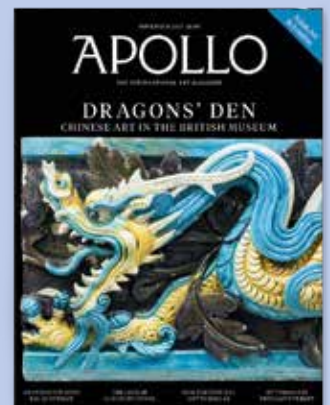
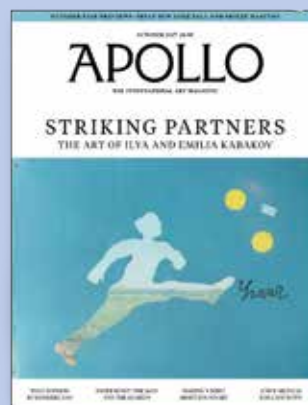
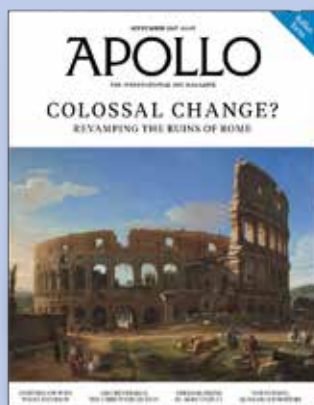
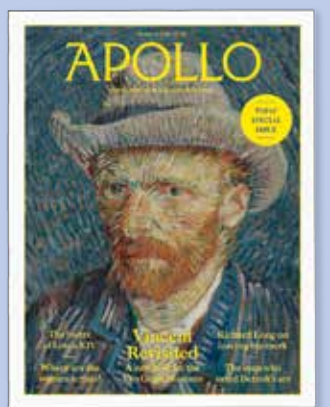
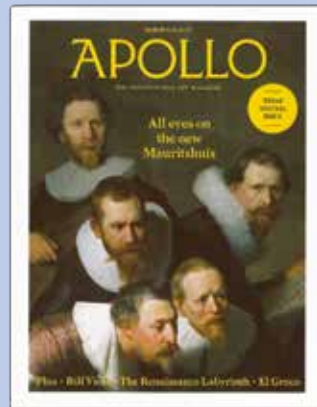
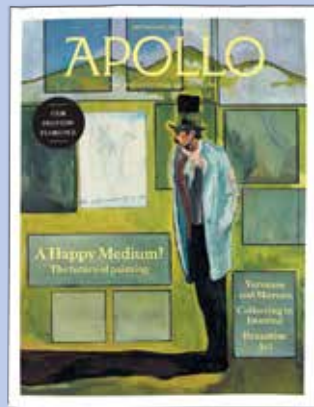
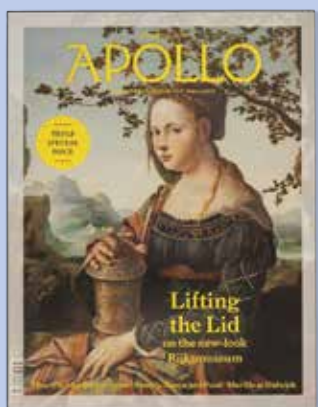
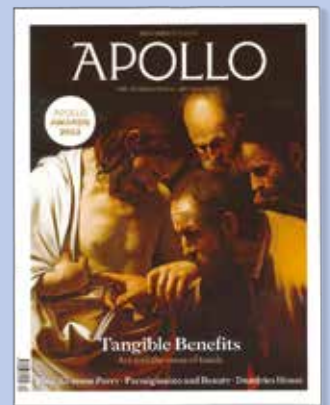
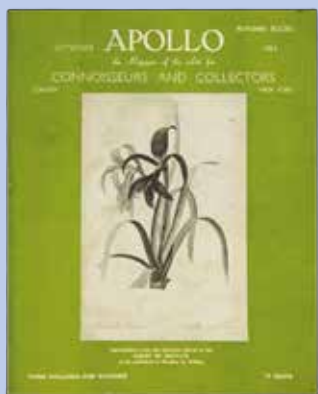


APOLLO

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.



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

2019

FEBRUARY – Deadline 11 January

ANNUAL ANCIENT ART FOCUS + ASIAN ART

Coinciding with our media partnerships with Asia Week and The Armory Show, New York

Museum of East Asian Art Cologne. Artist interviews with Elizabeth Price and Magdalene Odundo. Musée de la Romanité, Nîmes. The market for 20th century Indian Art. John Ruskin bicentenary. Asia Week NY Preview. 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 MAASTRICHT

Also coinciding with Salon du Dessin Paris, Art Basel HK and BADA Fair London

Interview with Miguel Falomir, Director of Prado Museum on its 200th anniversary. Collector interview with Michael Werner. Collector Interview with Alice Kandell (Tibetan Buddhist sculpture). Artist interview with Kerry James Marshall. Interview with Taco Dibbits Director of the Rijksmuseum about the Rembrandt anniversary. Collector's Focus on the market for Rembrandt's drawings and prints. The miniatures of Nicholas Hilliard. Amsterdam School Architecture. Menil Drawing Institute. Reconstructing historic collections. Previews of TEFAF, Le Salon du Dessin, Art Basel Hong Kong and BADA Fair, London. Extra distribution from our TEFAF stand, VIP cars, top Maastricht hotels, MABP Fair, Salon du Dessin and BADA Fair.

APRIL – Deadline 7 March

SWISS FOCUS

Coinciding with our media partnership with Art Brussels

Collector interview. Artist interview. Art en Vieille-Ville Geneva. London Original Print Fair. Art Brussels. Extra distribution in Switzerland and Brussels. Collector's Focus on the market for Video Art.

MAY – Deadline 4 April

USA FOCUS - TEFAF NEW YORK SPONSOR'S ISSUE

APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF

Collector Interview. Artist Interview with Enrico David. TEFAF NY previewed. Collector's Focus on Harlem Art Renaissance paintings. Venice Biennale. Hittite sculptures from the Tell Halaf site. Extra distribution at TEFAF NY and Frieze NY.

JUNE – Deadline 9 May

MASTERPIECE & ART BASEL ISSUE

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

Artist Interview. Collector Interview. Previews of Art Basel and Masterpiece. Free distribution from our stands at Masterpiece and Art Basel. BAAF, BRUNEAF & Asian Art in Brussels (Cultures) promotion.

JULY/AUGUST – Deadline 13 June

DOUBLE INTERNATIONAL 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. Artist interview. Herman Melville bi-centenary. Parcours des Mondes Preview. Free distribution around London Art Week, Parcours des Mondes and Tribal Art London.

SEPTEMBER – Deadline 8 August

ITALIAN ART FOCUS

Coinciding with our partnerships with Florence Biennale, Paris Biennale, Fine Art Asia, LAPADA and The British Art Fair Collector interview. Artist interview. Canals in Modern British Art. Florence & Paris Biennales previewed. LAPADA Fair, British Art Fair, Brussels Art Square, Fine Art Asia Hong Kong. Extra distribution in Hong Kong, Florence, Paris and London.

Supplement with this issue - National Trust Historic Houses & Collections

OCTOBER – Deadline 5 September

TEFAF NEW YORK SPONSOR'S ISSUE

APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF

Also coinciding with our partnerships with Frieze Masters, Frieze London, The Print Fair New York and Flashback Turin Collector interview. Artist interview. TEFAF NY & Frieze Masters previewed. The Print Fair NYC, Highlights Munich. Flashback & Artissima Turin. Extra distribution in London, New York, Turin and Munich.

Supplement with this issue - 40 under 40

NOVEMBER – Deadline 10 October

ASIAN ART FOCUS

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

Interview with Asian Art Collector. 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 7 November

THE 2019 APOLLO AWARDS

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

2020

JANUARY – Deadline 5 December

MODERN BRITISH ART + USA + BELGIUM

Coinciding with our media partnerships with BRAFA Brussels, the London Art Fair and Art Genève Collector Interview. Artist interview. BRAFA preview. Extra copies at BRAFA and the London Art Fair.

The above contents are subject to change.