

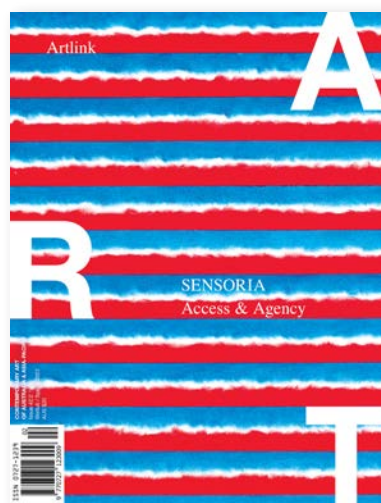
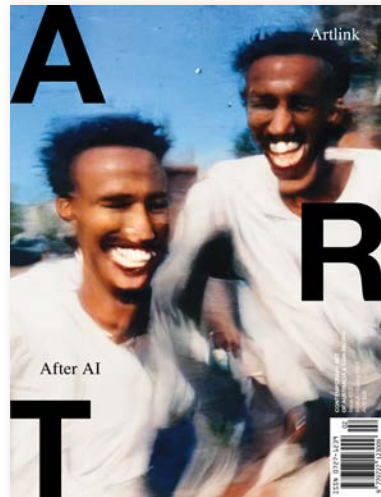
Artlink

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Media Kit 2024



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](http://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.



creative  
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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 Creative Australia, 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: \$25).

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, tastemakers, cultural leaders and travellers 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, and curriculum reading lists.

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

## Reach

Frequency  
3 issues annually

Duration on sale  
Four months

Print readership  
18,000+

Website  
200,000+ page views annually

Social media  
16,000+ followers across platforms

Digital ads  
100,000+ total ad views per month with 13% share of view  
Auto-rotate about the website for greater visibility

EDM  
7,000 subscriber list



# Advertising rates

All rates exclude GST

## Advertising rates

ADVERT SIZE	POSITIONING	CASUAL RATE	2 ISSUE RATE	3 ISSUE RATE
Full Page	Inside Front Cover or Back Cover	\$1,600	\$1,500	\$1,400
Full Page	Inside Back Cover or 1st Quarter	\$1,400	\$1,300	\$1,200
Double Page Spread	1st Quarter	\$2,300	\$2,200	\$2,000
Full Page	Display	\$1,200	\$1,100	\$1,000
Double Page Spread	Display	\$2,000	\$1,800	\$1,600
Half Page	Display	\$800	\$700	\$600

## Print and MREC bundle rates

ADVERT SIZE	POSITIONING	1 PRINT ADVERT	3 MONTHS ONLINE	BUNDLE TOTAL
Full Page	Inside Front Cover or Back Cover	\$1,500	\$150	\$1,650
Full Page	Inside Back Cover or 1st Quarter	\$1,300	\$150	\$1,450
Double Page Spread	1st Quarter	\$2,200	\$150	\$2,350
Full Page	Display	\$1,100	\$150	\$1,250
Double Page Spread	Display	\$1,900	\$150	\$2,050
Half Page	Display	\$700	\$150	\$850

## 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
44:1	April 2024	21 February	28 February
44:2	August 2024	19 June	26 June
44:3	December 2024	16 October	23 October

## Contact

For more information or to make a booking contact:

**Henna Arcadi**

Media Consultant

Email: [henna.arcadi@artlink.com.au](mailto:henna.arcadi@artlink.com.au)

Phone: 0415 640 645

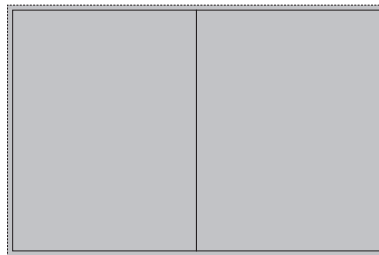
# Advertisement specifications

## Print-ready artwork

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

File: PDF, 300 dpi, CMYK

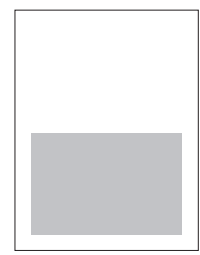
SIZES	HEIGHT	WIDTH	BLEED
Double Page Spread	275 mm (281 mm overall)	x 420 mm (x 426 mm overall)	+ 3 mm
Full Page	275 mm (281 mm overall)	x 210 mm (x 216 mm overall)	+ 3 mm
Half Page	117 mm	x 172 mm	N/A



Double Page Spread



Full Page



Half Page

## MREC artwork

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

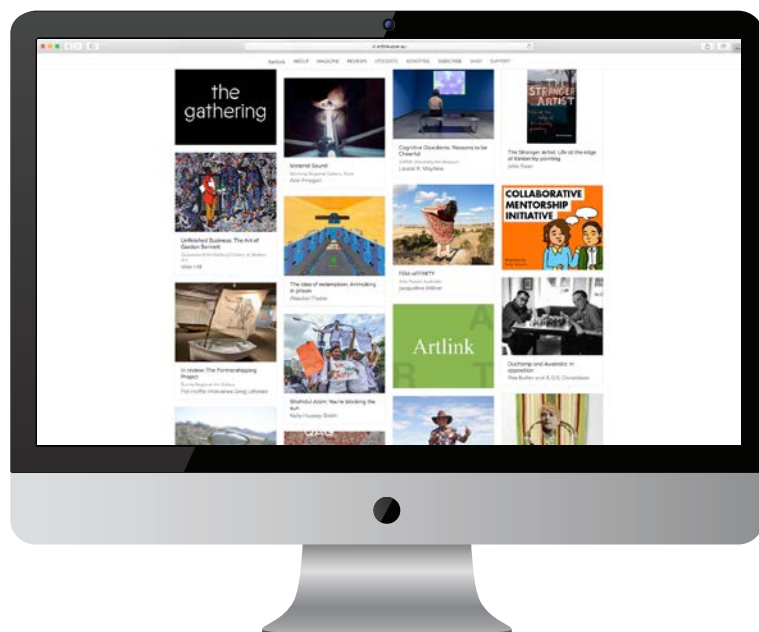
## EDM artwork

442 px (h) x 1170 px (w)  
File: JPG, PNG or GIF  
+ preferred web link

## Contact

For more information or to make a booking contact:

**Henna Arcadi**  
Media Consultant  
Email: [henna.arcadi@artlink.com.au](mailto:henna.arcadi@artlink.com.au)  
Phone: 0415 640 645



# 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

## 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](mailto:advertising@artlink.com.au)