



# print advertising 2012

RealTime provides the only comprehensive map of all that is innovative in performance, dance, visual arts, music, sound, film and media arts across Australian and beyond. And it's free!

With 20,000 copies distributed nationally, every 2 months, RealTime is Australia's widest circulating cross-disciplinary arts magazine.

## realtime: who reads it?

- people who are committed to creativity, innovation and experimentation
- aged 26-55 (43% 18-35; 55% 36-55)
- well educated with 60% holding at least tertiary qualifications
- regularly attend a variety of arts activities
- engaged in the arts and entertainment sector, in education, media and IT and the liberal professions.
- 85% rate RealTime as good or excellent for its mix of content, national coverage, focus on innovation and support for non-mainstream arts activity.

## affordable rates

We know how hard earned arts dollars are so we try to keep advertising rates low. We also offer generous discounts for ad series. Surveys show that our readers retain their copies of RealTime and share them so a well-placed advertisement gives you at least 2 months exposure.

## local audience, national profile

With a national readership of approximately 35,000\* per edition an advertisement in RealTime reaches your local audience and at the same time lets peers and potential audiences around Australia know about your work.

RealTime readers are creative thinkers, art lovers, arts practitioners and students who rely on the publication for authoritative commentary on the contemporary arts nationally and, increasingly, internationally. It makes sense to advertise your performance, exhibition, screening, conference, workshop, festival, your academic institution or school in Australia's leading cross-disciplinary arts magazine.

\*Allowing for waste and issues being read by at least 2 people, as 2009 reader survey indicated.

## distribution: 20,000 nationally

Distribution is via 750+ well-targeted locations (art centres, galleries, universities, theatres, cinemas, bookstores, libraries, cafes and music outlets).

**NSW** 7000; **Victoria** 6000; **Queensland** 2000; **South Australia** 1800;  
**WA** 1500; **ACT** 500; **Tasmania** 800; **NT** 100; subscribers and free list 300.

## advertising online

Advertising on [www.realtimearts.net](http://www.realtimearts.net) is immediate, affordable and flexible offering access at peak periods to over 3000 unique visitors per week within Australia & internationally. (See online rates)

**real  
time**  
+onscreen



# advertising schedule 2012

Published bi-monthly 6 times a year, RealTime is a free national arts tabloid with a full circulation of 20,000 copies.

booking deadline	cancel by	artwork by	publication date
<b># 107 (Feb/March)</b> January 30	January 31	February 1	<b>February 17</b>
<b># 108 (April/May)</b> March 19	March 20	March 21	<b>April 6</b>
<b># 109 (June/July)</b> May 21	May 22	May 23	<b>June 8</b>
<b># 110 (Aug/Sept) Annual Arts &amp; Education Feature</b> July 16	July 17	July 18	<b>August 3</b>
<b># 111 (Oct/Nov)</b> September 17	September 18	September 19	<b>October 5</b>
<b># 112 (Dec 12/Jan 13)</b> November 19	November 20	November 21	<b>December 7</b>

## print & online advertising discounts

RealTime offers 15% on any online advertising package (excluding e-editions) if booked with a print advertisement. Please see online advertising info, page 4

## artwork services

Pressed for time? Simply supply copy + image/s and we can design your ad for \$66 (inc GST)\*  
 \* for 1/2 page & larger, price on consultation

## information & bookings

**gail priest**  
 tel 61 2 9810 7818  
[gail@realttimearts.net](mailto:gail@realttimearts.net)

**virginia baxter**  
 tel 61 2 9332 4549  
[virginia@realttimearts.net](mailto:virginia@realttimearts.net)





# advertising rates 2012

Size	Width x depth mm (finished size/no bleed*)	Cost (before GST)	Cost (inc GST)
1/8 page vertical mono	55w x 175d	<b>\$235</b>	\$258.50
1/8 page horizontal mono	120w x 85d	<b>\$235</b>	\$258.50
1/8 page colour	see above	<b>\$310</b>	\$341.00
1/4 page column mono	55w x 365d	<b>\$390</b>	\$429.00
1/4 page vertical mono	120w x 175d	<b>\$390</b>	\$429.00
1/4 page horizontal mono	245w x 85d	<b>\$390</b>	\$429.00
1/4 page colour	see above	<b>\$515</b>	\$566.50
1/2 page vertical mono	120w x 365d	<b>\$655</b>	\$720.50
1/2 page horizontal mono	245w x 175d	<b>\$655</b>	\$720.50
1/2 page colour	as above	<b>\$860</b>	\$946.00
1/2 page colour on IFC/IBC	as above	<b>\$965</b>	\$1061.50
Full Page mono	245 x 365	<b>\$1330</b>	\$1463
Full page colour	245 x 365	<b>\$1540</b>	\$1694
Full Page: Page 1 (uncoated stock)	245 x 365	<b>\$1780</b>	\$1958
Full page: Inside Front Cover or Inside Back Cover (coated stock)	245 x 365	<b>\$1780</b>	\$1958
Back Cover colour (coated stock) <i>can bleed off page</i>	275 x 395 (+ 5mm bleed Top/Bottom/RH side)	<b>\$2360</b>	\$2596

Late Cancellation fee: **50% of ad cost.** Please notify any changes to booking by cancellation deadline.

**NB AGENCIES: Prices do not include Agency Commission**

## early general placement

**Preferred placement on pages 7, 9, 11 incurs 10% surcharge.**

**\*\*NB RT104 Aug/Sept preferred placement surcharge extends to pages 13 & 15**

Ads must be 1/4 page or larger. No advertising available on pages 1-6.

No single ad per page requests (except full page)

## discounts

**Book 3 ads** in advance and receive **10% discount**

**Book 6 ads** in advance and receive **15% discount**

## information & bookings

**gail priest**

tel 61 2 9810 7818

[gail@realtimearts.net](mailto:gail@realtimearts.net)

**virginia baxter**

tel 61 2 9332 4549

[virginia@realtimearts.net](mailto:virginia@realtimearts.net)

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# artwork specifications 2012

## file delivery:

- up to **6MB EMAIL** to [gail@realttimearts.net](mailto:gail@realttimearts.net)
- **over 6MB** use <http://www.sendspace.com/> or similar free FTP program (simple instructions are on the sites)
- **FTP** directly to our site. Contact [gail@realttimearts.net](mailto:gail@realttimearts.net) for settings.

## file requirements:

RealTime is printed on Norstar 55gsm paper stock using cold set (web offset) printing.

The cover is printed on Sappigloss 104gsm.

- **CMYK PDF files (preferred)** - print/press optimised 300dpi with fonts & images embedded. (For designs with complex transparencies it is recommended that you make an eps or postscript file and then PDF using Adobe Distiller, rather than simply exporting to PDF.)
- **JPG/TIFF files 300dpi.** Please note, due to rasterisation this format may result in slightly lower quality reproduction than a PDF
- Correct size as booked, **NO bleed** (unless back cover), **NO crop marks**
- Correct colour format as booked ie Mono (greyscale) or CMYK colour
- Please set any spot colours to separate to CMYK. It is essential to follow our colour guidelines below.

## design specifics:

To ensure best results on our paperstock make sure your artwork conforms to the following. We may ask you to resupply if these details are incorrect.

- **TOTAL CMYK INK LIMITS 215% \***

Please ensure CMYK colours & images **do not exceed 215%-220%**. (ie Cyan=40, M=40, Y=40, K=90 Total saturation = 210%).

**Colour profiles will be ignored at the press so please MANUALLY adjust the ink limits, and save without a profile.** If unsure how to do this, an instructional video can be found at <http://www.realttimearts.net/designtips>

There may be a discrepancy between colours on your screen and their appearance in CMYK inks on news stock. To get a closer idea as to how your colours will print we suggest previewing with USWeb (SWOP) Uncoated Colour settings in your layout programs and Adobe Acrobat. You may also use this setting in Photoshop, however you will then still need to manually adjust the CMYK as this profile's default is 260% CMYK, and then save without embedded profile.

\* For ads booked on **Back Cover / Inside Back Cover / Inside Front Cover**, the ink limit is **280%**. Use USWeb (SWOP) Coated profile for previewing.

- **FONT SIZES (no smaller than 12pt bold in reverse)**

**Do not use fonts below 12pt bold for text in reverse (white on black) or coloured text made of more than 2 inks** as they may fill in and/or appear blurry due to dotgain & mis-registration.

(Adding a 0.5 black outline may assist with accurate registration in some cases.)

Fine detail in small logos will also be difficult to read. If this is an issue, we suggest making logos larger.

For more information go to [www.realttimearts.net/designtips](http://www.realttimearts.net/designtips)

**Please contact Gail Priest for assistance if you are having difficulties with any of these specifications or if you would like to discuss your design ideas with us prior to placement.**

## artwork services

RealTime also offers artwork design services through inhouse designer Gail Priest.

Costs start at \$66 inc gst for an 1/8 & 1/4 page layout. All you need to supply is the copy + logos + image/s as required.

For artwork queries contact [gail@realttimearts.net](mailto:gail@realttimearts.net) ph: 02 9810 7818

