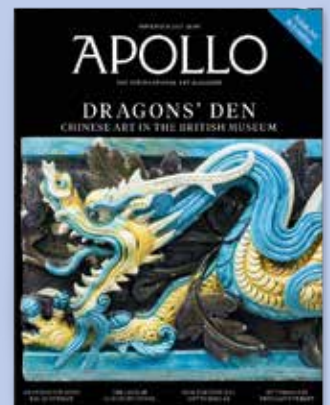
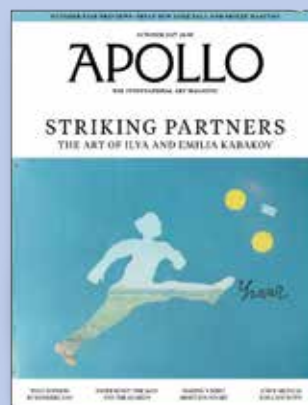
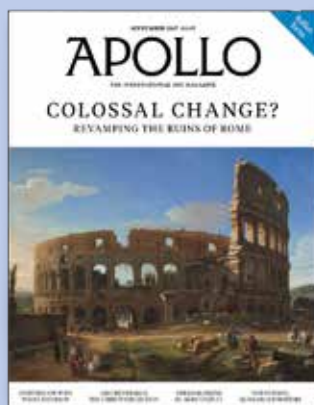
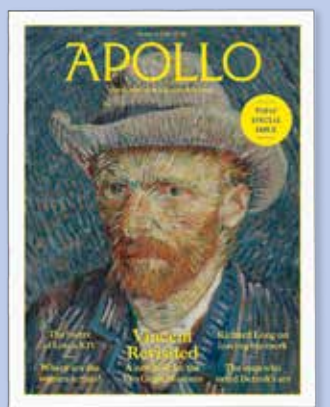
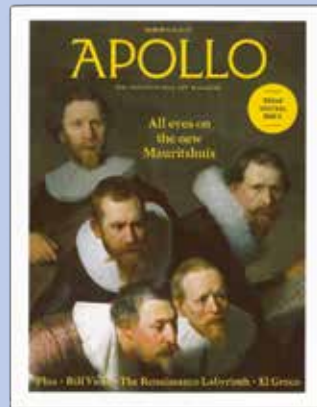
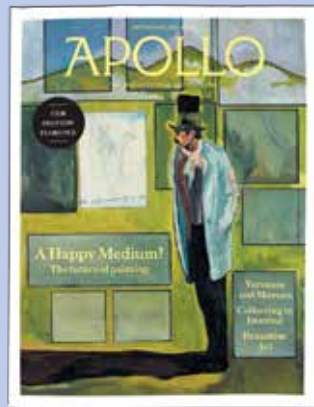
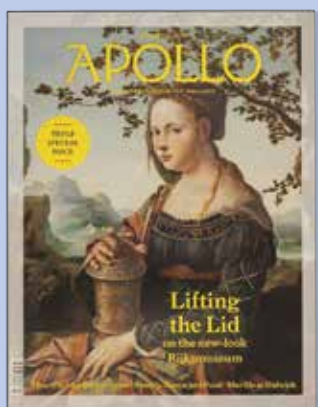
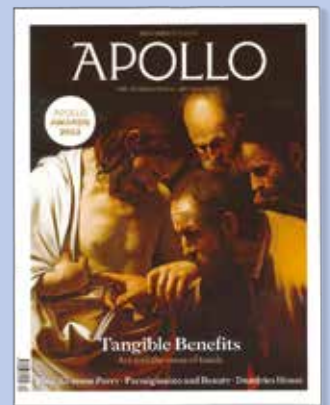
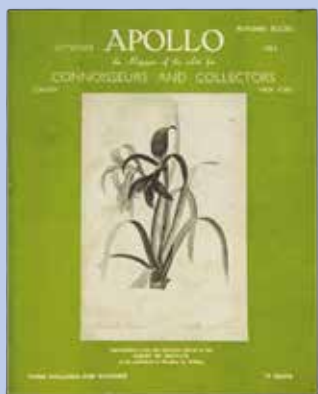


# APOLLO

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**
- **42%** of readers live in the UK
- **30%** live in the US
- **18%** live in Europe
- **10%** 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
- Fine Art Asia, Hong Kong
- Frieze Masters
- Parcours des Mondes
- Salon du Dessin, Paris
- Asian Art in London
- BRAFA, Brussels

The magazine is distributed at all of these fairs.

# APOLLO

THE INTERNATIONAL ART MAGAZINE

COLLECTOR SERVICES



More to cheese than meets the eye?

How Dutch meal still life paintings captured the great intellectual preoccupations of the 17th century



Art historian disputes Gainsborough attributions

Rakewell

13 MAR 2017



How Ivanka Trump's art collection turned on her

Rakewell

12 MAR 2017

Jeff Koons and Centre Pompidou fined for 'counterfeit' work

Art news daily

10 MAR 2017

Painter Howard Hodgkin has died at the age of 84

The inky links between Ed Sheeran and Damien Hirst

Rakewell

12 MAR 2017

The Rake's progress: last week in gossip

# 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 **144,000** page views per month and **87,000** unique users
- Visitors to the website are:  
**36%** UK based / **26%** USA based / **38%** Europe and the rest of the world
- Apollo sends out two weekly newsletters to **+16,000** 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

# APOLLO Publishing schedule

## 2018

### **JUNE – Deadline 10 May**

#### **MASTERPIECE & ART BASEL ISSUE**

*Coinciding with our media partnerships with Masterpiece, London Art Week and stand at Art Basel*

Artist Interview with the French Lebanese painter and poet Etel Adnan. Photography Collector Interview with Michael Wilson (James Bond producer). Chippendale Furniture Tercentenary. Sir Richard Wallace's Collection. Previews of Art Basel and Masterpiece. Free distribution from our stands at Masterpiece and Art Basel.

### **JULY/AUGUST – Deadline 14 June**

#### **DOUBLE ISSUE - WITH TRIBAL ART FOCUS**

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

Tribal Art Collector Interview with Javier Perez. Artist interview with Mary Corse. Parcours des Mondes Preview. Free distribution at Parcours des Mondes and Tribal Art London.

**Supplement with this issue** - *The 2018 National Trust Historic Houses & Collections Annual*

### **SEPTEMBER – Deadline 9 August**

#### **FRENCH ART FOCUS**

*Coinciding with Paris Biennale.*

Collector interview. Artist interview. Chardin's vessels. Berthe Morisot. Tintoretto. Julian Trevelyan. Paris Biennale previewed. LAPADA Fair, 20/21 British Art Fair, Brussels Art Square, Fine Art Asia Hong Kong. Extra distribution in Hong Kong, Paris and London.

### **OCTOBER – Deadline 13 September**

#### **TEFAF NEW YORK SPONSOR'S ISSUE**

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

*Also coinciding with Frieze Masters, Frieze & PAD London.*

Collector interview. Artist interview. TEFAF NY & Frieze Masters previewed. San Francisco Fall Antiques Show. Highlights Munich. Flashback & Artissima Turin. Extra distribution in London, New York, Turin and Munich.

**Supplement with this issue** - *40 under 40 Europe*

### **NOVEMBER – Deadline 11 October**

#### **ASIAN ART FOCUS**

*Coinciding with our sponsorship of Asian Art in London and partnership with Fine Arts Paris.*

Tang Dynasty Chinese Art Collectors interview. Artist interview. Fine Arts Paris. Antica Namur. PAN Amsterdam. Cologne Fine Art. Feriarte. Asian Art in London previewed. Extra distribution in London, Namur & Paris.

### **DECEMBER – Deadline 8 November**

#### **THE 2018 APOLLO AWARDS**

*Coinciding with our media partnership with London Art Week*  
Collector interview. Artist Interview. Survey of international museum acquisitions. The Apollo Awards: Personality, Artist, Museum Opening, Art Basel Miami Beach. Museum Acquisition, Exhibition and Book of the Year. Extra distribution at the Apollo Awards Presentation Dinner and Reception and throughout London Art Week.

## 2019

### **JANUARY – Deadline 8 December**

#### **MODERN BRITISH ART + USA + BELGIUM**

*Coinciding with our media partnerships with the London Art Fair and BRAFA Brussels.*

Collector Interview . Artist interview. BRAFA preview.

### **FEBRUARY – Deadline 11 January**

#### **ANNUAL ANCIENT ART FOCUS + ASIAN**

*Coinciding with our media partnerships with Asia Week, New York, India Art Fair and The Armory Show.*

Collector interview. Artist interview. Extra distribution at Asia Week NY, TEFAF Maastricht, TEFAF London Talks & The Armory Show NY.

### **MARCH – Deadline 5 February**

#### **TEFAF MAASTRICHT SPONSOR'S ISSUE**

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

*Also coinciding with our media partnerships with Art Basel HK, Salon du Dessin Paris and BADA Fair London.*

Museum director interview. Collector interview. Artist interview. Previews of TEFAF, Le Salon du Dessin and BADA Fair, London. Extra distribution from our TEFAF stand, VIP cars, top Maastricht hotels, Salon du Dessin and BADA Fair.

### **APRIL – Deadline 7 March**

#### **SWISS FOCUS**

*Coinciding with our media partnerships with Art Paris and Art Brussels*

Collector interview. Artist interview. Art en Vieille-Ville. Art Brussels. Art Paris. Extra distribution in Switzerland, Paris and Brussels.

### **MAY – Deadline 5 April**

#### **USA FOCUS - TEFAF NEW YORK SPONSOR'S ISSUE**

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF*

Collector Interview. Artist Interview. TEFAF NY previewed. BAAF, BRUNEAF & Asian Art in Brussels (Cultures) promotions. Extra distribution at TEFAF NY and Frieze NY.

The above contents are subject to change.

# APOLLO

# Rates and tech specs

## PRICES

Outside Back Cover	<b>£3,200</b>	Full page	<b>£2,300</b>
Inside front/back cover/1st RHP	<b>£2,600</b>	Half page	<b>£1,400</b>
Inside front spread	<b>£4,940</b>	Quarter page	<b>£700</b>
Double page spread	<b>£4,350</b>	Eighth page	<b>£350</b>

Special positions incur a surcharge of 10% Series discounts: 6 times – 10%, 12 times – 20%. Directory of International Art & Antique Dealers, Auctioneers & Associated Services £600 (11 insertions/online)

## CONTACT

### Nigel McKinley, Advertising Director

nigel@apollogmag.com | Apollo Magazine, 22 Old Queen Street, London SW1H 9HP | +44 (0) 20 7961 0105

## PRINT

Full page	<b>285 x 220mm</b> (TRIM) <b>291 x 226mm</b> (BLEED)
Half page horizontal	<b>125 x 185mm</b>
Half page vertical	<b>255 x 90mm</b>
Quarter page	<b>125 x 90mm</b>
Eighth page	<b>60 x 90mm</b>

### Deadline

All advertisement copy to be supplied by 6th of month prior to publication (unless otherwise agreed) with a colour proof.

### Contact

Please send/email artwork, and proof to:  
Production Department, Apollo Magazine,  
22 Old Queen Street, London SW1H 9HP  
Contact number: +44 (0) 20 7961 0114  
Email: production@apollogmag.com

## ONLINE

1 week MPU (250 x 300 pixels)	<b>£250</b>
1 week leaderboard (90 x 728 pixels)	<b>£300</b>
1 week large billboard (250 x 1,140 pixels)	<b>£400</b>
Advert in weekly newsletter (180 x 560 pixels)	<b>£700</b>

Electronic submission of advertising material is required - composite files only, 72dpi and in rgb format. All images/graphics embedded as either jpeg, gif or png.

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