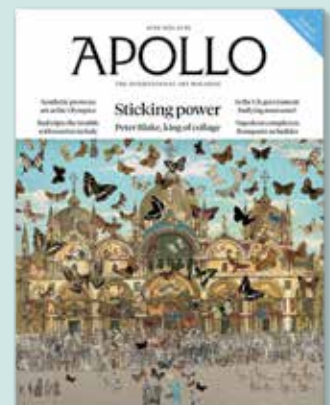
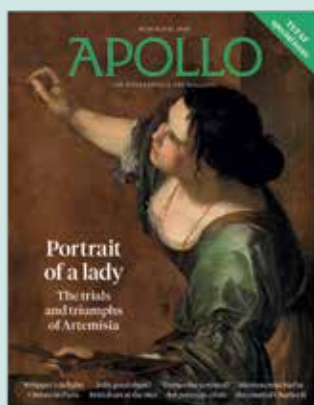
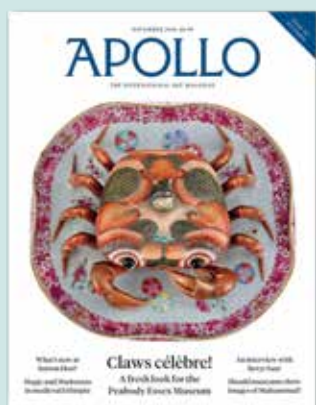
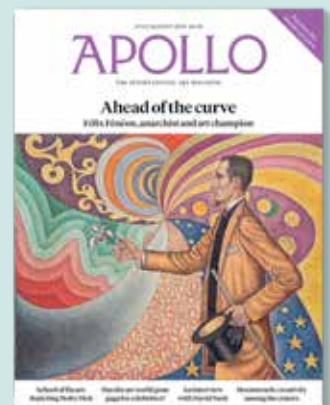
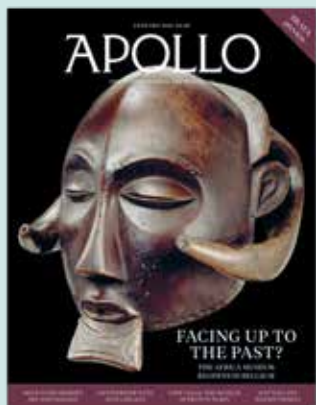
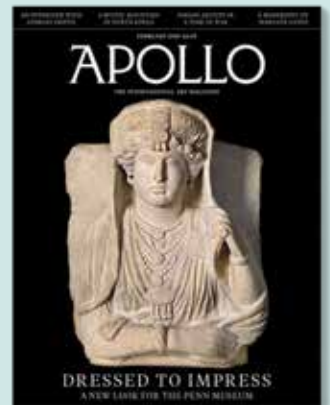
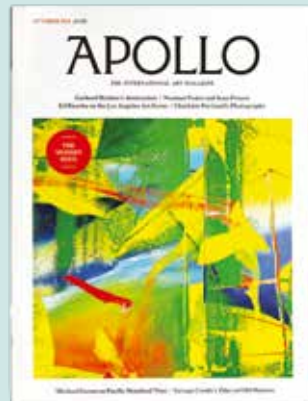
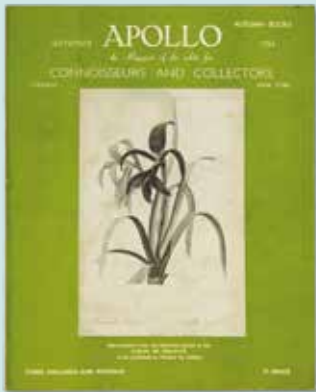


APOLLO

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**
- **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

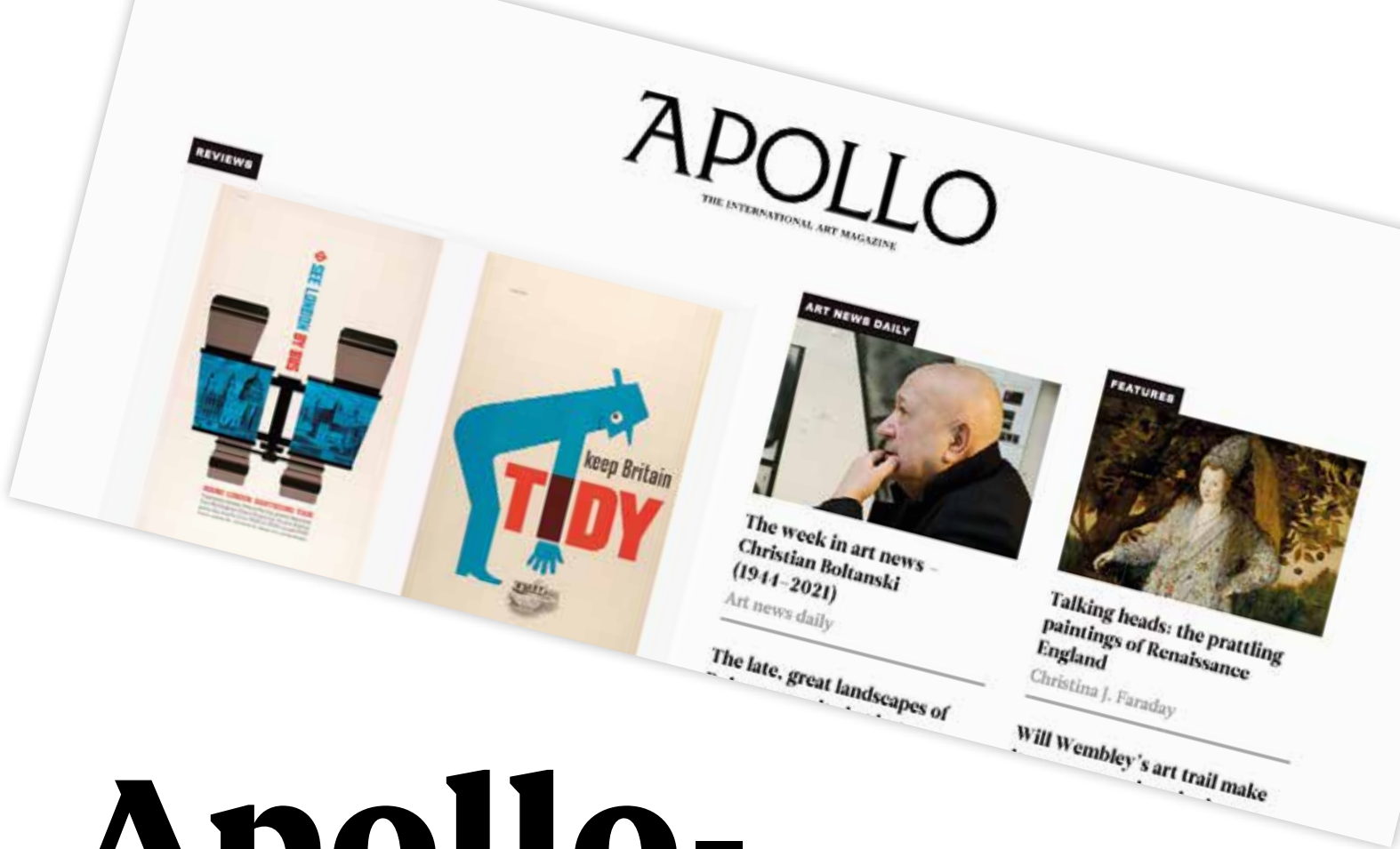


Apollo and art fairs

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 (Basel, Hong Kong & Miami)
- 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 Armory Show, New York

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 **330,000** page views per month and **220,000** 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 30,000 + 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

APOLLO Publishing schedule

2021

NOVEMBER (On sale 23 Oct) – Deadline 7 October

ASIAN ART FOCUS

Coinciding with our sponsorship of Asian Art in London (East Asia) and with Fine Arts Paris, Cologne Fine Art & Design, Antica Namur and Feriarte Madrid.

Interview with Michael Hatzl, collector of Chinese antiquities. Artist interview with Kehinde Wiley. National Palace Museum of Korea feature. Vernon Lee in Florence. Dostoevsky & Painting. Louis Wain & Outsider Artists. Jasper Johns at the Whitney. Collector's Focus on the market for Himalayan Painting. Asian Art in London.

DECEMBER (On sale 20 Nov) – Deadline 4 November

THE 2021 APOLLO INTERNATIONAL AWARDS

Coinciding with London Art Week & Art Basel Miami Beach.

Collector interview with the Duke of Richmond at Goodwood House. Artist interview. Survey of international museum acquisitions. The Apollo International Awards: Personality, Artist, Museum Opening, Museum Acquisition, Exhibition, Digital Innovation and Book of the Year. Extra distribution during London Art Week.

2022

JANUARY (On sale 18 Dec) – Deadline 2 December

BRITISH ART FOCUS + USA + BELGIUM

Coinciding with our media partnerships with BRAFA, Art London and Master Drawings New York.

Collector interview. Artist interview. BRAFA previewed. Extensive extra distribution in Brussels at BRAFA.

FEBRUARY (On sale 29 Jan) – Deadline 13 January

ANCIENT + ASIAN ART FOCUS

Coinciding with our media partnership with Asia Week New York and Cape Town Art Fair.

Collector interview. Artist interview. Medieval art in Svaneti, Georgia. Asia Week previewed. Extra distribution via Asia Week New York.

MARCH (On sale 26 Feb) – Deadline 10 February

TEFAF MAASTRICHT ISSUE

APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF

Also coinciding with our partnerships with Le Salon du Dessin and Art Dubai.

Collector interview. Artist interview. TEFAF Maastricht and Le Salon du Dessin previewed. Extra distribution from our TEFAF stand, VIP cars and Maastricht hotels and from our stand at Le Salon du Dessin.

APRIL (On sale 26 March) – Deadline 10 March

Coinciding with Art Brussels and Art Cologne.

Artist interview. Collector interview. Art fair previews.

MAY (On sale 23 April) – Deadline 7 April

TEFAF NEW YORK ISSUE

APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF

Also coinciding with Art Basel Hong Kong and Frieze New York.

Collector interview. Artist interview. TEFAF and Frieze NY previewed. Collectors' Focus. Extra distribution from our stand at TEFAF New York.

JUNE (On sale 28 May) – Deadline 12 May

LONDON & BASEL IN JUNE

Coinciding with our media partnerships with Masterpiece, Art Basel, London Art Week and Mayfair Art Weekend.

Artist interview. Collector interview. Collectors' Focus.

Masterpiece, London Art Week and Art Basel previewed. Extra free distribution from our stands at Art Basel and Masterpiece London.

JULY/AUGUST (On sale 25 June) – Deadline 9 June

DOUBLE INTERNATIONAL ISSUE - with Ethnographic focus

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

Tribal art collector interview with Guy Delcourt. Artist interview. Parcours des Mondes preview. On our stand at Masterpiece with free extra distribution at London Art Week, Tribal Art London and Parcours des Mondes.

SEPTEMBER (On sale 27 Aug) – Deadline 11 August

Coinciding with our partnerships with BIAF Florence and Fine Art Asia HK.

Art Collector interview. Artist interview. Collector's Focus.

"Florence Biennale" previewed. Extra distribution in Florence.

OCTOBER (On sale 25 Sep) – Deadline 8 September

FRIEZE WEEK ISSUE

Coinciding with Frieze and Frieze Masters, 1.54 African Art Fair and Apollo's sponsorship of Asian Art in London (Indian & Islamic).

Collector interview. Artist interview. Apollo's 40 under 40 discussed. Extra distribution in London (Frieze & Frieze Masters) (Asian Art in London).

The above contents are subject to change, particularly due to postponement of art fairs and exhibitions.