

BRINGING YOU THE CREAM OF ART COLLECTORS, BUYERS AND LOVERS EVERY DAY

A unique, integrated print+online marketing channel



EDITORIAL FOCUS 2012

Written by Australia's leading writers, under the direction of Editor Patricia Anderson.

In addition to our regular features and coverage of newsworthy events, each issue will have a special focus:

January-February

A focus on regional galleries all around Australia and the unique contributions they have made to their communities and the promotion of art in Australia.

March-April

A focus on photography including the Head-On Photo Festival.

May-June

A focus on realism in painting, drawing, printmaking and objects and the 18th Biennale of Sydney.

July-August

A focus on the urban and rural landscape and indigenous art.

ADVERTISING DEADLINES 2012

January-February issue 10/11/2011

March-April issue 12/1/2012

May-June issue 9/3/2012

July-August issue 11/5/2012

September-October issue 13/7/2012

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BY THE NUMBERS

SPECIAL PRINT ADVERTISING RATES* 2012

*all prices ex-GST

To allow you maximum exposure for your exhibition calendar for the year, we are offering very special rates during 2012

	Casual	3x	6x
	\$	\$	\$
Full Page	1900	1000	850
Half Page	1100	700	600
Quarter Page	790	500	450
the Guide	200	180	150
Preferred positions	Plus 10%		

Flexible Bookings: Once advertising is booked and confirmed, it can, if necessary, be moved to other issues by arrangement.

• Print advertising is supported with **featured artwork** plus links on www.artreview.com.au.

PRINT AD SIZES (mm)

		Width	Height
Full Page	Trim	240	325
	Bleed	250	335
	Safe type area	210	295
Half Horizontal		215	148
Half Vertical		105	301
Quarter Standard		105	148
the Guide		101	31

All rates use the standard 4-colour process and match your colour choices as closely as possible; however, no guarantee of exact match can be given. Use of a fifth ink, or more, or special inks, attracts additional costs (price on application).

AUSTRALIAN ART REVIEW

Newsagencies: 3200 copies via 1200 outlets (incl. top 20)
 Direct: 700 to subscribers and galleries
 Special: 600 to Qantas lounges (incl. exclusive Chairmans Lounge)
 Events: 200-400 at art fairs, other exhibitions and special gallery openings

WWW.ARTREVIEW.COM.AU

Monthly visits: 5919
 Monthly page views: 11,305
 Avg. time on site: 1.46 min
 (visitors from USA, Canada, UK and New Zealand included)
Google Analytics. Figures alter daily, please contact us for the latest.

SPECIAL WEB ADVERTISING RATES* 2012

*all prices ex-GST

All ads are run-of-site.

Maximum of 6x positions (rotating) are available for each ad type.

	Size Pixels (w x h)	Cost per month** \$
LeaderBoard	728 x 90	300
Large Ad	300 x 600	300
Medium Rectangle	300 x 250	300
Half Banner	300 x 60	150

** From material supplied. Production costs for animated and static ads apply.

Website Mechanical Specifications

Material to be supplied as jpeg or gif, maximum 25k Leader Board or Medium Rectangle, 35k Half-Page Ad, 10k Half Banner. Flash and HTML ads also accepted. One working day lead time for ads to be posted.

We reserve the right to reject any ad material we believe to be inappropriate for the site. Strobe-like or flashing animation will not be accepted.



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ABOUT AUSTRALIAN ART & LEISURE MEDIA

For the last three years *Australian Art Review* has been published by Westwick-Farrow Media, which was recently purchased by Universal Magazines.

As part of that transaction, the former owners of Westwick-Farrow retained the rights to *Australian Art Review* and the website www.artreview.com.au.

These are published under the Australian Art & Leisure Media banner. All existing staff remain, including Editor Patricia Anderson, Web Manager Ben Garrard and National Accounts Manager Jenni Jordan. Production facilities will remain at Westwick-Farrow Media. Australian Art & Leisure Media is 100% Australian, prints and publishes only in Australia, uses properly certified, sustainable paper stocks and maintains high ethical standards. We believe in publishing as an industry and as such serve on committees of, and support, associations and organisations relevant to publishing. We also believe in supporting the industries we serve, which includes the arts community, and we will do so in practical ways.

Australian Art & Leisure Media Pty Ltd has been set up as a boutique publisher to publish visual arts-related magazines and books. In addition, it will promote a range of high-quality video/DVDs and allied products all devoted to the visual arts.