

APOLLO

THE INTERNATIONAL ART MAGAZINE



Media Pack 2016

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APOLLO

THE INTERNATIONAL ART MAGAZINE

Founded in 1925, Apollo is one of the world's oldest and most highly-respected magazines on the visual arts.

Published monthly,*it offers the greatest editorial diversity of any art magazine – covering everything from antiquities to contemporary work. Recent editions have included an exclusive interview with Gilbert and George and extended features on new museum openings and acquisitions.

International in scope, every edition of Apollo contains up-to-the-minute news from the art world with expert information on the market, authoritative guidance on collecting, and reviews and previews of exhibitions worldwide. Our comprehensive coverage caters equally for a general collector-based readership as well as the specialist and trade.

Apollo is also the place to find searching interviews with major artists, collectors and important personalities from the arts: recent highlights include Emilie Gordenker discussing the re-opening of the Mauritshuis and the sculptor Richard Wilson talking to Martin Gayford about his recently unveiled monumental work at Heathrow Airport.

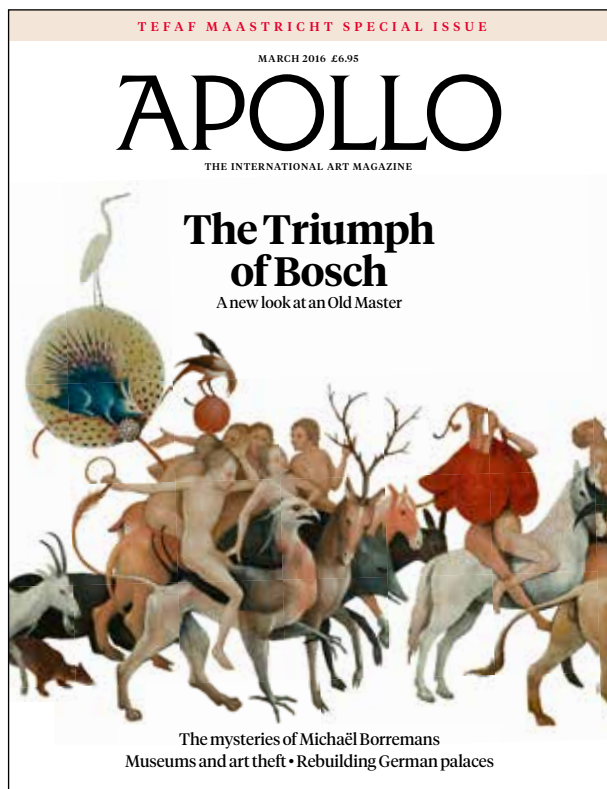
Consistently regarded as the most prestigious and authoritative of all art magazines, Apollo is the media partner of choice for an impressive list of museums, institutions and art fairs. Recent partnerships have been with The Courtauld Institute, Deutsche Asset & Wealth Management, Turner Contemporary, Dulwich Picture Gallery and the Royal Academy of Arts.

Beautifully produced and with a fresh and invigorating new design, Apollo is the only art magazine you need to keep informed and entertained on a vibrant year ahead in the art world.

‘Apollo is the universal magazine for the visual arts – it has news, reviews, window-shopping and scholarship. The writing is elegant, the presentation glamorous and the coverage genuinely international.’

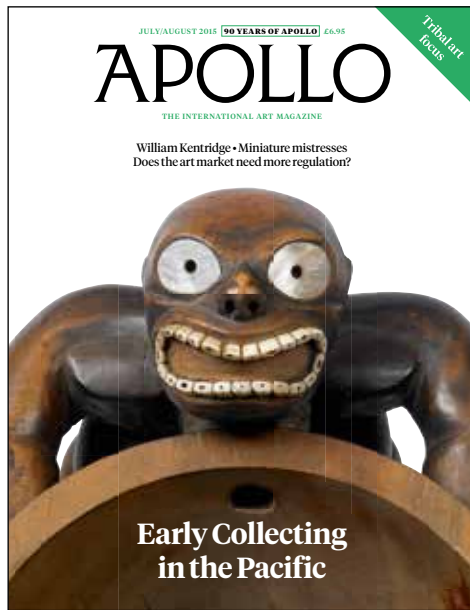
Desmond Shawe-Taylor, Surveyor of The Queen's Pictures, The Royal Collection

**Apollo is published monthly but with a double issue for Summer (July-August)*



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Why advertise with Apollo?

Apollo is the international magazine for the collector – be it at the highest end or for the new enthusiast with £1000 to invest.

There has never been a greater interest in the arts; both from the perspective of the new generation of collectors attending blue-chip events such as TEFAF Maastricht and Art Basel to the enthusiastic visitor of exhibitions - Apollo is unique as the one magazine that fulfils and informs all their needs.

Apollo is at the forefront of this exciting time for the arts and our ambitious publishing schedule has ensured that we have grown our readership by 50% in the last five years.

We are now read in more than 25 countries worldwide with an international readership in excess of 30,000. 42% of our readers live in the UK, 30% live in the US, 18% in Europe and 10% elsewhere in the World. The magazine is read by a predominantly A

demographic with our average reader earning above the £100,000 mark. Alongside its important museum circulation, Apollo is aimed at high worth art collectors and we interview at least one every month. Our exclusive interview with Baron Lorne Thyssen-Bornemisza in April 2014 continued a long line of interviews with eminent art collectors, many of whom are actively buying. Recent interviews have been with the Duke of Buccleuch, Ömer Koç, Princess Bona Borromeo, the Earl of Pembroke, Stewart & Lynda Resnick, Sheikha Hussah Al-Sabah, Gerolamo Etro, Werner Merzbacher, Jean Bonna, Udo Horstmann, Chris Ingram, Frank Cohen, Diana Widmaier Picasso, Eli Broad, Eugene Thaw, Jacques Garcia, Robert Tsao, Hester Diamond, Dimitri Mavrommatis and Eugenio Lopez Alonso.

All these collectors read Apollo.

Apollo provides real reach and visibility for our advertisers whilst our rolling programme of special collaborative issues and events ensures that every issue benefits from extensive promotion direct to a specialist art audience. Apollo is at the forefront of essential art world events such as TEFAF Maastricht, Asian Art in London, Masterpiece, Fine Art Asia Hong Kong, Le Salon du Dessin, Paris Tableau, Spring Masters New York and Frieze Masters where we are delighted to be participating as the official sponsors or media partners.

Advertising is regarded as of real interest and value to our readers and is both noticed and acted upon, with a vast number purchasing directly from an advert. Our core advertisers demand direct response from the page and choose Apollo as the perfect publication to advertise their key high-value works

“Advertising with Apollo works, with our growing list of the most important dealers and auction houses from around the world testament to our effectiveness. Over 70% of our clients go on to become repeat advertisers.”

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Publishing Schedule

2016

APRIL – DEADLINE 10 MARCH

SWISS FOCUS

Kunsthaus Zurich. Art & The Sublime. Turner & Lord Nelson. 20th century art Collector Interview with Jan & Christine Fischer in Zurich. Artist Interview. Art en Vieille-Ville, Geneva. Market focus on Zurich Dada movement. Delacroix at the National Gallery. London Original Print Fair. Extra distribution in Switzerland.

MAY – DEADLINE 7 APRIL

USA FOCUS

Coinciding with our media partnership with Spring Masters New York, Asia Week Hong Kong & ART 16 London.

The new San Francisco MOMA. Major Collector Interview. Artist Interview. The paintings of James Boswell. Art 16 & Spring Masters NY previewed. BAAF, BRUNEAF & Asian Art in Brussels promotions. Extra distribution at fairs in NYC, Hong Kong and London.

JUNE – DEADLINE 12 MAY

MASTERPIECE & ART BASEL ISSUE

Coinciding with our media partnership with Masterpiece and stand at Art Basel.

Artist Interview. Major Collector Interview. Collecting British art in America (reopening of the Yale Center for British Art; looking at the Met's plans to refurbish its British galleries). Preview of Art Basel. Free distribution from our stands at Masterpiece, and Art Basel.

JULY/AUGUST – DEADLINE 9 JUNE

DOUBLE INTERNATIONAL ISSUE

Coinciding with our media partnership with Parcours des Mondes and Salon Point Art Monaco.

Parcours des Mondes Preview. Distribution at Masterpiece and Parcours des Mondes. Salon Point Art Monaco. Artist Interview. Major Collector Interview.

Supplement with this issue - The 2016 National Trust Historic Houses & Collections Annual

SEPTEMBER – DEADLINE 11 AUGUST

FRENCH ART FOCUS

To coincide with the Paris Biennale.

Collector Interview. Artist interview. Paris Biennale Preview. LAPADA Fair. 20/21 British Art Fair, Brussels Art Square, Fine Art Asia Hong Kong. Expo Chicago. Extra distribution in Paris, Hong Kong, Chicago and London.

Supplement with this issue - 40 UNDER 40 - ASIA.

OCTOBER – DEADLINE 8 SEPTEMBER

MODERN ART & DESIGN FOCUS

To coincide with Frieze Masters, Frieze & the Pavilion of Art and Design.

Modern art collector interview. Frieze Masters Previewed. Artist Interview. The Kunsthistorisches Museum Vienna. TEFAF New York. San Francisco Fall Antiques Show. Highlights Munich. Extra distribution in London and Munich.

NOVEMBER – DEADLINE 7 OCTOBER

ASIAN ART FOCUS

Coinciding with our sponsorship of Asian Art in London.

Interview with Indian Art Collector, Jagdish Mittal. Artist Interview. Asian Art in London previewed. Extra distribution in London.

Supplement with this issue - APOLLO ART CITY GUIDE 2.

DECEMBER – DEADLINE 10 NOVEMBER

THE 2016 APOLLO AWARDS

Collector Interview. Survey of international museum acquisitions. The Apollo Awards: Personality, Artist, Museum Opening, Museum Acquisition, Exhibition and Book of the Year.

2017

JANUARY – DEADLINE 1 DECEMBER

MODERN BRITISH ART + USA + BELGIUM

Coinciding with our media partnerships with the London Art Fair, Master Drawings in NY and BRAFA Brussels.

Collector interview. Artist interview. BRAFA preview.

FEBRUARY – DEADLINE 12 JANUARY

ANNUAL ANCIENT ART FOCUS

Interview with collector of Ancient Art. Artist interview. Arms & Armour. Extra distribution at TEFAF London talks and London Park Lane Arms Fair.

MARCH – DEADLINE 9 FEBRUARY

TEFAF MAASTRICHT SPONSOR'S ISSUE

APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF
Coinciding with our media partnerships with Asia Week, New York & Salon du Dessin Paris.

Museum director interview. Art Collector interview. Artist interview. Preview of TEFAF. Preview of Le Salon du Dessin. Asia Week New York. BADA Fair, London. Extra distribution from our TEFAF stand, VIP cars, top Maastricht hotels, Salon du Dessin and BADA Fair.

The above contents are subject to change.

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Art cities supplement

- Apollo is publishing a new series of Art City Guides to be distributed in Autumn 2016 with the support of appropriate commercial sponsors. These guides will be high quality supplements bagged with the appropriate issue of Apollo magazine and will reflect the high production values and editorial expertise of Apollo. These guides will educate and inform our affluent and influential readers on the artistic merits of each destination.
- Suitable sponsors will be tourist boards, airlines, hotels and businesses that have an affiliation with the arts and target an audience of high net worth individuals.
- The Art City Guides will be distributed internationally with Apollo, at galleries and museums in the cities and at preeminent international art fairs (including Frieze Masters, TEFAF Maastricht, Spring Masters NYC, Expo Chicago, Asian Art in London and Masterpiece London). Further distribution at cost can be arranged to the extensive and affluent readership of our sister magazine The Spectator. We also offer the option of participating in a launch event for the project at an additional cost.

Editorial Content:

- A long feature on an aspect the artistic history of the city
- An interview with a key collector in the city
- A market feature – who sells what, how the auctions perform, who are the most influential people in the city etc.
- An artist Q&A or interview
- A museum focus, with analysis of a particular area of art
- ‘How to’ guide – the best galleries, the best dealers, the best fairs etc.
- Ones to watch – the up and coming people in city’s art scene

Sponsorship Package:

- Logo on cover. “In Association with.....”
- Three pages of display advertising within the supplement
- Inclusion on all promotional materials around the supplements (online coverage etc.)

Sponsorship Cost: £30,000

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