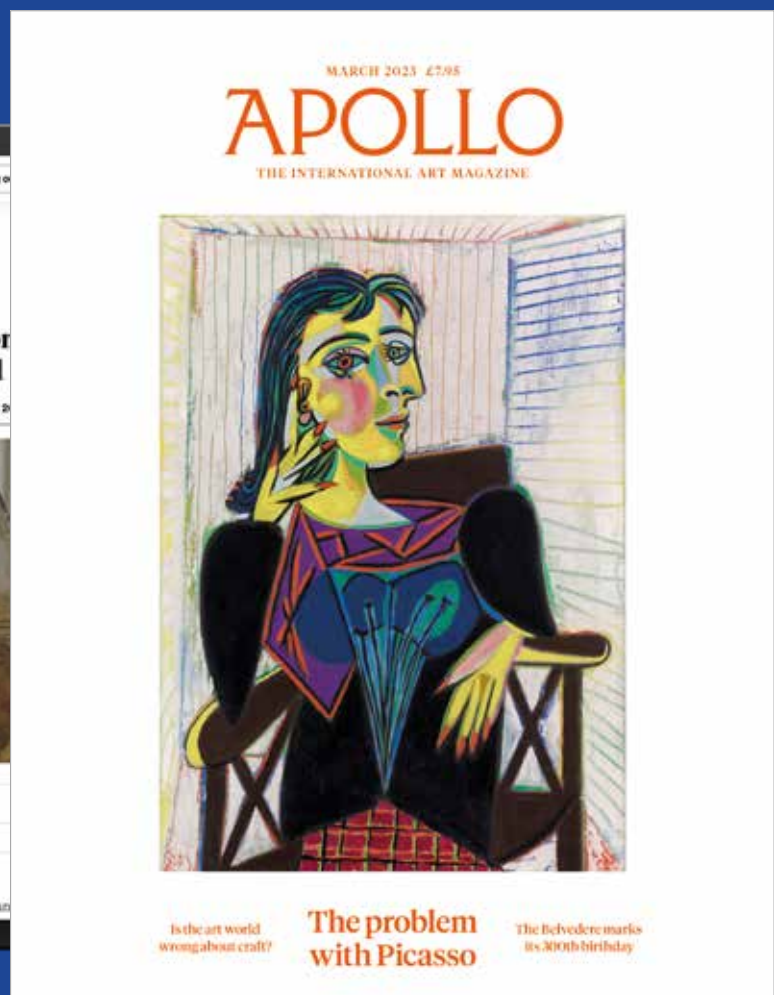


# APOLLO

THE INTERNATIONAL ART MAGAZINE



## Media kit 2024

# APOLLO


## A note from the editor

Apollo is the world's leading art magazine. Apollo offers readers the best writing about art from across the centuries, with incisive art criticism, sparkling profiles and intelligent commentary, as well as market insight and collector interviews. Each issue surfaces the stories from the art world that everyone needs to know.

Apollo has unrivalled access to a readership that is made up of the leading figures of the cultural world: the top artists, collectors, museum directors and curators. It is a dedicated audience that not only reads about the art world but also operates in it.

With ongoing projects such as the Apollo 40 Under 40 (outlining the art world's leaders of tomorrow), the annual Apollo awards and daily news updates and comment articles, Apollo is dedicated to providing a new perspective for all its readers.

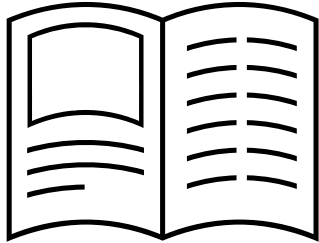
Sincerely,

A handwritten signature in black ink, appearing to read 'E. Behrens', with a long horizontal stroke extending to the right.

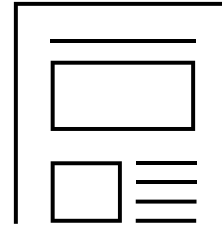
Edward Behrens

Apollo Editor

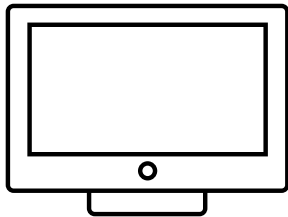
# Brand reach



30k readership



21.5k opt-in subscribers



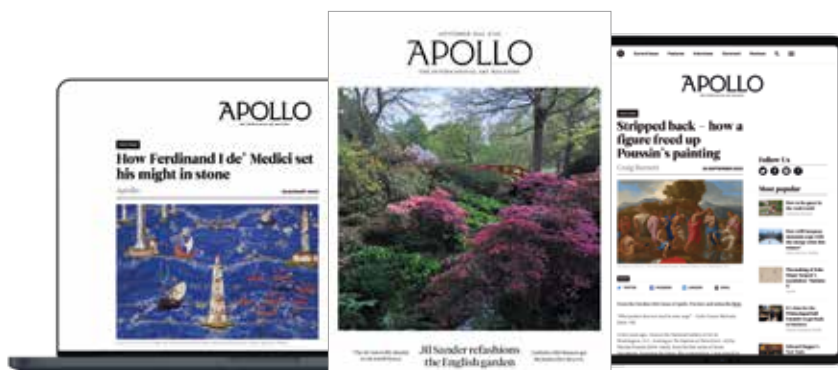
160k unique monthly users



84k followers

## Total reach

**295,500**



APOLLO

# Apollo magazine

## About

Published continually since 1925

Monthly magazine with double issue in July/August

Ultra high-net-worth international readership including collectors, curators, artists, museum directors and those interested in the visual arts

Available as a subscription or from selected newsstands and museum shops with additional distribution at international art fairs, five-star London hotels and Eurostar lounges

## Content

Beautifully produced, this highly collectible glossy magazine includes:

Interviews with leading collectors and artists

Previews and reviews of must-see international exhibitions and art fairs

Insights into the trends and developments in the art market

Guidance on collecting

Essays on art, ranging from the classical to the contemporary

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**30,000** readership across 25 countries

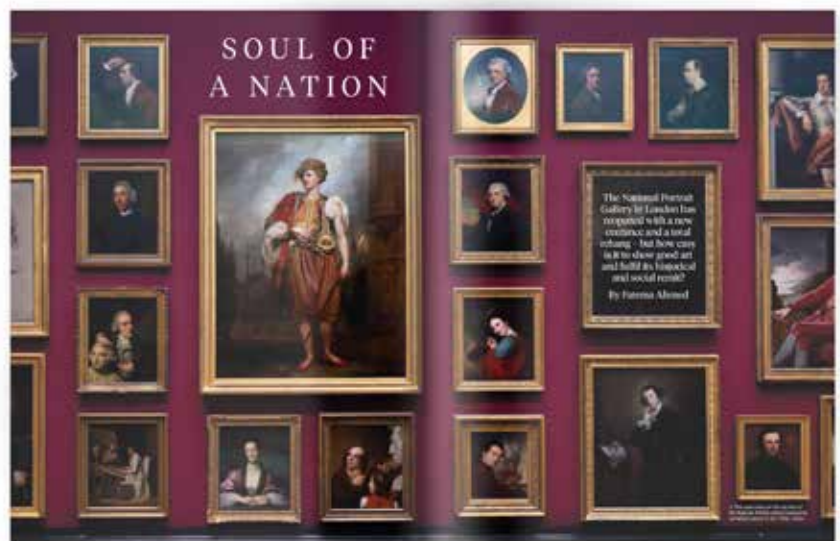
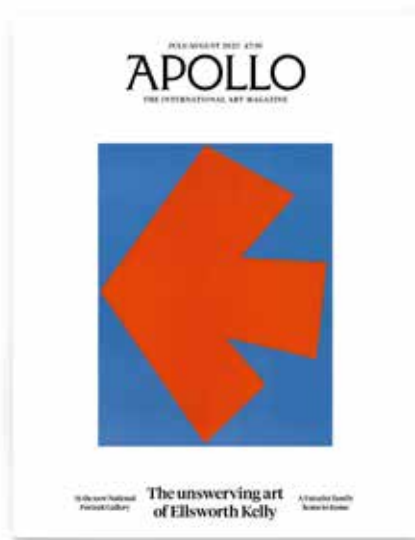
**40%** of readers live in the UK

**40%** live in the US

**13%** live in Europe

**7%** live in the rest of the world

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APOLLO

# Apollo and art fairs

Apollo is proud to be a sponsor and media partner/exhibitor with many of the world's most important art fairs, including:

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TEFAF Maastricht and New York  
Art Basel (Basel, Paris, Miami Beach)  
The Treasure House Fair  
Frieze Masters  
The British Art Fair  
Asian Art in London and Asia Week New York

Parcours des Mondes  
Salon du Dessin and FAB Paris  
PAN Amsterdam  
BRAFA and Art Brussels  
BIAF Florence  
The Winter & The Armory Shows, New York

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These long-standing and valuable partnerships mean that we benefit from additional distribution and presence on the ground at the key events in the art world calendar.



APOLLO

# apollo-magazine.com

## About

**235,000** monthly page views

**160,000** monthly unique users

**31%** are based in the UK

**33%** are based in the US

**36%** are based in Europe and the rest of the world

## Gender

**54%** female

**46%** male

## Age

**20%** 18-24

**20%** 25-34

**19%** 35-44

**16%** 45-54

**13%** 55-64

**12%** 65+

## Content

Updated daily with the latest art world news and comment

New **'In the studio with...'** artist interview each week

Our popular **Art Diary** featuring the best exhibitions around the globe

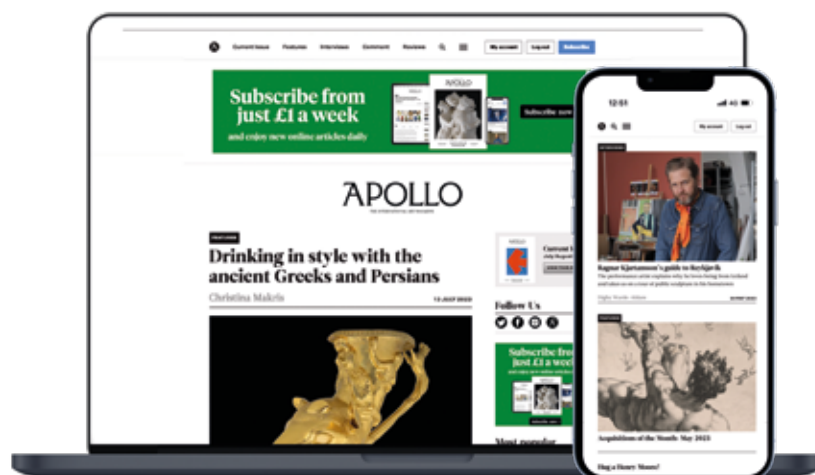
**A monthly acquisitions round-up** of the most exciting works to enter public collections

**Fortnightly auction previews** highlighting the most interesting works and collections coming up in the salerooms

**Features and essays** from the print issue

**Apollo's annual 40 Under 40 list** selects 40 individuals and collectives all under the age of 40, who are shaping the future of art, transforming how it is made, experienced, bought and sold

**The Apollo Awards**, celebrating exceptional achievements in the art and museum worlds



APOLLO



# Apollo newsletters

## About

We publish three newsletters each week.  
Over 21,500 opt-in subscribers, who are highly engaged with our content.

Average open rates are 47%.  
Full reporting on request.

## Content

### Tuesday

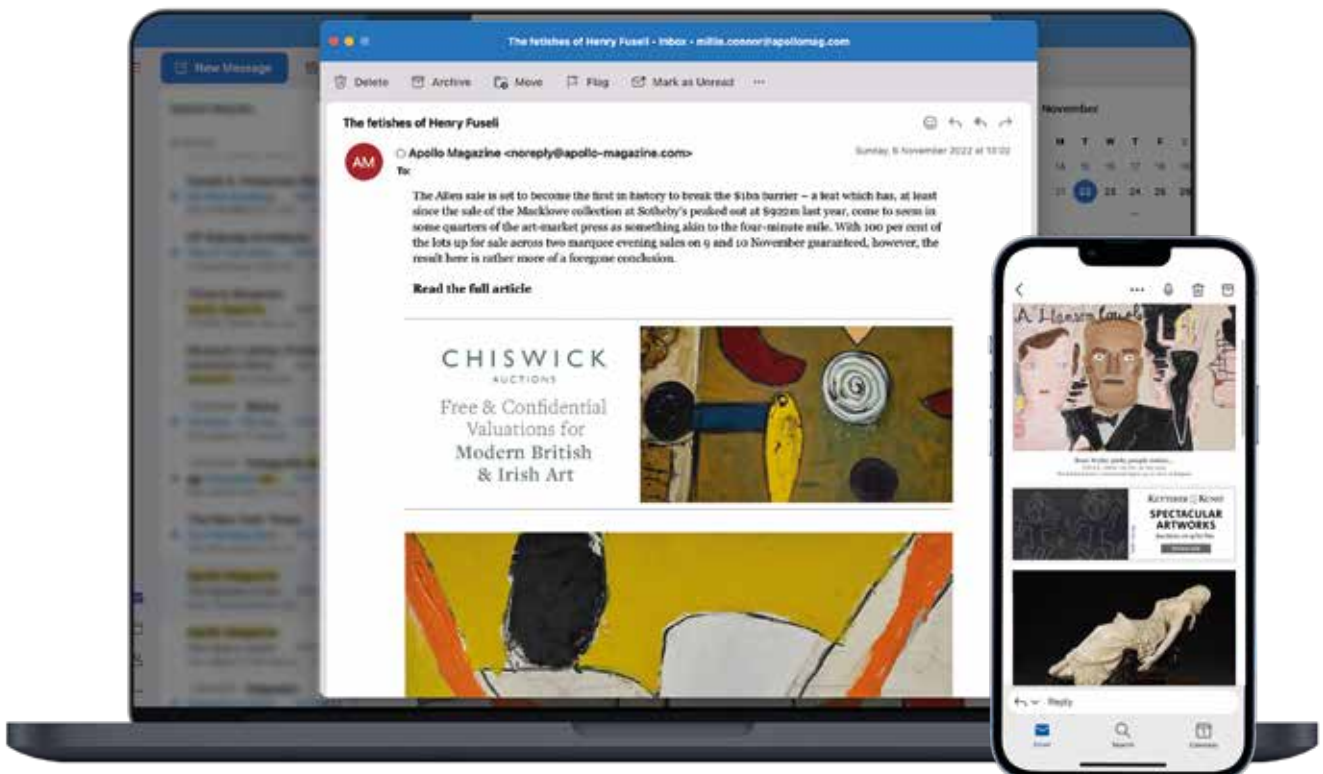
'Museums of the Mind'  
A new theme each week with content from our archive.

### Friday

'Briefing'  
The week's top art news stories and previews of top exhibition openings.

### Sunday

'Highlights'  
A curated selection of the most popular articles from the website.



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## 2024

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### JANUARY (On sale 23 December)

#### Deadline 7 December

#### BRUSSELS & NEW YORK

*Coinciding with our media partnerships with BRAFA Brussels, London Art Fair and The Winter Show New York.*

Interview with the Director of the Metropolitan Museum, Max Hollein.

Collectors' Focus on Belgian Surrealism.

The Winter Show and BRAFA previewed.

Extra distribution at BRAFA Brussels, The

London Art Fair and The Winter Show plus

Eurostar lounges.

### FEBRUARY (On sale 27 January)

#### Deadline 11 January

#### ASIAN ART FOCUS

*Coinciding with our media partnership with Asia Week New York.*

Asian art collector interview. Jewellery

column. Collectors' Focus on Chinese silk

weaving. Asia Week New York previewed.

Extra distribution digitally via Asia Week

New York mailing list plus Eurostar lounges.

### MARCH (On sale 24 February)

#### Deadline 8 February

#### TEFAF MAASTRICHT ISSUE

APOLLO IS THE SOLE ART MAGAZINE

SPONSOR OF TEFAF.

*Also coinciding with Le Salon du Dessin, Paris.*

Museum Director, Collector and Artist

interviews. Collectors' Focus on Huguenot

Silver. TEFAF Maastricht and Le Salon

du Dessin previewed. Extensive free

distribution from our stand at TEFAF

Maastricht, in Maastricht hotels, Eurostar

lounges and at Le Salon du Dessin.

### APRIL (On sale 23 March)

#### Deadline 7 March

#### THE VENICE ISSUE

*Coinciding with the Venice Biennale, Expo*

*Chicago, Art Brussels, Antica Brussels and*

*Lisbon Art & Antiques Fair.*

Collectors' Focus on Italian Spatialism.

Extra distribution in Chicago, Brussels and

Lisbon.

### MAY (On sale 27 April)

#### Deadline 11 April

#### TEFAF NEW YORK ISSUE

APOLLO IS THE SOLE ART MAGAZINE

SPONSOR OF TEFAF.

US-focused articles. Extra distribution from

our prominent desk at TEFAF New York plus

Eurostar lounges.

### JUNE (On sale 1 June)

#### Deadline 16 May

#### BASEL & LONDON ISSUE

*Coinciding with Art Basel, The Treasure*

*House Fair and London Art Week.*

London Art Week, The Treasure House

Fair and Art Basel previewed. Extra free

distribution from our stands at Art Basel

and at The Treasure House Fair.

### JULY/AUGUST (On sale 29 June)

#### Deadline 13 June

#### DOUBLE INTERNATIONAL ISSUE

#### with tribal art focus

*Coinciding with our media partnerships with*

*Knokke Art Fair and Parcours des Mondes.*

Art in the Hamptons and Parcours des

Mondes previewed. Free extra distribution

around London Art Week and *Parcours*

*des Mondes* plus Eurostar lounges. Extra

distribution digitally via *Parcours des*

*Mondes* mailing list.

### SEPTEMBER (On sale 31 August)

#### Deadline 15 August

#### ITALIAN AND BRITISH ART FOCUS

*Coinciding with our partnerships with The*

*Armory Show, BIAF Florence, the LAPADA*

*Berkeley Square Fair and The British Art*

*Fair.*

BIAF Florence, British Art Fair, LAPADA

and The Armory Show previewed. Extra

distribution in New York, London and

Florence plus Eurostar lounges.

### OCTOBER (On sale 28 September)

#### Deadline 12 September

#### FRIEZE WEEK ISSUE

*Coinciding with our partnerships with*

*Frieze Masters, Paris+ par Art Basel and San*

*Francisco Fall Show.*

Extra distribution at Frieze Masters and

Paris+ par Art Basel, both of which are

previewed plus Eurostar lounges.

### NOVEMBER (On sale 26 October)

#### Deadline 10 October

#### ASIAN ART FOCUS

*Coinciding with our sponsorship of Asian Art*

*in London plus our partnerships with FAB*

*Paris and PAN Amsterdam.*

Collector interview. Asian Art in London,

PAN and FAB Paris previewed. Extra

distribution throughout Asian Art in

London, PAN Amsterdam and FAB Paris

plus Eurostar lounges.

### DECEMBER (On sale 23 November)

#### Deadline 7 November

#### THE 2024 APOLLO INTERNATIONAL

#### AWARDS ISSUE

*Coinciding with Art Basel Miami Beach.*

#### The Apollo International Awards

including: Artist and Personality of the

Year interviews; survey of international

museum acquisitions; museum openings

and exhibitions; Digital innovations and

Book of the Year.

Extra distribution at Art Basel Miami

Beach and the Apollo International Awards

presentation party plus Eurostar lounges.

**The above contents and events are subject to change.**



# Partnership opportunities

Apollo offers a range of sponsorship opportunities and content partnerships, from hosting native content in print or on our digital platforms to headline sponsorship of our popular 40 Under 40 survey or our annual Apollo Awards.



For more details on the full Apollo partnership offering, please contact Katherine Boon, Partnerships Director:

[kath@apollogmag.com](mailto:kath@apollogmag.com)

T + 44 (0) 20 7961 0205

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