

AUSTRALIAN **ART COLLECTOR** MAGAZINE



Launched in 1997, *Australian Art Collector* is Australia's leading art market magazine filled with authoritative articles on collecting Australian modern and contemporary art.

In each issue Australia's best art writers and journalists profile Australian artists, collectors and dealers and provide background reports on news and current issues in the art market. Our critics present the work of Australia's most talented new and established artists and preview important exhibitions across the range of collectable Australian art. Our readers are serious about Australian art collecting.

AUSTRALIAN ART COLLECTOR MAGAZINE



Australian Art Collector is the only Australian publication targeted specifically at people who buy art.

WHO READS AUSTRALIAN ART COLLECTOR?

- private art collectors
- art world professionals
- buyers for public institutions
- buyers for corporate or private collections
- interior designers and architects
- artists

DISTRIBUTION

To reach this select and valuable readership, *Australian Art Collector* magazine uses every distribution method available to publishers in Australia:

- National distribution to all major bookshops and newsagencies, with particular emphasis on financial districts of major cities, the most expensive residential suburbs, etc..
- Distribution to a paying subscriber base recruited through extensive ongoing direct mail campaigns to lists such as: patrons of major cultural institutions, partners in major law firms, major purchasers of antiques and fine arts at leading auction houses, etc..
- Free distribution to an extensive list of known art buyers and collectors

CIRCULATION

- Total combined paid and unpaid circulation: 25,000

AAC READER DEMOGRAPHICS:

How often do our readers buy a piece of art?

Several times per year	26%
Once a year	23%
Once every few years	27%

How long have our readers been collecting art?

1-4 years	29%
5-9 years	34%
10-19 years	18%
Over 20 years	14%

How many of our readers ...

Do not read any other art magazine	46%
Have a Self Managed Superannuation Fund	24%
Are members of a private bank	20%
Invest in financial products (other than a mortgage)	60%

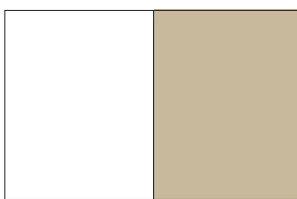
Age range

20-29	13%
30-49	58%
50-59	18%
Over 60	11%

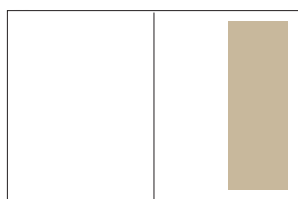
Source 2007 AAC reader survey

ADVERTISING ENQUIRIES: CHANTELE CHURCHILL, Deputy Publisher, Australian Art Collector
 Phone: (02) 9281 7523 • Fax: (02) 9281 7529 • Mobile: 0410 837 162 • Email: cchurchill@artcollector.net.au

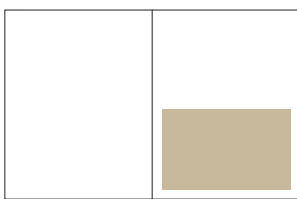
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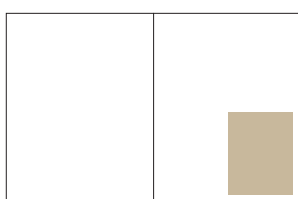
Full Page w230 x h275 mm + 5mm bleed (type area 193 x 242mm)



1/2 page - Vertical format w91 x h242mm (type area)



1/2 page - Horizontal format w192 x h116 mm (type area)



1/4 page - w91 x h116mm (type area)

TECHNICAL SPECIFICATION FOR ARTWORK:

For ads supplied as finished artwork:

- Artwork for advertising needs to be supplied as Quark Xpress 6.5, Adobe InDesign, Illustrator or Photoshop (CS2), high resolution pdf or eps files.
- All images, logos and text must be CMYK or there will be colour variation for which we cannot be held responsible.
- If supplied as a pdf file please ensure that all fonts are embedded and file is CMYK and downsampled to a minimum of 300dpi.
- Include crop marks set 5mm away from trims and 5mm bleed where required. Ensure all type is at a minimum of 5mm away from the trims.
- Large areas of black should have a tint of 40% cyan under the 100% black.

For ads we are to design:

- Images & logos can be supplied as transparencies, colour prints or high resolution images. Images should be supplied at 300dpi at approx size it will be printed to ensure good quality result. All images & logos need to be converted to CMYK or there may be colour variation for which we cannot be held responsible. Please supply text as in an email or as a Word file.

Note: AAC will only take responsibility for accurate colour reproduction of a digital advertisement if an ISO Standard proof is provide.

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Phone: (02) 9281 7523 • Fax: (02) 9281 7529 • Mobile: 0410 837 162 • Email: cchurchill@artcollector.net.au

SEND YOUR ADVERTISEMENT MATERIAL TO: MICHELLE LANGLEY, Advertising Production Manager
Australian Art Collector, Level 1, 645 Harris Street, Ultimo NSW 2007, Australia
Phone: (02) 9281 7523 • Fax: (02) 9281 7529 • Enquiries: mlangley@artcollector.net.au

CUSTOM PUBLISHING SERVICES



In addition, to publishing *Australian Art Collector*, Gadfly Media also produces a range of award winning magazines including *Luxury Travel Magazine* and *Breeding & Racing*. We provide **contract publishing to a long list of high profile clients**, ranging from medium to large businesses and government departments to media and professional sporting organizations.

CUSTOM PUBLISHING SERVICES

Our **custom publishing division** produces:

- Customised magazines & brochures;
- Annual reports;
- Prospectuses;
- Marketing and communication brochures and documents for a wide range of corporate and Government clients including: NSW Department of State and Regional Development; Microsoft; ABC; Telstra; Nine Network and Foxtel Pay TV; the National Trust of Australia (NSW); Media, Entertainment and Arts Alliance; University of NSW; and KPMG.

Gadfly Media has also provided large volume multimedia/internet content to major clients including: SOCOG (in a major international success, Gadfly won the worldwide tender to create and content manage – over 2 years – the official website for the Sydney 2000 Olympic Games); NRMA; Telstra; ninemsn and Consolidated Gaming Corporation.

Gadfly Media currently employs 30 full time and part time staff responsible for research, writing, production, layout, graphic design and art direction.

In addition to our **design services**

Gadfly Media also provides a range of consultancy **editorial services** including:

- Writing information text
- Copy editing and proofreading for communication, impact and style
- Structural editing and ideas development
- Preparing information for publication
- Repackaging existing editorial for republication

WHY GADFLY MEDIA

Gadfly Media has an established reputation for providing creative end-to-end content and publishing solutions for our clients. Specifically, Gadfly has sound experience in creating, launching and publishing lifestyle and leisure magazines dedicated to an AB readership.

Our editorial and design services start from as little as \$150 per hour and we can arrange to print & distribute your material.

CUSTOM PUBLISHING ENQUIRIES: VICTORIA HORDERN, Head of Client Publishing
Gadfly Media, Level 1, 645 Harris Street, Ultimo NSW 2007, Australia • Phone: (02) 9281 7523
Mobile: 0410 326 808 • Fax: (02) 9281 7529 • Enquiries: vhordern@gadfly.com.au