101 YEARS • SINCE 1925

APOLLO

THE INTERNATIONAL ART MAGAZINE

Media kit 2026

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,

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

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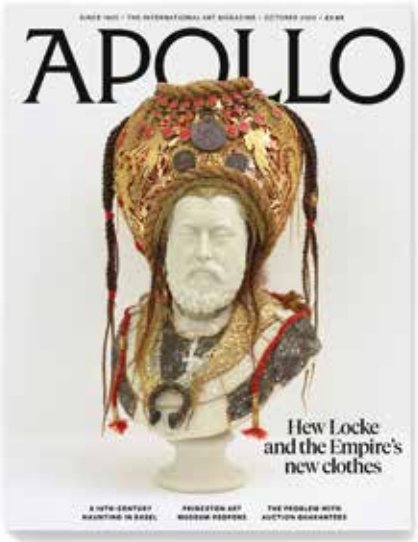
30,000 readership across 25 countries

40% of readers live in the UK

40% live in the US

13% live in Europe

7% live in the rest of the world



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, Qatar)
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
Fine Arts Paris, Salon du Dessin and Parcours des Mondes
BRAFA and Art Brussels
PAN Amsterdam and CHART Copenhagen
BIAF Florence, MIART, Artissima and Flashback Turin
The Winter Show New York and The Palm Beach Show
Independent 20th Century and The Aspen Art Fair

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-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

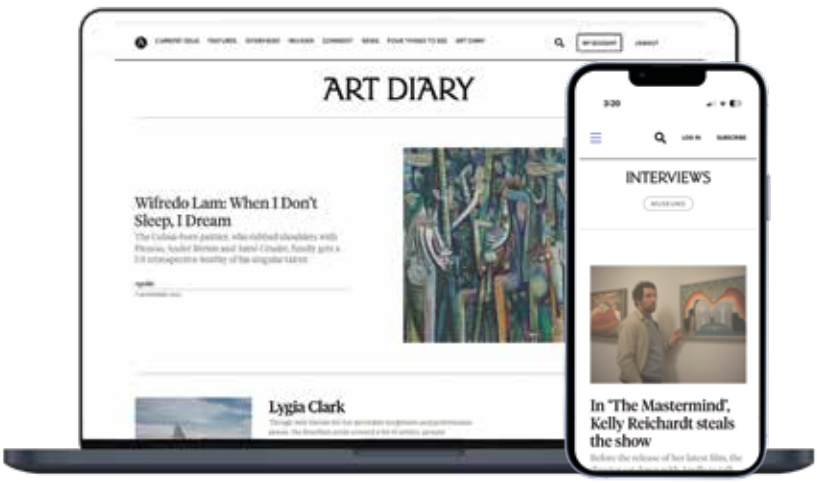
A monthly acquisitions round-up of the most exciting works to enter public collections

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 list (Apollo 40) 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

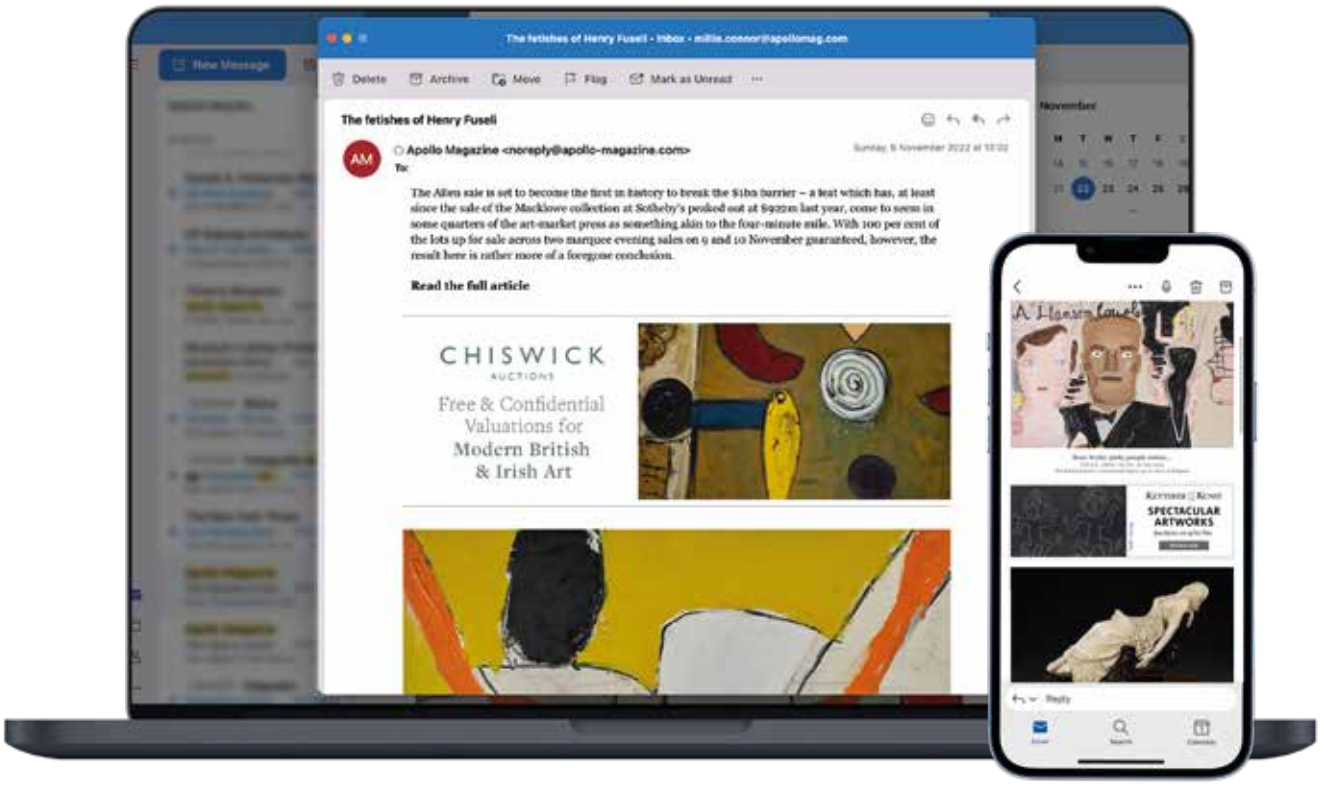
We publish two newsletters each week and another monthly devoted to books.
Over 24,500 opt-in subscribers, who are highly engaged with our content.
Average open rates are 47%. Full reporting on request.

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

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Publishing schedule

2026

NOVEMBER (On sale 24 October)
Deadline 8 October
ASIAN ART FOCUS + more
Coinciding with our sponsorship of Asian Art in London and our partnership with PAN Amsterdam.
Celia Paul artist interview. Anglo-Indian Paintings. Museum of Oriental Ceramics, Osaka. Opening of the London Museum. Hamburger Bahnhof, Berlin. Egypt Exploration Society. Walters Art Museum. Extra distribution in the auction houses and galleries of Asian Art in London and at PAN Amsterdam plus Eurostar lounges.

DECEMBER (On sale 21 November)
Deadline 5 November
THE 2026 APOLLO AWARDS ISSUE
Coinciding with Art Basel Miami Beach.
Old masters at the Kunsthistorisches Museum, American expat artists, Prunella Clough. The Apollo 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.

2027

JANUARY (On sale 19 December)
Deadline 3 December
BRUSSELS & NEW YORK
Coinciding with our partnerships with The Winter Show New York, BRAFA Brussels and London Art Fair.
Apollo 40 (formerly 40 under 40) announced. The Winter Show and BRAFA previewed. Extra distribution in London, Brussels and New York, plus Eurostar lounges.

FEBRUARY (On sale 30 January)
Deadline 14 January
ASIAN ART FOCUS + more
Coinciding with our media partnership with Asia Week New York, Art Basel Qatar and Collect Art Fair.
Art Basel Qatar and Asia Week New York previewed. Extra distribution digitally to Asia Week New York mailing list with extra copies in New York, Qatar, London and on our stand at TEFAF Maastricht, plus Eurostar lounges.

MARCH (On sale 27 February)
Deadline 11 February
TEFAF MAASTRICHT ISSUE
APOLLO IS THE SOLE ART MAGAZINE SPONSOR OF TEFAF MAASTRICHT.
TEFAF Maastricht previewed. Extensive free distribution from our stand and events at TEFAF, in Maastricht hotels, VIP cars, Eurostar lounges and jet centres.

APRIL (On sale 27 March)
Deadline 11 March
Coinciding with our media partnerships with Salon du Dessin, The NY Print Fair, MIART, Art Dubai, and Art Brussels.
Art fairs previewed. Extra distribution in Paris, New York, Milan, Dubai and Brussels..

MAY (On sale 24 April)
Deadline 8 April
TEFAF NEW YORK ISSUE
Coinciding with Frieze New York and our long-standing partnership with TEFAF NEW YORK.
Focus on the USA. Artist interview. TEFAF and Frieze NY previewed. Extra distribution from our prominent desk at TEFAF New York plus Eurostar lounges.

JUNE (On sale 29 May)
Deadline 13 May
BASEL & LONDON
Coinciding with our partnerships with Art Basel and The Treasure House Fair, London.
The Treasure House Fair, Classic Art London and Art Basel previewed. Extra free distribution at Art Basel and The Treasure House Fair.

JULY/AUGUST (On sale 26 June)
Deadline 10 June
DOUBLE INTERNATIONAL ISSUE with TRIBAL ART FOCUS
Coinciding with our media partnerships with Parcours des Mondes, Aspen Art Fair and CHART Copenhagen.
The Aspen Art Fair and Parcours des Mondes previewed. Free extra circulation in Aspen Colorado, Copenhagen and Paris. Extra distribution digitally also to the *Parcours des Mondes* mailing list.

SEPTEMBER (On sale 28 August)
Deadline 12 August
FRENCH ART FOCUS
Coinciding with Fine Arts Paris, The British Art Fair and Independent 20th Century New York.
Art fairs previewed. Extra distribution in London, New York and Paris plus Eurostar lounges.

OCTOBER (On sale 25 September)
Deadline 9 September
FRIEZE WEEK ISSUE
Coinciding with our partnerships with Frieze Masters, Art Basel Paris, Artissima and Flashback Turin.
Extra distribution at Frieze Masters, Art Basel Paris, Artissima and Flashback plus Eurostar lounges.

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

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To subscribe
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www.apollo-magazine.com

Paid content with Apollo

For clients wishing to buy advertorial, Apollo offers a bespoke paid content service which is available for both print and digital.

Working with text and images supplied by you, Apollo will edit and design the article for your approval before publishing. You may supply your branding and a call to action if relevant.

Paid content on the website sits outside the Apollo paywall and remains indefinitely on the site. The article is promoted with traffic drivers in Apollo newsletters and on our X account.
All advertorial is titled *advertising feature*.

Please note that copy deadlines for paid content will be earlier than for advertising.

Prices

Full Page Print	**£3,450**
Double Page Spread Print	**£6,500**
Digital Package	**£3,450**

Discounts offered for print and digital packages

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 Advertising Director, Nigel McKinley Nigel@apollomag.com or for US enquiries, Kristin Troccoli Kristin@apollomag.com