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 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
- BRAFA & Art Brussels

The magazine is distributed at all of these fairs.
• 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 190,000 page views per month and 105,000 unique visitors

• Visitors to the website are:
  36% UK based / 26% USA based / 38% Europe and the rest of the world

• Apollo sends out 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

2020

APRIL – Deadline 12 March
Coinciding with our media partnerships with The London Original Print Fair, Art Brussels and Monaco Art Week

MAY – Deadline 2 April
USA FOCUS - TEFAF NEW YORK SPONSOR’S ISSUE
APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF
Collector Interview. Interview with Argentinian Op & Kinetic artist Julio Le Parc. Jewish Collectors & the V & A. The market for Bay Area painting. TEFAF NY previewed. Extra distribution at TEFAF NY, L54 Fair NY and Frieze NY.

JUNE – Deadline 14 May
MASTERPIECE & ART BASEL ISSUE
Coinciding with our media partnerships with Masterpiece, London Art Week and stand at Art Basel

JULY/AUGUST – Deadline 11 June
DOUBLE INTERNATIONAL ISSUE - WITH TRIBAL ART FOCUS
Coinciding with our media partnerships with Masterpiece, London Art Week, Tribal Art London and Parcours des Mondes

SEPTEMBER – Deadline 13 August
FRENCH ART FOCUS
Coinciding with our partnerships with Paris Biennale, Fine Art Asia, The British Art Fair and the LAPADA Fair
Collector interview. Artist interview. Extra distribution in Hong Kong, Paris and London.

Supplement with this issue - National Trust Historic Houses & Collections Annual 2020

OCTOBER – Deadline 10 September
TEFAF NEW YORK SPONSOR’S ISSUE
APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF
Also coinciding with our partnerships with Frieze Masters, Frieze, FIAC Paris and Flashback Turin

Supplement with this issue - 40 under 40 (Deadline 1 August)

November – Deadline 8 October
ASIAN ART FOCUS
Coinciding with our sponsorship of Asian Art in London and partnership with Fine Arts Paris

DECEMBER – Deadline 5 November
THE 2020 APOLLO AWARDS
Coinciding with London Art Week and Art Basel Miami Beach

2021

JANUARY – Deadline 10 December
MODERN BRITISH ART + USA + BELGIUM
Coinciding with our media partnerships with BRAFA Brussels, Master Drawings New York, the London Art Fair and Art Genève

FEBRUARY – Deadline 14 January
ANCIENT + ASIAN ART FOCUS
Coinciding with our media partnerships with Asia Week and The Armory Show. New York
Collector Interview. Artist interview. Asia Week NY Preview.; Extra distribution at Asia Week NY, TEFAF Maastricht & The Armory Show NY.

MARCH – Deadline 4 February
TEFAF MAASTRICHT SPONSOR’S ISSUE
APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF MAASTRICHT
Also coinciding with Salon du Dessin Paris and Art Basel HK
Artist interview. Collector interview. Previews of TEFAF and Le Salon du Dessin. Extra distribution from our TEFAF stand, VIP cars, top Maastricht hotels, MABP Fair and Le Salon du Dessin.

The above contents are subject to change.

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