

# Look

**MEDIA KIT 2024**

Australia's most engaged, educated and responsive arts community

Welcome to the media kit for *Look*, a visual arts and culture magazine distributed to 30,000 members of the Art Gallery Society of New South Wales across print and digital platforms.

For nearly 40 years *Look* has reached Australia's most engaged, educated and responsive arts community.

With its proud history, the magazine plays a vital role in connecting art lovers to the exhibitions, events and art collection of the Art Gallery of New South Wales, as well as the art world beyond.

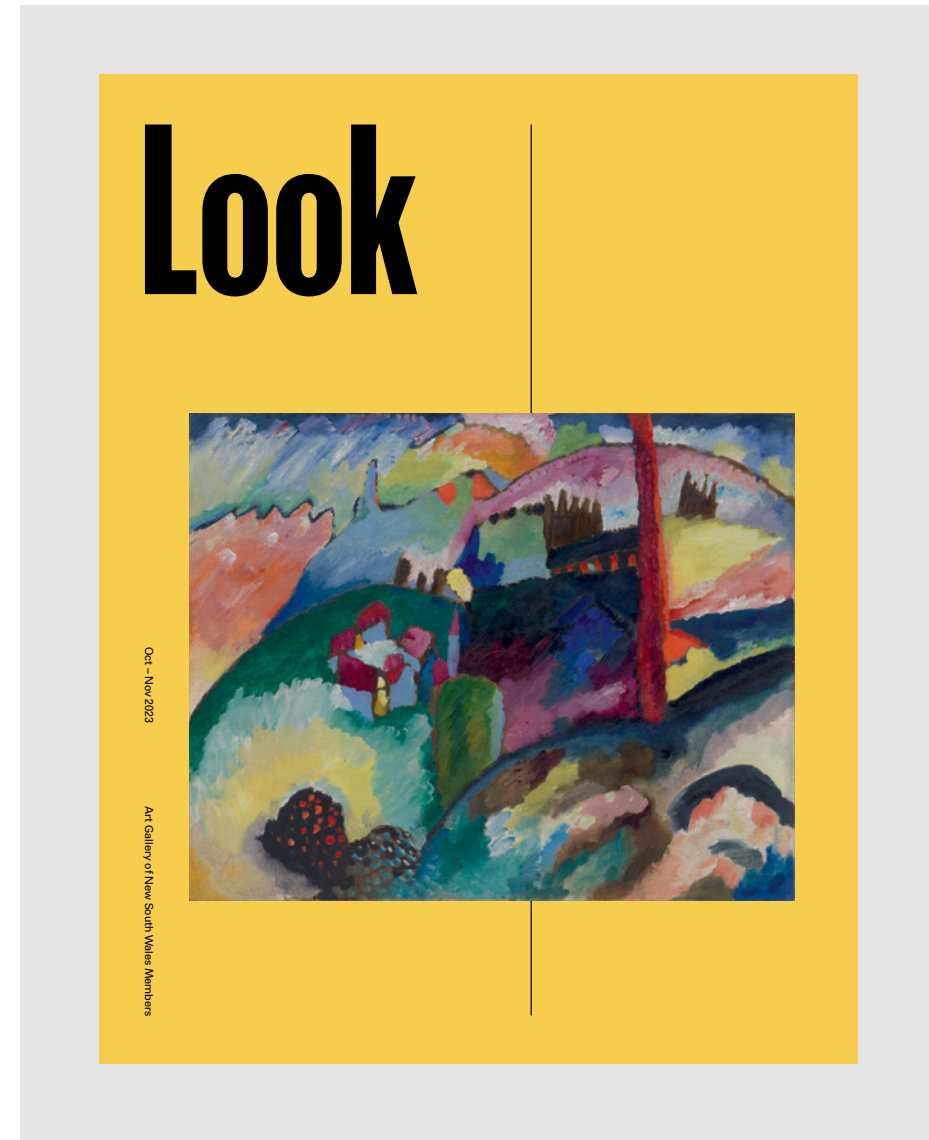
The bi-monthly publication delivers an insider's guide to the Art Gallery of New South Wales that is designed to inform, inspire and engage readers.

**In December 2021, a new-look *Look* was published, the magazine's first redesign since 2016.**

### About the editor

Susannah Smith is passionate about increasing arts engagement and fostering others' love of art. An arts writer, independent curator and former co-director of Collab Art Gallery, she holds a Masters in Art History from the Courtauld Institute of Art (University of London) and a Bachelor of Art History and Theory (Honours) from the University of Sydney.

Click on the magazine right for a preview.



# Look magazine reaches art enthusiasts across print and digital

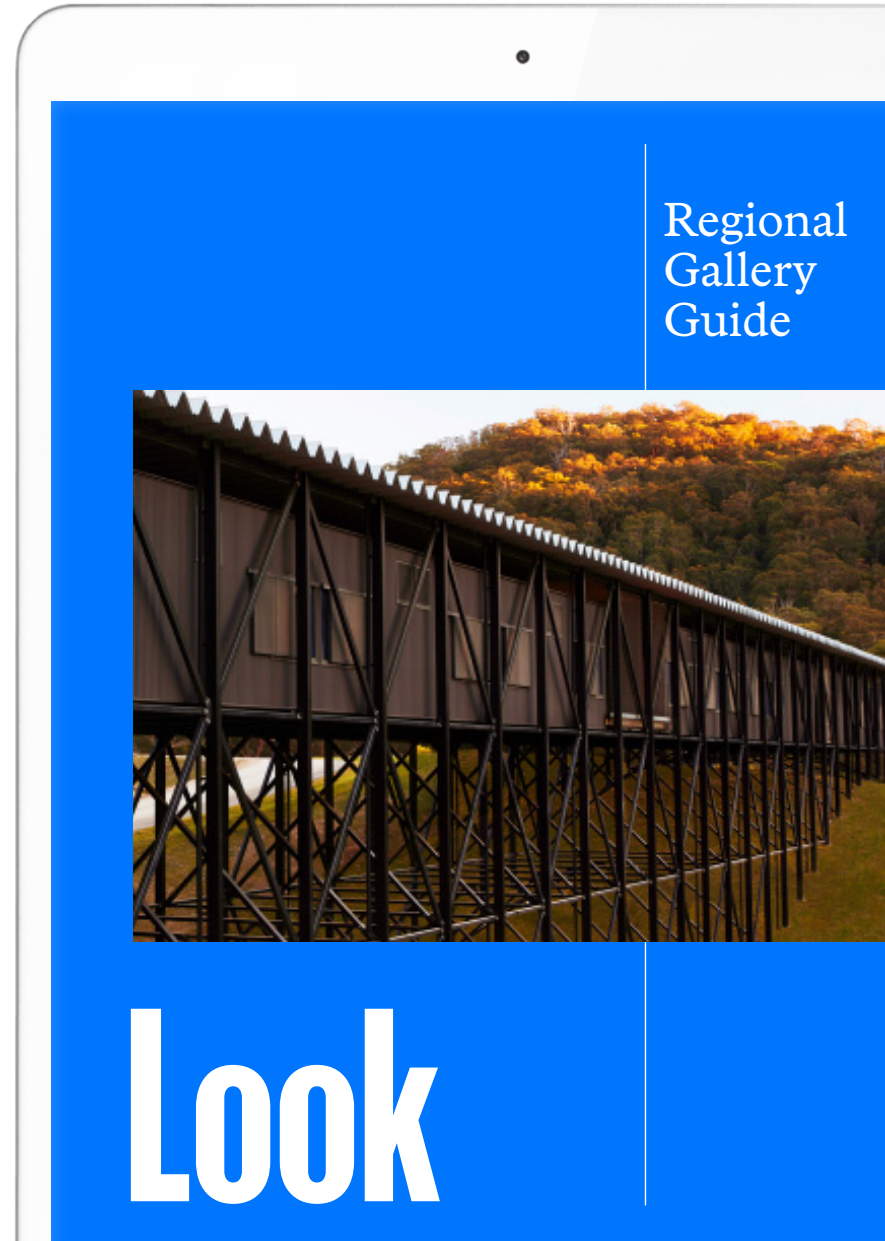
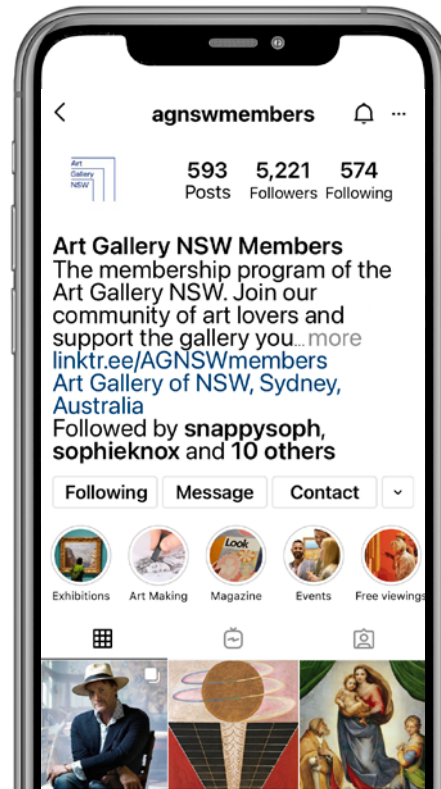
with regular digital editions distributed by email and social media

# Look



Jun - Jul 2023

Art Gal



# AUDIENCE PROFILE

Delivering a discerning and hard-to-reach audience, *Look* offers a valuable platform to influence and connect with Australia's most engaged, educated and responsive arts community.



**58%**

have purchased an artwork within the last 2 years



**1.5**

People read *Look* magazine in each member's household, on average

**74%**

have been Art Gallery members for more than 3 years



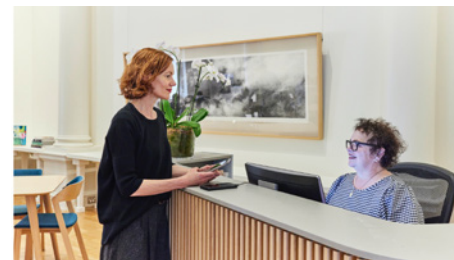
**82%**

do not subscribe to any other art magazine



**52%**

have visited a commercial gallery in the last 6 months (pre-lockdown)

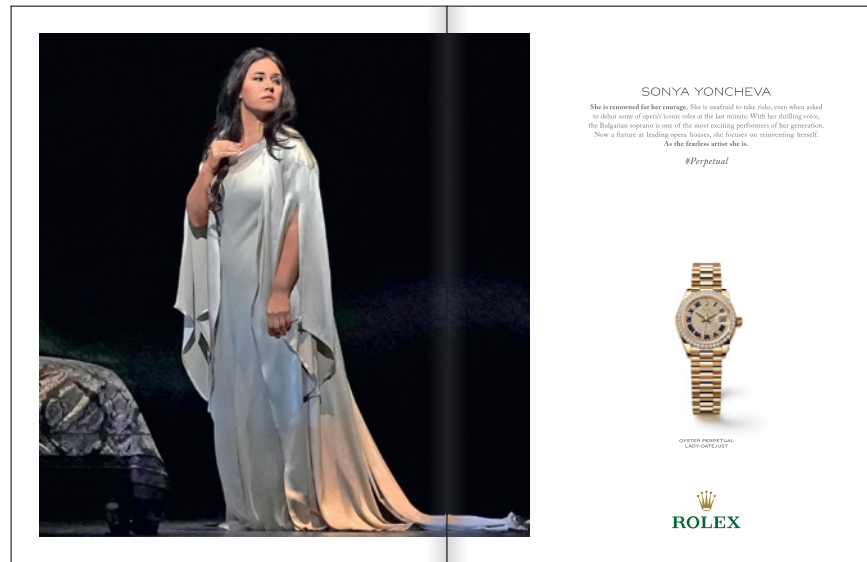


**49%**

have an annual household income over \$100k, with 29% having an income over \$150k

# OUR ADVERTISERS

Our advertisers reflect our readers: they're creative, contemporary and confident. They include an eclectic mix of high-end retail brands, bespoke property companies and a diverse range of galleries both state and country-wide. Our advertisers ensure that the *Look* audience's tastes and needs are continually catered for.



Contact Henna Arcadi  
 hennaarcadi@hardiegrant.com

0415 640 645  
 headsandtales.agency

# 2024 RATES, DATES AND SPECS

## Run of book rates

Ad size	Casual	x2 (-5%)	x3 (-10%)	x6 (-25%)
Full page (run of book)	\$3,861	\$3,669	\$3,475	\$2,896
Inside front cover FPC	\$4,827	\$4,586	\$4,344	\$3,620
FPC opposite contents	\$4,827	\$4,586	\$4,344	\$3,620
FPC guaranteed first half	\$4,247	\$4,035	\$3,823	\$3,186
Inside back cover	\$4,633	\$4,401	\$4,170	\$3,475
Outside back cover	\$5,019	\$4,769	\$4,518	\$3,764
Double page spread	\$6,312	\$5,996	\$5,680	\$4,734
Inside front cover DPS	\$7,888	\$7,493	\$7,099	\$5,916

## Directory rates

Ad size	Casual	x2 (-5%)	x3 (-10%)	x6 (-25%)
Directory 1/6 page	\$728	\$692	\$656	\$547
Directory 1/12 page	\$535	\$508	\$481	\$402
Directory 1/4 page	\$825	\$784	\$743	\$619
Directory 1/2 page	\$1,485	\$1,411	\$1,337	\$1,114
Directory 1/3 page vertical	\$1,485	\$1,411	\$1,337	\$1,114

## Artwork charges

Heads & Tales offers design services to its advertisers. These prices rely on advertisers to supply a rough layout guide. Image/s need to be supplied in a high resolution TIFF or JPG format at 300dpi at the size you would like to use. Logo/s to be supplied in an EPS format and B&W line art in 600dpi. Note: these prices do not include any colour manipulation or deep etching.

### Ad size

Full page	\$350+gst
1/2 page	\$300+gst
1/4 page	\$175+gst
6th or 12th page	\$115+gst
Minor change to existing artwork	\$75+gst minimum charge

# 2024 RATES, DATES AND SPECS

## Magazine deadlines

Issue	Post date	Booking deadline	Ad material due
Feb–Mar 24	29/1/24	1/12/23	12/12/23
Apr–May 24	25/3/24	2/2/24	13/2/24
Jun–Jul 24	27/5/24	5/4/24	16/4/24
Aug–Sep 24	29/7/24	7/6/24	18/6/24
Oct–Nov 24	30/9/24	9/8/24	20/8/24

## File format and delivery

### Full page and DPS only

- Keep all text at least 10mm away from edge of page.
- Must be supplied with 5mm bleed.
- Must include crop marks.

### Material requirements

- All material must be supplied in a hi-resolution press ready PDF format.
- All elements must be in CMYK.
- All images in your file should be 100% at 300dpi.
- Total ink coverage should not exceed 300%.
- Black & white line art to be supplied at 600dpi.

Material may be supplied via email or file transfer services like WeTransfer.

A border is required for any ad smaller than full page: We will add a border if not included. Reversed out type must be at least 8pts in size and small serif fonts should be avoided. Any changes or amendments will need to be communicated to the sender.

### Please note

Do not supply complete ad layouts as JPEGs, TIFFs, EPS, Word, Illustrator or Pagemaker files. Advertising material supplied incorrectly may be subject to a production charge if we are required to amend it.

## Magazine specifications

### Width x height in Millimetres (mm)

#### Full page with bleed

216mm x 278mm (trim), 226mm x 288mm (bleed)  
Please allow 188mm x 250mm (for type area)

#### Double page spread with bleed

432mm x 278mm (trim), 442mm x 288mm (bleed)  
Please allow 404mm x 250mm (for type area)

#### 1/3 vertical (run of book)

59mm x 260mm (no bleed required)

### Directories

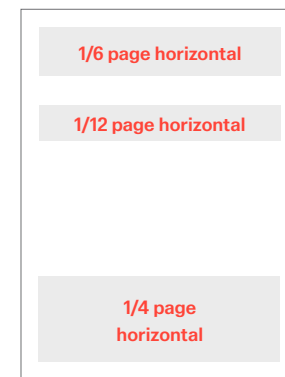
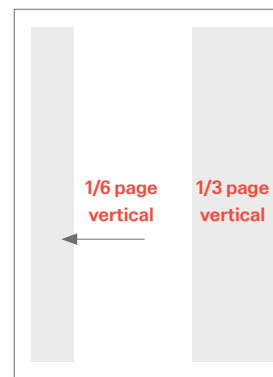
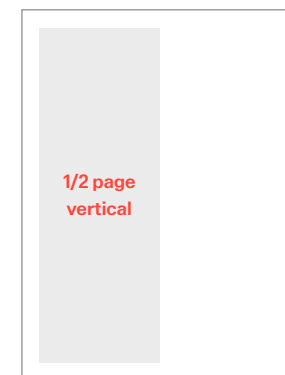
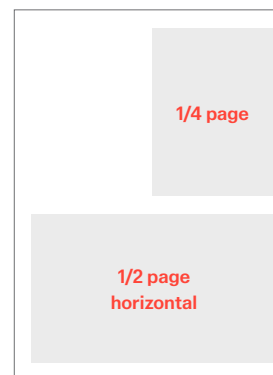
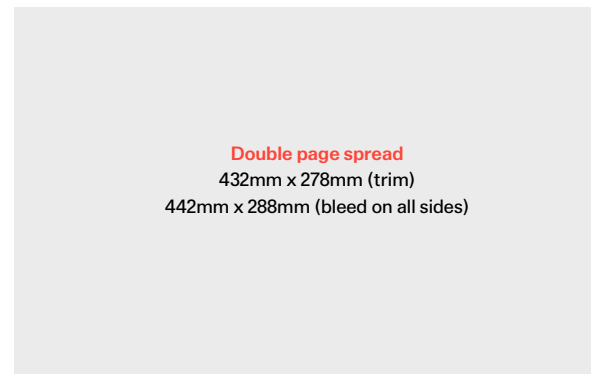
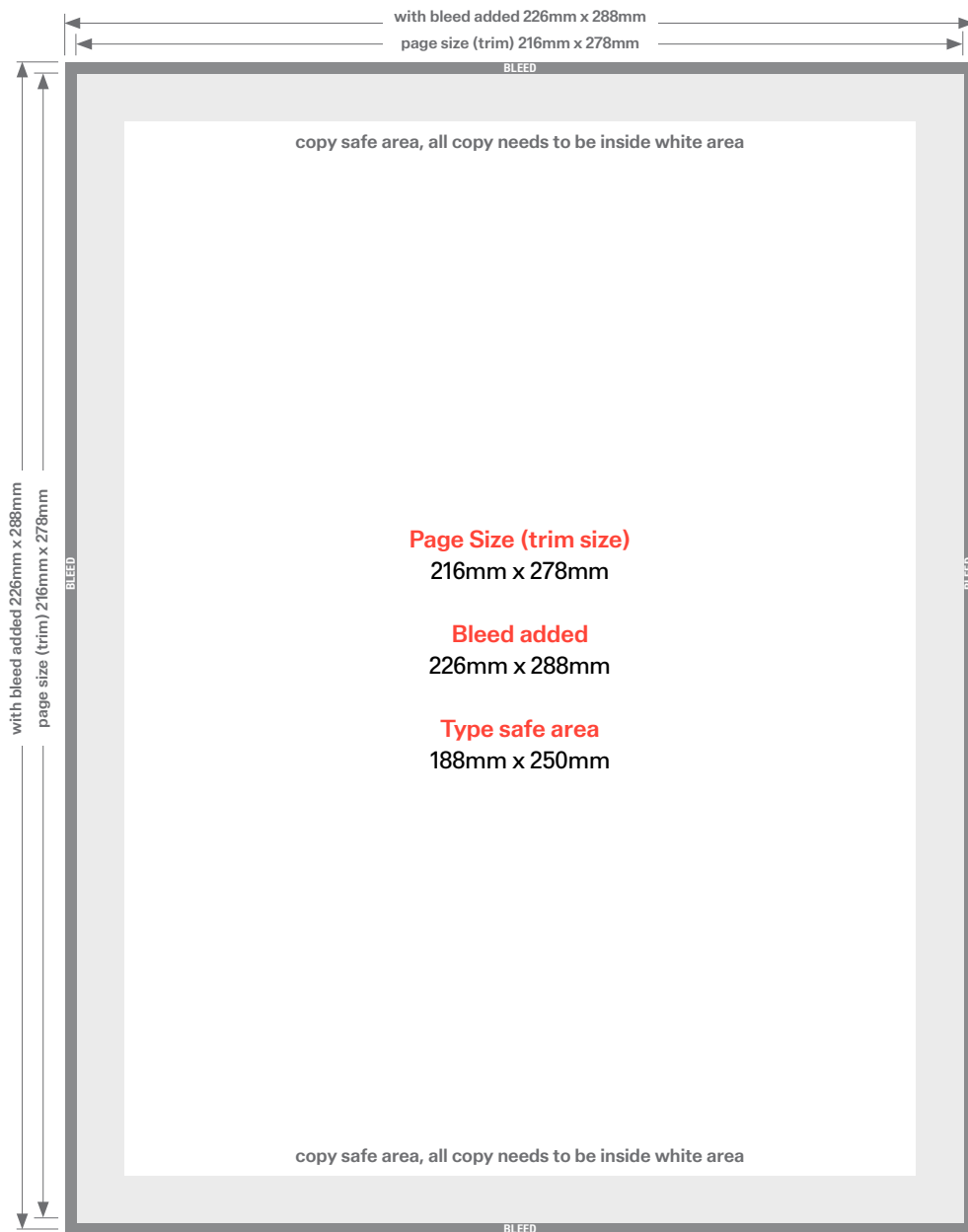
**1/2 page horizontal**      **1/3 page vertical**  
190mm x 126mm      59mm x 260mm

**1/2 page vertical**      **1/6 page horizontal**  
91mm x 260mm      124mm x 60mm

**1/4 page**      **1/6 page vertical**  
91mm x 126mm      59mm x 127mm

**1/4 page horizontal**      **1/12 page horizontal**  
190mm x 60mm      59mm x 60mm

keyline/border required for these ads





# Terms & conditions

## 1 Terms

1.1 In these conditions 'Publisher' means Hardie Grant Media and 'Advertiser' means the Client booking advertising space. Advertising Agents shall be deemed to be acting as principals for all purposes connected herewith and shall be solely responsible for payment for all advertising space booked. 'Rate Card' means the Publisher's scale of charges for advertisements.

## 2 Application

2.1 The issue of Rate Card does not constitute an offer by the Publisher to contract. The exchange of Advertiser's order and Publisher's acceptance subject to these conditions at the Publisher's current scale of charges forms the entire contract between the Publisher and the Advertiser.

2.2 Acceptance of all orders for publication is subject to these conditions and no variation of addition thereto shall be effective unless specifically agreed to in writing by the Publisher. In the event of any inconsistency between these conditions and any conditions of the Advertiser which may be accepted by the Publisher, these conditions shall prevail.

## 3 Rates

3.1 Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press. In event of a rate increase, the Advertiser will have the option to cancel the order affected without surcharge or continue the order at the revised advertisement rates.

## 4 Publisher's rights

4.1 All orders are accepted subject to approval of copy by the Publisher and space being available.

4.2 The Publisher reserves the right in its absolute discretion to omit or suspend any advertisement at any time without assigning a reason and shall be under no liability to the Advertiser for so doing, provided that, and notwithstanding clause 8.1, the Publisher shall immediately refund to the Advertiser all payments made by the Advertiser in respect of such advertisement.

4.3 Charges will be made to the Advertiser where reproduction work is involved. The Publisher will notify the Advertiser of such charges in writing.

4.4 If copy instructions are not received by the last day for receiving copy, the Publisher cannot guarantee usage.

## 5 Advertising material

5.1 Advertising material must be received by material deadline.  
5.2 Advertiser's property, artworks etc. are held by the Publisher at the owner's risk and should be insured by the advertiser against loss or damage from whatever cause. The Publisher reserves the right to destroy all artwork which has been in its possession for more than 12 months and no liability shall be attached to Publisher in respect of such destruction.

## 6 Payment

6.1 Payment is due 30 days from date of invoice. The Advertiser shall pay all collection costs, legal fees and expenses incurred by Hardie Grant Media Pty Ltd in connection with a default by the advertiser.

## 7 Cancellation

7.1 All cancellations must be in writing and sent or faxed to the Publisher. The Publisher will not accept a cancellation of any advertisement after photography requested or after cancellation deadline date.

7.2 Any cancellations received after cancellation deadline date or failure to supply artwork on time shall result in the Advertiser being liable for the full amount of the contract price, notwithstanding the fact that no advertisement has or will appear in the publication or that a house advertisement appears.

7.3 Bookings accepted after cancellation deadline date shall not be cancellable.

## 8 Indemnity

8.1 The Publisher shall not be liable for any loss or damage consequential upon or otherwise occasioned by error, late publication, non-publication, or the failure of an advertisement to appear from any cause whatsoever.

8.2 The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other party's rights. The Advertiser will indemnify the Publisher fully in respect of any claim made against the Publisher arising from the advertisement.

### Contact Henna Arcadi Advertising Sales Manager

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