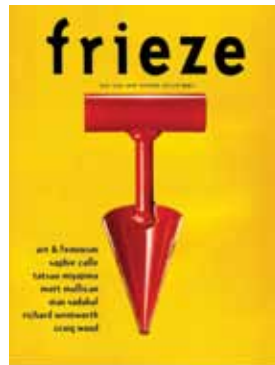
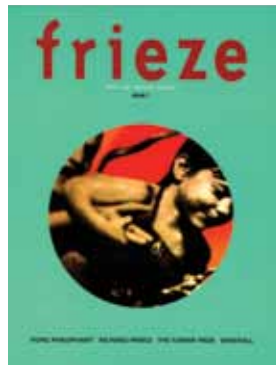
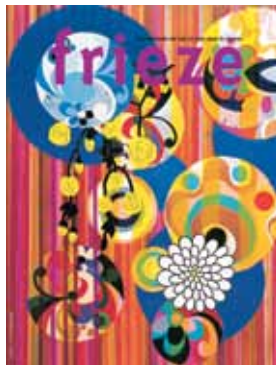
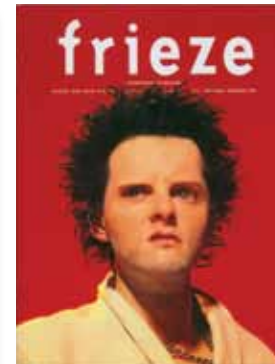
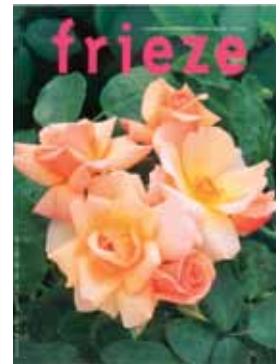
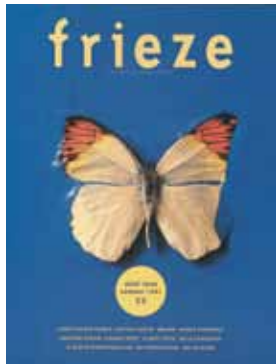


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frieze is the leading international contemporary art and culture magazine. Since its launch in 1991, *frieze* has become renowned for its excellence in writing, unbiased criticism, award-winning design and ability to identify future trends in art and culture.

frieze features the best new talent in writing published alongside world-renowned authors, art historians and critics including Michael Bracewell, Jace Clayton, A.M. Homes, Sylvère Lotringer, Tom McCarthy, Peter Schjeldahl and Lynne Tillman. *frieze* covers high profile and emerging international artists as well as the latest in architecture and design, books, music and film.

frieze remains the ultimate insider's guide to contemporary art and culture. Issues include:

- Short, opinion-led columns from our regular contributors
- Monographs and interviews with artists on their practice and influences
- Roundtable discussions with curators and artists on genres and current trends
- Artists projects presented exclusively for *frieze*
- Focus: studio visits, interviews or commentary on emerging artists
- City reports by contemporary art experts from around the world
- Reviews: criticism on the most important exhibitions worldwide
- Questionnaire: Q&A with established artists





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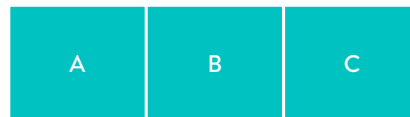
Circulation and Readership

26,520
Circulation

71,310
Readership
(2.68 readers/copy)

Distribution

- A 1/3 UK
- B 1/3 Europe
- C 1/3 US and Rest of World



Basic Demographics

Female	52%
Male	48%
Single	30%
Median Age	38
Mean household income	£112,318
Reader loyalty (AVG)	6.1 years

frieze Readers Are

- Sophisticated and discerning
- Highly educated
- Art world professionals, taste makers and influencers from all creative industries
- High net worth art collectors
- Tech savvy, over 73% carry a tablet or a smart phone
- Invested in culture, 98% visit museums and art galleries regularly
- Travel frequently for business and pleasure, and are heavy consumers

FRIEZE ART FAIR

frieze masters

Now in its **eleventh** year, **Frieze London** is regarded as one of the world's most important and influential contemporary art fairs. Around 170 of the most dynamic international galleries exhibit in a specially designed structure in Regent's Park, London. The fair's unique curatorial programme has included commissions from Mike Nelson, Martha Rosler and Andrea Zittel plus keynote lectures and panel discussions with leading art professionals. In 2012, Frieze London attracted over **60,000 visitors** – collectors, museum directors, artists and press.

Launched in May 2012, **Frieze New York** brought this international focus to New York's dynamic contemporary art scene. Presenting the most forward-thinking galleries from around the globe, Frieze New York showcases new and established artists in a bespoke temporary structure in Randall's Island Park, Manhattan.

October 2012 saw the launch of **Frieze Masters** in London, giving a unique contemporary perspective on historical art. Also held in Regent's Park, Frieze Masters presents over 70 of the world's leading galleries showing work made before the year 2000.

frieze magazine distribution

frieze benefits from extra distribution and promotion at these fairs to VIPs, collectors, exhibitors, press and visitors.



Frieze Art Fair London 2012

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All issues

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SAYPE
What's Hot, What's Not
My practice is ...

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Of Its Time
How do artists respond to current events? by Emma Tillman

WEEKEND SPECIAL
High & Lows
The rise and fall of biennials in the Democratic Republic of Congo, Senegal and South Africa by Emma Tillman

Current Shows

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Asim Waqif by Robert Berry

GALERIE DUBBELDOP
Thea Costantino by John Mower

FUNSTRENNERS HUB
Victor Lind by Kjell Knud

ALTMAN SINGEL
Liam Everett by Jonathan Griffin

VITRINE
Bruce Ingram by Bruce Ingram

TEMP
The Traveller - A Visual Journey by Alexander Ramselaar by Anne Goodner

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- Original *frieze*-produced videos
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British artist **David Batchelor** talks to Cuban-American painter **Carmen Herrera** about her 80 years of making art
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On the occasion of his retrospectives at the

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IN REVIEW

Looking Back, Looking Forward: Part 1

The first in a series looking back at the highlights of 2012 and thinking ahead to some reasons to be cheerful in 2013, as chosen...

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Current Issue January - February 2013

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New Year Quiz
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Frieze contributor @djrupture (aka Jace Clayton) has posted heaps of his mixtapes from the last decade. For free!
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frieze archive: Peter

frieze.com/magazine Audience and Traffic

Uniques/month: 109,243
Page views/month: 240,511

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59% of monthly visitors to frieze.com/magazine are new and **41%** are repeat visitors.

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UK	47%
USA/Canada	30%
Europe (ex UK)	18%
Australia/Asia	4%

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f 25,154 likes
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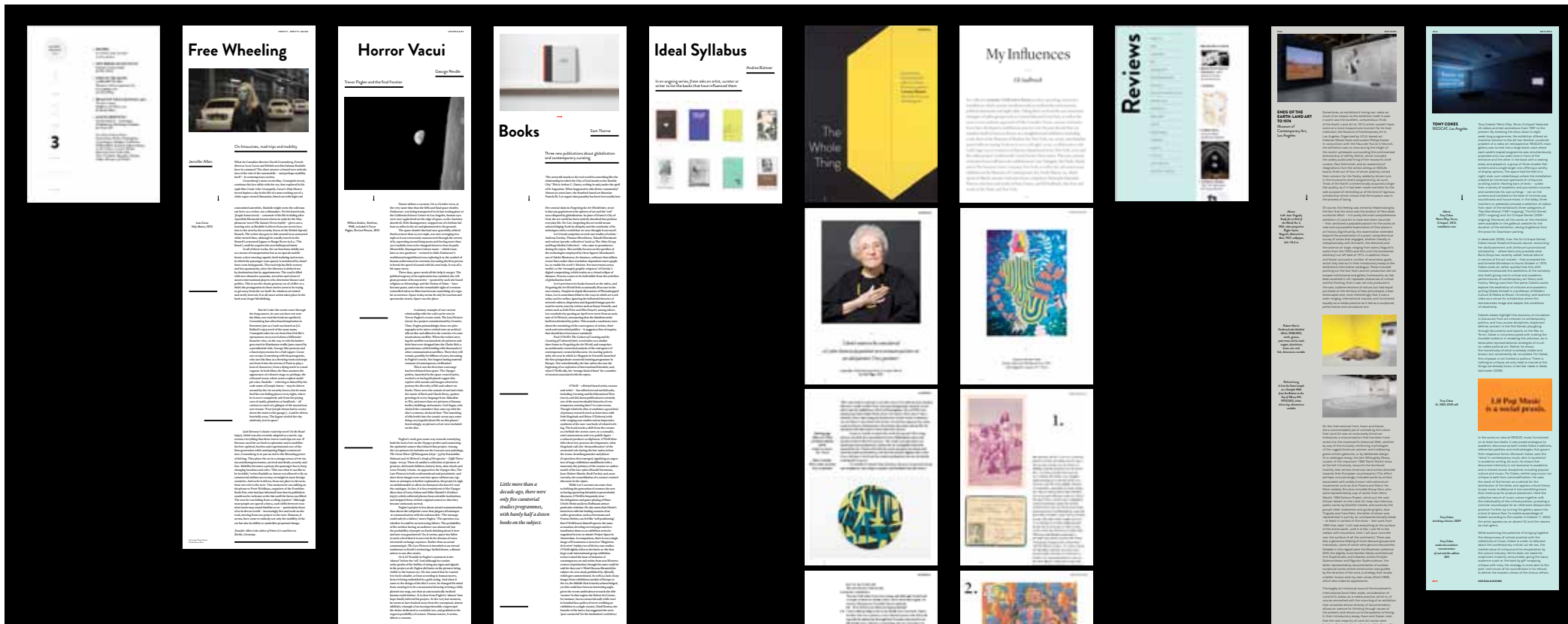
frieze Magazine for iPad

frieze, the leading international contemporary art and culture magazine, is now available for tablet via iTunes Newsstand.

Mirroring the magazine's publishing schedule, *frieze* for iPad comes out eight times a year and presents the magazine's regular columns, articles and exhibition reviews from around the world in a specially-designed, image-driven and easily navigable format. Each issue of *frieze* for iPad also includes such multimedia bonus features as videos and slideshows.

frieze magazine for iPad is available through iTunes Newsstand for **£3.99/issue** or **£24.99 for an annual subscription of 8 issues.**





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Circulation and Readership

3,775

Downloads (since launch with Summer 2012 issue)

46%

of iPad users enjoy interactive ads (source: Digital Britain 2012)

Readers Are From

A USA/Canada	27%
B UK	26%
C Europe (ex UK)	27%
D Australia/Asia	15%



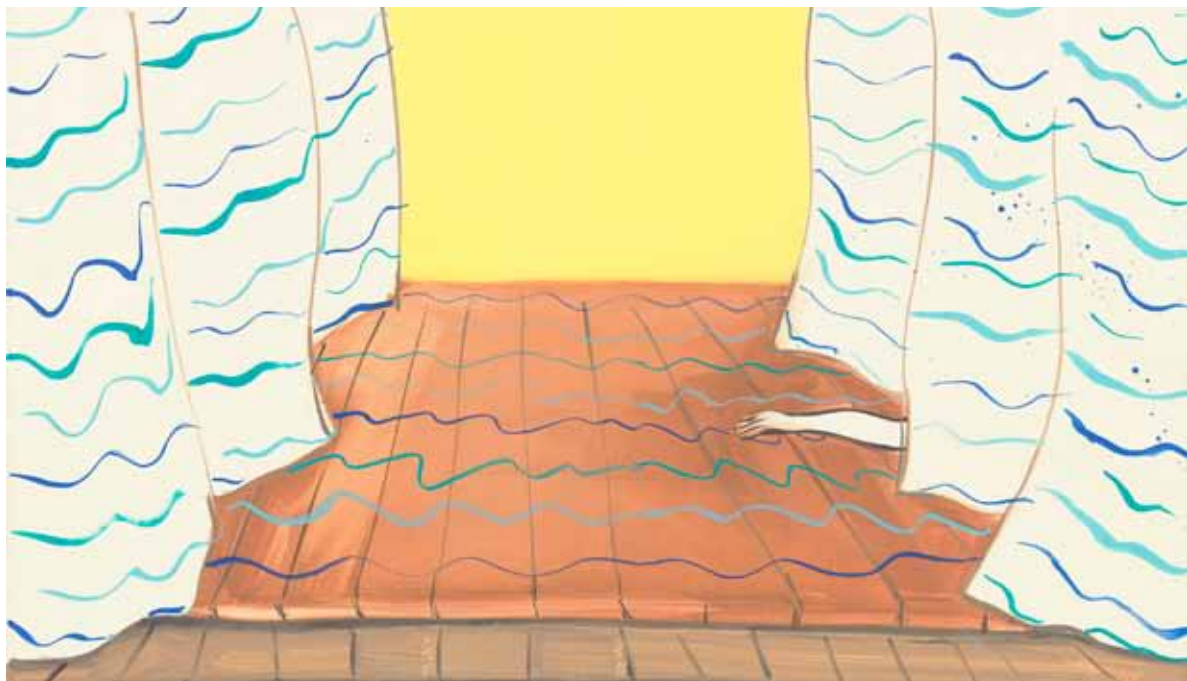
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Publication Dates 2013



Issue	Date	Booking Deadline	Artwork Deadline	Publication
153	March	07 January	21 January	14 February
154	April	11 February	25 February	21 March
155	May	21 March	02 April	30 April
156	June • July • August	18 April	02 May	23 May
157	September	08 July	22 July	15 August
158	October	19 August	02 September	26 September
159	November • December	16 September	30 September	24 October
160	January • February	04 November	18 November	12 December

Contacts

For more information please visit frieze.com or contact our advertising representatives:

Melissa Goldberg

UK, Ireland, Australasia, Greece, Italy, Portugal and Spain
direct +44 20 3372 6101
melissa.goldberg@frieze.com

Mareike Dittmer

Rest of Europe, Middle East and Africa
direct +49 30 2362 6504
mareike.dittmer@frieze.com

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