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.
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
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)

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.

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.

FEBRUARY (On sale 28 Jan) – Deadline 12 January
ASIAN ART FOCUS
Coinciding with our media partnership with 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.

JUNE (On sale 27 May) – Deadline 11 May
LONDON & BASEL ISSUE
Coinciding with Art Basel and Masterpiece London.

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.

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.