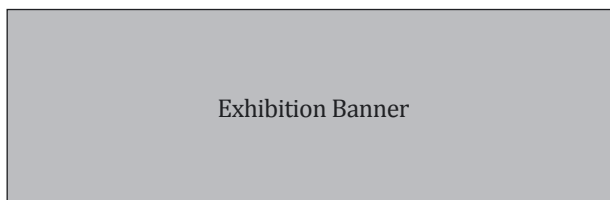


Genevieve Felix Reynolds: Logic

'The tightly-choreographed paintings of Sydney-based artist Genevieve Felix Reynolds hatch multi-layered dialogues between classicism and contemporaneity; materiality and digitisation. Representational fragments of ancient artefacts are set within non-objective, geometric frameworks, conjuring complex new conceptualisations of space.'

Arts writer Elli Walsh interviews the artist in our September issue.

Nicholas Thompson Gallery
26 September to 14 October, 2018



Exhibition Banner



Julian Meagher: Tidelines

'I spent many days painting watercolours in the sand dunes of Bithry Inlet as the tides ran in and out. The solitude and forced simplicity (and being out of mobile range) was welcome.' – Julian Meagher



Art Tile

Paddington Art Prize 2018



Menzies Art Brands
Until 22 September, 2018

Mimi Tong: In Time

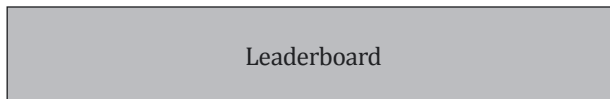


Galerie pompon
Until 14 October, 2018

Kieran Butler: Queen Size



ANCA Gallery
Until 7 October, 2018



Leaderboard

Rosie Deacon: South/East Interference Volume I



Bega Valley Regional Gallery
Until 20 October, 2018

Joshua Smith: Urban Decay



Australian Design Centre
Until 26 September, 2018

Ken Unsworth: Truly Madly



National Gallery of Victoria: Ian Potter Centre
Until 17 February, 2019

Art Almanac is more than a magazine

Advertise Online

The screenshot shows the Art Almanac website layout. At the top is a navigation bar with the logo 'Art Almanac' and menu items: 'What's On', 'Features', 'Art & Industry', and 'Advertise'. There are also buttons for 'Subscribe' and 'eNewsletter Signup', and social media icons for Twitter, Facebook, Instagram, and Email. The main content area is divided into several sections:

- Leaderboard and Super Leaderboard:** A horizontal banner at the top of the main content area with the text 'Leaderboard and Super Leaderboard'. Below it is a large featured image of a woman's face with a colorful patterned headscarf, set against a background of colorful beach huts. The caption reads 'ROB MCHAFFIE: THIS IS LIVING'.
- Skin:** Two large vertical grey rectangular areas on the left and right sides of the main content area, labeled 'Skin'.
- Island Tile:** A row of four smaller images below the main featured image, each with a caption:
 - The 2018 William and Winifred Bowness Photography Prize Winner
 - 2018 Portia Geach Memorial Award | Winner announced
 - Inaugural Kangaroo Valley Art Prize 2018 | Winners revealed
 - 'Pride and Prejudice' wins the 2018 Kilgour Prize People's Choice

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

Island 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

728 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.