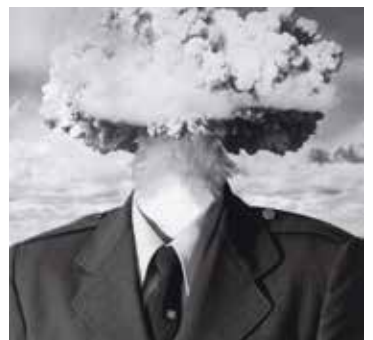




# APOLLO

THE INTERNATIONAL ART MAGAZINE







# 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**
- **42%** of readers live in the UK
- **30%** live in the US
- **18%** live in Europe
- **10%** 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 Masters
- Parcours des Mondes
- Salon du Dessin, Paris
- Asian Art in London
- BRAFA, Brussels

The magazine is distributed at all of these fairs.



More to cheese than meets the eye?

How Dutch meal still life paintings captured the great intellectual preoccupations of the 17th century



Art historian disputes Gainsborough attributions

Rakewell 13 MAR 2017



How Ivanka Trump's art collection turned on her

Rakewell 12 MAR 2017

Jeff Koons and Centre Pompidou fined for 'counterfeit' work

Art news daily 10 MAR 2017

The inky links between Ed Sheeran and Damien Hirst

Rakewell 12 MAR 2017

Painter Howard Hodgkin has died at the age of 84

The Rake's progress: last week in gossip

# 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 **144,000** page views per month and **87,000** unique users
- Visitors to the website are:  
**36%** UK based / **26%** USA based / **38%** Europe and the rest of the world
- Apollo sends out two weekly newsletters to **+16,000** 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

# APOLLO Publishing schedule

## 2017

### SEPTEMBER – Deadline 10 August

#### ITALIAN ART FOCUS

*Coinciding with BIAF Florence and Paris Biennale.*

Italian art collector interview. Artist interview with Wayne Thiebaud. Mexican Old Masters. Degas centenary. The language of art business. Florence & Paris Biennale previewed. LAPADA Fair, 20/21 British Art Fair, Brussels Art Square, Fine Art Asia Hong Kong. Extra distribution in Florence, Hong Kong, Paris and London.

**Supplement with this issue - 40 under 40 - Global**

### OCTOBER – Deadline 7 September

#### TEFAF NEW YORK SPONSOR'S ISSUE

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

*Coinciding with Frieze Masters, Frieze & PAD London + TEFAF New York.*

Collector interview. Artist interview with Ilya and Emilia Kabakov. Freer & Sackler Galleries of Asian Art. The illustrations of Tove Jansson. TEFAF NY & Frieze Masters previewed. San Francisco Fall Antiques Show. Highlights Munich. Flashback & Artissima Turin. Extra distribution in London, New York, Turin and Munich.

### NOVEMBER – Deadline 12 October

#### ASIAN ART FOCUS

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

Collector interview with Gabriel Barbier-Mueller, Japanese armour. Artist interview with Rebecca Quaytman. Fine Arts Paris. PAN Amsterdam. Asian Art in London previewed. Extra distribution in London & Paris.

### DECEMBER – Deadline 10 November

#### THE 2017 APOLLO AWARDS

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

## 2018

### JANUARY – Deadline 1 December

#### MODERN BRITISH ART + USA + BELGIUM

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

Collector interview. Artist interview. BRAFA preview.

### FEBRUARY – Deadline 11 January

#### ANNUAL ANCIENT ART FOCUS + ASIAN

*Coinciding with our media partnership with Asia Week, New York*

Collector interview. Artist interview. Extra distribution at TEFAF, TEFAF London Talks, Asia Week NY and London Park Lane Arms Fair.

### MARCH – Deadline 8 February

#### TEFAF MAASTRICHT SPONSOR'S ISSUE

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

*Coinciding with our media partnerships with BADA Fair, Salon du Dessin Paris and Art Basel HK.*

Museum director interview. Collector interview. Artist interview. Preview of TEFAF. Preview of Le Salon du Dessin. BADA Fair, London. Extra distribution from our TEFAF stand, VIP cars, top Maastricht hotels, Salon du Dessin and BADA Fair.

### APRIL – Deadline 8 March

#### SWISS FOCUS

Collector interview. Artist interview. Art en Vieille-Ville. Art Brussels. Extra distribution in Switzerland and Brussels.

### MAY – Deadline 5 April

#### USA FOCUS - TEFAF NEW YORK SPONSOR'S ISSUE

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

Collector Interview. Artist Interview. TEFAF NY previewed. BAAF, BRUNEAF & Asian Art in Brussels promotions. Extra distribution at fairs in NYC, Hong Kong and London.

### JUNE – Deadline 10 May

#### MASTERPIECE & ART BASEL ISSUE

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

Artist Interview. Collector Interview. Paris Tableau Brussels. Previews of Art Basel and Masterpiece. Free distribution from our stands at Masterpiece and Art Basel.

### JULY/AUGUST – Deadline 12 June

#### DOUBLE INTERNATIONAL ISSUE - WITH TRIBAL ART FOCUS

*Coinciding with our media partnerships with Masterpiece, London Art Week and Parcours des Mondes.*

Collector interview. Artist interview. Parcours des Mondes Preview. Distribution at Masterpiece and Parcours des Mondes.

**Supplement with this issue - The 2018 National Trust Historic Houses & Collections Annual**

The above contents are subject to change.