



# RealTime online advertising January 1– June 30 2016

## **A new RealTime**

Twenty years in print and now published exclusively online, RealTime brings with it a loyal national and international readership eager to embrace innovation in the arts plus new visitors attracted to online visual and sound works, intriguing links, video interviews, podcasts, blogs, arts news, comment, dialogue and, as ever, our invaluable in-depth arts writing.

In 2016 RealTime is transforming into a new kind of magazine experience where reviewing, reporting and increased dialogue will be integrated with submitted, commissioned and curated online works, making engagement with RealTime more palpable.

## **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.

For over two decades in print and online RealTime has published insightful reviews, previews and interviews from a range of writers, focusing on the experiential nature of the works addressed.

From 2016, published exclusively online, RealTime expands its remit to include enhanced creative interaction with the contemporary world and the art that reflects it.

**"IN REALTIME EVEN THE  
ADS ARE INTERESTING!"**  
A RealTime reader

# RealTime



## Who reads RealTime?

### Successive reader surveys reveal that RealTime readers are:

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people committed to creativity, innovation and experimentation

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

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

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

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regular attendants at a variety of arts activities

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

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teched-up with a preference for the latest trending products

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40% of RealTime readers live overseas, primarily in the US, UK, in Canada, and Germany

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**"[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**

## Subscribers

The RealTime E-dition subscription list currently stands at 1,850 and building as we switch to exclusive online publishing.

Above industry average [per MailChimp] for newsletter opens and click-throughs averaging 35% opens, 9% clicks ("media and publishing" industry average 18% and 4.1% respectively).

## Website Visitors

These figures were gathered over 48 publishing weeks in 2015, prior to our 2016 move to solely online publishing:

Total Visitors [rounded]: 124,800; Visitors 2,600/week

Unique Visitors: 96,000; Unique Visitors [1.5-2 articles]: 2,000/week

Page Views: 186,820

New Visitors: 74%; Return Visitors: 26%

Australian Visitors: 63%; International: 37% [US 7.5%; UK 5%; France 3%; Germany 2.5%; other 19%]



### **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 [see below].

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 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 & ART PRACTICES. ARTISTS, COMPANIES AND ORGANISATIONS LOOK TO REALTIME TO GROW THEIR NATIONAL PROFILE.**



# RealTime e-edition (newsletter) 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

470w x 100d

Position B

\$440.00

Positions C, D, E

\$330.00

## Two thirds width double depth horizontal banner

470w x 200d

Position B

\$495.00

Positions C, D, E

\$385.00

## Box (left, centre, right)

230w x 150d

Position A

\$440.00

Positions B, C, D

\$330.00

Position (left) E, F

\$220.00

## Double depth box (left, centre, right)

230w x 300d

Position A

\$550.00

Positions B, C, D

\$440.00

## Special offer: series bookings

5–10 advertisements

10% discount

11–20 advertisements

15% discount

ALL PRICES  
INCLUDE GST

ALL POSITIONS  
DEPEND ON  
AVAILABILITY

NO AGENCY  
COMMISSIONS



# RealTime website advertising rates

## Box (right)

200w x 150d

\$440.00

HOME PAGE +  
ONE ARTFORM  
SECTION

## Double depth box (right)

200w x 300d

\$550.00

ALL PRICES  
INCLUDE GST

**The vertical order of advertisements rotates regularly.**

ALL POSITIONS  
DEPEND ON  
AVAILABILITY

**New placement and size opportunities will come online  
as we rebuild our website.**

NO AGENCY  
COMMISSIONS

## Special offer: series bookings

5–10 advertisements

10% discount

11–20 advertisements

15% discount

PRICES PER  
FORTNIGHT  
MINIMUM

**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.

# RealTime opportunities

## **One-off newsletter feature packages for festivals, events, conferences**

Full width banner advertisement,  
optional 2nd advertisement,  
plus 2–3 articles independently commissioned by RealTime.

By negotiation.

## **Social media push**

We extend your reach via Facebook  
for articles appearing in RealTime about your work.

By negotiation.

## **Section sponsorship**

Support RealTime and a writer or writers  
by sponsoring a series,  
a blog (eg Partial Durations)  
or a feature.

By negotiation.

# RealTime online schedule January – June 2016



MONTH	WEEK BEGINNING	PUBLICATION	BOOK BY	ARTWORK DUE
January	25	27	20	22
February	1	3	Jan 27	Jan 29
	8	10	3	5
	15	17	10	12
	22	24	17	19
March	Feb 29	2	24	26
	7	9	2	4
	14	16	9	11
	21	23	16	18
Easter	28	No edition		
April	4	6	Mar 30	Apr 1
	11	13	6	8
	18	20	13	15
Anzac Day	25	27	20	22
May	2	4	Apr 27	Apr 29
	9	11	4	6
	16	No edition		
	23	25	18	20
June	May 30	1	May 25	May 27
	6	8	1	3
	13	15	8	10
	20	22	15	17
	27	29	22	24

# RealTime



## 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, now in its 21st year, in 1994.

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

A Sydney/Hobart-based photographer, creative producer and an exhibiting artist, Lucy is a core member of artistic collective Unhappen. 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

Sales:

Katerina Sakkas                      advertising@realttimearts.net  
0406 352 681

Virginia Baxter                      virginia@realttimearts.net  
02 9332 4549 / 0421 773 855

Editorial:

Keith Gallasch                      keith@realttimearts.net  
0410 664 549

## RealTime

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realttimearts.net

Page 1

Woyzeck, Thalia Theater Hamburg,  
2016 Sydney Festival, photo Krafft  
Angerer

Page 2

A String Section, Reckless  
Sleepers with Nat Cursio Co/  
Malthouse Theatre, image Peter  
Brundle

Page 3

Dear John, M.O.V.E Theatre, photo  
courtesy OzAsia Festival 2015

Page 4

Nalina Wait, Martin del Amo,  
Raghav Handa, Sue Healey's On  
View, photo Heidrun Löhrl

Page 5

OVERWORLD, Sarah Aiken and  
Rebecca Jensen, image Gregory  
Lorenzutti

Page 6

Geology, installation view,  
detail, 2015, Energies:Haines &  
Hinterding, image courtesy MCA,  
Sydney

Page 7

Ahil Ratnamohan, SDS1, image  
courtesy the artist and  
Performing Lines

Page 8

Alba, Jo Bannon, image courtesy  
InBetweenTime, Bristol UK,  
photo Paul Blakemore