

realtime advertising 2017



The RealTime vision

RealTime is the media leader in evaluating and promoting the works of innovative and experimental Australian artists in an international context—looping them, their works and audiences together in a continuous exchange of experiences and ideas.

“In RealTime even the ads are interesting!”

A RealTime reader

A new RealTime with a greater reach

Twenty years in print and now published exclusively online, RealTime brings with it a loyal national and international readership eager to embrace innovation and experimentation in the arts.

With our weekly RealTime E-ditions and a brand new website we’re reaching out to a wider audience, attracted not only to considered and constructive reviewing but also to engaging directly with art online.

Our features include RealTime TV video interviews, RealTime Traveller guides by artists to cities around the world and new features: RealTime Gallery for commissioned and critiqued video, sound and music works, video essays on all kinds of art, Critical Video—for the latest in video art—and The Deep Archive, unearthing wonderful articles from over 20 years of publishing on contemporary arts in Australia.

Advertising & devices

Our new website is especially designed to function perfectly for advertising on tablets and smartphones.

A new magazine experience

RealTime offers a new kind of magazine experience where reviewing, reporting, dialogue and promotion will be integrated with commissioned and curated online works, making engagement with RealTime more palpable for a wider audience.

Advertising supports artists

By advertising with RealTime you support both artists and writers at a time of diminishing but much needed reviewing in the press and online.

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Who reads RealTime?

Successive reader surveys reveal that RealTime readers are:

people committed to creativity, innovation and experimentation

aged 26-55 (including 26-35 23%; 36-45 34%; 46-55 23%); 56% female, 44% male

well-educated with 75% holding at least undergraduate tertiary qualifications

engaged in the arts and entertainment sector, in education, media and IT and the liberal professions

regular attendants at a variety of arts events

mobile and adventurous—60% of Australian readers travel internationally at least every few years; 70% travel interstate more than twice a year

teched-up with a preference for the latest trending products

“[RealTime] has championed constructive analysis over ego-driven critique, asked us to be open to new work, and trained young writers to observe and respond. Thank you Keith and Virginia for a remarkable body of work.”

Robyn Archer, for RealTime’s 20th Birthday, 2014

Newsletter subscribers

The RealTime weekly E-dition newsletter subscription list is 2,100 and building.

Above industry average (per MailChimp) for newsletter opens and click-rate: 35% opens and 7% clicks per E-dition (media and publishing industry average 18% and 4.1% respectively).

Website visitors

Visitors 2,500/week; 130,000 per annum; unique visitors 90,000; return visitors 32%; Australian visitors 66%; international 34% (US 9%; UK 6%; France 3%; Germany 2%; others 14%).

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Why advertise in RealTime?

Reach a growing, engaged readership seeking new art experiences, curious about context and eager to see the big picture.

Weekly RealTime E-ditions provide immediacy, currency and responsively fit computer, tablet and phone screens to ensure maximum reach.

The RealTime website features E-dition content and much more.

As we build our online presence, enhanced data collection capabilities will facilitate superior market analysis.

By advertising you support RealTime and in turn the artists whose careers RealTime tracks and constructively critiques and promotes.

Who advertises in RealTime?

We welcome advertising from all who have an interest in contemporary art practices and ideas—organisations (arts and otherwise), individual artists and thinkers, teaching institutions and promoters of all forms of innovation.

Who advertises in RealTime? Everyone! Arts and film festivals, major theatre and dance companies, independents, sound art events, art galleries and contemporary art spaces, regional arts centres, conferences, marketing forums and funding agencies.

RealTime readers look at advertisements as potential audience members but also for arts information, context, the national big picture and unique coverage across states, regions and art practices. Artists, companies and organisations look to RealTime to grow their national profile.

realtime e-dition (news- letter) advertising rates



Full width horizontal banner

710w x 100d

Header (above RealTime banner) \$660.00

Position A (below first feature article) \$550.00

Positions B, C, D \$440.00

Full width double depth horizontal banner

710w x 200d

Position A (below first feature article) \$660.00

Positions B, C, D \$550.00

Two thirds width horizontal banner (from left)

470w x 100d

Position B \$440.00

Positions C, D, E \$330.00

Two thirds width double depth horizontal banner (from left)

470w x 200d

Position B \$495.00

Positions C, D, E \$385.00

Box (right)

230w x 200d

Position A \$440.00

Positions B, C, D \$330.00

Position (left) E, F \$220.00

Large box (right)

230w x 300d

Position A \$550.00

Positions B, C, D \$440.00

Special offer: series bookings

4-10 advertisements

10% discount

11-20 advertisements

15% discount

All prices include GST

All positions depend on availability

No agency commissions to be deducted

Maximum artwork size 50k or by consultation

realtime website advertising rates



Box (right)

300w x 225d

\$440.00

Double depth box (right)

300w x 450d

\$550.00

The vertical order of advertisements rotates regularly.

New placement and size opportunities will come online as we develop our website in 2017.

Special offer: series bookings

4-10 advertisements

10% discount

11-20 advertisements

15% discount

Artwork for newsletter and website to be supplied as 72dpi jpg or gif with a specified URL.

We cannot use Flash (SWF) files.

Nor can we use embed codes, so please supply separate artwork and click tracker or URL.

Maximum artwork size 50k or by consultation.

Home page + one artform section

All prices include GST

All positions depend on availability

No agency commissions to be deducted

Prices per fortnight minimum



One-off feature packages for festivals, events, conferences

Full width, single depth, position A banner advertisement in E-dition,
one website homepage box advertisement for 2 weeks,
1-2 articles independently commissioned by RealTime.
By negotiation.

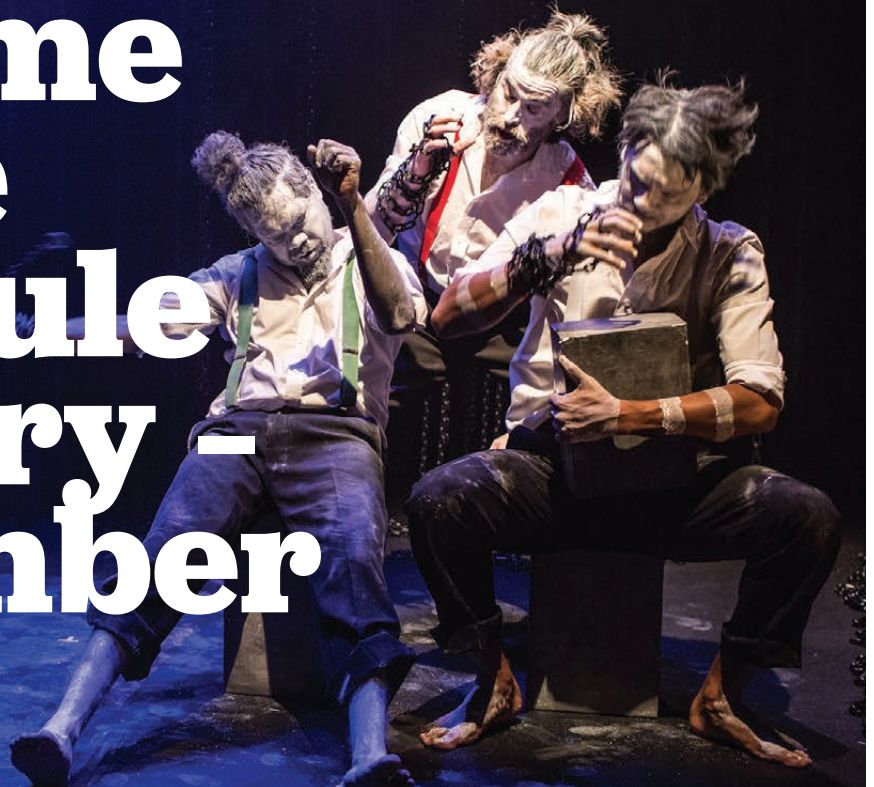
Social media

We extend your reach via Facebook and Twitter
for articles about your work appearing in RealTime.
By negotiation.

Sponsorship

Support RealTime and/or a writer or writers
by sponsoring a series or a feature.
By negotiation.

realtime online schedule January - December 2017



MONTH	BOOK BY WEDNESDAY	ARTWORK DUE FRIDAY	E-DITION PUBLISHING WEDNESDAY
January	25	27	Feb 1
February	1	3	8
	8	10	15
	15	17	22
	22	24	Mar 1
March	1	3	8
	8	No E-dition	
	15	17	22
	22	24	29
	29	31	Apr 5
April	5	7	12
	Easter Monday	No E-dition	
	19	21	(Thu) 27
	26	28	May 3
May	3	5	10
	10	12	17
	17	19	24
	24	26	(Thu) Jun 1
June	May 31	2	7
	7	9	(Thu) 15
	14	16	21
	21	23	28
		No E-dition	

Schedule continues next page

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MONTH	BOOK BY WEDNESDAY	ARTWORK DUE FRIDAY	E-DITION PUBLISHING WEDNESDAY
July		No E-dition	
	12	14	19
	19	21	26
August	Jul 26	Jul 28	2
	2	4	9
	9	11	16
	16	18	23
	23	25	30
September	Aug 30	1	6
	6	8	13
	13	15	20
	20	22	27
October		No E-dition	
	4	6	11
	11	13	18
	18	20	25
November	Oct 25	Oct 27	1
	1	3	8
	15	17	22
	22	24	29
December	Nov 29	1	6
	6	9	13

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The RealTime Team

Managing Editors: Virginia Baxter & Keith Gallasch

With a decade of theatre experience behind them Virginia and Keith founded the contemporary performance company Open City in 1987, produced many works for stage and radio, provided dramaturgy, sat on boards and funding panels and initiated RealTime in 1994.

Acting Assistant Editor: Lauren Carroll Harris

Lauren has written for Meanjin, The Lifted Brow, Overland, Kill Your Darlings and Indiewire and contributes a monthly column on online cinema called Stream Lover for Guardian Australia. For RealTime she has written about film, performance and visual art and is developing content for RealTime's new website.

Sales: Katerina Sakkas

A graduate of UNSW's College of Fine Arts, a former reviewer for FILMINK magazine and an exhibiting visual artist, Katerina manages advertising sales with Virginia as well as proofreading and regularly writing for RealTime.

Online Producer: Lucy Parakhina

Lucy is a photographer, creative producer and exhibiting artist, living and working between Hobart and Sydney. She recently completed Honours in Fine Arts at the Tasmanian College of the Arts and is a board member for Constance, an artist-run initiative based in Hobart.

Enquiries & bookings

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Jo Lloyd, Nicola Gunn, Mermermer, photo Gregory Lorenzutti

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Ellen Furey, Emmanuel Proulx, Solitudes Duos, photo © Denis Farley

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Fluorophone, Speak Percussion, photo Jeff Busby

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Daniel Kok, Campbelltown Arts Centre, photo Chris Frape

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Eugenie Lee, Seeing is Believing, Eugenie Lee, photo courtesy the artist

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The Record: Adelaide, 600 Highwaymen, OzAsia 2016, photo Claudio Raschella

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So Long Suckers, Yirra Yaakin Theatre Company, photo Simon Pynt

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Kingsley Ng, Galaxy Express (detail view), Record Light, OzAsia 2016, image courtesy Contemporary Art Centre of SA

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Teenage Wildlife, Performance/Theatre students, University of Wollongong, photo Sanja Simic