

100 YEARS • SINCE 1925

APOLLO

THE INTERNATIONAL ART MAGAZINE



100 YEARS • JUNE 2025 • SINCE 1925
APOLLO
THE INTERNATIONAL ART MAGAZINE • £7.95



The Centenary Issue

Media kit 2025

APOLLO

A note from the editor

Apollo is the world's leading art magazine. With the best writing around, Apollo offers readers incisive art criticism, sparkling profiles and intelligent commentary, as well as market insight. No other magazine combines contemporary interviews with a serious look at the history of art or explores the art of collecting alongside the influence of art upon how we eat.

The Apollo community is made up of the leading figures of the cultural world: the top artists, collectors, museum directors and curators. The magazine has unrivalled access to the collector class and the people who shape the international art world. It has a dedicated audience that not only reads about the art world but also operates in it.

As well as its print audience, Apollo has even greater reach with its online audience. Updated every day, the website delivers a range of articles that point to the wit and expertise of Apollo and it allows the magazine to respond to events of the art world as they unfold. With ongoing projects such as the annual Apollo awards, and talks and events throughout the year, Apollo is dedicated to providing a new perspective for all its readers.

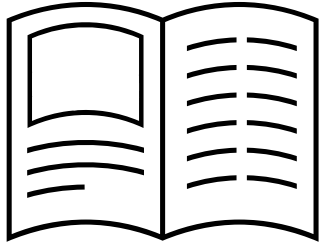
Sincerely,

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

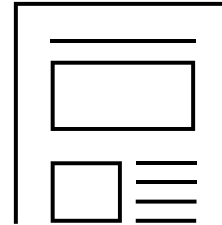
Edward Behrens

Apollo Editor

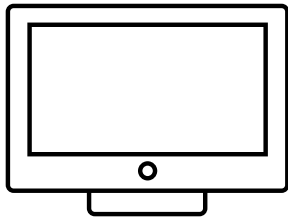
Brand reach



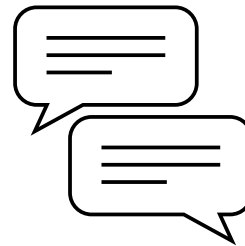
30k readership



24.5 k opt-in subscribers



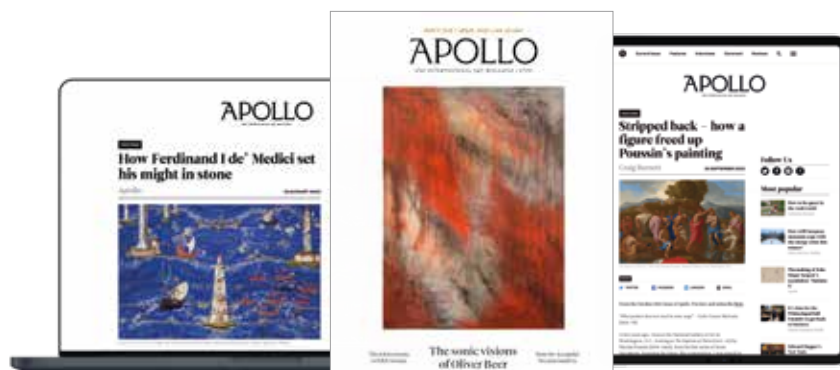
110k unique monthly users



102k followers

Total reach

266,500



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

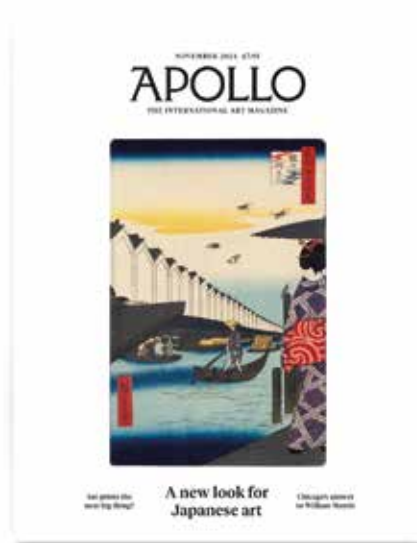
30,000 readership across 25 countries

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

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:

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

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

180,000 monthly page views

110,000 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

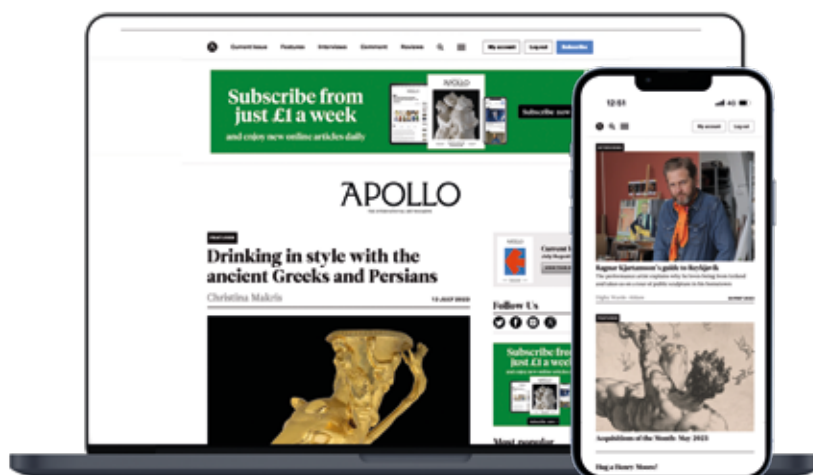
A monthly acquisitions round-up of the most exciting works to enter public collections

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

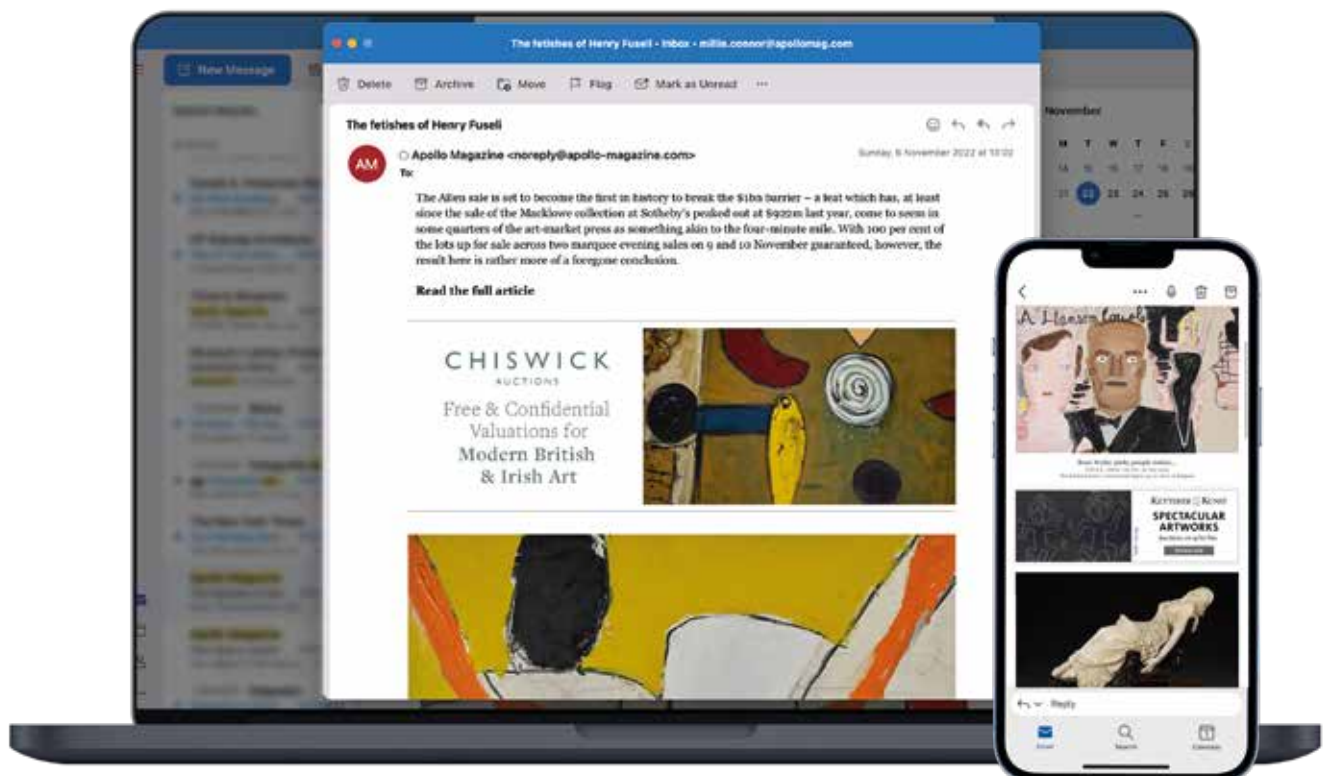
‘Briefing’

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 musical instruments and Old Master paintings. Margaret Gardiner collector and protestor. The Schroder Collection of Renaissance treasures. Modern British sculpture. Wael Shawky. Georges de la Tour. Elizabeth Vigée Lebrun. Paul Poiret Haute Couture. FAB Paris and British Art Fair previewed. 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. Reopening of Princeton University Art Museum. Nigerian Modernism. Ancient Egypt. Chinese Avant Garde 1979-2000. Fondation Cartier and French foundations. 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. Studio Museum Harlem. John Constable. Asian Art in London and PAN 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.

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 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@apolloomag.com

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