



ГАЗЕТА ОБ ИСКУССТВЕ

# THE ART NEWSPAPER RUSSIA

PUBLISHED MONTHLY FROM 2012

# Media kit 2017

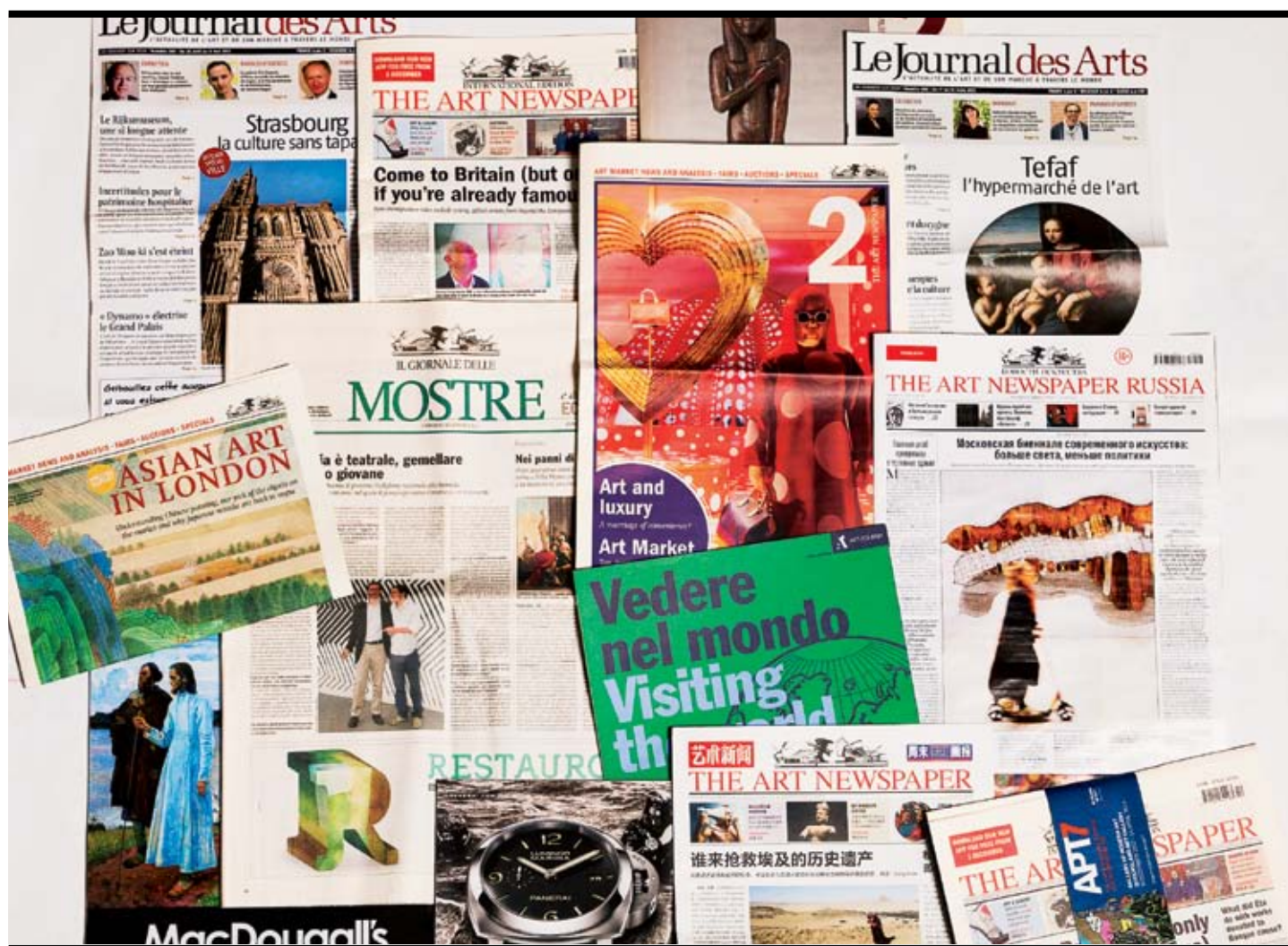


## The Art Newspaper Russia

The Art Newspaper Russia is a part of the world's most comprehensive and knowledgeable information network in the field of art. It is the only international publication dedicated to art in Russia, with a circulation of 70,000 copies. The network consists of The Art Newspaper (UK and USA, founded in 1990), Il Giornale dell'Arte (Italy, 1983), Le Journal des Arts (France), Ta Nea Tis Technis (Greece) and The Art Newspaper China. These publications took as their model the world's foremost socio-political newspapers, such as The Guardian, The New York Times, Corriere della Sera, but are devoted to the news of the art world.

The Art Newspaper network's publications are distributed in 60 countries.

Correspondents from more than 30 countries supply news and reports to the offices in London, New York, Paris, Turin, Athens, Moscow, Beijing and Hong Kong.



Our goal is to introduce Russian-speaking audiences to the international art context, and help integrate Russian art into the global art network.



## Publisher: Inna Bazhenova

The entrepreneur, collector and publisher Inna Bazhenova graduated from the Faculty of Computational Mathematics and Cybernetics of Nizhny Novgorod State University. She is a co-founder of the GMS Group of companies. Since 2012, she has been the publisher of The Art Newspaper Russia, and since 2014 the owner of the English-language The Art Newspaper and the network of the international editions. She is the founder of the non-profit foundation In Artibus, which deals with the study and popularisation of classic and contemporary art, and runs a publishing programme. In 2014, she opened her own exhibition space In Artibus.



## Chief Editor: Milena Orlova

Art critic and journalist Milena Orlova has a degree in Theory and History of Art from the History Faculty of Moscow State University. From 1997 to 2009, she worked for the Kommersant newspaper as a reporter, art reviewer and deputy editor of the Cultural section. She wrote (together with Alexander Obukhov) the book "Painting Without Boundaries: from Pop Art to Conceptualism" (Moscow, Galart, 2000). From 2009 to 2011 she was the chief editor of ArtChronika.

Since March 2012 Milena has been the chief editor of The Art Newspaper Russia. He regularly participates in radio and television shows as an expert commentator on art.

## News | Museum | Conservation

The latest news in the art world. Museology, infrastructure, new programmes and trends. Conservation methodology, archaeology discoveries, protection of cultural heritage



## Comment | Features | Diary

Opinions and evaluations of world experts in various fields of culture. Interviews with curators, museum directors, artists, collectors, gallery owners. Social events and art exhibitions in New York, London, Moscow and St. Petersburg.



## Books | Media

Reviews of Russian and international books, the latest research and artists' catalogues. Novel video art and movies devoted to art



## Art Market | Exhibitions

Analysis and forecasts of the global art market. Auction sale results. Schedules of the world's major exhibitions, festivals, biennales, fairs and auctions. Long reads on different branches of the art market.



# Projects in collaboration with partners | 6



Nick Iljin, vice-president of Global Culture Asset Management Group New York. By Tatiana Liberman.

## LECTURES, DISCUSSIONS, ROUND TABLES

- ✔ Discussion The art market as a way to popularise art within I Moscow International Forum Culture: a look into the future
- ✔ Lecture series How the contemporary Russian art market works, in collaboration with Phillips auction house, hosted by MAMM
- ✔ Round table The endowment – targeted funding of museums, Who is an Art Manager and where to study to become one

## MOVIE PREMIERES

- ✔ Support for movie premieres and film festivals within major art events
- ✔ Support for film screenings within the Britfešta
- ✔ Partnership with the Center for Documentary Film and Pioneer cinema
- ✔ Premiere screenings of the films Munch 150 and Manet: Life on Canvas within the fair
- ✔ Art Moscow in the TsDKh (Tsentral'nyy Dom Khudozhnika)

## PHOTO PROJECTS

- ✔ Series of portraits of famous art-world personalities by photographer Tatiana Liberman

## SPECIAL PROJECTS ARE A DETAILED PRESENTATION OF A CLIENT'S ART PROJECTS

- ✓ Special supplement for the I Moscow International Forum Culture: a Look into the Future (Manege, October 2014)
- ✓ Special supplement for the exhibition Icons of Modernism: the Sergei Shchukin Collection (Louis Vuitton Foundation, October 2016)

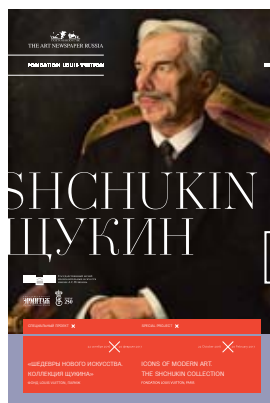
## INSERTS

- ✓ A special supplement with a map of a large artistic event, organised in multiple venues or even cities throughout Russia, with a brief description of each of the exhibition projects:

- ✓ Industrial Biennale of Yekaterinburg
- ✓ Fotoviza photo festival in Krasnodar
- ✓ The Moscow International Biennale for Young Art

## INSERTS OF IMAGE POSTERS AND CALENDARS REPRESENTING THE MOST SIGNIFICANT PROJECTS OR STAR PIECES FROM A COLLECTION

- ✓ Institute of Russian Realistic Art
- ✓ Pushkin Museum, the Leon Bakst: on the 150th Anniversary of his Birth exhibition
- ✓ Moscow Kremlin Museums, Elegance and Luxury Art Deco

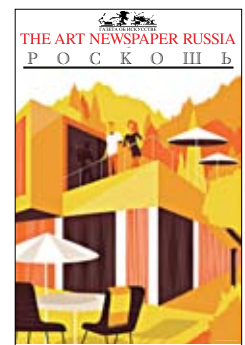
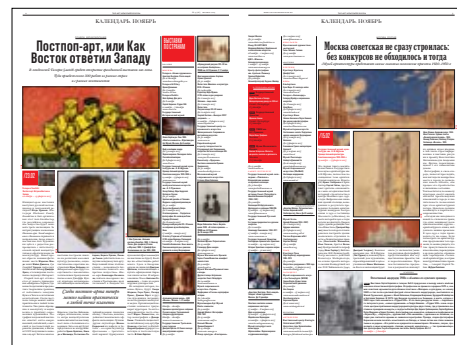


## Exhibitions supplement

Exhibitions is a stand-alone project that duplicates the similarly-named section of the newspaper and provides a schedule of major exhibitions, festivals, biennales, fairs and auctions around the world. The exhibition supplement has a print run of 10,000 copies and is distributed free of charge at the previews of major exhibitions at the Pushkin Museum, State Tretyakov Gallery, Central Exhibition Hall Manege, Moscow Museum of Modern Art, Multimedia Art Museum, as well as Gorky Central Park of Culture and Recreation, and in restaurants and cafes.

## Luxury supplement

The luxury supplement to the newspaper is aimed at sustaining the brand image of advertisers. It features specially prepared articles about high fashion, collectible watches, jewellery, contemporary design, antiques and cars.





The “belly band” is a broad glossy paper band that wraps around the paper and the supplements. The size of the band allows it to be used as an additional advertising area, for instant exposure to readers.

Combined distribution is an opportunity to add to the newspaper package the client’s own print products, such as advertisement, flyers, catalogues etc.



## The Art Newspaper Russia Annual Award

The Art Newspaper Russia Award is granted annually by the newspaper editorial team, taking into account the views of the expert community, on the results of last year in five categories:

- Museum of the Year
- Conservation of the year
  - Book of the Year
- Exhibition of the year
- Personal contribution

The award is unique and is not limited to any particular stylistic or age groups.

It is intended to promote activities that have a wide public resonance, affect the artistic process, contribute to the preservation and recognition of the importance of artistic heritage, encourage private initiatives in the arts, the development of art market, the promotion of Russian art abroad and broaden the knowledge of foreign art in the country.

The awards ceremony of The Art Newspaper Russia annual prize has been held since 2013 in the Moscow Manege.

Each winner has a dedicated item on the programme, prepared and presented by musicians and artists working at the junction of classic and contemporary art. The newest light technologies (mapping etc.) complement the show

The Art Newspaper Russia Fifth Annual Award have taken place on February 2, 2017.



The readership of the publication is 59% female and 41% male.

Among the readers of The Art Newspaper Russia are collectors, curators, museum professionals, art critics, consultants, artists, designers, architects, art historians, businesspeople, diplomats, politicians, gallery owners, antique and art dealers, and those who work in the cultural sector.

According to audience research, approved by IPSOS MORI, The Art Newspaper Russia readers are well-educated and active people aged 25-55 years. Many of them have an impressive art collection.



## Moscow

### THE STATE DUMA

### THE FEDERATION COUNCIL

### THE RUSSIAN GOVERNMENT

### AIRPORTS

#### 1 SHEREMETYEVO E

- a. Master Card Business Lounge (International Flights)

#### 1 DOMODEDOVO

- a. Shostakovich Business Lounge (Domestic Flights)
- b. Swiss Business Lounge (International Flights)

### AIRLINES

- 1 Yamal

### COFFEEMANIA RESTAURANT CHAIN

- 1 Coffeemia in Neglinnaya Plaza Commercial center
- 2 Coffeemia on Pokrovka street
- 3 Coffeemia on Komsomolsky prospect
- 4 Coffeemia in White Square Business Center
- 5 Coffeemia on Sadovnicheskaya street
- 6 Coffeemia on Bolshaya Nikitskaya street (The Conservatory)
- 7 Coffeemia on Kudrinskaya square (Tchaikovsky Cultural Centre)
- 8 Coffeemia on Rozhdestvenka street
- 9 Coffeemia on Tverskaya street
- 10 Coffeemia in GUM
- 11 Coffeemia on Kutuzovsky prospect
- 12 Coffeemia on Chercassky
- 13 Coffeemia on B. Polyanka

### BOOKSHOPS:

- 1 Bookshops MMOMA ART BOOK SHOP
- 2 Bookshop Khodasevich
- 3 Bookshop KulTTovary (TsDKh)
- 4 Super art-market Peredvizhnik
- 5 Galleries of art gifts Humpty-Dumpty
- 6 Bookshop Tsiolkovsky

### RESTAURANTS

- 1 Yoko
- 2 Moscow Marriott Marriott Hotel  
Novy Arbat
- 3 Sky Lounge
- 4 Williams
- 5 Shinok
- 6 Bochka
- 7 Vanil'
- 8 VOUGUE
- 9 CHINA CLUB
- 10 Tsarskaya Okhota
- 11 Balchug 5
- 12 Tatler Club
- 13 Vodny
- 14 Cantinetta Antinori
- 15 5642 Vysota
- 16 Veranda u dachi
- 17 Bolshoi
- 18 Novikov restaurant&bar
- 19 Prichal
- 20 Strana kotoroy net
- 21 Sakhli
- 22 Darbazi
- 23 Turandot restaurant
- 24 Tretyakov brothers

### VLADIMIR MIKHAILOV GALLERY

### SKOLKOVO GOLF-CLUB

### MULTISPORT FITNESS CLUB

### M2M BANK

### THE ST REGIS MOSCOW HOTEL

- 7 Bookshop chain Falandster
- 8 Bookshop Dodo
- 9 ReSpública store:
  - a) 10, 1st Tverskaya-Yamskaya St
  - a) 15, bldg. 1, Tsvetnoy Blvd (Tsvetnoy department shop, 1st floor)

## MUSEUMS, GALLERIES, EXHIBITION HALLS:

- 1 In Artibus Foundation
- 2 The State History museum
- 3 The Multimedia Art Museum
- 4 The Pushkin Museum
- 5 The State Centre for Contemporary Art
- 6 The Jewish Museum and Tolerance Centre
- 7 The Institute of Russian Realist Art
- 8 The All-Russia Museum of Decorative, Applied and Folk Art
- 9 The Ekaterina Cultural Foundation
- 10 The Lumiere Brothers Centre for Photography
- 11 Moscow Kremlin Museums
- 12 The Museum of Moscow

- 13 The Establishment of Moscow Museum and Exhibition Association Manege
- 14 The AZ Museum
- 15 State Scientific and Research Museum of Architecture named after A. V. Schusev
- 16 VDNKh
- 17 Peresvetov Pereulok Gallery
- 18 Na Shabolovke Gallery

## MISCELLANEOUS:

- 1 Bakhetele supermarkets
- 2 Globus Gourmet gastronomes
- 3 GUM Gastronom #1

## St Petersburg

### BOOKSHOPS:

- 1 St Petersburg Dom Knigi
- 2 Bookshop Vse Svobodny
- 3 Foundation/Gallery Photodepartment
- 4 Bookshop Podpisnye Izdaniya
- 5 Lavka Khudozhnika store
- 6 Bookshop Fakel
- 7 Respublica store (98, Bolshoy Prospekt PS)

### MUSEUMS AND GALLERIES:

- 1 Central Exhibition Hall Manege
- 2 The State Hermitage Museum
- 3 The Erarta Museum and Galleries of Contemporary Art
- 4 The Novy Museum of Contemporary Art
- 5 The Faberge Museum
- 6 The Art Book bookstore in the Repin St.

- 7 Petersburg State Academy Institute of Painting, Sculpture and Architecture
- 7 The State Russian Museum and Exhibition Centre ROSPHOTO
- 8 Vladimir Mikhailov gallery

### ELECTRONIC VERSION

- 1 [pressa.ru](http://pressa.ru)
- 2 [litres.ru](http://litres.ru)

### HOTELS

- 1 W-hotel
- 2 Kempinski Hotel

## Distribution of the Exhibitions supplement

### Moscow

#### RESTAURANTS

- 1 I like wine
- 2 Khitrye Ludi café
- 3 Gorky park cafes and restaurants
  - a) Krylyshko Ili Nozhka
  - b) Mercato
  - c) Pelman café
  - d) Oštrovok
  - e) 8OZ
  - f) Shardam (Neskuchny sad (garden))
  - g) Le pain quotidien (Neskuchny sad (garden))
  - h) Sport centre

#### MUSEUMS AND GALLERIES

- 1 Central Exhibition Hall Manege

- 2 The Pushkin Museum
- 3 The Multimedia Art Museum
- 4 MOMMA
- 5 The Museum of Moscow
- 6 The State Tretyakov gallery on Lavrushinsky Pereulok
- 7 The State Tretyakov gallery on Krymsky Val
- 8 The State Centre for Contemporary Art
- 9 The Jewish Museum and Tolerance Centre
- 10 The State History museum
- 11 Moscow Kremlin Museums
- 12 Center for Documentary Films
- 13 Winzavod Centre for Contemporary Art
- 14 Triumph Gallery
- 15 Tatintsian Gallery

- 16 RUARTS
- 17 Old Masters
- 18 Gallery 11-12
- 19 Zdes.Gallery
- 20 The Zubov Mansion
- 21 ArtStory gallery
- 22 Galeev
- 23 Elena Gromova Gallery
- 24 TNK Art Gallery
- 25 IZO Art Gallery
- 26 ArtMagic Gallery

### St Petersburg

#### MUSEUMS AND GALLERIES

- 1 The State Hermitage Museum
- 2 The Russian Museum
- 3 State Complex The National Congress Palace

#### RESTAURANTS

- 1 Guŝto
- 2 Korovabar
- 3 Chekhov

- 4 CoCoCo
- 5 Letuchiy Gollandets
- 6 Porto Maltese
- 7 Yakhtenny port GERKULES
- 8 Voda AquaClub
- 9 Scandinavia Hotel
- 10 FerreŝtmixClub
- 11 Sheleŝt
- 12 Zolotaya Orda
- 13 Stroganoff Bar & Grill

#### HOTELS

- 1 Scandinavia Hotel
- 2 FerreŝtmixClub
- 3 Voda AquaClub & Hotel

#### YACHT CLUBS

- 1 Yakhtenny port GERKULES

## Rates for the advertising in the newspaper

ADVERTISING SPACE	SIZE, MM	PRICE, RUR	PRICE, EUR
(1/8) Banner on the cover	285*43	105 000	2 140
(1/8) Banner on the cover of Calendar supplement	285*43	80 000	1 645
(2/1) First spread	630*470	900 000	18 580
(2/1) Second spread	630*470	720 000	14 835
(1/1) Full page/Special position next to the Content	315*470	520 000	10 580
(1/1) Full page/New, Features, Art Market, Luxury	315*470	500 000	10 230
(1/1) Full page/Other sections	315*470	480 000	9 880
(1/1) Full page without positioning	315*470	450 000	9 175
(2/1) Central spread	630*470	800 000	16 700
(1/2) Half page horizontal	285*205	230 000	4 700
(1/2) Half page vertical	140*415	230 000	4 700
(1/3) Triple banner horizontal	285*135	181 000	3 710
(1/3) Triple banner vertical	91*415	181 000	3 710
(1/4) Quarter page	140*205	135 000	2 770
(1/8) Banner	285*43	80 000	1 640
(1/1) Third cover	315*470	520 000	10 630
(1/1) Fourth cover	315*470	900 000	18 580
(1/1) Fourth cover of Calendar supplement	315*470	450 000	9 175
(1/1) Fourth cover of Luxury supplement	315*470	520 000	10 580
(1/1) Bellyband	100*620	500 000	11 035
Super cover		970 000	13 857
Insert		900 000	12 857
Special 8-page supplement		1 568 000	22 400
Special 12-page supplement		2 352 000	33 600

## Rates for the field-specific advertising in the newspaper

ADVERTISING SPACE	SIZE, MM	PRICE, RUR	PRICE, €
(1/1) Full page	315*470	420 000	6 460
(1/2) Half page horizontal	285*205	210 000	3230
(1/2) Half page vertical	140*415	210 000	3230
(1/4) Quarter page	140*205	120 000	1850
(1/8) Banner *1	285*43	71 000	1100
(1/4) Banner *2	285*89	120 000	1850



## The technical requirements for the artworks submissions

- 1 PDF CMYK files (Adobe CS5).** All images should have the resolution of **300 DPI** for the required size. All fonts are outlined, **BLACK OVERPRINT** checked for small black text.
- 2** Файлы **PDF CMYK** (Adobe CS5). Все изображения должны иметь разрешение **300 DPI** при необходимом размере. Все шрифты переведены в кривые, мелкий черный текст **BLACK OVERPRINT**.
- 3** Names of files should consist of Latin letters only: **CLIENT\_NAME\_WIDTHXHEIGHT.PDF**, for example: **GALLERY\_143X205.PDF**.
- 4** Files may be provided via FTP server of editors office: **FTP://ADV.THEARTNEWSPAPER.RU** (Login: **defi\_advertising**; Password: **ADV4Journal**), or may be provided through a courier on digital carriers prepared for MacOSX.
- 5** Files should be accompanied by signed color proofing (**IRIS, STORK, MATCHPRINT 3M, AGFAPROOF**). Otherwise, claims regarding color reproduction cannot be accepted.
- 6** In accordance with the Russian laws, the client should mark the advertisement by the word advertising and age limits (**0+ 6+, 12+, 16+**), depending on the content.
- 7** Color profile **SC\_PAPER\_ECI.ICC** for matte offset paper 54 g/m<sup>2</sup> is located on FTP-server of the editors office (or one should use **U.S. SHEETFED UNCOATED V2**). Color model **CMYK (4+4)**. Ink limit not exceeding **300%**.
- 8** The page modules should have Bleeds on each side of 5 mm. Crop Marks and Registration Marks should be switched off. All other modules should be without Bleeds, the outer frame, Crop Marks and Registration Marks.

# 2017 Publication schedule of The Art Newspaper Russia

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Issue #	Reservation	Materials	Newspaper on sale
01 (50) February 2017	6 January	13 January	30 January
02 (51) March 2017	3 February	10 February	1 March
03 (52) April 2017	10 March	17 March	3 April
04 (53) May 2017	7 April	14 April	3 May
05 (54) June 2017	5 May	12 May	31 May
06 (55) July – August 2017	9 June	16 June	3 July
07 (56) September 2017	4 August	11 August	30 August
08 (57) October 2017	8 September	15 September	2 October
09 (58) November 2017	6 October	13 October	30 October
10 (59) December 2017 – January 2018	10 November	17 November	4 December



# The Art Newspaper Russia Website | 19

## Website traffic

**UNIQUE VISITORS** – 110 000 monthly

**TOTAL PAGE VIEWS** – 240 000 monthly

**THE ART NEWSPAPER RUSSIA FACEBOOK FOLLOWERS** – OVER 80 000

TRAFFIC SOURCES	%
Social	45
Direct	25
Organic search	15
Referral	13
Email	2

DEVICE CATEGORY	%
Desktop	60
Mobile	25
Tablet	15

## Demographics

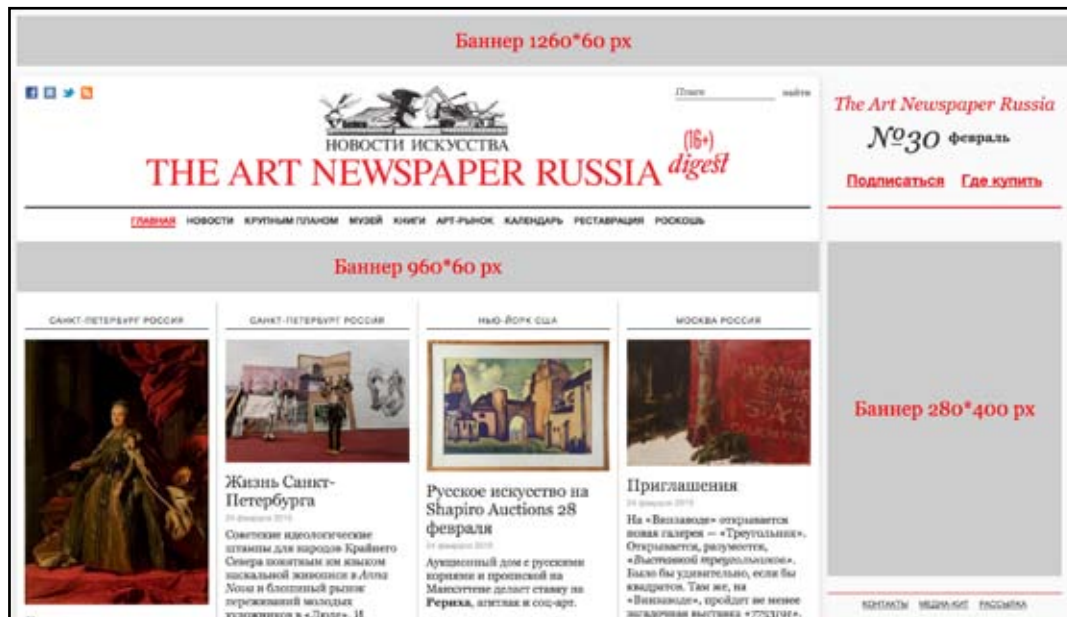
**FEMALE** – 62%    **MALE** – 38%

AGE	%
18-24	6
25-34	30
35-44	20
45-54	24
55-64	10
65+	10

GEOGRAPHY	%
Russia	78
Moscow	60
St Petersburg	10
Other regions	30
Ukraine	4
Armenia	2
Georgia	2
USA	2
Belorussia	1
The United Kingdom	1
Germany	1
Israel	1
France	1
Others	7

# The Art Newspaper Russia Website | 20



## Rates for the advertising on theartnewspaper.ru

BANNER 1260*60 PX	PRICE, руб.	PRICE, €
2 weeks	90 000	1845
1 month	140 000	2870
<b>БАННЕР 960*60 px</b>		
2 weeks	70 000	1435
1 month	100 000	2050
<b>БАННЕР 280*400 px</b>		
2 weeks	120 000	2460
1 month	200 000	4100

## Technical requirements for the website artworks

ADVERTISING SPACE	SIZE, Kb
Banner GIF/JPG/PNG 1260*60 px	30
Banner GIF/JPG/PNG 960*60 px	30
Banner GIF/JPG/PNG 280*400 px	40

Website takeover, not standard format, special projects – on request

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**Thank You**