

# ARTMARKET

## REPORT

Keeping art collectors informed  
and up-to-date on both the local  
and international art market



media kit 2012

# The Art Market Report reaches a targeted audience of established and new art collectors

## What is The Art Market Report?

The Art Market Report is a unique magazine focusing on the commercial art market informing collectors of all aspects of the art market from smaller galleries selling emerging art through to the secondary auction market selling blue chip. It is designed to keep readers up-to-date with trends, prices, news and reviews. It has a specific focus on the Australian and Pan Asia art markets plus coverage of the international art market including all major art fairs.

The Art Market Report informs readers in an independent, unbiased, concise and readable format.

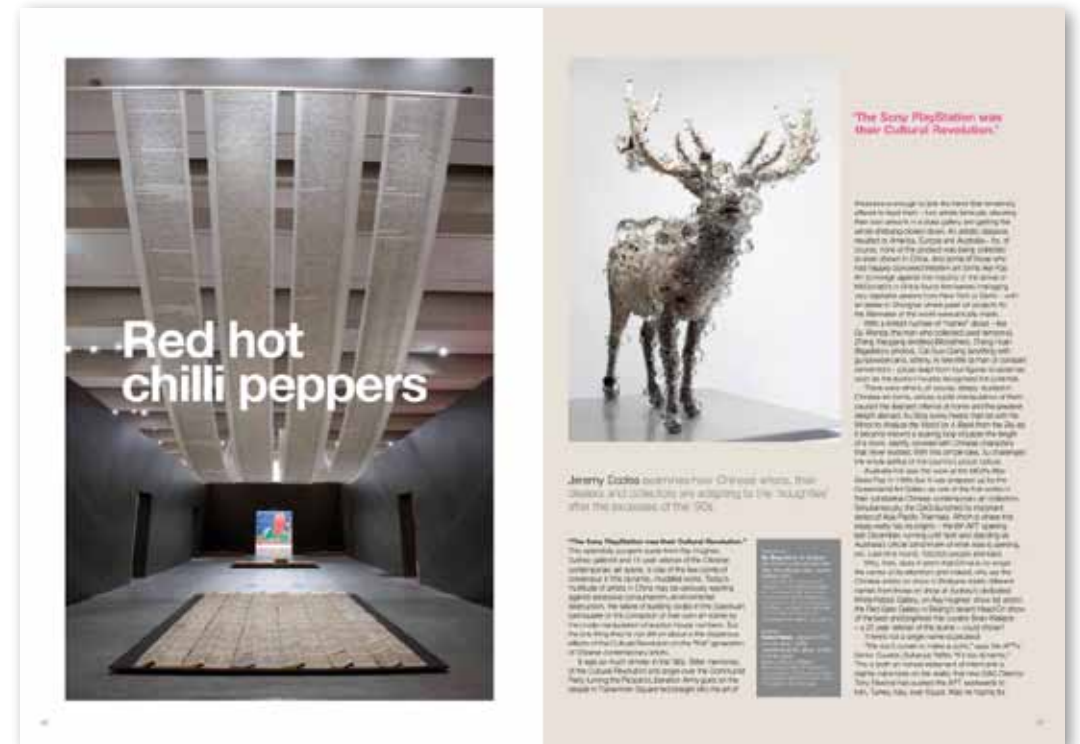
The Art Market Report is published quarterly in print and online.

## Who reads The Art Market Report?

The Art Market Report has a widespread readership. Subscribers to The Art Market Report range from established art collectors to directors and curators of institutions and corporate collections, business people looking to add to their investment portfolios, art dealers and auctioneers, art consultants, artists, students and the burgeoning art collector wishing to enter the market with confidence. Through targeted promotion of the *online* edition of The Art Market Report an increasing number of Australian collectors living overseas are now being kept 'in the loop'.

Congratulations on your 10th Anniversary. Years ago I wrote a paper comparing the Art Market to the Stock Market – I wish the Art Market Report had been around then!!

Nick Vickers October 2011 Co-ordinator, Alumni Relations at UNSW College of Fine Arts



## International exposure

The Art Market Report is the only Australian magazine regularly participating in the international art market. We are committed to finding overseas avenues in which to promote The Art Market Report, bringing galleries and artists to the attention of overseas collectors, art dealers and art fair organisers (and committee members).

In 2011 The Art Market Report participated at **Art Dubai, Hong Kong International Art Fair, Art Basel, Liste** and the **Korean International Art Fair**. In October 2010 the Report was one of two publications given to attendees of the Deloitte's Art and Finance conference in Paris (together with *The Art Newspaper*).

**NEW** The Art Market Report is now available at select outlets in Paris, Abu Dhabi, Dubai, Hong Kong, Singapore and Taiwan. In 2012 we will be increasing our distribution of the magazine to Hong Kong.

*I've just subscribed to the online edition. I've started purchasing Australian art again after a short sabbatical during the crunch..so this magazine will be a lifeline as very little reported here in London*

Rachel Verghis, art collector, London.



# Where is the Art Market Report available?

## In Australia

The magazine is primarily read by subscribers, 80% of whom live in Australia. The magazine is also available at newsagents, gallery bookstores and art fairs nationally. It is also available through VIP airline lounges nationally. The *online* edition is building momentum with a younger generation of collectors, business travellers and Australian expats living overseas.

## Overseas

Internationally the magazine is available at all the major art fairs including Art Dubai, Hong Kong International Art Fair, Art Basel, Volta and Liste and the Korean International Art Fair. In 2011 it was one of two publications (the other being *The Art Newspaper*) that were given to attendees of the Deloitte's Art and Finance conference in Miami in December. The Art Market Report is available at select outlets in Paris, Hong Kong, Singapore, Taiwan, Abu Dhabi and Dubai.

# 2012 Distribution

5000 print copy

PLUS *online* edition available to *online* and all print subscribers.

- Subscribers
- Targeted collector groups
- International and local art fairs
- Specialist art forums
- VIP airline lounges nationally
- Bulk orders for clients
- Commercial art galleries
- Reference libraries
- Select International outlets
- Newsagents
- Art Gallery Bookstores

In 2011 the Art Market Report participated in prestigious events including the Australian World Orchestra fundraising dinner, the Orion/ Art Gallery of New South Wales luxury cruise to Arnhem Land, September 2011, the 2011 Blake Prize Dinner and the Fleurieu Art Prize Gala awards dinner, November 2011.



## Editorial Features

**Editors Art to Art** Our well-travelled editor reports back from the international art fairs with all the latest art world news and buzz.

**Art Market News** News of forthcoming auctions, exhibitions, art fairs, biennales and other news relating to the international and local art market.

**Art Market Analysis** Our renowned art market reporters (see next page) provide independent and critical analysis on the movement of the art market.

**Aboriginal Art** Our specialist writers provide up-to-date news and critical analysis on the latest developments in the Aboriginal art market covering auctions, new exhibitions, emerging artists, art fairs, art awards, artist profiles, art centre activity and... politics.

**Features** Regular features relating to the art market including profiles of artists and exclusive interviews with private and corporate collectors.

**International Art** Regular features on the international art market including covering the primary and secondary art market, art fairs and the new emerging markets with a focus on China, South-East Asia and the Middle East.

**Auction and Events Calendar** Our pick of forthcoming auctions and exhibitions.

**Gallery Directory** An up-to-date listing of gallery exhibitions and auctions.

**Art Party** A snapshot of people and events taken during the arts calendar.

**Art Business** The business of art. Providing data, statistics and practical advice for collectors on the subject of tax, resale royalties, superannuation, insurance etc.



## Contributors to the Art Market Report include:

Features are commissioned by people who are specialists within their fields. They include:

- Dr Iain Robertson** Head of Art Business, Sotheby's Institute of Art, London
- Georgina Adam** *The Art Newspaper*, London
- Terry Ingram** Saleroom analyst *The Australian Financial Review*, Sydney
- Jeremy Eccles** Feature writer with a special interest in Aboriginal Art, Sydney
- Adrian Newstead** Aboriginal art dealer, consultant and commentator, Sydney
- Patricia Chen** South-East Asian art market analyst, Singapore
- Dr Roger Dedman** Author of the *Australian Art Market Movement Handbook*, Melbourne
- Tom Lowenstein** Director, Lowenstein's Arts Management

Congratulations on 10 years. Your in-depth articles are excellent – we are very much enjoying a more global approach. The AMR continues to lead the way.  
 Brigitte Banziger, Banziger Hulme Fine Art Consultants



# Advertising booking deadlines

Issue	Booking Deadline	Copy deadline	On Sale
<b>Issue 41</b> (Feb/Mar/Apr 12)	17 December	19 January	6 February
<b>Issue 42</b> (May/June/July 12)	9 April	16 April	4 May
<b>Issue 43</b> (Aug/Sep/Oct 12)	6 July	13 July	6 August
<b>Issue 44</b> (Nov/Dec 12/Jan/13)	8 October	15 October	5 November



# Advertising rates

## Why advertise with The Art Market Report?

- 1 Read by the right people.** The Art Market Report reaches a targeted audience of active art buyers and art enthusiasts.
- 2 Overseas exposure.** The Art Market Report is the only Australian magazine actively taking part in the international art market.
- 3 Selective advertising.** Advertising is at the invitation of the editor.
- 4 Well placed.** The Art Market Report goes to great lengths to ensure each advertisement is placed in a position that enhances its visibility and design.
- 5 Your advertisement is reproduced in the *online* edition at no extra cost.**
- 6 The *online* edition offers a live link to your gallery website.**
- 7 Directory Listing.** An affordable way of promoting your exhibition calendar and gallery contact details. **NEW** Now updated quarterly.

There are three categories of advertising available to suit everyone's budget. We can also customize a marketing programme for you.

You can choose to advertise as follows:

- 1 In the Print and online edition**
- 2 In the *Online* edition only**
- 3 On the Art Market Report website**

## Print (includes automatic inclusion in *Online* edition)

	Casual	x4 (per insertion)
Double Page	AU\$2500	AU\$2000
Full Page	AU\$1700	AU\$1360
Half page	AU\$1200	AU\$960
Quarter page	AU\$850	AU\$680
Outside Back Cover	N/A	N/A
Inside Back Cover	AU\$2200	AU\$1800
Inside Front Cover	AU\$2200	AU\$1800
Directory Listing x 4 issues	N/A	AU\$480
Inserts	AU\$200 per thousand	

## Online Edition only

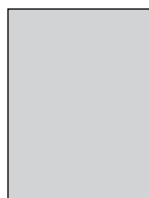
	Casual	x 4 (per insertion)
Double Page	AU\$800	AU\$640
Full Page	AU\$500	AU\$400

## Website advertising

We offer two types of advertising on our website which will appear for three months. All advertising appears on our home page.

	Size: Pixels (w x h)	
Square ad	145 x 145	AU\$400
Block ad	145 x 500	AU\$600
Banner ad	500 x 150	AU\$800

# Mechanical specifications



## FULL PAGE

Bleed 303mm H x 216 W

Trim 297mm H x 210 W

Type area 260mm H x 175 W



## HALF PAGE vertical

Bleed 303 H x 103 W mm

Trim 297 H x 100 W mm

Type area 257 H x 83 W mm



## HALF PAGE horizontal

Bleed 146 H x 216 W mm

Trim 143 H x 210 W mm

Type area 125 H x 170 W mm



## QUARTER PAGE vertical

Bleed 142 H x 103 W mm

Trim 139 H x 100 W mm

Type 125 H X 83 W mm

## DIGITAL PRINTING SPECIFICATIONS

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The Art Market Report magazine is digitally printed.

No film to be supplied.

## ELECTRONIC ART

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Artwork: Supply as PDF file distilled to 300 dpi in CMYK with embedded fonts.

Image Resolution: 300dpi at 100% scaling for images in CMYK either as tiff, jpg, eps.

Fonts: include all printer and screen fonts. We do not accept true type fonts.

Email artwork to: Joy Weideman at [generate@bigpond.com](mailto:generate@bigpond.com)

A same size colour reference proof to be sent to:

Joy Weideman, 8 Pockley Avenue, Roseville, NSW Australia 2069.

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## IN HOUSE DESIGN STUDIO

Text, logo and art images (prints, transparency, or JPG file in 300dpi, CMYK) to be supplied with brief and contact numbers from the client. A minimum creative fee of \$100 for design and production will be charged.

All artwork queries to:

**Joy Weideman**

**Design and production director**

**Tel: +61 2 418 441 954**

**[generate@bigpond.com](mailto:generate@bigpond.com)**

# Advertising contract

# ARTMARKET REPORT

I wish to book an advertisement/s in The Art Market Report:

**Print** (includes automatic inclusion in *Online* edition)

	Issue 41 Feb/Mar/Apr 2012	Issue 42 May/Jun/Jul 2012	Issue 43 Aug/Sep/Oct 2012	Issue 44 Nov/Dec12/Jan13
Double Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside Back Cover	N/A	N/A	N/A	N/A
Inside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Front Cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Directory Listing x 4 issues

## Online Edition only

Double Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Website advertising

Square ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Block ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Banner ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I understand the advertisement will be placed in a position deemed appropriate by the Editor.

If I cancel my advertisement prior to publication I agree to pay a 25% cancellation fee.

Advertiser: \_\_\_\_\_

Street Address: \_\_\_\_\_

Suburb: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Contact: \_\_\_\_\_

Tel: \_\_\_\_\_

email: \_\_\_\_\_

Signature: \_\_\_\_\_

Sign and return by fax to **+61 2 9361 4396** or post to  
**PO Box 245 Paddington NSW Australia 2021.**

Advertisers receive ten complimentary copies of  
The Art Market Report in which they advertise.

# ARTMARKET

REPORT

## Contact us

**Alison Harper**

Executive Editor

The Art Market Report Pty Ltd

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

