

# APOLLO

THE INTERNATIONAL ART MAGAZINE



## Media Pack 2015

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# APOLLO

THE INTERNATIONAL ART MAGAZINE

**F**ounded in 1925, Apollo is one of the world's oldest and most highly-respected magazines on the visual arts.

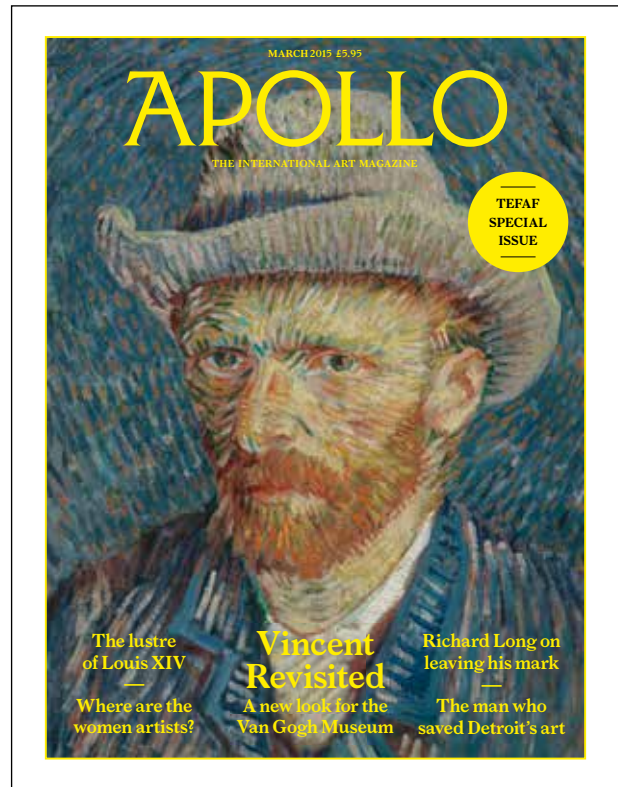
Published monthly,\*it offers the greatest editorial diversity of any art magazine – covering everything from antiquities to contemporary work. Recent editions have included an exclusive interview with Gilbert and George and extended features on new museum openings and acquisitions.

International in scope, every edition of Apollo contains up-to-the-minute news from the art world with expert information on the market, authoritative guidance on collecting, and reviews and previews of exhibitions worldwide. Our comprehensive coverage caters equally for a general collector-based readership as well as the specialist and trade.

Apollo is also the place to find searching interviews with major artists, collectors and important personalities from the arts: recent highlights include Emilie Gordenker discussing the re-opening of the Mauritshuis and the sculptor Richard Wilson talking to Martin Gayford about his recently unveiled monumental work at Heathrow Airport.

Consistently regarded as the most prestigious and authoritative of all art magazines, Apollo is the media partner of choice for an impressive list of museums, institutions and art fairs. Recent partnerships have been with The Courtauld Institute, Deutsche Asset & Wealth Management, Turner Contemporary, Dulwich Picture Gallery and the Royal Academy of Arts.

Beautifully produced and with a fresh and invigorating new design, Apollo is the only art magazine you need to keep informed and entertained on a vibrant year ahead in the art world.



**‘Apollo is the universal magazine for the visual arts – it has news, reviews, window-shopping and scholarship. The writing is elegant, the presentation glamorous and the coverage genuinely international.’**

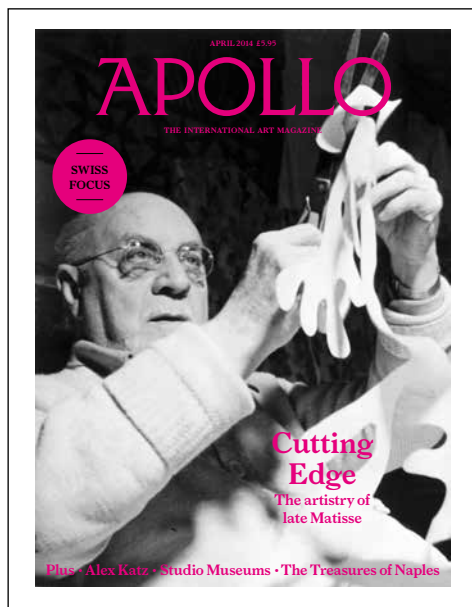
*Desmond Shawe-Taylor, Surveyor of The Queen's Pictures, The Royal Collection*

*\*Apollo is published monthly but with a double issue for Summer (July-August)*

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## Why advertise with Apollo?

**A**pollo is the international magazine for the collector – be it at the highest end or for the new enthusiast with £1000 to invest.

There has never been a greater interest in the arts; both from the perspective of the new generation of collectors attending blue-chip events such as TEFAF Maastricht and Art Basel to the enthusiastic visitor of exhibitions - Apollo is unique as the one magazine that fulfils and informs all their needs.

Apollo is at the forefront of this exciting time for the arts and our ambitious publishing schedule has ensured that we have grown our readership by 50% in the last five years.

We are now read in more than 25 countries worldwide with an international readership in excess of 30,000. 42% of our readers live in the UK, 30% live in the US, 18% in Europe and 10% elsewhere in the World. The magazine is read by a predominantly A demographic with our average reader earning above the £100,000 mark. Alongside its important museum circulation, Apollo is aimed at high worth art collectors and we interview at least one every month. Our exclusive interview with Baron Lorne Thyssen-Bornemisza in April 2014 continued a long line of interviews with eminent art collectors, many of whom are actively buying. Recent interviews have been with the Duke of Buccleuch, Ömer Koç, Princess Bona Borromeo, the Earl of Pembroke, Stewart & Lynda Resnick, Sheikha Hussah Al-Sabah, Gerolamo Etro, Werner Merzbacher, Jean Bonna, Udo Horstmann, Chris Ingram, Frank Cohen, Diana Widmaier Picasso, Eli Broad, Eugene Thaw, Jacques Garcia, Robert Tsao, Hester Diamond, Dimitri Mavrommatis and Eugenio Lopez Alonso.

## All these collectors read Apollo.

Apollo provides real reach and visibility for our advertisers whilst our rolling programme of special collaborative issues and events ensures that every issue benefits from extensive promotion direct to a specialist art audience. Apollo is at the forefront of essential art world events such as TEFAF Maastricht, Asian Art in London, Masterpiece, Fine Art Asia Hong Kong, Le Salon du Dessin, Paris Tableau, Spring Masters New York and Frieze Masters where we are delighted to be participating as the official sponsors or media partners.

Advertising is regarded as of real interest and value to our readers and is both noticed and acted upon, with a vast number purchasing directly from an advert. Our core advertisers demand direct response from the page and choose Apollo as the perfect publication to advertise their key high-value works

‘Advertising with Apollo works, with our growing list of the most important dealers and auction houses from around the world testament to our effectiveness. Over 70% of our clients go on to become repeat advertisers.’