

ART AUREA

Dinge der Kultur

NEW:

ART AUREA CLASSIFIEDS "THIS & THAT"

Advertising Space for Galleries,
Museums, Auction Houses,
Art and Design Dealers, Suppliers
and Individual Offers and Requests

Without losses due to inaccurate targeting, you can now reach potential customers who are interested in any objects of culture – efficiently, individually and affordably.

Increasingly many people are enthusiastic about special artifacts outside the mainstream, e.g. art and design, artistic craftsmanship, discerning products from manufactories, design classics and antiques.

Art Aurea accompanies and promotes this change with a high-quality printed magazine and an innovative internet platform for art, design and manufactory culture. In addition to subscriptions and train station kiosks, Art Aurea's distribution also makes the magazine available where objects of culture can be admired and purchased – currently in over 100 galleries and shops.

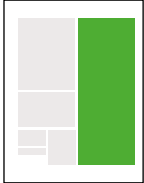
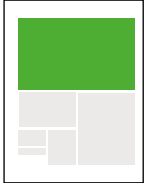
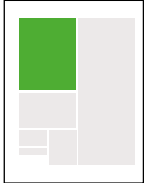
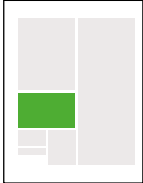
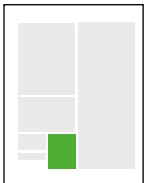
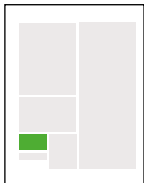
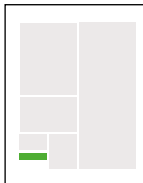
Formats, prices, information and examples follow.

Formats and Prices

30% CULTURE DISCOUNT ON ALL FORMATS

All market place ads from the print magazine will be published for free at our [website artaurea.de](http://www.artaurea.de). This website has approx. 800 visits per day.

EXAMPLIFIED AD PLACEMENT

A-1		A-2		B		C																				
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19% VAT will be added to all listed prices.
Other formats (e.g. 1/1 page), by request

Additional Discount

- 5% for 2 bookings
- 7% for 3 bookings
- 10% for 4 bookings

Multiple bookings with changing motif are listed without surcharge.

SPECIAL FOR SUBSCRIBERS:

All Art Aurea subscribers who book before July 16, 2015 get a free classified ad in size F or an introductory discount of 50 % on an ad in size E.

Dates and Themes

Issue	Publication	Booking deadline	Print materials deadline
3 Autumn			
Focus: New Pleasures of the Dining Table – How Eating and Drinking Can Become a Sensual Delight			
	21.08.2015	16.07.2015	30.07.2015
4 Winter			
Focus: Gifting culture – How we can imbue the act of giving with new meaning			
	16.10.2015	17.09.2015	24.09.2015

Basic Information

Print run / Publications / Prices

(Excerpted from Media Data 2015)

- Printed journal: 5,500 copies
(status: October 2014)
- Art Aurea is published bilingually (German/English)
four times each year.
- Individual magazine: €12
Domestic one-year subscription: €48
- International one-year subscription: €60

Distribution

Subscribers	1.867
Sales via galleries, stores and kiosks (in train stations), associations, museum shops, trade fairs, culture cafés, hotels	2.273
Other sales	884
Total number of sold copies	5.024
Advertising copies	286
Distributed circulation	5.310

The average copy is read 1.8 times. Art Aurea accordingly reaches a discriminating target group of **circa 10,000 readers**.

Data Requirements

Please format your picture or picture/text advertisement with the following production data:

- Photos in CMYK and 300 dpi resolution
- Font sizes no smaller than 7 pt
- No bleed
- No trim marks
- No border rules
(if necessary, these will be added by Art Aurea)

The following guidelines apply to text advertisements:

- E-size ad: One or two line headline + 6 or 7 lines of advertising text á 30 keystrokes per line max.
- F-size ad: 4 lines of advertising text á 30 keystroke max.

Extra Service

We would be pleased to assist you in creating an appropriate advertisement and/or writing a suitable advertising text. Simply send us your photos, along with a few bullet points or a sample text for your advertisement – we'll put everything into an attractive format. Prices by request.

Contact

Paulina Tsvetanova
Marketing & Communication
 Melchiorstraße 26
 D - 10179 Berlin
 Tel: +49 30-89623405
 tsvetanova@artaurea.de

Examples of Advertisements



**HORST
KERSTAN**
Keramik
der Moderne

20. Juni bis 4. Oktober
www.freiburg.de/museen

augustinermuseum
städtische **museen** Freiburg 



AUCTION
20TH
CENTURY
CARPETS

JUNE 12, 2015 AT 12 A.M.

Wright
1440 W Hubbard St
Chicago, IL 60642
www.wright20.com

Atelier Swap Zürich | Berlin

Gallery in Berlin with 176 m², 2 R. incl. kitchen/storeroom in Kreuzberg, seeks similar space in Zürich for temporary use (at least two years). Interested parties are invited to send emails to atelier77grad@t-online.de

Liquidation of wood workshop in Hamburg – I'm selling my entire workshop, either as a whole or in parts. sarah5518@gmail.com

Outstanding Vintage Design Furniture from the 20ies – New web shop online – with special prices! www.furniturefromthe20ies.com



AUSSTELLUNG „VANISHING POINT“
SEBASTIAN BRAJKOVIC.

30.05-29.08.15
CARPENTERS WORKSHOP GALLERY
54, RUE DE LA VERRERIE 75004 PARIS

UNIKATB

**Internationale Verkaufsausstellung für
Angewandte Kunst & Design**

10. – 12. April 2015

Schloss Gayenhofen | Bludenz | Österreich

www.unikatb.at