

THE INTERNATIONAL MAGAZINE FOR COLLECTORS

# APOLLO



## MEDIA INFORMATION 2009

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**F**ounded in 1925, Apollo is one of the world's oldest and most highly respected magazines on the visual arts.

Published monthly,\* it offers the greatest editorial diversity of any art magazine – covering everything from antiquities to contemporary work. Recent editions have included exclusive new photographic portraits of Grayson Perry by Derry Moore and reviews of the new Greek & Roman Galleries at the Metropolitan Museum of Art in a special collaborative edition with the museum.

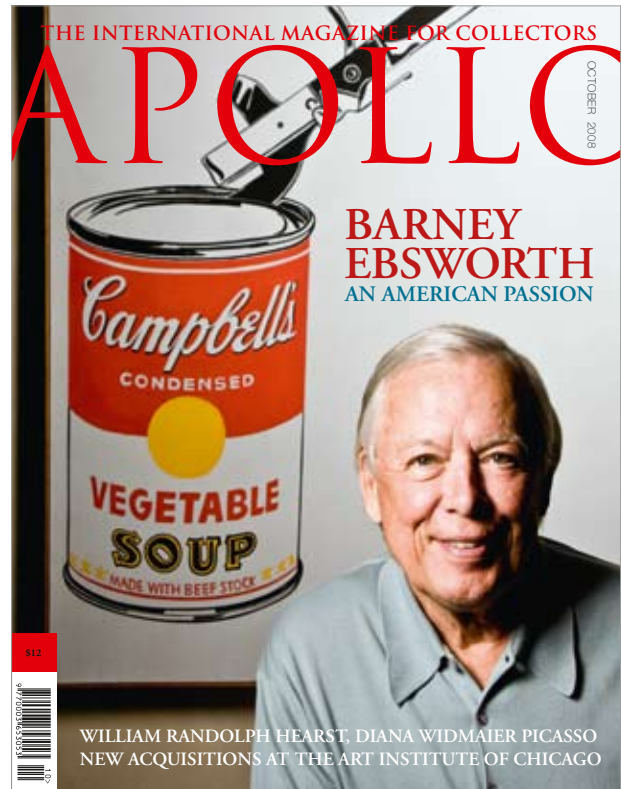
International in scope, every edition of Apollo contains up-to-the-minute news from the art world with expert information on the market, authoritative guidance on collecting, and reviews and previews of exhibitions worldwide. Our comprehensive coverage caters equally for a general collector based readership as well as the specialist and trade.

Apollo is also the place to find searching interviews with major collectors and important personalities

from the arts: recent highlights include Lord Rothschild on his major additions to the collection at Waddesdon Manor and the artist Richard Long talking about the inspiration for his projects.

Consistently regarded as the most prestigious and authoritative of all art magazines, Apollo is the media partner of choice for an impressive list of museums and institutions. Recent collaborative editions have included special issues in partnership with The J. Paul Getty Museum, Kimbell Museum and The Yale Center for British Art.

Beautifully produced and with a fresh new design, Apollo is the only art magazine you need to keep informed and entertained on a vibrant year ahead in the art world for 2009.



**‘Apollo is the perfect read for anyone who loves works of art. It is intelligent without being pompous, informative but never boring and always beautifully presented.’**

*Lord Hindlip, former Chairman of Christie's*

*\*Apollo is published monthly but with a double issue for Summer (July-August)*

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## Why advertise with Apollo?

Apollo is the international magazine for the collector – be it at the highest end (5.5% of our readership have a household net worth of more than £5 million) or for the new enthusiast with £100 to invest.

During this period of unrivalled boom in the art market there has never been a greater interest in the arts; both from the perspective of the new generation of collectors attending blue-chip events such as Maastricht and Art Basel to the enthusiastic visitor of exhibitions - Apollo is unique as the one magazine that fulfils and informs all their needs.

Apollo is at the forefront of this exciting time for the arts and our ambitious publishing schedule has ensured that we have grown our readership by 50% in the last 8 months alone.

We are now available on newsstand in more than 25

countries worldwide with an international readership in excess of 30,000.

Apollo provides real reach and visibility for our advertisers whilst our rolling programme of special collaborative issues and events ensure that every issue benefits from extensive promotion direct to a specialist art audience. In 2009 we will be partnering with some of the most important

Museums in the world such as the Virginia Museum of Fine Arts and The Whitechapel Art Gallery. Apollo will also be at the forefront of essential art world events such as TEFAF Maastricht where we are delighted to be participating as an official sponsor.

Advertising is regarded as of real interest and value to our readers and is both noticed and acted upon; our core advertisers demand direct response from the page and choose Apollo as the perfect publication to advertise their key, high value works.

**Advertising with Apollo works, with our growing list of the most important dealers and auction houses from around the world testament to our effectiveness. Over 70% of our clients go on to become repeat advertisers.**



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APOLLO IS AVAILABLE ON SUBSCRIPTION AND NEWS STAND INTERNATIONALLY WITH A WORLDWIDE READERSHIP IN EXCESS OF 30,000.

## APOLLO READERS SURVEY\*

### OUR READERS

- 1 in 5 readers have been influenced in their purchases by an advertisement in APOLLO
- The split between male and female readers is 62% male / 37.7% female (APOLLO is one of the few art magazines to have a majority of male readers)
- The average age of Apollo readers is 58
- More than 75% of our readers choose to make APOLLO their only art magazine purchase, with Country Life frequently being their only other magazine purchase (43%)
- APOLLO readers subscribe for 6 years on average
- More than half have visited art fairs, exhibitions, museums or auctions after seeing an advertisement in APOLLO
- 23.6% of our readers have visited an auction house at least once in the last 2-3 months
- 73.2% of our readers have visited art galleries and exhibitions at least once in the last 2-3 months

### NET WORTH AND AVERAGE SPEND:

- £12,000 is on average what our readers have spent in the last 12 months on art, antiques and collectables
- 1 in 10 readers spend more than £1500 per year on books on art
- 7.6% spend more than £50,000 per year on art, antiques and collectables
- £98,761 is the household annual income average of our readers
- 19.8% of our readers have a household income of more than £100,000
- 10.8% of our readers have a household income of more than £150,000
- £1.5m is the household net worth on average of our readers
- 5.5% of our readers have a household net worth of more than £5m

\*JUNE 2006



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PUBLISHING SCHEDULE 2009

**JANUARY**

**MODERN BRITISH ART:** Craigie Aitchison, British Art at Santa Barbara Museum, the collection of 'Woody' Brock and preview of Palm Beach Art Fair.

**FEBRUARY**

**ANTIQUITIES.** The classical sculpture collection at Houghton Hall, new Greek and Roman acquisitions at the British Museum, the Egyptian collection at Highclere Castle. The modern collection of Andreas Bechtler.

**MARCH**

**MAASTRICHT PREVIEW.** Apollo will be participating in TEEAF as an official sponsor and exhibitor in 2009. This double issue includes an exclusive interview with HSH Prince Hans-Adam II of Liechtenstein plus comprehensive coverage of the fair.

**APRIL**

**THE RE-OPENING OF THE WHITECHAPEL ART GALLERY.** Special edition celebrating the history and current transformation of the gallery, plus survey of the remarkable British Council collection. *The National Trust supplement accompanies this issue in the UK.*

**MAY**

**AMERICAN & RUSSIAN ART.** Interview with Werner Merzbacher in Switzerland on his outstanding collection of French Fauves and German & Russian Expressionist and Modern Paintings. Article on Russian / Swiss artist Marianne Von Werefking, a member of the Blaue Reiter group, new American acquisitions at the Huntington Museum and the new American Galleries at The Metropolitan Museum. The market for Fabergé.

**JUNE**

**THE LONDON SEASON, VENICE & BASEL** Interview with the important collector of Old Master Drawings, Jean Bonna

from his home in Switzerland. Carmen Bambach on Michelangelo drawings, English collectors of French Furniture, the market for Ceramics, Giacometti portraits (to coincide with exh. in Basel). Previews of the major fairs inc. Master Paintings in London, Venice Biennale, Grosvenor House and Olympia.

**JULY & AUGUST**

**COLLECTING TODAY.** In a special double issue Apollo continues our new annual survey of international collecting with interviews with collectors in key areas of the market worldwide. This will cover all areas, including antiquities, Old Masters and contemporary art. Featured collectors include Joseph Holtzman the Earl of Pembroke, Carmen Thyssen-Bornemisza and Frank Cohen. Plus three special articles on Furniture, Old Master Paintings and Ancient Roman sarcophagi at Wilton House.

**SEPTEMBER**

**THE FLORENCE BIENNALE & Irish art and antiques annual special issue.** Interview with Brian P Burns, major US collector of Irish Art. Interview with Collector of Renaissance art in Florence. *Parcours des Mondes.*

**OCTOBER**

**AMERICAN COLLECTORS SPECIAL ISSUE.** Reopening of the Virginia Museum of Fine Arts. Includes new Art Nouveau and Art Deco Galleries.

**NOVEMBER**

**SCULPTURE & ASIAN ART SPECIAL ISSUE.** The New V&A Medieval Renaissance Galleries. Asian art in London.

**DECEMBER**

**AWARDS & REVIEW OF THE YEAR.**

