A note from the editor

Since it was founded in 1925, Apollo has been widely regarded as one of the world’s leading art magazines. That reputation was built on publishing the best writing and thinking about the fine and decorative arts, and on the magazine’s exceptional production values – which is something that continues to this day, although we’re now just as likely to carry sparkling profiles of renowned international artists as we are to run illuminating essays about ground-breaking historical exhibitions.

At Apollo, we pride ourselves on publishing authoritative writing about art, whatever the field or focus. In recent years, our vastly expanded digital offer has allowed us to combine some of the sharpest art criticism out there with outstanding comment and opinion that reacts to breaking news in the art and museum worlds. Today Apollo is not only the go-to place for the best articles about objects and collections, but also for the best articles about the contexts in which we look at them – whether cultural, social or political.

Apollo boasts access to the leading figures of the art world: the top artists, collectors, museum directors and curators. Yes, they feature in the magazine in print and online. But they also follow us: with projects such as the Apollo 40 Under 40, our pick of the art world leaders of tomorrow, and with our daily news updates and comment articles, today Apollo is as much a place to read about the future of art as it is to keep learning about its past.
The facts

• Founded in 1925
• One of the world’s oldest and most highly-respected magazines on the visual arts
• Published monthly (with double issue in July/August)
• Ultra high-net worth readership (including major international art collectors)
• Apollo readers include:
  Collectors / Museum Directors / Curators / Artists
• Apollo is read in more than 25 countries worldwide with an international readership in excess of 30,000
• 50% of readers live in the UK
• 30% live in the US
• 13% live in Europe
• 7% live in the rest of the world
• Contents include:
  Major artist interviews / Major collector interviews / Art world news / Expert information on the art market / Guidance on collecting /
  Reviews and previews of exhibitions world wide /
  Major international art fair previews
• Essay features on:
  Contemporary and Modern Art / Architecture / Sculpture / Tribal Art / Asian Art / Antiquities / Old Master Paintings
Apollo and art fairs

Apollo is proud to be a sponsor and media partner/exhibitor with numerous international art fairs including:

• TEFAF Maastricht & New York
• Masterpiece London
• Art Basel
• Fine Art Asia, Hong Kong
• Frieze & Frieze Masters
• Parcours des Mondes
• Salon du Dessin & Fine Arts Paris
• Asian Art in London & Asia Week New York
• BRAFA & Art Brussels

The magazine is distributed at all of these fairs.
Apollo-magazine.com

- One-stop shop for latest art world news and comment, gossip (our Rakewell diarist), reviews, and a diary of events and exhibitions that can’t be missed, as well as features from the magazine itself
- Average of 295,000 page views per month and 175,000 unique visitors
- Visitors to the website are:
  36% UK based / 26% USA based / 38% Europe and the rest of the world
- Apollo sends out three weekly newsletters to 22,000 + opt-in email subscribers.
  - The Apollo highlights newsletter contains the week’s best recent articles from the Apollo website
  - The Apollo briefing newsletter previews top exhibition openings and rounds up the week’s top art news and gossip
  - The Apollo “Museums of the Mind” newsletter is an opportunity to wander through the magazine’s archive. It has a different theme every Tuesday