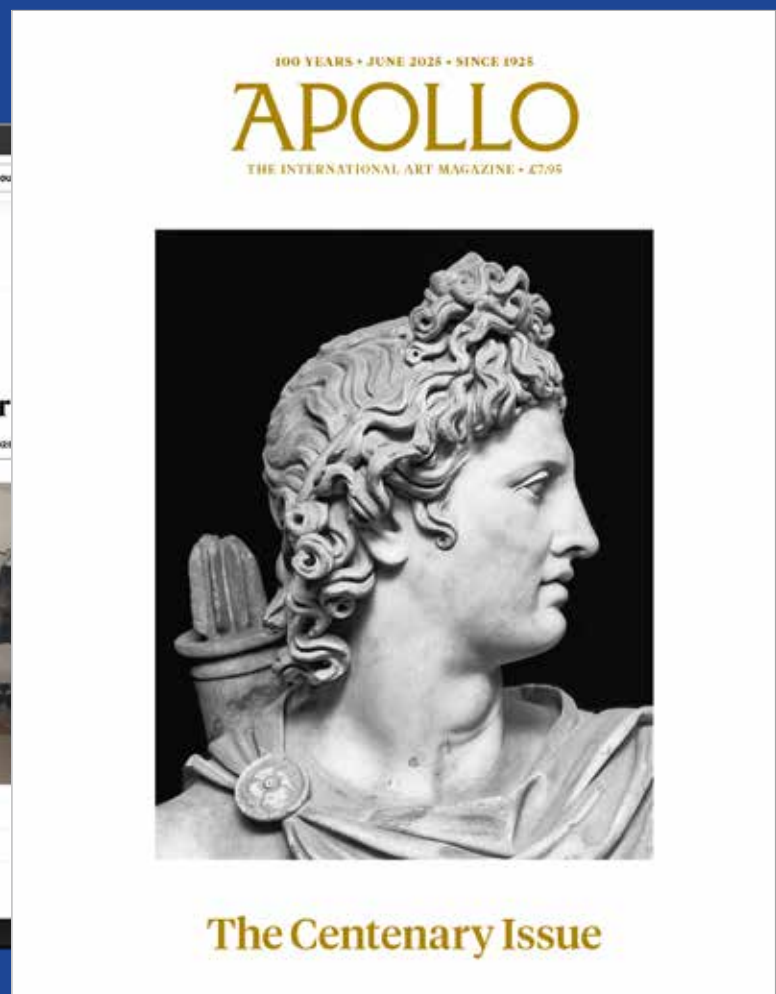


100 YEARS • SINCE 1925

# 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.

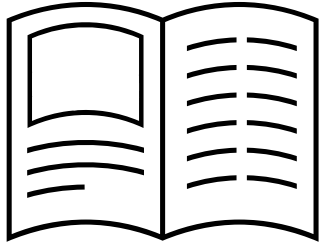
Sincerely,

A handwritten signature in black ink, appearing to read 'E. Behrens', with a stylized flourish at the end.

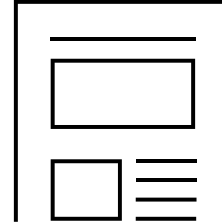
Edward Behrens

Apollo Editor

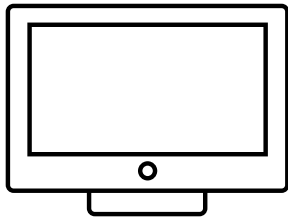
# Brand reach



30k readership



24.5 k opt-in subscribers



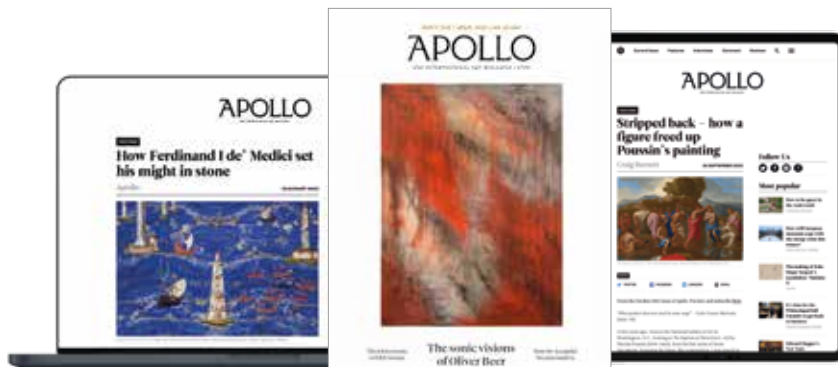
160k unique monthly users



102k followers

## Total reach

# 316,500



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, interior designers and those interested in the visual arts

Available as a subscription or from selected newsstands, Barnes & Noble stores and museum shops with additional distribution at international art fairs 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

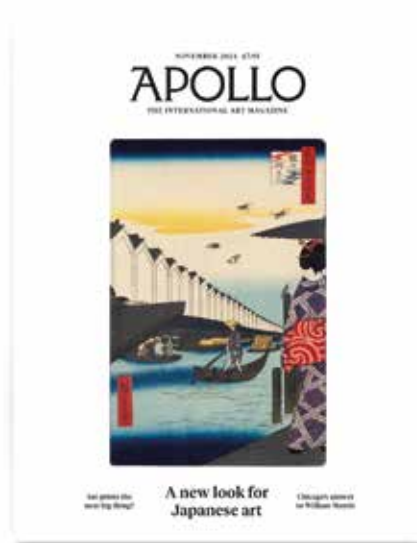
**40%** of readers live in the UK

**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)  
Art Dubai

Frieze Masters and The Treasure House Fair  
The London Art Fair and The British Art Fair  
Asian Art in London and Asia Week New York

FAB Paris, Salon du Dessin and Parours des Mondes  
BRAFA and Art Brussels

PAN Amsterdam

BIAF Florence, MIART Milan and Flashback Turin

The Winter Show New York and The Palm Beach Show

The Aspen Art Fair and Intersect Aspen, Colorado

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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

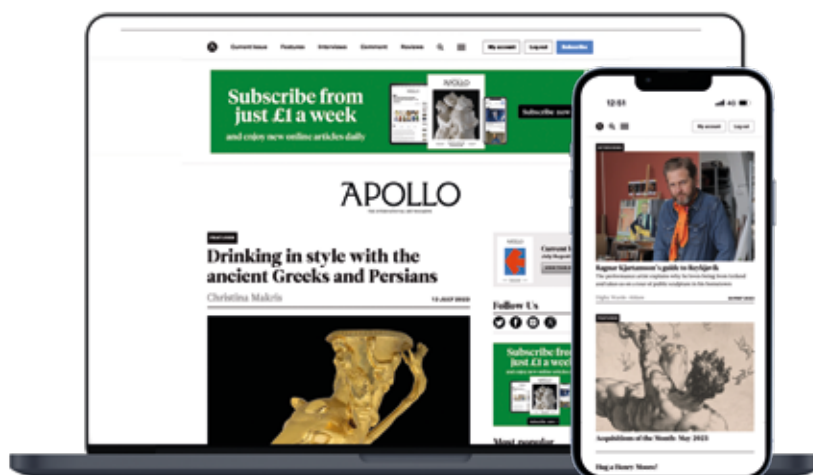
**A monthly acquisitions round-up** of the most exciting works to enter public collections

**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 two newsletters each week and another monthly devoted to books.  
Over 24,500 opt-in subscribers, who are highly

engaged with our content.  
Average open rates are 47%.  
Full reporting on request.

## Content

### Friday

‘Highlights’

A curated selection of the most popular articles.

### Sunday

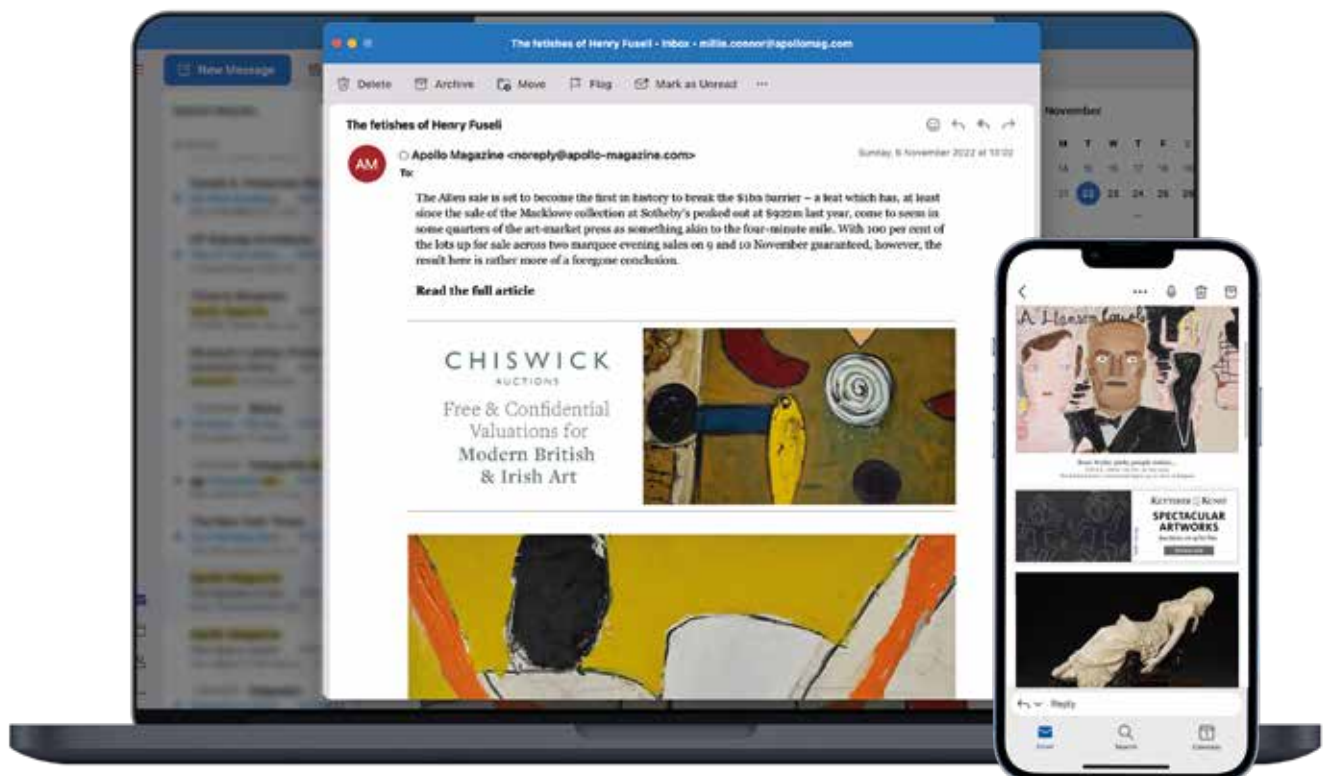
‘Briefing’

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

### Thursday monthly

‘Books’

Author interview - an art historian, journalist, novelist or poet – as well as reviews of some of the most interesting books that have been published recently.



APOLLO

## 2025 CENTENARY YEAR

### SEPTEMBER (On sale 1 September)

#### Deadline 14 August

*Coinciding with The British Art Fair, FAB Paris and Arte + Collezionismo Roma.* Interview with Irish designer Alec Cobbe, collector of art and musical instruments. Margaret Gardiner & The Art of Protest. Elizabeth Vigée Lebrun. 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, Flashback Turin and San Francisco Fall Show.* Major art collector interview with Jorge Pérez. Nigerian Modernism. Ancient Egypt. 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 partnerships with PAN Amsterdam and Antica Namur.* Asian Art in London, PAN and FAB Paris previewed. John Constable. 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.

## 2026

### JANUARY (On sale 19 December)

#### Deadline 3 December

#### BRUSSELS & NEW YORK

*Coinciding with our 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. Art Basel Qatar and 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 our partnership 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*.

### APRIL (On sale 28 March)

#### Deadline 12 March

*Coinciding with our media partnerships with Art Dubai, MIART and Art Brussels.* Artist interview. Art Dubai previewed. Extra distribution in Milan, Dubai and Brussels.

### MAY (On sale 25 April)

#### Deadline 9 April

#### TEFAF NEW YORK ISSUE + VENICE

*Coinciding with Venice Biennale, Frieze New York and our long-standing partnership with TEFAF NEW YORK.* TEFAF, Frieze NY and Venice Biennale previewed. Extra distribution in Venice and from our prominent desk at TEFAF New York, plus Eurostar lounges.

### JUNE (On sale 30 May )

#### Deadline 14 May

#### BASEL & LONDON

*Coinciding with our partnerships with Art Basel and The Treasure House Fair, London.* Collector interview. Artist interview. The Treasure House Fair, Classic Art London and Art Basel previewed. Extra free distribution from our stands at Art Basel and The Treasure House Fair.

### JULY/AUGUST (On sale 27 June) Deadline 11 June

#### DOUBLE INTERNATIONAL ISSUE with TRIBAL ART FOCUS

*Coinciding with our media partnerships with Parours des Mondes, The Whitehawk Show, Aspen art fairs and CHART Copenhagen.* Intersect Aspen, The Aspen Art Fair and Parours des Mondes previewed. Free extra circulation in Aspen Colorado, Copenhagen and in Paris. Extra distribution digitally also to the Parours des Mondes mailing list.

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



# Apollo partnerships and events

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.



Apollo is respected for the quality of everything it does, whether it is the intelligence and wit of the writing, the beauty of the images and photography on every page or the sophistication of our talks and events. Apollo works with a select number of brand partners, who share our values and with whom we can build strong and effective relationships. Partnership projects can range from content in print and online, panel talks and networking events, through to sponsorship of our annual Apollo Awards.

If you are interested in exploring a partnership, we would be happy to discuss opportunities.

Please email our Partnerships Director, Kath Boon

[Kath@apollomag.com](mailto:Kath@apollomag.com)

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