

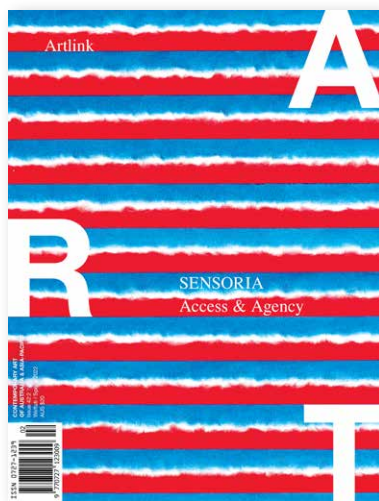
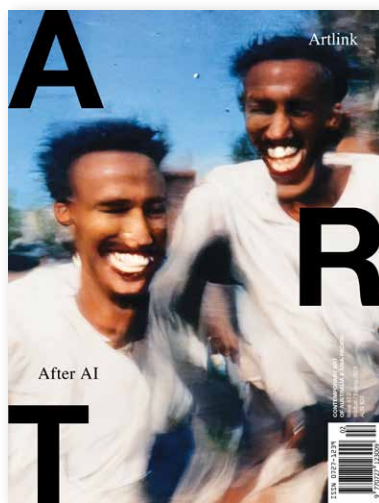
Artlink

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Media Kit
2025



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.



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 Ades Family Foundation; Project Eleven; The Gordon Darling Foundation and the Government of South Australia.

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.

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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, cultural leaders 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, 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).

Reach

Frequency
3 issues annually

Duration on sale
Four months

Print readership
18,000+

Website
200,000+ page views annually

Social media
14,000+ 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
5,000+ subscriber list



Advertising rates

All rates exclude GST

Print

ADVERT SIZE	POSITION	1 ISSUE	2 ISSUES	3 ISSUES
Full Page	Inside Front Cover or Back Cover	\$1,700	\$3,200	\$4,500
Full Page	Inside Back Cover or 1st Quarter	\$1,450	\$2,700	\$3,750
Double Page Spread	1st Quarter	\$2,500	\$4,900	\$7,000
Full Page	Display	\$1,300	\$2,400	\$3,300
Double Page Spread	Display	\$2,100	\$4,000	\$5,700
Half page	Display	\$900	\$1,600	\$2,100

Print and MREC bundle

ADVERT SIZE	POSITION	1 PRINT ADVERT	4 MONTHS ONLINE	TOTAL BUNDLE RATE
Full Page	Inside Front Cover or Back Cover	\$1,600	\$400	\$2,000
Full Page	Inside Back Cover or 1st Quarter	\$1,350	\$400	\$1,750
Double Page Spread	1st Quarter	\$2,400	\$400	\$2,800
Full Page	Display	\$1,200	\$400	\$1,600
Double Page Spread	Display	\$2,000	\$400	\$2,400
Half Page	Display	\$800	\$400	\$1,200

Online

ADVERT SIZE	POSITION	1 MONTH	4 MONTHS	6 MONTHS
MREC Only	Artlink Website	\$300	\$1,000	\$1,200
AD DESCRIPTION	POSITION	1 EDM	4 EDMS	6 EDMS
EDM Banner	Artlink EDM Newsletter	\$400	\$1,400	\$1,800
AD DESCRIPTION	POSITION	1 MONTH + 1 EDM	4 MONTHS + 4 EDMS	6 MONTHS + 6 EDMS
Bundle MREC + EDM Banner	Artlink Website and Newsletter	\$600	\$2,200	\$2,800

Publishing schedule

ISSUE	PUBLICATION DATE	BOOKING DEADLINE	ARTWORK DEADLINE
45:1	April 2025	24 February 2025	2 March 2025
45:2	August 2025	18 June 2025	25 June 2025
45:3	December 2025	15 October 2025	22 October 2025

Contact

For more information or to make a booking contact:

Matthew Hill
Advertising and Communications
Email: matthew.hill@artlink.com.au
Phone: (08) 8271 6228

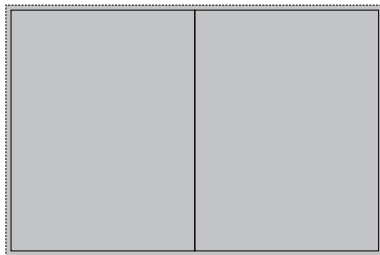
Advertisement specifications

Print-ready artwork

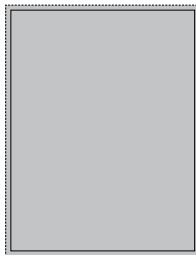
High resolution PDF file with all fonts embedded and all images/colour swatches converted to CMYK.

File: PDF, 300 dpi, CMYK

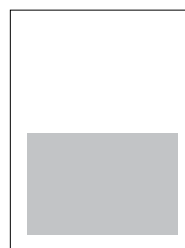
SIZES	HEIGHT	WIDTH	BLEED
Double Page Spread	275 mm (281 mm overall)	x 420 mm (x 426 mm overall)	+ 3 mm
Full Page	275 mm (281 mm overall)	x 210 mm (x 216 mm overall)	+ 3 mm
Half Page	117 mm	x 172 mm	N/A



Double Page Spread



Full Page



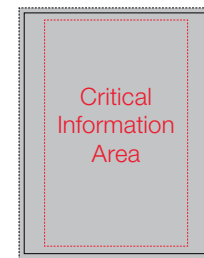
Half Page

Margins

Full page and double page ads

Please keep all critical information:

- 15mm from left and right side of each page.
- 5mm from the top and bottom.



Half Page Ads

No margins required.

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)

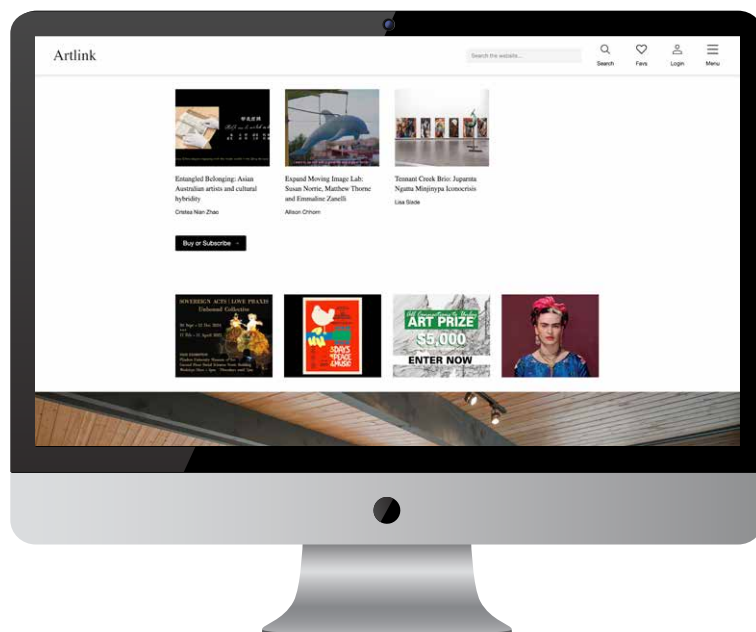
File: JPG, PNG or GIF
+ preferred web link

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Advertising and Communications
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Phone: (08) 8271 6228



Advertisement design service



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

Print advertisements:

Full page: \$320 + GST
Half page: \$300 + GST

Digital advertisements:

250 px (h) x 300 px (w)
Single frame image \$180 + GST
Additional frames \$90 + 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.

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