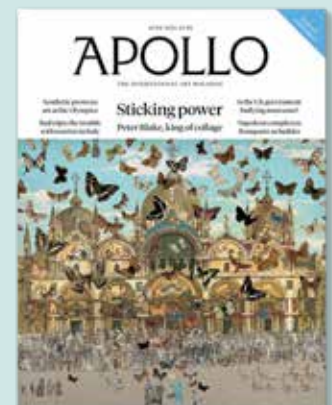
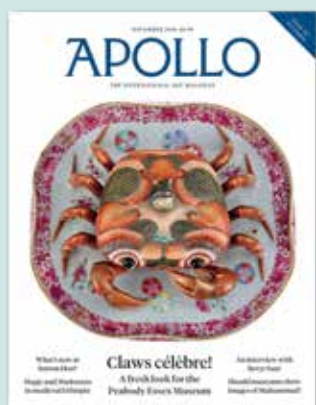
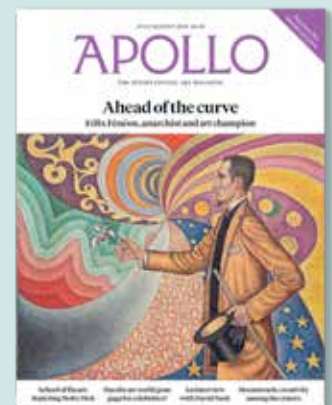
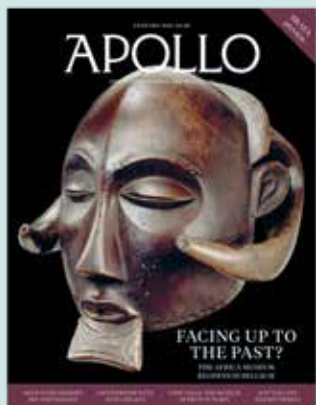
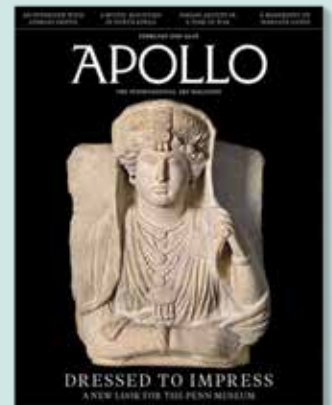
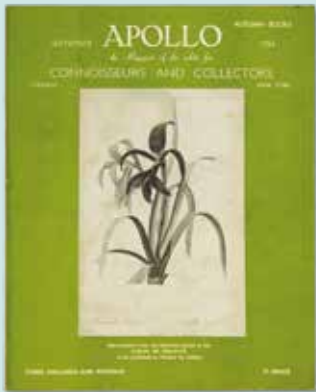


# APOLLO

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

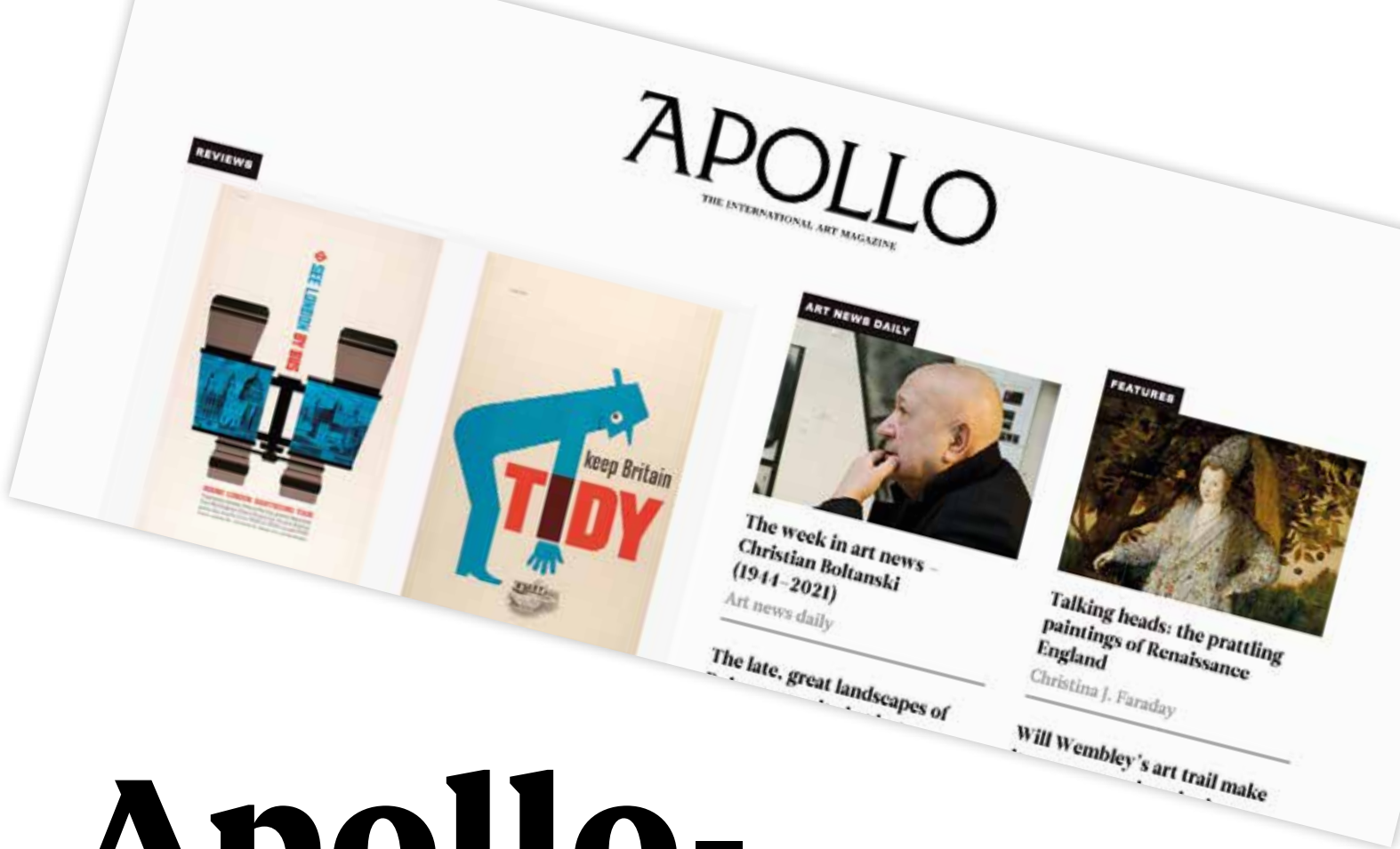


# Apollo and art fairs

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

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

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

*Coinciding with our partnerships with Frieze Masters, PAD London, Apollo's sponsorship of Asian Art in London (Indian & Islamic)*

Museum of Fine Arts Antwerp. Lucian Freud centenary. John Singer Sargent at The Frick. Bernice Bing in the San Francisco Bay Area. Marianne Werefkin and the artists' colony around Munich. *Apollo's 40 under 40 Asia Pacific* discussed. Extra distribution at Frieze Masters, PAD London, Flashback Turin and Asian Art in London (Indian & Islamic).

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

#### **ASIAN ART FOCUS**

*Coinciding with our sponsorship of Asian Art in London (East Asia) and Lisbon's "Asian Art in The World" Conference, plus our partnerships with Fine Arts Paris, PAN Amsterdam, Flashback Turin and Antica Namur.*

Albert Kahn museum in Paris. East Asian collection article. East Asian object focus. Collecting and dealing of Howard Carter. Collector's Focus. Asian Art in London previewed. Extra distribution throughout Asian Art in London, at Lisbon's "Asian Art in The World" conference, at the opening weekend of PAN Amsterdam, at Fine Arts Paris and Antica Namur.

### **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 Brussels, 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 9 February**

#### **TEFAF MAASTRICHT ISSUE**

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

*Also coinciding with 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.

### **APRIL (On sale 1 April) – Deadline 16 March**

#### **SWISS FOCUS**

*Coinciding with, Art en Vieille-Ville, and Art Brussels.*

Collector interview. Collectors' Focus.

### **MAY (On sale 22 April) – Deadline 6 April**

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

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

*Also coinciding with Frieze New York.*

TEFAF NY previewed. Collectors' Focus. Extra distribution from our stand at TEFAF New York.

### **JUNE (On sale 27 May) – Deadline 11 May**

#### **LONDON & BASEL ISSUE**

*Coinciding with Art Basel and Masterpiece London.*

Collector interview. Collectors' Focus. Masterpiece and Art Basel previewed. Extra free distribution from our stands at Masterpiece and Art Basel.

### **JULY/AUGUST (On sale 24 June) – Deadline 8 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. 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 26 Aug) – Deadline 10 August**

#### **ITALIAN ART FOCUS**

*Coinciding with our partnerships with The Armory Show and The British Art Fair.*

Artist Interview. Collector interview. Collectors' Focus.

The above contents and events are subject to change.