Media kit 2024
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,

Edward Behrens
Apollo Editor
Brand reach

30k readership

21.5k opt-in subscribers

160k unique monthly users

84k followers

Total reach

295,500
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

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
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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<tr>
<th>TEFAF Maastricht and New York</th>
<th>Parcours des Mondes</th>
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<td>Art Basel (Basel, Paris, Miami Beach)</td>
<td>Salon du Dessin and FAB Paris</td>
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<td>The Treasure House Fair</td>
<td>PAN Amsterdam</td>
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<td>Frieze Masters</td>
<td>BRAFA and Art Brussels</td>
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<tr>
<td>The British Art Fair</td>
<td>BIAF Florence</td>
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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.
About

235,000 monthly page views  
160,000 monthly unique users  
31% are based in the UK

Gender  
54% female  
46% male

Age  
20% 18–24  
16% 45–54  
20% 25–34  
13% 55–64  
19% 35–44  
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

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 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.
2024

JANUARY (On sale 23 December)
Deadline 7 December
**BRUSSELS & NEW YORK**

FEBRUARY (On sale 27 January)
Deadline 11 January
**ASIAN ART FOCUS**
Coinciding with our media partnership with Asia Week New York.

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.

JUNE (On sale 1 June)
Deadline 16 May
**BASEL & LONDON ISSUE**
Coinciding with Art Basel, The Treasure House Fair and London Art Week.

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.

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.

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.

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@apollomag.com
T + 44 (0) 20 7961 0205