



# un Projects

## Media Kit

### 2020

## PRINT

### *un Magazine*

**8,000 annual print-run (4,000 per issue)**

2 issue per year (May/Oct 2020).

Free & distributed Australia-wide and internationally.

Full colour, high-quality print.

Exceptional design aesthetic.

Artistic excellence.

Independent editorial.

## ONLINE

### *un Magazine + un Extended*

**5,000 unique visits every month**

Free & easily accessible.

New content monthly.

Reviews, dispatches, conversations.

High-quality content, responsive design.

Genuine engagement with independent Australian art.

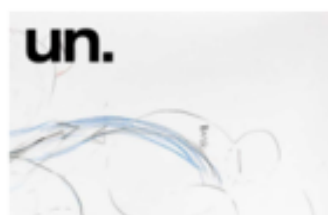


## NEWSLETTER

**1,900+ subscribers**

Monthly email, direct to subscribers.

**TOTAL REACH 70,000+**



## COMMUNITY & AUDIENCE

Our community is engaged, loyal, ambitious, growing.

Our readers are artists, practitioners, writers, curators, gallery directors, cultural producers, librarians, editors, publishers, art collectors, art admirers, art enthusiasts.

*un Magazine* is an essential resource for arts students, academics and institutions.

[www.unprojects.org.au](http://www.unprojects.org.au)  
Collingwood Arts Precinct, Collingwood 3056  
[admin@unprojects.org.au](mailto:admin@unprojects.org.au)

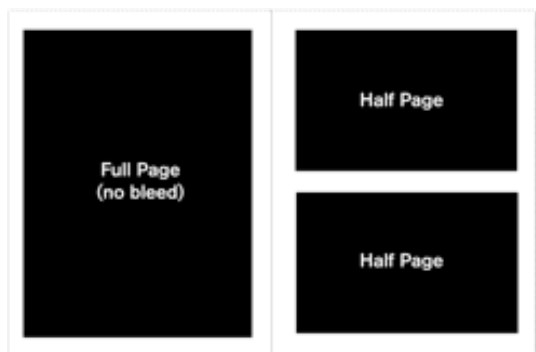
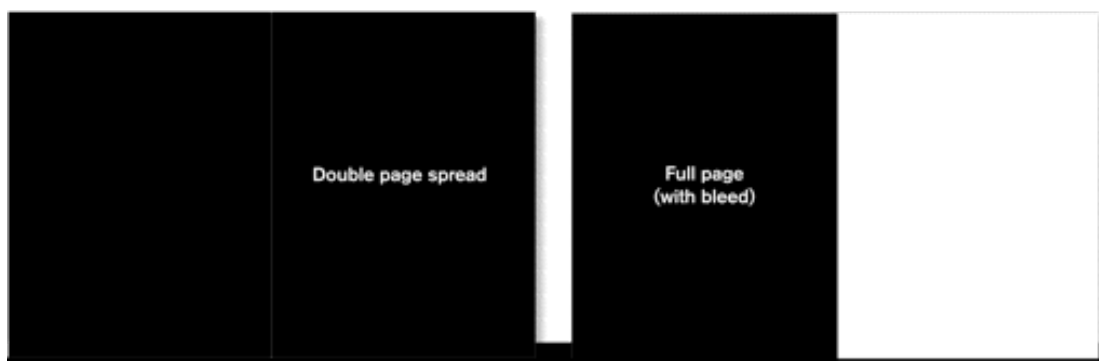
# ADVERTISING RATES & SPECS

## PRINT RATES

### Readership of 12,000+ annually

Full colour, high-quality print advertising, in the front or back section of the magazine, as per the rates below. Full-page ads may be supplied with or without bleed, at your discretion. We are also pleased to offer package deals on advertising across both issues of each annual volume:

<b>Double-page spread (front)</b>	\$1320 (one issue) / \$2200 (both issues)
<b>Full Page (front)</b>	\$770 (one issue) / \$1320 (both issues)
<b>Full Page (back)</b>	\$660 (one issue) / \$1100 (both issues)
<b>Half Page (back)</b>	\$330 (one issue) / \$550 (both issues)



We can also offer design assistance; please contact us at [sarahgory@unprojects.org.au](mailto:sarahgory@unprojects.org.au) to discuss a brief and quote.

### DEADLINES (ISSUE 14.1)

1. Advertising bookings due 28 February 2020
2. Artwork is due on or before 13 March 2020
3. *un Magazine* issue 14.1 will be published and distributed in May 2020

### DEADLINES (ISSUE 14.2)

1. Advertising bookings due 28 August 2020
2. Artwork is due on or before 11 September 2020
3. *un Magazine* issue 13.2 will be published and distributed in October 2020

## DIGITAL RATES

**5,000+ visitors monthly**

Full colour, click-through digital advertising at [unprojects.org.au](http://unprojects.org.au).

**Banner** (homepage): 970px w x 150px h (height is flexible)

**Tile** (reviews page): 300px w x 300px h (height is flexible)

**2 weeks** \$150

**4 weeks** \$300

**6 weeks** \$400

**3 months** \$750

For tailored digital campaigns (including newsletter advertising and specific timeframes) please contact us directly at [sarahgory@unprojects.org.au](mailto:sarahgory@unprojects.org.au).

## PRINT & ONLINE

For full exposure and maximum reach we're please to offer print & digital bundles.

**Full page (front) + Banner (6 weeks)** \$1000 (one issue) / \$1,800 (both issues)

**Full page (back) + Banner (6 weeks)** \$900 (one issue) / \$1,600 (both issues)

**Half page (back) + Banner (4 weeks)** \$600 (one issue) / \$1000 (both issues)

For tailored bundles please contact us directly at [sarahgory@unprojects.org.au](mailto:sarahgory@unprojects.org.au).

## NEWSLETTER

**Monthly newsletter with 1,900 subscribers**

Full colour click through advertising delivered straight to our subscribers' inbox alongside new monthly content.

**Display tile + copy (up to 50 words)** \$150

**Display banner + copy x 3** \$350

Issue	Artwork deadline	Publication date
January	27 Jan	30 Jan
February	24 Feb	27 Feb
March	23 March	26 March
April	27 April	30 April
May	25 May	28 May
June	22 June	25 June
July	27 July	30 July
August	24 Aug	27 Aug
September	21 Sept	24 Sept
October	26 Oct	29 Oct
November	23 Nov	26 Nov
December	14 Dec	17 Dec

## **SPECIFICATIONS**

Please format your advertisement for publication and submit to *un Magazine* according to the following specifications:

**Double-Page Spread** (no bleed, no cropmarks): 216 w x 130 h mm

**Single-Page** (no bleed, no cropmarks): 108 w x 130 h mm

**Half-Page** (no bleed, no cropmarks): 108 w x 65 h mm

### **File Type**

Adobe PDF or EPS (all fonts outlined) All artwork: mono (black and white), 300dpi

\* Please print off your own proof to ensure all images are embedded

## What is *un Projects*?

*un Projects* is an artist-led organisation that exists to generate and promote critical dialogue around independent Australian contemporary art.

*un Magazine* is our flagship publication – a free, independent contemporary art journal, published bi-annually and distributed in print and online. It is Australia's leading publication for engaged arts discourse, showcasing the best emerging and established voices in the Australian arts. *un Extended* is our digital arm, publishing monthly reviews of independent art shows, interviews with innovative practitioners, podcast and video projects, and dispatches from across Australia leading contemporary dialogue around independent art.

## Who reads it?

With an average print run of 4,000 copies per issue, *un Magazine* finds itself in the hands of over 12,000 people each year. As the only Australian print magazine dedicated to critical, independent arts writing and discourse, *un Magazine* is a key resource for artists, arts students, lecturers, professors, gallery directors, curators, and cultural producers.

*un Extended* allows us to broaden our reach, with up to 5,000 unique visitors monthly, reaching over 60,000 readers annually. Visitors reach us from Australia, New Zealand, New York, LA, London as well as Hong Kong, Berlin, Singapore, Paris, Taiwan, Japan.

## Where can you find it?

*un Magazine* will be published in May and November 2018. Printed in Melbourne, it is distributed via major contemporary arts spaces, art organisations, galleries, key artist-run initiatives, and education institutions around Australia, and selected outlets internationally. *un Magazine* is also published on [unprojects.org.au](http://unprojects.org.au).

### ACT

Canberra Contemporary Art Space (CCAS)  
M16 Artspace

### NEW SOUTH WALES

FirstDraft  
Artspace  
Galerie pompom  
ALASKA Projects  
Boomalli Aboriginal Art Gallery  
4A Centre for Contemporary Asian Art  
Verge Gallery  
Campbelltown Arts Centre

### NORTHERN TERRITORY

Northern Centre for Contemporary Art (NCCA)  
Watch This Space

### TASMANIA

Contemporary Art Tasmania

### QUEENSLAND

Boxcopy  
Institute of Modern Art

### SOUTH AUSTRALIA

Adelaide Central School of Art  
ACE Open  
FELTspace  
Sister Gallery

### VICTORIA

Blak Dot Galley  
Blindside  
Footscray Community Arts Centre  
World Food Books  
Counihan Gallery  
Trocadero Art Space  
West Space  
VCA Margaret Lawrence Gallery  
Kings ARI  
Gertrude Contemporary  
Bus Projects

Seventh Gallery  
Centre for Contemporary Photography (CCP)  
Craft Victoria  
RMIT Design Hub  
George Paton Gallery  
Shepparton Art Museum (SAM)  
Monash University Museum of Art (MUMA)  
RMIT:ART:INTERSECT  
Australian Centre of Contemporary Art (ACCA)

### WESTERN AUSTRALIA

Perth Institute for Contemporary Arts (PICA)  
Fremantle Arts Centre (FAC)  
MOANA

### NEW ZEALAND

Artspace NZ  
Blue Oyster  
The Physics Room

[www.unprojects.org.au](http://www.unprojects.org.au)  
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[admin@unprojects.org.au](mailto:admin@unprojects.org.au)

## Why advertise with us?

As Australia's longest running and most respected contemporary independent arts journal, advertising with *un Magazine* allows you to reach right into the heart of Australia's arts community, connecting directly with artists, writers, editors, curators, academics, collectors.

### High exposure

Make yourself and your organisation known to the best artists and arts organisations Australia-wide. As an independent publication with a strong and loyal readership, *un Magazine* is Australia's most loved and widely read independent contemporary art publication.

With over 3000 copies of each issue distributed nationally (and a few more internationally), *un Magazine* provides targeted and trusted advertising to over 12,000 people each year.

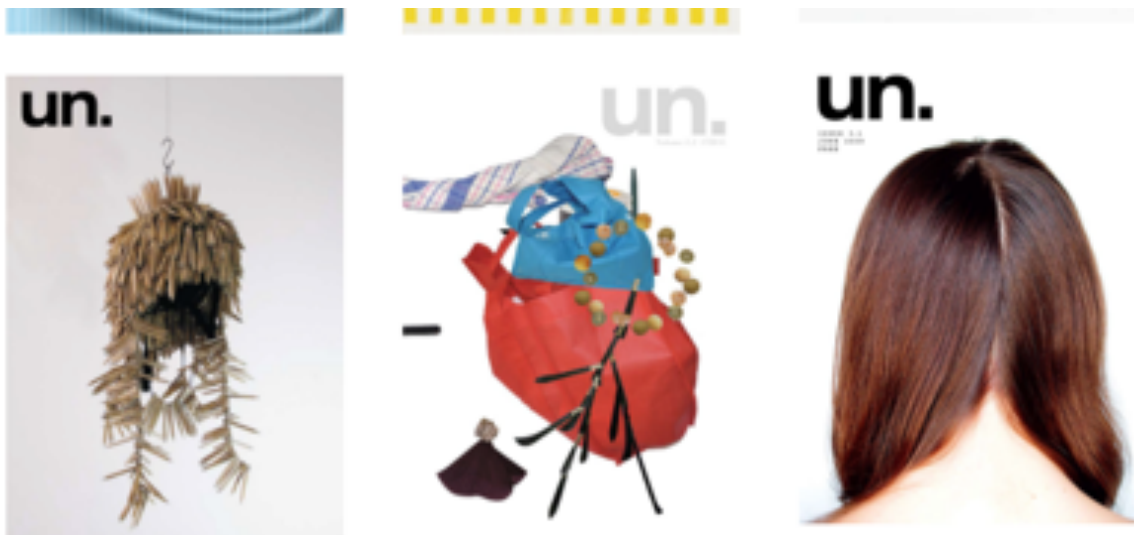
### The feel-good factor

Advertising in *un Magazine* is a great way to support artists and art writing in Australia. *un Projects* is a not-for-profit organisation that primarily relies on government funding support. Advertising in *un Magazine* supports the arts community by enabling us to pay writer and artist fees. Ultimately, advertising in *un Magazine* ensures that the magazine remains free and continues to be widely distributed nationally.

## Questions?

If you have any questions, need more information, or would like to discuss options for advertising in *un Magazine* or on [unprojects.org.au](http://unprojects.org.au), please contact the *un Projects* General Manager:

Sarah Gory  
[sarahgory@unprojects.org.au](mailto:sarahgory@unprojects.org.au)  
0401 210 641



## SUBSCRIBE

Often miss out on picking up your free copy of *un Magazine*? Can't get to one our *un Magazine* distribution points? Want to get multiple copies of *un Magazine* for your library or organisation?

We can post *un Magazine* directly to your home or work.

Subscribing to *un Magazine* is a good thing. Like advertising, your pre-order will help *un Projects* continue to publish *un Magazine*, pay our editors, artists and writers and distribute it around Australia for free.

## RATES & DELIVERY

Delivery anywhere within Australia:

\$15 – one copy  
\$20 – two copies  
\$50 – Box of 50\*

For postage to counties outside Australia and New Zealand please contact:  
sarahgory@unmagazine.org.au

Delivery anywhere within New Zealand:

\$20 – one copy  
\$25 – two copies  
\$100 – Box of 50\*

*\*Subject to availability – early subscriptions are encouraged*





