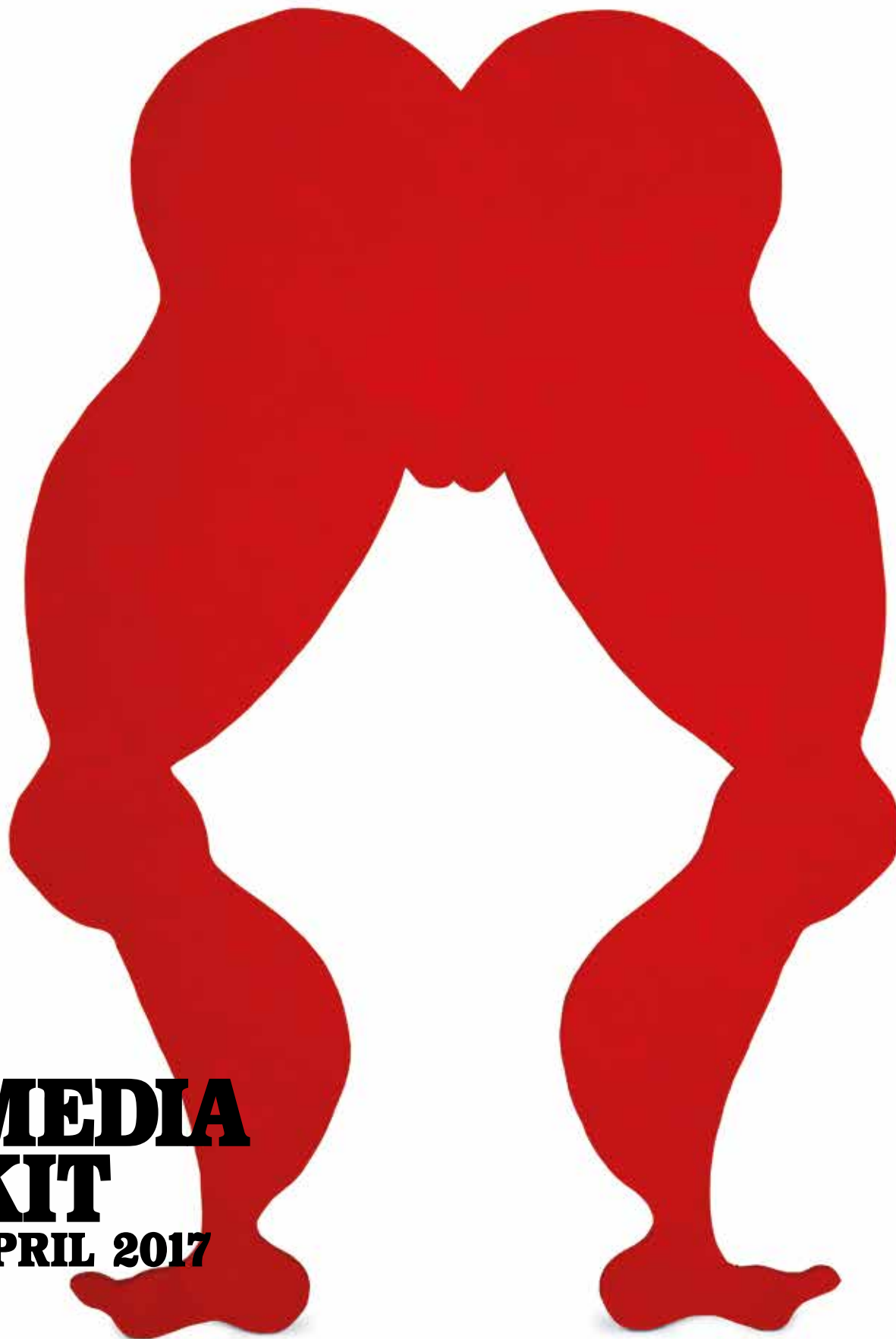


# VAULT™

AUSTRALASIAN ART & CULTURE



**MEDIA  
KIT  
APRIL 2017**

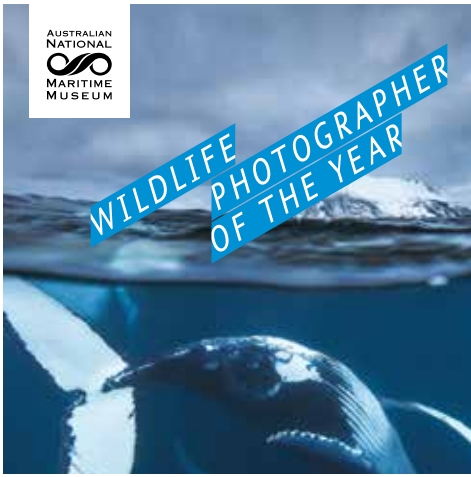


# WHAT IS VAULT MAGAZINE?

# **VAULT IS A QUARTERLY NEW ARTS & CULTURE MAGAZINE.**

Focusing on the preeminent Australian, New Zealand and broader international visual arts, with a parallel interest in fashion, architecture, food, writing and other outstanding forms of creative expression.

Offering a fresh perspective and insight into the world and mind of artists, VAULT seeks to foster a new sense of appreciation, a desire to learn and explore, within a community of readers who are passionate about ideas in the arts and corresponding culture.



BVLGARI



**A NEW PERSPECTIVE**

# WHO'S READING IT?



**PROFESSIONAL,  
STYLISH AND  
CULTURALLY  
CONCERNED MALES  
AND FEMALES, AGED  
30-55, WHO LOVE ART,  
CULTURE AND HAVE  
AN APPRECIATION  
FOR BEAUTIFULLY  
DESIGNED OBJECTS.**

# AT A GLANCE

## FREQUENCY

4 Issues per year

## CIRCULATION

7,000

## DURATION ON SALE

Three months

## AUSTRALIAN & INTERNATIONAL DISTRIBUTION

Boutique Book Stores, News Agencies  
& National & Regional Art Gallery Shops

For stockists please visit:  
[vaultart.com.au/stockists.html](http://vaultart.com.au/stockists.html)

## PAGES

128

## SIZE

340mm h x 220mm w

## COVER PRICE

AUS \$17.50, NZ \$25.00 (inc GST)

## DISTRIBUTORS

Trident Magazine Distribution

AD RATES	CASUAL	X2 (SAVE 5%)	X4 (SAVE 10%)
<b>DELUXE</b>			
BACK COVER	\$1,800	\$1,710	\$1,620
INSIDE FRONT COVER	\$1,800	\$1,710	\$1,620
PAGE 1	\$1,800	\$1,710	\$1,620
<b>PREMIUM</b>			
DOUBLE PAGE SPREAD (PAGE 2-15)	\$2,700	\$2,565	\$2,430
PAGE 2-15 & LAST PAGE	\$1,500	\$1,425	\$1,350
INSIDE BACK COVER	\$1,500	\$1,425	\$1,350
<b>STANDARD</b>			
DOUBLE PAGE SPREAD	\$2,200	\$2,090	\$2,000
FULL PAGE	\$1,200	\$1,140	\$1,080
HALF PAGE	\$700	\$665	\$630
<b>ONLINE</b>			
SKYSCRAPER	\$400	\$380	\$360
MREC	\$200	\$190	\$180

## NEW ADVERTISING CATEGORY

For galleries & designers whose businesses are no more than 5 years old.

## FUTURE (STANDARD AND HALF PAGE ONLY)

FULL PAGE	\$800	\$760	\$720
HALF PAGE	\$500	\$475	\$450

ALL PRICES EXCLUDE GST.

ISSUE NUMBER	COVER DATES
ISSUE 19	JULY 2017
ISSUE 20	OCTOBER 2017
ISSUE 21	FEBRUARY 2018
ISSUE 22	APRIL 2018

## AD CREATION SERVICE

PRINT: \$300 ONLINE: \$150

Vault provides an advertising artwork service for half, full, double page and online ads.

Includes: artwork for one ad layout option and one round of author's corrections.

The advertiser must supply the following:

- Pdf example of a previous ad style to base the new ad artwork.
- Logos provided in vector file format.
- Photos to be provided in hi-resolution (300dpi).
- Final copy/text to be included.

ALL PRICES EXCLUDING GST.

**Please note: Vault reserves the right to redesign ads or request different imagery due to layout or content concerns.**

# VAULT LISTINGS

An affordable and direct tool to advertise events, exhibitions or services.

## WORD COUNT

250 Characters Maximum

## DEADLINE FOR SUPPLYING LISTING

Two weeks prior to publishing.

## SUPPLYING LISTING

Details to be supplied as Word Document, PDF or Email.

## SUGGESTED CONTENT

Name  
Address  
Telephone Number  
Email address  
Website  
Exhibition Artist/ Service  
Exhibition Name / Service  
Date

LISITNG RATES	CASUAL	X2 (SAVE 15%)	X4 (SAVE 25%)
STANDARD	\$75	\$130	\$220

ALL PRICES EXCLUDING GST.



# FROM THE VAULT

## BIMONTHLY E-NEWSLETTER

Vault presents a handpicked selection of works from the stockrooms of the finest galleries around Australia and overseas. A bimonthly e-newsletter delivered to the inbox of our 10,000+ database for direct purchase.

RATES	CASUAL	1 MONTH (X2)	ADVERTISING GALLERIES (PRINT)
FEATURED WORK	\$250	\$400	\$0
BANNER AD (TOP)	\$600	\$1100	N/A
BANNER AD (BASE)	\$400	\$700	N/A

ALL PRICES EXCLUDE GST.

### DEADLINE FOR SUPPLYING ARTWORK

Two weeks prior to publishing.

### SUPPLYING IMAGES

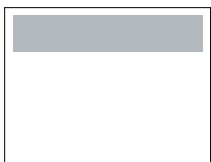
Images to be supplied as 72dpi JPG or GiF, RGB, maximum file size 1mb.

Please note: Vault reserves the right to make the final selection of artworks.

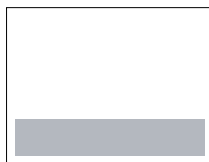
# FROM THE VAULT BANNER AD SPECIFICATIONS

### SIZES

BANNER AD : 550 PX X 105 PX



Banner Ad (Top)



Banner Ad (Base)

### SUPPLYING ARTWORK

Final artwork must be supplied as 72dpi JPG or GiF, RGB, maximum file size 40kb.

### DEADLINE FOR SUPPLYING ARTWORK

Two weeks prior to publishing.

# VAULT BIMONTHLY E-NEWSLETTERS

## COMING SOON OUT NOW CONTENT FOCUS

Vault is offering one exclusive banner ad space on our bimonthly e-newsletters that are emailed to our 10,000+ database.

RATES	CASUAL	1 MONTH (X2)	ADVERTISING GALLERIES (PRINT)
BANNER AD (BASE)	\$400	\$700	N/A

ALL PRICES EXCLUDE GST.

## VAULT BIMONTHLY BANNER AD SPECIFICATIONS

### SIZES

BANNER AD : 550 PX X 105 PX



Banner Ad (Base)

### SUPPLYING ARTWORK

Final artwork must be supplied as 72dpi JPG or GiF, RGB, maximum file size 40kb.

### DEADLINE FOR SUPPLYING ARTWORK

Two weeks prior to publishing.

# PRINT ADVERTISING SPECIFICATIONS

## SIZES

DOUBLE PAGE	325mm h x 425mm w
FULL PAGE	325mm h x 205mm w
HALF PAGE	160mm h x 205mm w



Double Page Spread

Full Page

Half Page

## SUPPLYING ARTWORK

Final artwork must be supplied as hi resolution pdf, CMYK, 100% size with all fonts outlined. No bleed is required as the magazine has a consistent 7.5mm white border. Listings must be emailed as text only and take note of the word limit – or content will be edited.

**Vault Magazine is printed on uncoated paper. Due to the nature of this stock images tend to appear darker in print than they do on screen. Please keep this in mind when supplying artwork.**

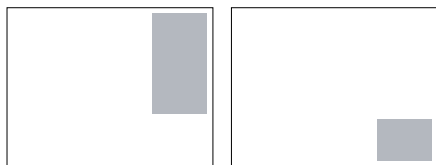
## DEADLINES – ISSUE 19

AD CREATION CLOSING	12/6/17
AD CLOSING	16/6/17
ON SALE	13/7/17

# ONLINE ADVERTISING SPECIFICATIONS

## SIZES

SKYSCRAPER	260 px x 470 px
MREC	262 px x 202 px



Skyscraper

MREC

## SUPPLYING ARTWORK

Final artwork must be supplied as 72dpi JPG, RGB, maximum file size 40kb.

## DEADLINES – ISSUE 19

AD CREATION CLOSING	3/7/17
AD CLOSING	7/7/17
ONLINE	10/7/17

# **CONTACT**

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