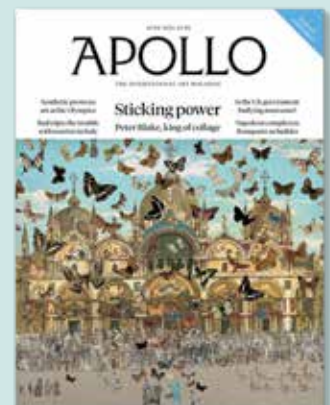
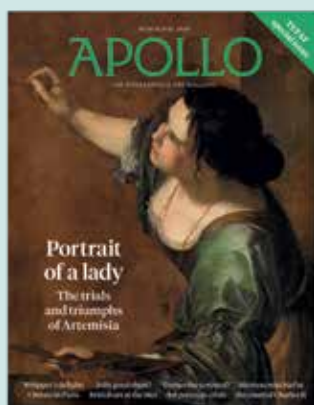
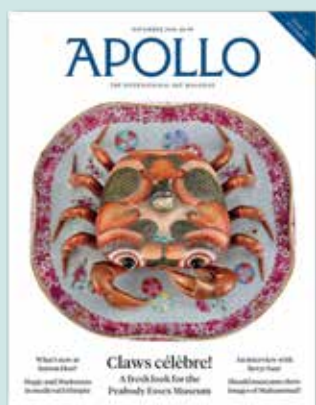
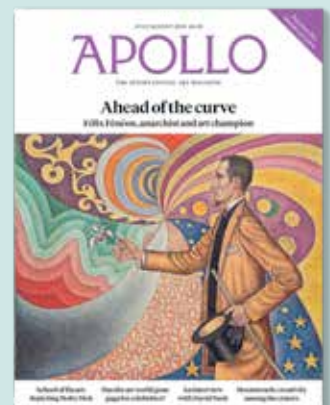
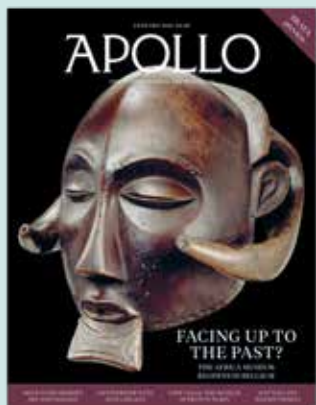
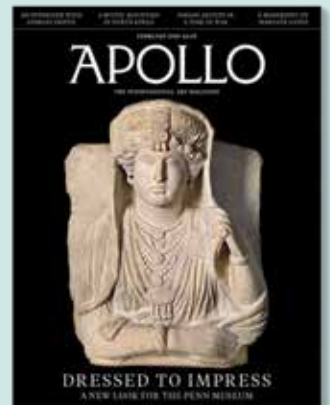
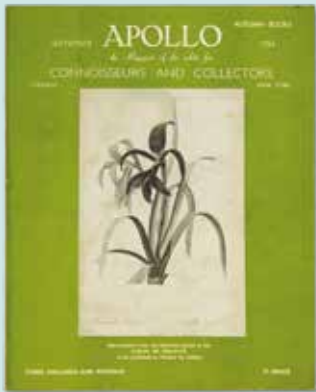


# APOLLO

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

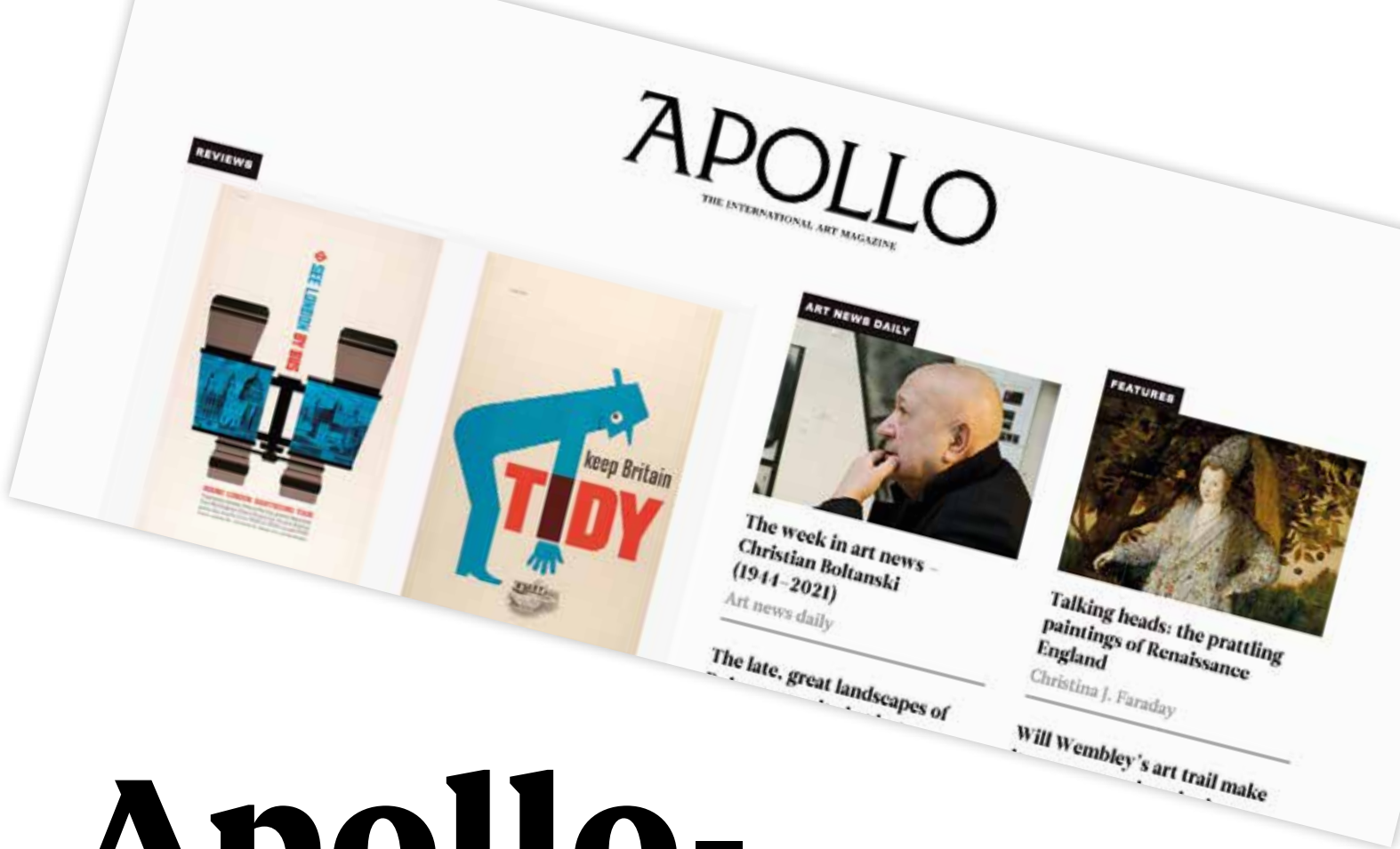


# Apollo and art fairs

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

## 2022

### **APRIL (On sale 26 March) – Deadline 10 March**

#### **THE VENICE ISSUE**

*Coinciding with Venice Biennale, Art en Vieille-Ville, The London Art Fair and Art Brussels.*

Jacopo Bassano. Musée de Cluny reopening. André Breton & Surrealism. Cecilia Alemani interviewed (Biennale curator). Venice Biennale previewed and discussed. Collectors' Focus on British Surrealists. Wine and artists.

### **MAY (On sale 23 April) – Deadline 7 April**

#### **TEFAF NEW YORK ISSUE**

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

*Also coinciding with Frieze New York and Le Salon du Dessin.*

TEFAF NY and Le Salon du Dessin previewed. Collectors' Focus on Spanish Silver. Extra distribution from our stand at TEFAF New York and Le Salon du Dessin.

### **JUNE (On sale 28 May) – Deadline 12 May**

#### **TEFAF MAASTRICHT ISSUE**

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

*Coinciding with Art Basel, BRAFA, Masterpiece and Art Monte Carlo.*

Collectors' Focus on the Flemish Baroque. TEFAF, Masterpiece, BRAFA and Art Basel previewed. Extra free distribution from our stands at TEFAF Maastricht, Art Basel and Masterpiece London, at BRAFA Brussels and in Maastricht hotels.

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

#### **DOUBLE INTERNATIONAL ISSUE - with Tribal Art focus**

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

Tribal art collector interview with Guy Delcourt. London Art Week and *Parcours des Mondes* previewed. 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**

#### **ITALIAN ART FOCUS**

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

Art Collector interview. Collector's Focus. "Florence Biennale" previewed. Extra distribution in Florence.

### **OCTOBER (On sale 24 Sep) – Deadline 8 September**

#### **FRIEZE WEEK ISSUE inc. 40 under 40**

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

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

### **NOVEMBER (On sale 22 Oct) – Deadline 6 October**

#### **ASIAN ART FOCUS**

*Coinciding with our sponsorship of Asian Art in London (East Asia) and with Fine Arts Paris, PAN Amsterdam, Cologne art fairs, Antica Namur and Feriarte Madrid.*

Asian Art Collector interview. Collector's Focus. Asian Art in London and Fine Arts Paris previewed. Extra distribution at Fine Arts Paris, Antica Namur, Belgium and throughout Asian Art in London.

### **DECEMBER (On sale 19 Nov) – Deadline 3 November**

#### **THE 2022 APOLLO INTERNATIONAL AWARDS**

*Coinciding with London Art Week & Art Basel Miami Beach.*

Artist of the Year 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 and at Art Basel Miami Beach.

## 2023

### **JANUARY (On sale 17 Dec) – Deadline 1 December**

#### **BRITISH ART FOCUS + USA + BELGIUM**

*Coinciding with our media partnerships with BRAFA, Art London and The Winter Show NY.*

Artist interview. Collector interview. BRAFA, The Winter Show and London Art Fair previewed. Extensive extra distribution in Brussels at BRAFA and at The London Art Fair.

### **FEBRUARY (On sale 28 Jan) – Deadline 12 January**

#### **ASIAN ART FOCUS**

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

Asian Art Collector interview. Asia Week New York previewed. Extra distribution via Asia Week New York.

### **MARCH (On sale 25 Feb) – Deadline 10 February**

#### **TEFAF MAASTRICHT ISSUE**

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

*Also coinciding with Frieze New York and Le Salon du Dessin.*

Collector interview. Artist interview. Collectors' Focus. TEFAF Maastricht and Le Salon du Dessin previewed. Extensive free distribution from our stands at TEFAF Maastricht and Le Salon du Dessin as well as in Maastricht hotels.

The above contents and events are subject to change.