



A unique, integrated print+online marketing channel

Bringing you the cream of  
art collectors, buyers and  
lovers.

*Australian Art Review*  
quarterly premium magazine

*www.ArtReview.com.au*  
the 24/7 online resource for art lovers

media kit

*Australian Art Review (aAR)* is much more than just a magazine.

This fully integrated marketing package consists of a premium quarterly magazine (with a range of special extended marketing options such as premium greeting card packs) and a high-traffic website with daily updates and a free e-Newsletter service.

Couple this with a special distribution strategy that ensures reaching the 'right' readers in a variety of places (newsagencies, galleries, bookshops, airline lounges and airline media) and you have a dynamic marketing channel ready to work hard for you!

Published 4 times a year (previously three), with covers dated Aug–Oct, Nov–Jan, Feb–Apr and May–July, the magazine is out in the first month of the cover date.

The high-quality design and unique size (25% bigger than a regular A4 magazine) ensure it stands out in newsagents, bookshops and airline lounges.



## Editorial

After 16 high-quality editions, *Australian Art Review* has always been proud of its editorial team and its contributors. And rightly so, being some of the leading and most respected arts writers in the country. The editorial content is informative and thought provoking, with regular reviews and previews of exhibitions, galleries and artists.

Each issue will include: trends, auctions, interviews with artists and art world figures, and all the items to make a 'good read and archive' magazine. This format is also reflected in the website, plus of course the benefit of its daily updates to keep the art public informed right up to the minute with the changing world of visual art.

AAR  
ART REVIEW

# by the NUMBERS

[www.ArtReview.com.au](http://www.ArtReview.com.au)

Monthly visits 4300  
Monthly page views 11,000  
Avg. time on site 1.5 mins

*Google Analytics — average Jan to June 2008*

## *Australian Art Review*

- Newsagencies:** 3500 copies via 1200 outlets (incl. top 20)  
**Direct:** 600 to subscribers and galleries  
**Special:** 600 to Qantas lounges (incl. exclusive Chairmans Lounge),  
300 to Emirates Gateway service, CEOs of top 200 ASX  
companies and Australian embassies  
**Events:** 400 at Art Fairs, other exhibitions and special gallery openings  
**Digital:** World first technology, in-seat on Cathay Pacific flights  
**Extra:** Special promotional distribution to extend circulation **each issue**  
**Readership:** 16,800 (industry avg. 3 readers per issue)



## Additional Promotions

Search engine optimisation and Yahoo Search marketing  
e-Newsletter push, to pull extra traffic to the site each month  
Marketing campaigns including website advertising, I-Subscribe  
promotions, exhibitions and more.

## ADVERTISING RATES

All rates are ex-GST

### PRINT AD SIZES

	Width	Height (mm)
Full Page Trim	240	325
Bleed	250	335
Half Horizontal	215	148
Half Vertical	105	301
Quarter Standard	105	148
Eighth	105	72

## Production Charges

Advertising design requiring greater than one hour of production work will be charged at \$130 (+GST) per hour required thereafter.

All rates use 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).

## PRINT

	CASUAL	2x	4x
	\$	\$	\$
DOUBLE PAGE	2800	2380	1960
FULL PAGE	1900	1615	1330
EXTRA FULL PAGE (SAME ISSUE)	1300	1200	1000
HALF PAGE	1100	935	770
QUARTER PAGE	790	670	555
OUTSIDE BACK COVER	2930	2490	2050
INSIDE FRONT COVER	2530	2150	1770
INSIDE BACK COVER	2350	1998	1645
OTHER PREFERRED POSITIONS		PLUS 10%	

## DEADLINES 2009

	Issue 18	Issue 19	Issue 20	Issue 21
Editorial	28/11/2008	20/3/2009	24/6/2009	21/9/2009
Advertising	1/12/2008	26/3/2009	30/6/2009	25/9/2009

# web

Minimum booking period is three months.

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 \$	Total cost \$
LeaderBoard	728 x 90	300	900
Half-Page Ad	300 x 600	300	900
Medium Rectangle	300 x 250	300	900
Half Banner	300 x 60	150	450

# AR

## ART REVIEW

www.ArReview.com.au



### 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.

# aAR

## AUSTRALIAN ART REVIEW

*Published by:*

Westwick-Farrow Pty Ltd

ABN: 29 001 621 861

Cnr Fox Valley Road & Kiogle Street

(Locked Bag 1289) Wahroonga 2076

Ph: +61 2 9487 2700 Fax: +61 2 9489 1265

Editor: Stewart White [arted@artreview.com.au](mailto:arted@artreview.com.au)

National Sales Manager: Kerry van Rhoon [kvanrhoo@westwick-farrow.com.au](mailto:kvanrhoo@westwick-farrow.com.au)

Western Australia: Ailsa Cameron [acameron@westwick-farrow.com.au](mailto:acameron@westwick-farrow.com.au)

Advertising Sales & Support: Jenni Jordan [jjordan@westwick-farrow.com.au](mailto:jjordan@westwick-farrow.com.au)

Production: Julie Wright [jwright@westwick-farrow.com.au](mailto:jwright@westwick-farrow.com.au)

General Enquiries: [admin@westwick-farrow.com.au](mailto:admin@westwick-farrow.com.au)

Websites: [www.artreview.com.au](http://www.artreview.com.au) or [www.westwick-farrow.com.au](http://www.westwick-farrow.com.au)

Melbourne:

Westwick-Farrow Pty Ltd

Suite 2 11-13 Lygon Street

East Brunswick 3056

Ph: +61 3 9381 2952 Fax: +61 3 9381 2301

## About Westwick-Farrow Publishing

Established in 1981, Westwick-Farrow Publishing publishes, in the main, specialist business magazines — 10 titles in all — together with 15 websites. It has offices in Sydney and Melbourne with a staff of over 50. W-F is 100% Australian, prints and publishes only in Australia, uses properly certified, sustainable paper stocks and maintains high ethical standards including independent auditing of all its magazine circulations. 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 will now include the arts community, and we will do so in practical ways.

Key management staff hold positions on the boards of leading industry bodies Publishers Australia and the CAB.

### *Conditions*

*See our website for advertising terms and conditions: [www.westwick-farrow.com.au](http://www.westwick-farrow.com.au).*

*Invoicing is on publication of each issue or on program start for website advertising.*