

# ART AUREA

International Magazine for Arts, Crafts and Design

## MEDIA KIT 2020

### 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 20<sup>th</sup> 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: 4.800 copies (as of October 2019)

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

Individual magazine: € 14

One-year subscription within Germany: € 44

International one-year subscription: € 58

## DATES

Issues in 2020	Publication Date	Advertising Deadline	Print-Material Deadline
1-Spring Issue 39 – Trade Fairs: Inhorgenta, IHM Munich, Collect London	Feb. 18, 2020	Jan. 16, 2020	Jan. 23, 2020
2-Summer Issue 40	June 9, 2020	May 7, 2020	May 14, 2020
3-Autumn Issue 41	Sept. 6, 2020	Sept. 3, 2020	Sept. 10, 2020
4-Winter Issue 42	Dec. 1, 2020	Nov. 1, 2020	Nov. 5, 2020

## 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
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%

## DISTRIBUTION

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

Subscribers	2.074
Sold at galleries, stores, (train station) kiosks, associations, museum shops, auction houses, trade fairs, cafés, hotels	1.124
Sold via other channels	1.043
<b>Total paid circulation</b>	<b>4.241</b>
Promotional copies	363
<b>Total circulation</b>	<b>4.604</b>

On average, each issue is read 2 times. So the ART AUREA print issue 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	58 %
professionals, such as designers, producers and artists	28 %
Intermediaries, such as gallerists, curators and journalists	10 %
other readers	4 %

Global distribution breakdown

German-speaking countries	63 %
Other European countries	27 %
Non-European countries	10 %

## YOUR CONTACT PERSONS

Publisher and advertisements: Reinhold Ludwig +49 731 9508490, ludwig@artaurea.de

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