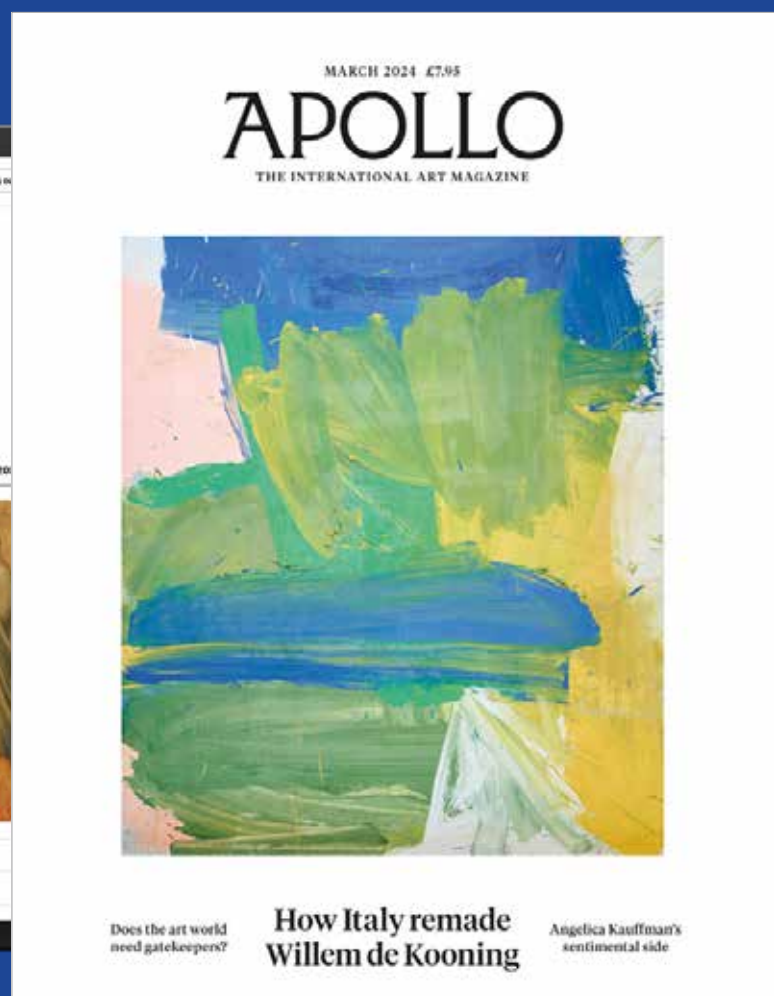


# APOLLO

THE INTERNATIONAL ART MAGAZINE



Media kit 2025

# 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.

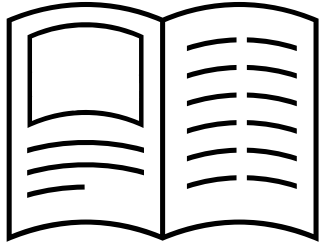
Sincerely,

A handwritten signature in black ink that reads "E. Behrens". The signature is written in a cursive, slightly slanted style with a long horizontal stroke at the end.

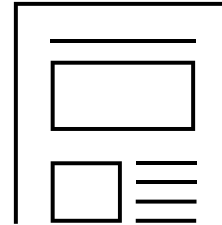
Edward Behrens

Apollo Editor

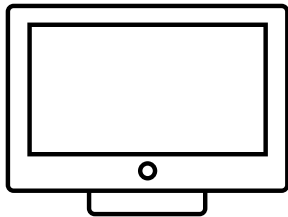
# Brand reach



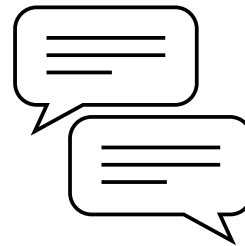
30k readership



23.5 k opt-in subscribers



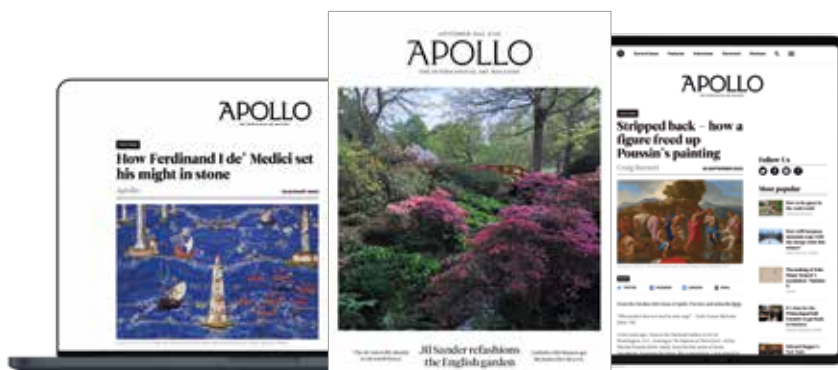
160k unique monthly users



84k followers

## Total reach

**297,500**



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

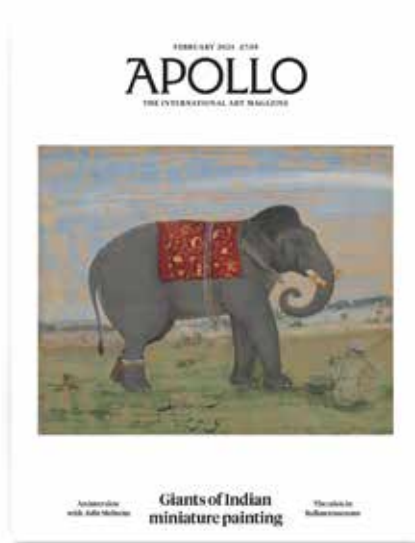
**40%** of readers live in the UK

**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

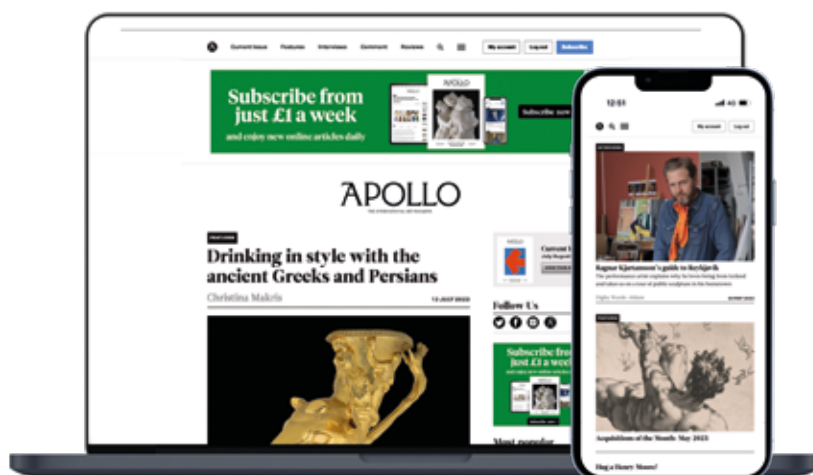
**A monthly acquisitions round-up** of the most exciting works to enter public collections

**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



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# Apollo newsletters

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## About

We publish two newsletters each week.  
Over 23,500 opt-in subscribers, who are highly engaged with our content.

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

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## Content

### Friday

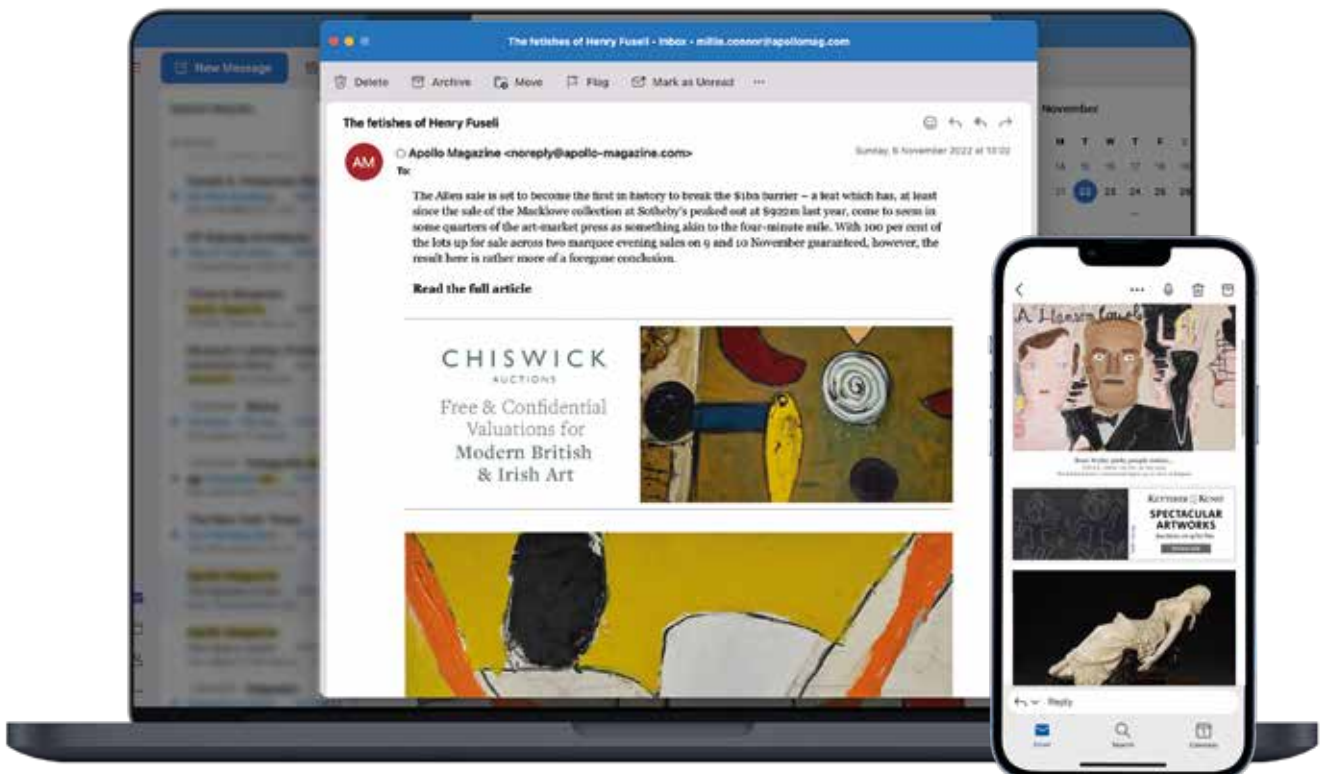
‘Briefing’

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

### Sunday

‘Highlights’

A curated selection of the most popular articles.



APOLLO

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## 2025 CENTENARY YEAR

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### APRIL (On sale 29 March)

#### Deadline 13 March

*Coinciding with our media partnerships with MIART, Art Dubai and Art Brussels.*

The Frick Collection. Collector interview with the Duke of Wellington. Artist interview. Post-war French ceramics. Couture at The Louvre. Joana Vasconcelos in Madrid. Medardo Rosso. Art Dubai previewed. Extra distribution in Milan, Dubai and Brussels.

### MAY (On sale 1 May)

#### Deadline 10 April

#### TEFAF NEW YORK ISSUE

*Coinciding with Frieze New York and our long-standing partnership with TEFAF NEW YORK.*

Depictions of the Ascension. Art Deco - 100 years. American Modernism. Anselm Kiefer. TEFAF NY Previewed. Extra distribution from our prominent desk at TEFAF New York plus Eurostar lounges.

### JUNE (On sale 2 June)

#### Deadline 15 May

#### APOLLO CENTENARY ISSUE

*Coinciding with Art Basel and The Treasure House Fair.*

100 years of Apollo! Collector interview. Artist interview. The Treasure House Fair and Art Basel previewed. Extra free distribution from our stands at Art Basel, The Treasure House Fair and the Apollo Centenary Dinner.

### JULY/AUGUST (On sale 28 June)

#### Deadline 12 June

#### DOUBLE INTERNATIONAL ISSUE

#### with tribal art focus

*Coinciding with our media partnerships with Parcours des Mondes, The Whitehawk Show and CHART Copenhagen.*

Collector interview with Queen Sonja of Norway. Art in the Hamptons. *Parcours des Mondes* previewed. Free extra circulation in Copenhagen at CHART and in Paris at *Parcours des Mondes*. Extra distribution digitally also to the *Parcours des Mondes* mailing list.

### SEPTEMBER (On sale 1 September)

#### Deadline 14 August

*Coinciding with our media partnerships with FAB Paris and The British Art Fair.*

FAB Paris previewed. French art. Extra distribution in London and Paris plus Eurostar lounges.

### OCTOBER (On sale 27 September)

#### Deadline 11 September

#### FRIEZE WEEK ISSUE

*Coinciding with our partnerships with Frieze Masters, Art Basel Paris and San Francisco Fall Show.*

Artist interview. Extra distribution at Frieze Masters and Art Basel Paris, both of which are previewed plus Eurostar lounges.

### NOVEMBER (On sale 25 October)

#### Deadline 9 October

#### ASIAN ART FOCUS

*Coinciding with our sponsorship of Asian Art in London and our partnership with PAN Amsterdam.*

Asian Art in London and PAN Amsterdam previewed. Extra distribution in the auction houses and galleries of Asian Art in London and at PAN Amsterdam plus Eurostar lounges.

### DECEMBER (On sale 22 November)

#### Deadline 6 November

#### THE 2025 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 Awards presentation party plus Eurostar lounges.

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## 2026

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### JANUARY (On sale 19 December)

#### Deadline 3 December

#### BRUSSELS & NEW YORK

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

Artist interview. The Winter Show and BRAFA previewed. Extra distribution at these fairs plus Eurostar lounges.

### FEBRUARY (On sale 31 January)

#### Deadline 15 January

#### ASIAN ART FOCUS

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

Collector interview. Asia Week New York previewed. Extra distribution digitally to Asia Week New York mailing list with extra copies on our stand at TEFAF Maastricht.

### MARCH (On sale 28 February)

#### Deadline 12 February

#### TEFAF MAASTRICHT ISSUE

*APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF MAASTRICHT.*

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

TEFAF Maastricht and Le Salon du Dessin previewed. Extensive free distribution from our stand and events at TEFAF, in Maastricht hotels, VIP cars, Eurostar lounges, jet centres and at Le Salon du Dessin.

**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

CHRISTIE'S



Strauss&co  
Fine Art Auctioneers | Consultants



Mishcon de Reya



Bonhams



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