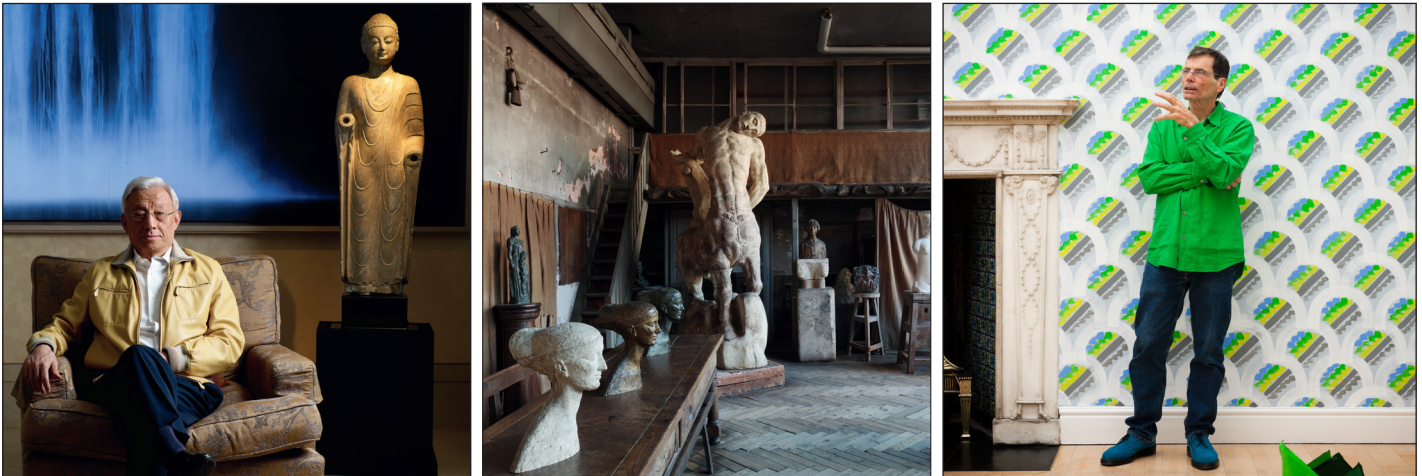


# APOLLO

THE INTERNATIONAL ART MAGAZINE



## Media Pack 2016

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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.

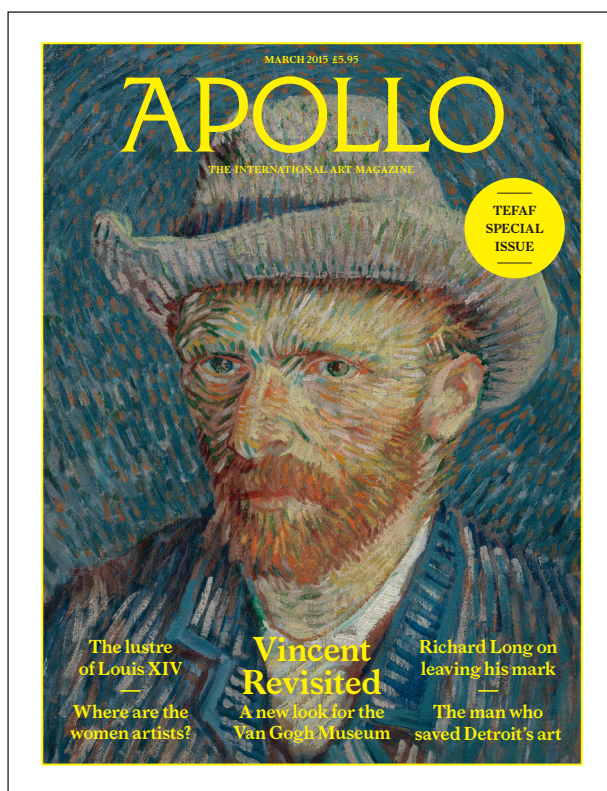
Published monthly,\*it offers the greatest editorial diversity of any art magazine – covering everything from antiquities to contemporary work. Recent editions have included an exclusive interview with Gilbert and George and extended features on new museum openings and acquisitions.

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 Gordonker 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.”**

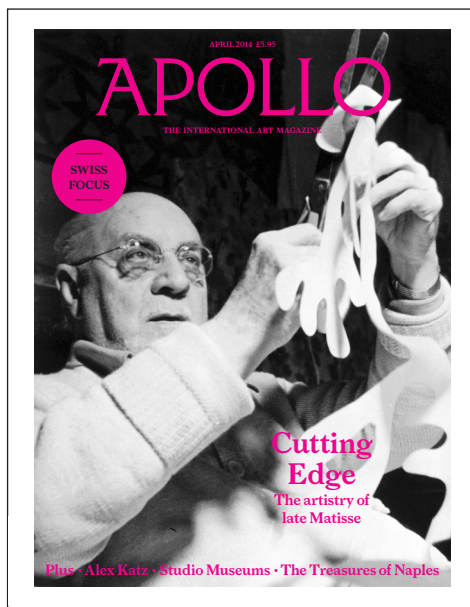
*Desmond Shawe-Taylor, Surveyor of The Queen's Pictures, The Royal Collection*

*\*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.’

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## Publishing Schedule

### 2016

**JANUARY** – DEADLINE 3 DECEMBER

**MODERN BRITISH ART + USA + BELGIUM**

*Coinciding with our media partnership with the London Art Fair and BRAFA Brussels.*

Old Masters collector interview with Don Brownstein. Modern Sculpture. Victorian Photography. Vienna Secession Drawings. Artist interview with Susan Hiller. BRAFA preview.

**FEBRUARY** – DEADLINE 14 JANUARY

**ANNUAL ANCIENT ART FOCUS**

Interview with John Kasmin, art dealer and collector of Ancient Art. Artist interview with Vik Muniz. Portland Collection at Welbeck Abbey. Ancient Egypt. Tobias Capwell on Samuel Rush Meyrick (Arms & Armour). Ancient Armour. Extra distribution at TEFAF London talks and London Park Lane Arms Fair.

**MARCH** – DEADLINE 11 FEBRUARY

**TEFAF MAASTRICHT SPONSOR'S ISSUE**

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

*Coinciding with our media partnerships with Asia Week, New York & Salon du Dessin Paris.*

Museum director interview with Sjarel Ex of the Boijmans van Beuningen, Rotterdam. Contemporary Art Collector interview. Old Master Paintings Collector interview. Artist interview. National Gallery of Singapore. Hieronymus Bosch. Louise Elizabeth Vigée Le Brun. Post-war reconstruction of German Palaces. Collector's focus on medieval Stained Glass. Preview of TEFAF. Preview of Le Salon du Dessin. Asia Week New York. BADA Fair, London. Extra distribution from our TEFAF stand, VIP cars, top Maastricht hotels, Salon du Dessin and BADA Fairs.

**APRIL** – DEADLINE 10 MARCH

**SWISS FOCUS**

Major Swiss Collector Interview. Artist Interview. Art en Vieille-Ville, Geneva. Extra distribution in Switzerland.

**MAY** – DEADLINE 7 APRIL

**USA FOCUS**

*Coinciding with our media partnership with Spring Masters New York, Asia Week Hong Kong & ART 16 London.* The new San Francisco MOMA. Major Collector Interview. Artist Interview. Art 16 & Spring Masters NY previewed. BAAF, BRUNEAF & Asian Art in Brussels promotions. Extra distribution at fairs in NYC, Hong Kong and London.

**JUNE** – DEADLINE 12 MAY

**MASTERPIECE & ART BASEL ISSUE**

*Coinciding with our media partnership with Masterpiece and stand at Art Basel.*

Artist Interview. Major Collector Interview. Preview of Art Basel. Free distribution from our stands at Masterpiece, and Art Basel.

**JULY/AUGUST** – DEADLINE 9 JUNE

**DOUBLE INTERNATIONAL ISSUE**

*Coinciding with our media partnership with Parours des Mondes and Salon Point Art Monaco.*

Parours des Mondes Preview. Distribution at Masterpiece and Parours des Mondes. Salon Point Art Monaco. Artist Interview. Major Collector Interview.

Supplement with this issue - The 2016 National Trust Historic Houses & Collections Annual

**SEPTEMBER** – DEADLINE 11 AUGUST

**FRENCH ART FOCUS**

*To coincide with the Paris Biennale.*

Collector Interview. Artist interview. Paris Biennale Preview. LAPADA Fair. 20/21 British Art Fair, Brussels Art Square, Fine Art Asia Hong Kong. Expo Chicago. Extra distribution in Paris, Hong Kong, Chicago and London.

Supplement with this issue - 40 UNDER 40 - ASIA.

**OCTOBER** – DEADLINE 8 SEPTEMBER

**MODERN ART & DESIGN FOCUS**

*To coincide with Frieze Masters, Frieze & the Pavilion of Art and Design.*

Modern art collector interview. Frieze Masters Previewed. Artist Interview. San Francisco Fall Antiques Show. Extra distribution in London and Munich.

Supplement with this issue - LUIS EGIDIO MELENDEZ.

**NOVEMBER** – DEADLINE 7 OCTOBER

**ASIAN ART FOCUS**

*Coinciding with our sponsorship of Asian Art in London.*

Asian art collector Interview. Artist Interview. Asian Art in London previewed. Extra distribution in London.

Supplement with this issue - APOLLO ART CITY GUIDE 2.

**DECEMBER** – DEADLINE 10 NOVEMBER

**THE 2016 APOLLO AWARDS**

Collector Interview. Survey of international museum acquisitions. The Apollo Awards: Personality, Artist, Museum Opening, Museum Acquisition, Exhibition and Book of the Year.

The above contents are subject to change.

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## 2016 Rates & Mechanical Data

### PRICES

Outside Back Cover	£3200	Full page	£2300
Inside front/back cover/1st RHP	£2600	Half page	£1400
Inside front spread	£4940	Quarter page	£700
Double page spread	£4350	Eighth page	£350

Special positions incur a surcharge of 10% Series discounts: 6 times – 10%, 12 times – 20%  
Directory of International Art & Antique Dealers, Auctioneers & Associated Services £600  
(11 insertions/online)

### CONTACT

NIGEL MCKINLEY, ADVERTISING DIRECTOR, Email: [nigel@apollomag.com](mailto:nigel@apollomag.com)  
Apollo Magazine, 22 Old Queen Street, London SW1H 9HP,  
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DIMENSIONS	DEPTH X WIDTH	COPY
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HALF PAGE HORIZONTAL	125 x 185mm	
HALF PAGE VERTICAL	255 x 90mm	CONTACT Please send/email artwork, and proof to: Production Department, Apollo Magazine, 22 Old Queen Street, London SW1H 9HP
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## 2016 Online Rates & Mechanical Data

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Newsletter Banner	£700	180 x 560 pixels	

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