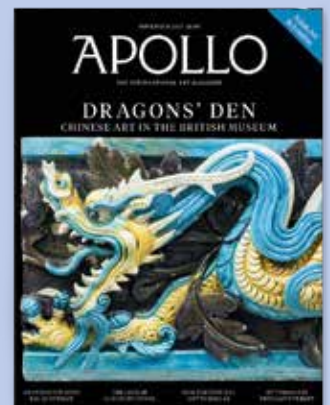
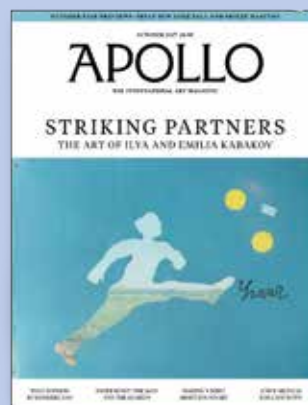
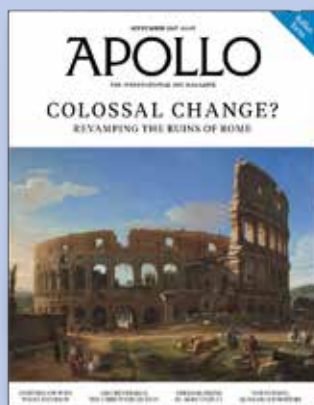
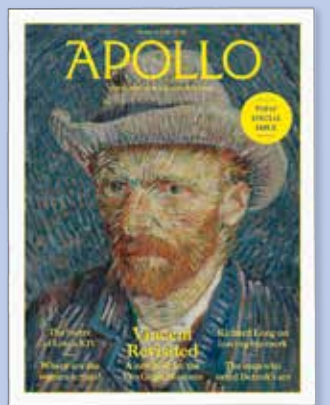
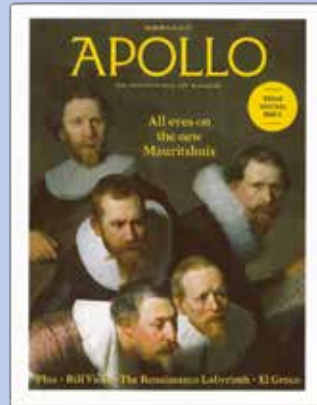
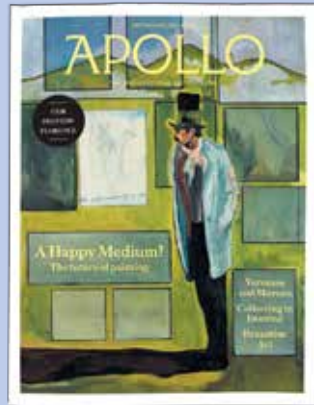
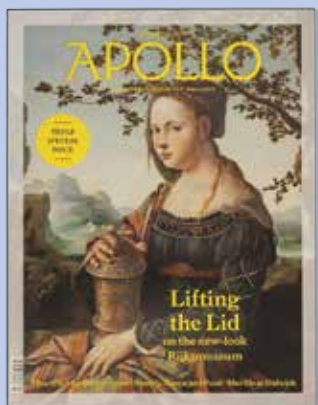
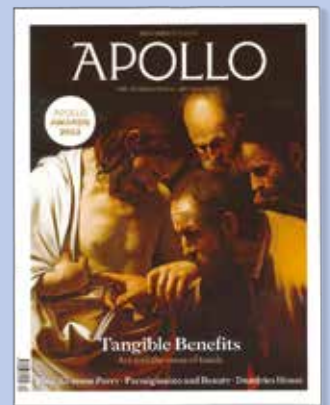
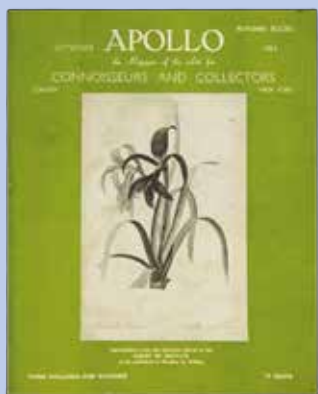


APOLLO

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.

APOLLO

THE INTERNATIONAL ART MAGAZINE

COLLECTOR SERVICES



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

Painter Howard Hodgkin has died at the age of 84

The inky links between Ed Sheeran and Damien Hirst

Rakewell

12 MAR 2017

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

DECEMBER – Deadline 10 November

THE 2017 APOLLO AWARDS

Coinciding with our media partnership with London Art Week

Collector interview with Hélène and Guy Motais de Narbonne - French & Italian Old Master Paintings. Survey of international museum acquisitions. The Market for paintings by the Pre-Raphaelites and their followers. The depiction of cherries in Old Master Paintings. The re-opening of Leeds City Art Gallery. Lucian Freud, Van Eyck and Flemish painting. The Weltmuseum, Vienna. 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 with Stephen Scher – medieval sculpture. Artist interview. BRAFA preview. The Postal Service and British Art. Bernini & the Church of the Gesù. The market for Animalier Bronzes.

FEBRUARY – Deadline 11 January

ANNUAL ANCIENT ART FOCUS + ASIAN

Coinciding with our media partnerships with Asia Week, New York, India Art Fair and The Armory Show.

Collector interview. Artist interview. Market focus on Attic Black & Red Figure Vases. Extra distribution at TEFAF, TEFAF London Talks, Asia Week NY. The Armory Show and London Park Lane Arms Fair.

MARCH – Deadline 8 February

TEFAF MAASTRICHT SPONSOR'S ISSUE

APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF
Also coinciding with our media partnerships with Art Basel HK, Salon du Dessin Paris and BADA Fair London.

Museum director interview. Collector interview. Artist interview. Franz Xaver Messerschmidt. 250th Anniversary of the Royal Academy. 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. Art Paris. Extra distribution in Switzerland, Paris 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 (Cultures) promotions. Carré Rive Gauche, Paris. Extra distribution at fairs in NYC, Hong Kong and Paris.

JUNE – Deadline 10 May

MASTERPIECE & ART BASEL ISSUE

Coinciding with our media partnerships with Masterpiece, London Art Week and stand at Art Basel.

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

JULY/AUGUST – Deadline 14 June

DOUBLE ISSUE - WITH TRIBAL ART FOCUS

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

Collector interview. Artist interview. Parcours des Mondes Preview. Free distribution at Parcours des Mondes and Tribal Art London.

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

SEPTEMBER – Deadline 9 August

FRENCH ART FOCUS

Coinciding with Paris Biennale.

French art collector interview. Artist interview. Paris Biennale previewed. LAPADA Fair, 20/21 British Art Fair, Brussels Art Square, Fine Art Asia Hong Kong. Extra distribution in Hong Kong, Paris and London.

OCTOBER – Deadline 6 September

TEFAF NEW YORK SPONSOR'S ISSUE

APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF

Also coinciding with Frieze Masters, Frieze & PAD London.

Collector interview. Artist interview. TEFAF NY & Frieze Masters previewed. San Francisco Fall Antiques Show. Highlights Munich. Flashback & Artissima Turin. Extra distribution in London, New York, Turin and Munich
Supplement with this issue - *40 under 40*

NOVEMBER – Deadline 12 October

ASIAN ART FOCUS

Coinciding with our sponsorship of Asian Art in London and partnership with Fine Arts Paris.

Collector interview. Artist interview. Fine Arts Paris. PAN Amsterdam. Cologne Fine Art. Asian Art in London previewed. Extra distribution in London & Paris

The above contents are subject to change.