

ART AUREA

International Magazine for Arts, Craft and Design

MEDIA KIT 2017

BACKGROUND

Re-appreciation of artisanal forms of production in small and medium-sized manufactories dates back to the Arts and Crafts movement and the Art Nouveau period, as a reaction to the negative effects of the Industrial Revolution. The Modernist period of the early 20th century was characterized by people's vision of wedding arts to crafts, and improving the working conditions in industrial production. In particular the Bauhaus (1919–1933) provided trailblazing impetus that continues to exert an influence in today's manufactories and workshops. In an era when ruthless production and unreflecting consumerism have reached threatening proportions, the idea of responsible design and manufacturing is taking on a dimension of new meaning.

COMMITMENT

With a print magazine in the style of an art book and a sophisticated internet platform, we explain and communicate the culture of modern design on the interface between art and design. In addition to our reports on contemporary developments, we also keep our eyes on the vintage sector. For our candid and unprejudiced reportage, we search worldwide for artists, designers and manufactories that produce artifacts which unite cultural quality and intellectual depth.

We inform our readers so that they can more consciously choose products and art objects that are sources of long-lasting pleasure and that lastingly preserve their value – or increase in worth – with the passage of time. We encourage creative abilities, artistic craftsmanship and meaningful workplaces. Sustainability and environmental awareness are especially important to us.

QUALITY

The journalistic level of the content is on a par with excellent layout in the style of an art book.

CIRCULATION / PUBLICATION SCHEDULE / MAGAZINE PRICES

Print: 5,200 copies (as of October 2016)

ART AUREA is published bilingually (German/English) four times each year

Individual magazine: €12

One-year subscription: €48

International one-year subscription: €60

DATES

Issues in 2017	Publication Date	Advertising Deadline	Print-Material Deadline
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1/Spring	Feb. 14, 2017	Jan. 12, 2017	Jan. 19, 2017
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Focal point: What we need

Trade fairs: Ambiente February 10–14; Inhorgenta Munich February 18–21; IHM March 08–14; Tefaf March 10–19; PAD Paris March 22–26; Milan Furniture Fair April 04–09.

2/Summer	May 16, 2017	April 10, 2017	April 20, 2017
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Focal point: What is beautiful? – with Special Ceramic Art

Trade fairs: Eunique Karlsruhe May 19–21; Design Miami/Basel June 14–19.

3/Autumn	Sept. 05, 2017	Aug. 01, 2017	Aug. 10, 2017
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Focal point: Collecting makes happy – with Special Tresor Contemporary Craft Basel

Trade fairs: Tendence Frankfurt August 27–30; Form Bodensee October 6–9; Gold & Silver Schwäbisch Gmünd, September. The London Design Festival September 17–25.

4/Winter	Oct. 17, 2017	Sep. 14, 2017	Sep. 21, 2017
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Focal point: Studios of the Future – with Special Grassi Fair Leipzig

Trade fairs: Grassi Fair, October 20–22; Sofa Chicago, November 3–5; Cologne Fine Art, November 23–26; Sieraad Art Fair, November ; ArtDesign Feldkirch, November 9–12; Design Miami November 30–December 4.

ADVERTISING RATES

Formats	Width × Height	Prices*
Bleed ad	+ 3 mm trim on outer edges	b/w and 4-color
Full page	23 × 30.2 cm	€ 2,100
For cultural institutions and galleries	23 × 30,2 cm	€ 960
Back cover	23 × 30.2 cm	€ 2,400
Inside back cover	23 × 30.2 cm	€ 2,200
Double page	46 × 30.2 cm (+ 3 mm gutter bleed)	€ 3,850

OTHER RATES*

Loose inserts Per 1,000 copies, including postage: up to 25 g = €260, up to 30 g = €280, up to 35 g = €310. (No discounts on loose inserts.)

Glued postcards Per 1,000 copies, including postage: €120
*VAT will be added to all listed prices in Germany

Quantity discount per year 2× = 5%, 3× = 7%, 4× = 10%

DISTRIBUTION

To subscribers, through train station kiosks, art bookshops, galleries and museums

Subscribers	2.432
Sold at galleries, stores, (train station) kiosks, associations, museum shops, auction houses, trade fairs, cafés, hotels	1.327
Sold via other channels	716
Total paid circulation	4.475
Promotional copies	687
Total circulation	5.162

On average, each issue is read 1.9 times. So the ART AUREA journal reaches a discerning target group of about 10,000 readers.

TARGET GROUP

Design and art aficionados, urban elites, culture consumers
Gallerists, business owners, curators, entrepreneurs, managers
Opinion leaders in the culture and creative industries, journalists and authors
Guests of upscale restaurants and hotels
Producers, designers and artists

ART AUREA's readers:

are interested in design, art and culture
work in high-income jobs and have an above-average education
are ecology-minded and have a sense of responsibility
are cosmopolitan
have an affinity for technology and the internet

ART AUREA is read by

buyers / collectors / consumers	52%
professionals, such as designers, producers and artists	32%
Intermediaries, such as gallerists, curators and journalists	9%
other readers	7%

Global distribution breakdown

German-speaking countries	69%
Other European countries	22%
Non-European countries	9%

YOUR CONTACT PERSONS

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