

un.

Advertising

un Magazine 4.2
November 2010

PO Box 1611
Collingwood 3066
VICTORIA

www.unmagazine.org

Bookings Due

10 September 2010

Artwork Deadline

24 September 2010

4.2

un Magazine issue 4.2 is to be released in November 2010. Publishing bi-annually, un Magazine is distributed in print via major contemporary art spaces and key artist-run initiatives throughout Australia. The website provides further access and distribution through a downloadable PDF of each issue, in which all advertisements are included.

OUTLINE

Following the success of our third volume last year, un Magazine is pleased to invite you to advertise in volume 4, issue 2, to be published in November 2010. This issue is to be edited by Angela Brophy, sub-edited by Helen Hughes and designed by Brad Haylock.

Issue 4.2 will feature a strong mix of independent reviews and commentary, plus new and experimental forms of critical engagement from emerging and established contributors, supported by an experienced editorial board and experienced art writers as mentors. Focussed on the independent contemporary art community of Australia, un Magazine has published twelve issues to date and has established itself as a significant independent voice for contemporary art in Australia.

Issue 4.1 saw some exciting changes to the format of the magazine, with a move to a more compact size (244mm high x 170mm wide), an increase in the page count, and an increased number of colour pages. Issue 4.2 will see this new format continued.

Double-Page Spread (with bleed)

Trim Size 244mm high x 340mm wide (plus 3mm bleed to fill page)
Artwork to be supplied 250mm high x 346mm wide @ 300dpi, CMYK
Landscape format only

Full Page (with bleed)

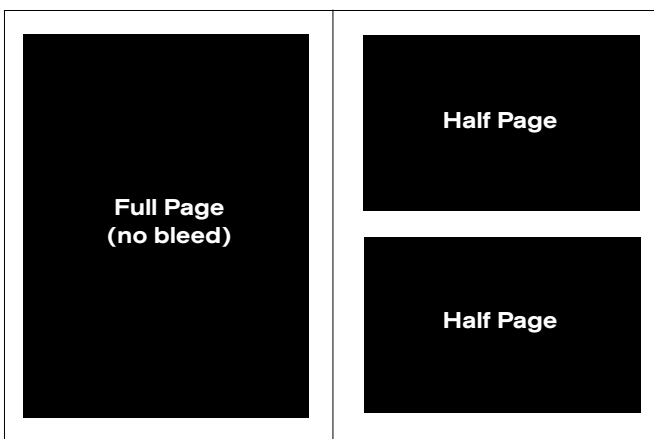
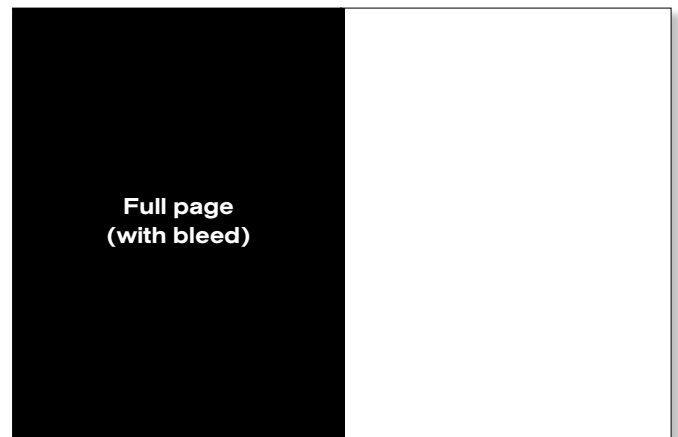
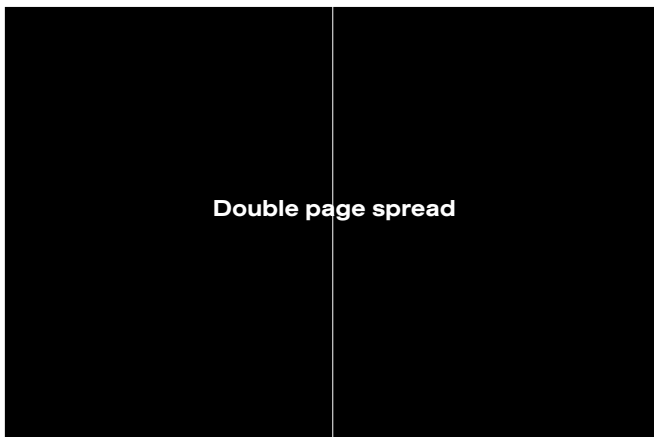
Trim Size: 244mm high x 170mm wide (plus 3mm bleed to fill page)
Artwork to be supplied 250mm high x 176mm wide @ 300dpi, CMYK
Portrait format only

Full Page (no bleed)

Artwork to be supplied 228mm high x 152mm wide @ 300dpi, CMYK
(leaves 8mm top, bottom and outside margins, and a 10mm inside margin)
Portrait format only

Half Page (no bleed)

Artwork to be supplied 110mm high x 152mm wide @ 300dpi, CMYK
Landscape format only



ADVERTISING RATES

All advertising in un Magazine will be reproduced in full colour. All advertising will be clustered within the magazine, in a front section and a back section. The covers, inside covers, and first and last pages of the magazine are not available for advertising. Double-page-spread ads will appear at the front of the magazine; full-page ads may appear in the front or back section, as per rates below; all half-page ads will appear at the back of the magazine. Full-page ads may be supplied with or without bleed, at your discretion.

Rates are as follows:

Double-page spread (front section)	\$1000
Full Page (front section)	\$600
Full Page (back section)	\$500
Half Page (back section)	\$250

— contact admin@unmagazine.org to discuss these options.

GST is not charged.

SPECIFICATIONS

Please format your advertisement for publication and submit to un Magazine by Friday 10 September 2010 as follows:

File Type

Adobe PDF or EPS (all fonts outlined)

All artwork: CMYK colour

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

DESIGN SERVICE

Design services can be arranged for an additional fee. Contact Melody Ellis to discuss this option: admin@unmagazine.org

DEADLINES

1. Advertising bookings due Friday 10 September 2010
2. Artwork is due on or before Friday 24 September 2010
3. un Magazine 4.2 will be published and distributed November 2010

CONTACT

For all enquiries, bookings and artwork specifications please contact the Magazine Coordinator: Melody Ellis — admin@unmagazine.org