

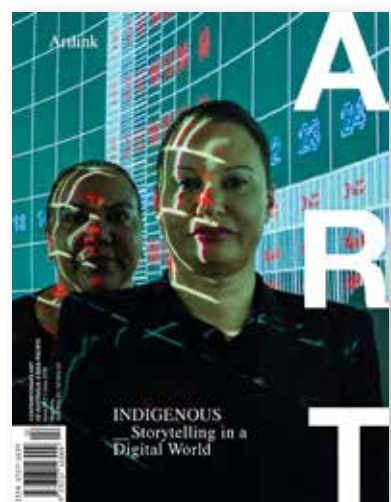
Artlink

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Media Kit
2021–22



Every Australian artist should be reading Artlink and supporting what this journal represents – well-researched and cutting-edge writing on Australian art now.

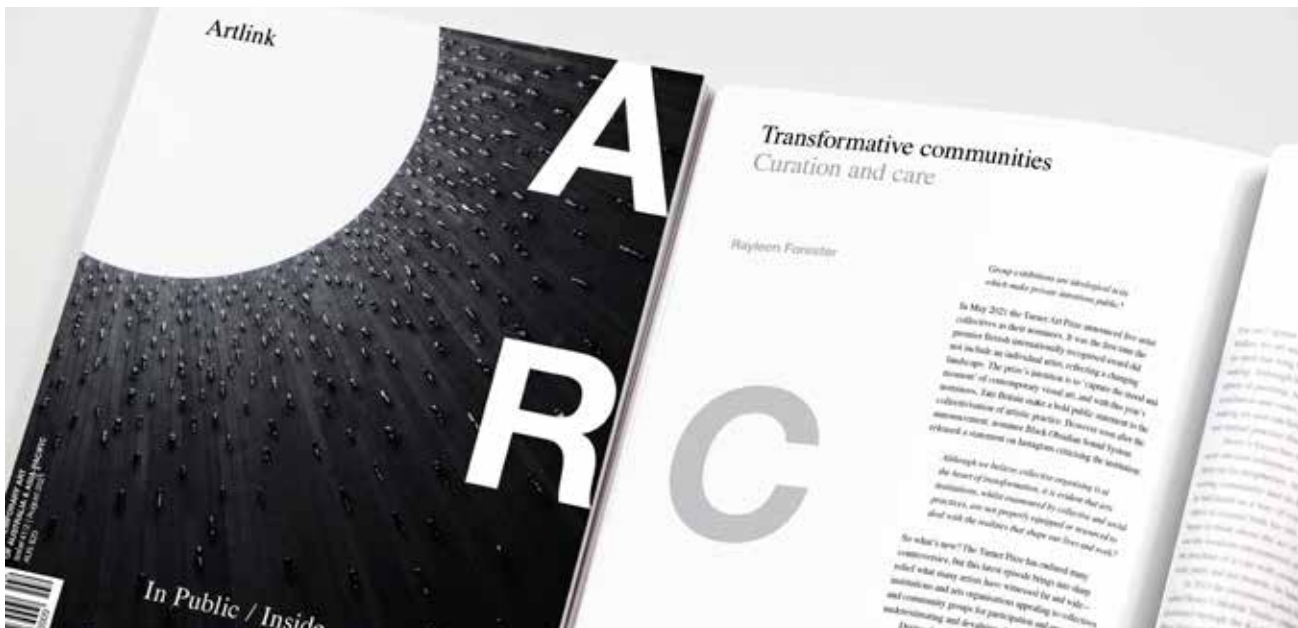
Michael Florrimell

Contemporary art magazine.

Themed editions on topics of currency. Reviews and online archive at artlink.com.au



With a loyal subscriber base and significant reach into gallery bookshops, newsagents, schools, universities and academic libraries, Artlink is recognised as a key publication on contemporary art from Australia and the Asia-Pacific.



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Supporters

Artlink is generously supported by the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments. We gratefully acknowledge the support of the Australian Government through the Australia Council for the Arts, its arts funding and advisory body; the Restart Investment to Sustain and Expand (RISE) Fund – an Australian Government initiative; The Gordon Darling Foundation and the Government of South Australia. Artlink is also supported by Creative Partnerships Australia through Plus1.

At a glance

Published April, August and December (RRP: \$20).

Online reviews and featured content promoted via our subscriber list and social media channels.

Our unique themed issues present a dynamic discourse around exhibitions, contemporary culture and ideas. They enjoy a long shelf life and continue to sell well as backlist titles.





Artlink has long-provided the edgiest, most dangerous reading on Australian art. It publishes the stuff that more polite magazines won't touch, and punches above its weight when it comes to criticism, argument and audacity.

Darren Jorgensen

Since its inception in 1981, as a modest black and white edition, Artlink has consistently engaged with emerging and mid-career artists. It has focussed on experimental practices and the latest developments within the field. It has also stressed the social issues that impact artists, especially in relation to Indigenous art, gender equality and diversity.

Anne Marsh



For my money, Artlink Magazine has always represented access, value and relevance.

Meryl Ryan

Who is reading Artlink?

Artists, arts workers, curators and consumers of art, looking for informed analysis and insights into the latest developments in contemporary art.

Artlink is an invaluable resource for students, educators and researchers, with significant reach into schools and universities through libraries, curriculum reading lists, EBSCO and Informit.

Audience and reach

Stockists include art gallery and museum retail outlets, book stores and newsagents. Digital distribution via the Artlink App, Flipster (EBSCO) and Informit (RMIT). Digital subscriptions are also available via the Artlink online store.

Frequency
3 issues annually

Duration on sale
Four months

Print readership
18,000+

Distribution
6,000 copies annually

Website
200,000+ page views annually

Social media
13,160+ followers across platforms

Digital ads
100,000+ total ad views per month with 13% share of view

EDM
5,500+ subscriber list



Advertising rates

All rates exclude GST

Advertising rates

ADVERT SIZE	CASUAL	2-ISSUE CONTRACT	3-ISSUE CONTRACT
Double page	\$2,000	\$1,800	\$1,600
Covers	\$1,600	\$1,500	\$1,400
Premium full page	\$1,400	\$1,300	\$1,200
Standard full page	\$1,200	\$1,100	\$1,000
Half page	\$800	\$700	\$600
Third page	\$500	\$450	\$400

Print and MREC bundle rates

ADVERT SIZE	1 PRINT ADVERT	3 MONTHS ONLINE	BUNDLE TOTAL
Double page	\$1,900	\$150	\$2,050
Covers	\$1,500	\$150	\$1,650
Premium full page	\$1,300	\$150	\$1,450
Standard full page	\$1,100	\$150	\$1,250
Half page	\$700	\$150	\$850
Third page	\$400	\$150	\$550

Online rates

ADVERT SIZE	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
MREC only	\$100	\$250	\$400	\$600
MREC bundle + 3 EDMs		\$550	\$700	\$900

(Casual ad booking rate: \$25 per week)

Publishing schedule

ISSUE	PUBLICATION DATE	BOOKING DEADLINE	ARTWORK DEADLINE
41:3	December 2021	22 October	29 October
42:1	April 2022	18 February	25 February
42:2	August 2022	24 June	1 July
42:3	December 2022	21 October	28 October

Contact

For more information or to make a booking contact:

Matthew Hill
Advertising and
Communication Manager
Email: advertising@artlink.com.au
Phone: (08) 8271 6228

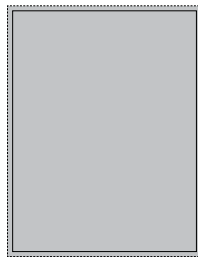
Advertisement specifications

Print-ready artwork

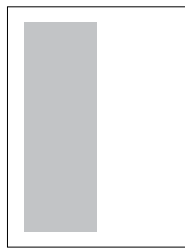
High resolution PDF file with all fonts embedded and all images/colour swatches converted to CMYK.

File: PDF, 300 dpi, CMYK

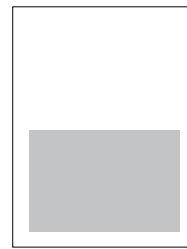
SIZES	HEIGHT	WIDTH	BLEED
Full page	275 mm (281 mm overall)	x 210 mm (x 216 mm overall)	+ 3 mm
Half page (vertical)	240 mm	x 83 mm	N/A
Half page (horizontal)	117 mm	x 172 mm	N/A
Third page	77 mm	x 172 mm	N/A



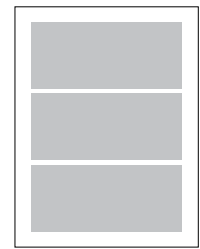
Full page



Half page
(vertical)



Half page
(horizontal)



Third page

MREC artwork

250 px (h) x 300 px (w)
File: JPG, PNG or GIF
+ preferred web link

EDM artwork

250 px (h) x 1200 px (w)
File: JPG, PNG or GIF
+ preferred web link

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Advertisement design service



Artlink offers an artwork service for print advertising through our design partners, Flux Visual Communication.

Print advertisements:

Full page:	\$290 + GST
Half page:	\$270 + GST
Third page:	\$250 + GST

Digital advertisements:

250 px (h) x 300 px (w)	
Single frame image	\$150 + GST
Additional frames	\$75 + GST

Includes: initial layout, typeface selection and font licensing (from our existing library), one set of minor amendments, preparation and supply of finished art PDF and archive artwork for future use/reference.

Pricing assumptions:

1. Content supplied includes a logo, feature photo and one short paragraph of text (max 50 words).
2. Logo is supplied as print industry standard: EPS, PDF or AI vector (or sufficiently high resolution JPG, TIF or other bitmap image).
3. Feature photo is high resolution (minimum 300 dpi at full size).

Extras: additional fonts, images and alterations.
For further details please contact Matthew Hill on (08) 8271 6228 or email advertising@artlink.com.au