



ГАЗЕТА ОБ ИСКУССТВЕ

# THE ART NEWSPAPER RUSSIA

PUBLISHED MONTHLY FROM 2012

# Media kit 2021



## 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. It comes out 10 times per year, has 64 to 72 pages and 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), The Art Newspaper Edition Francaise (France, relaunched in 2018), Ta Nea Tis Technis (Greece), the Art Newspaper China and The Art Newspaper Israel (launch in 2019). 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, Tel Aviv, 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 2013 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 the exhibition space of In Artibus Foundation. In 2017 Inna Bazhenova also initiated The ART Newspaper Russia FILM FESTIVAL.



## **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. 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. She 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.



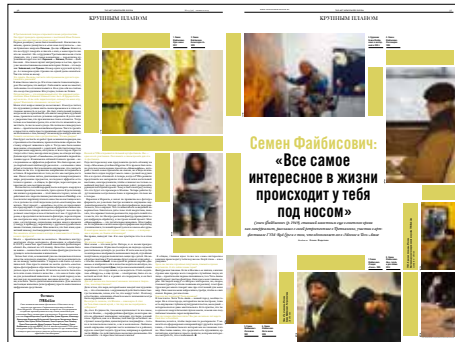
## Comment | Features | Diary

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.





## LECTURES, DISCUSSIONS, ROUND TABLES, CONFERENCES

- ✓ Conference “New Media: Content vs Medium” (viennacontemporary, 2016)
- ✓ Conference “Translations and Dialogues: The reception of Russian Art Abroad”
- ✓ Discussion “The art market as a way to popularise art within I Moscow International Forum Culture: a look into the future”
- ✓ Round table “The endowment – targeted funding of museums”, “Who is an Art Manager and where to study to become one”
- ✓ Public talk «About the museum numbers: increasing the attendance, attracting new audience, museum restructuring, museum towns» as part of the Moscow Cultural Forum program.
- ✓ The international conference «The People’s Art School and Unovis in Vitebsk» (Pembroke College, Cambridge University)

## PARTNERS

- ✓ The State Hermitage Museum
- ✓ Moscow Kremlin Museums
- ✓ The Tretyakov Gallery
- ✓ The Pushkin State Museum of Fine Arts
- ✓ The State Russian Museum
- ✓ State Historical Museum
- ✓ The Moscow City Department of Culture
- ✓ Moscow Museum of Modern Art (MMOMA)
- ✓ Multimedia Art Museum, Moscow
- ✓ GARAGE Museum of Contemporary Art
- ✓ Museum of Moscow
- ✓ Moscow International Biennale of Contemporary Art
- ✓ The Russian Pavilion at the Venice Biennale
- ✓ The Russian pavilion at Venice Biennale of Architecture
- ✓ Contemporary Art Fair FIAC (Paris, France)
- ✓ Contemporary Art Fair viennacontemporary (Wien, Austria)
- ✓ Contemporary Art Fair Cosmospow (Moscow)

**SPECIAL PROJECT IS A DETAILED PRESENTATION OF A CLIENT'S ART PROJECT, USUALLY LINKED TO AN IMPORTANT EVENT IN THE ART WORLD**

- ✓ Venice Biennale (May 2017)
- ✓ Exhibition “Icons of Modern Art. The Shchukin collection” (Paris, Louis Vuitton Foundation, October 2016)
- ✓ Moscow International Biennale of Contemporary Art
- ✓ BRAFA Art Fair
- ✓ I Moscow International Forum Culture: a Look into the Future (Manege, October 2014)

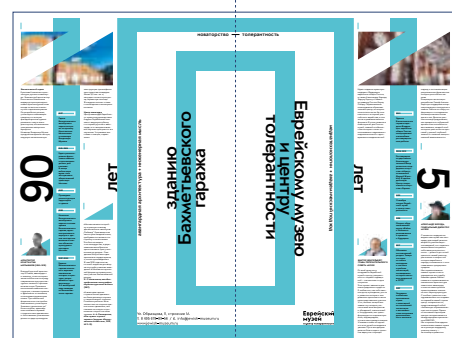
**RATINGS**

- ✓ Annual rating of most visited museums and exhibitions of the world

- ✓ Rating of the most expensive artists
- ✓ Rating of young artists

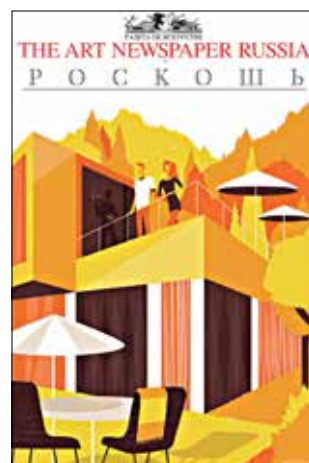
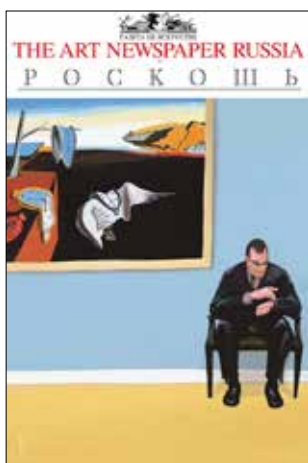
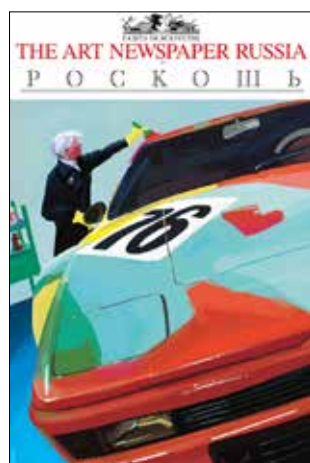
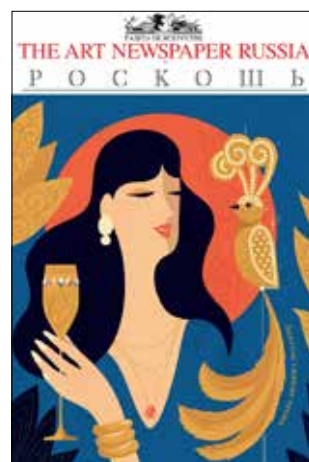
**INSERTS OF IMAGE POSTERS AND CALENDARS REPRESENTING THE MOST SIGNIFICANT PROJECTS OR STAR PIECES FROM A COLLECTION**

- ✓ Moscow Kremlin Museums, Elegance and Luxury Art Deco
- ✓ The Pushkin State Museum of Fine Arts, the Leon Bakst: on the 150th Anniversary of his Birth exhibition
- ✓ Institute of Russian Realistic Art
- ✓ Jewish Museum & Tolerance Center
- ✓ BRAFA
- ✓ AZ Museum
- ✓ The International Numismatic Club Museum
- ✓ Illustrated books by the artist Kirill Chyolushkin



## 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.



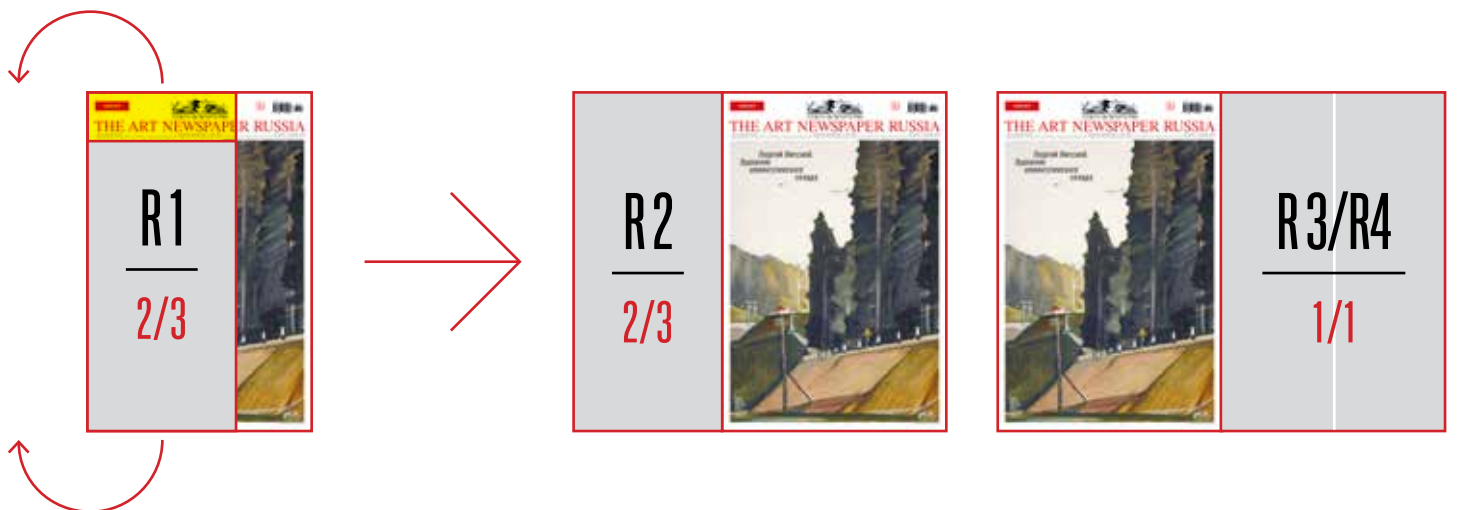
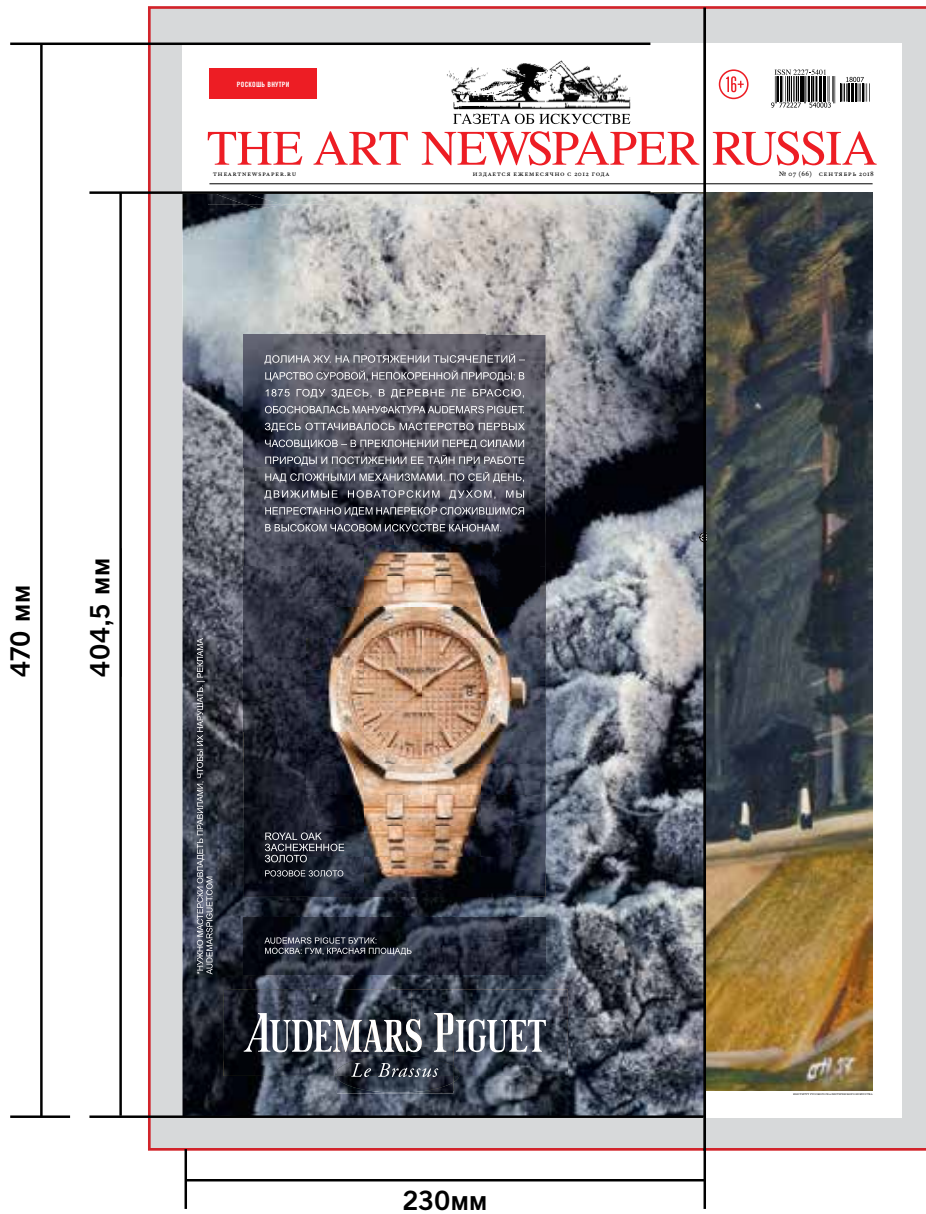


The “belly band” is a broad glossy paper band that wraps around the paper and the supplements. The size of the band allows it to be used as an additional advertising area, for instant exposure to readers.

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



# Supercover



## 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
- Exhibition of the year
  - Book of the year
- Restoration 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.

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 IX Annual Award The Art Newspaper Russia will take place on March 3, 2021.



## The ART Newspaper Russia FILM FESTIVAL

The ART Newspaper Russia FILM FESTIVAL was initiated by the newspaper publisher Inna Bazhenova. The first festival took place in September 2017 at three venues - Garage Museum of Contemporary Art, State Tretyakov Gallery and Documentary Film Center. The opening movie was «The Square» by Ruben Östlund that won the Palme d'Or of the Cannes Film Festival. In 2018 the festival opened with the Russian premiere of «Mapplethorpe» starring Matt Smith as the famous photographer Robert Mapplethorpe. In 2020, at the opening of the film festival, a documentary film about four prominent women architects, Urban Dreamers, was shown. Two more venues - Pioneer Cinema and Multimedia Art Museum, Moscow - became partners of the festival.

In two years TANR FF screened fiction and documentary movies about different artists: the animated «Loving, Vincent», «Gauguin» starring Vincent Cassel, «The last portrait» about Alberto Giacometti, the experimental movie «24 frames» by Abbas Kiarostami, biopicks «Rodin», «Greenaway's Alphabet», «Renzo Piano, the architect of light», «Bill Viola. The road to St. Paul», «Oscar» (about the Russian non-conformist artist Oscar Rabin), «Kusama: Infinity» and «Blurred Lines: inside the art world».

The fourth TANR FF is planned for September 2021.



THE ART NEWSPAPER RUSSIA

FILM  
FESTIVAL

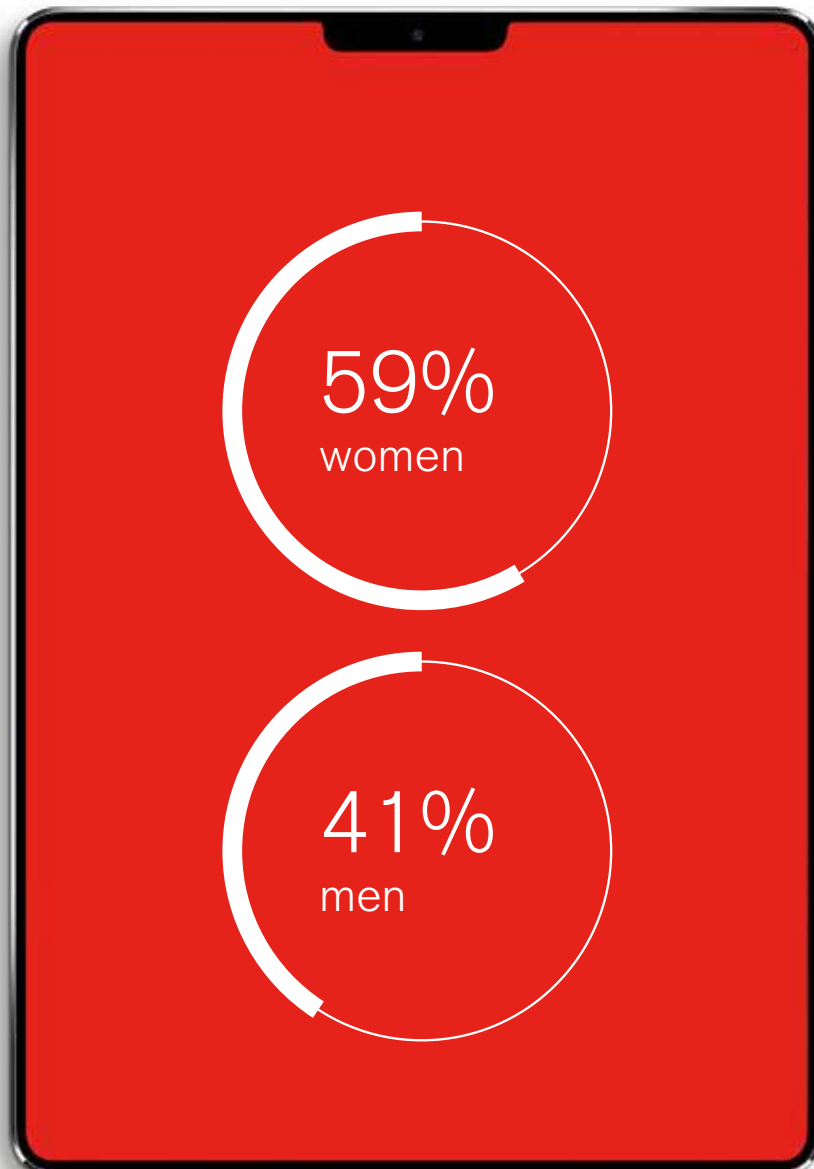
фестиваль фильмов  
об искусстве



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 RUSSIAN GOVERNMENT

#### AIRPORTS

- 1. SHEREMETYEVO E**  
Master Card Business Lounge  
(International Flights)
- 2. DOMODEDOVO**  
Swiss Business Lounge (International Flights)

#### COFFEEMANIA RESTAURANT CHAIN

1. Coffeemia in Neglinnaya Plaza  
Commercial center
2. Coffeemia on Pokrovka street
3. Coffeemia on Komsomolsky prospect
4. Coffeemia at White Square Business Center
5. Coffeemia on Sadovnicheskaya street
6. Coffeemia on Bolshaya Nikitskaya street  
(Moscow Conservatory Building)
7. Coffeemia on Rozhdestvenka street
8. Coffeemia on Tverskaya street
9. Coffeemia at GUM Mall
10. Coffeemia on Kutuzovskiy
11. Coffeemia on Cherkasskiy (New square)
12. Coffeemia Bolshaya Polyanka
13. Coffeemia at VESNA Mall

#### BOOKSHOPS

1. Bookshops MMOMA ART BOOK SHOP
2. Bookshop Khodasevich
3. Bookshop Kul'TTovary (Central House of Artists)
4. Super art-market Peredvizhnik
5. Galleries of art gifts Shaltai-Boltai
6. Bookshop Tsiolkovskiy
7. Bookshop Falanster
8. Respublica store:  
A) 10, 1st Tverskaya-Yamskaya st.  
B) 15, bldg.1, Tsvetnoy Blvd (Tsvetnoy department store, 1st floor)
9. Bookshop Poryadok slov at Stanislavskiy  
Electrotheatre

#### RESTAURANTS

1. Moscow Marriott Hotel Novy Arbat
2. Sky Lounge
3. William's
4. Shinok
5. Vanil
6. VOGUE
7. China Club
8. Balchug 5
9. Tatler Club
10. Vodny
11. Cantinetta Antinori
12. Veranda u dachi
13. Bolshoi
14. Novikov restaurant & bar
15. Prichal
16. Strana kotoroy net
17. Sakhli
18. Darbazi
19. Turandot restaurant
20. I like wine
21. Khitrie lyudi

#### VLADIMIR MIKHAILOV GALLERY

#### SKOLKOVO GOLF-CLUB

#### MULTISPORT FITNESS CLUB

#### ONEGIN FITNESS CLUB

## MUSEUMS, GALLERIES, EXHIBITION HALLS

1. IN ARTIBUS foundation
2. The State Historical Museum
3. Multimedia Art Museum, Moscow
4. The Pushkin State Museum of Fine Arts
5. The State Center of Contemporary Art
6. The Jewish Museum and Tolerance Center
7. The Institute of Russian Realist Art
8. All-Russian Decorative Art Museum
9. The Ekaterina Cultural Foundation
10. The Lumiere Brothers Center for Photography
11. Moscow Kremlin Museums
12. The Establishment of Moscow Museum and Exhibition Association

13. GARAGE Museum of Contemporary Art
14. Tsaritsyno Museum-Reserve
15. AZ Museum
16. Schusev State Museum of Architecture
17. Peresvetov Pereulok Gallery
18. Na Shabolovke Gallery
19. Electromuseum

## MISCELLANEOUS

1. Bakhete supermarkets
2. Globus Gourmet gastronomes
3. GUM Gastronom #1

## Saint Petersburg

### BOOKSHOPS

1. Saint Petersburg Dom Knigi
2. Bookshop Vse Svobodny
3. Photodepartment Foundation/Gallery
4. Bookshop Podpisniye Izdaniya
5. Bookshop Fakel
6. Respublica Store (98, Bolshoy Prospekt PS)
7. Respublica Store (3/54, Malaya Sadovaya)
8. Bookshop Poryadok slov
9. Nevskiy 8 Art Center
10. Poryadok Slov at Alexandrinsky Theatre (New Scene)

### MUSEUMS AND GALLERIES

1. The State Hermitage Museum
2. Central Exhibition Hall Manege
3. The Erarta Museum and Galleries of Contemporary Art
4. The Noviy Museum of Contemporary Art
5. The Faberge Museum
6. The State Russian Museum and Exhibition Center ROSPHOTO
7. Vladimir Mikhailov Gallery

### ELECTRONIC VERSION

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

### HOTELS

1. W-hotel
2. Kempinski Hotel
3. Scandinavia Hotel

### RESTAURANTS

1. Banshchiki
2. Korovabar
3. Chekhov
4. CoCoCo
5. Letuchiy Gollandets
6. Porto Maltese
7. Yakht club GERKULES
8. Voda Aqua Club
9. ForestmixClub
10. Shelest
11. Zolotaya Orda
12. Stroganoff Bar & Grill

## Rates for the advertising in the newspaper

ADVERTISING SPACE	SIZE, MM	PRICE, EUR
(1/8) Banner on the cover	285*43	3 125
(2/1) First spread	630*470	18 750
(2/1) Second spread	630*470	15 000
(1/1) Full page/Special position next to the Content	315*470	10 800
(1/1) Full page/New, Features, Art Market	315*470	10 400
(1/1) Full page «Luxury»	315*470	6 600
(1/1) Full page/Other sections	315*470	10 000
(1/1) Full page without positioning	315*470	9 375
(2/1) Central spread	630*470	16 700
(1/2) Half page horizontal	285*205	5 830
(1/2) Half page vertical	140*415	5 830
(1/2) Half page horizontal «Luxury»	285*205	3 450
(1/3) Triple banner horizontal	285*135	3 770
(1/3) Triple banner vertical	91*415	3 770
(1/4) Quarter page	140*205	3 100
(1/8) Banner	285*43	1 670
(1/1) Third cover	315*470	10 830
(1/1) Fourth cover	315*470	18 750
(1/1) Fourth cover of Luxury supplement	315*470	10 830
(1/1) Bellyband	120*600	10 400
Super cover		20 200
Insert		25 000
Special 8-page supplement		37 500
Special 12-page supplement		49 000
Special 16-page supplement		65 300
Special 16-page supplement		65 300
Promo article		2 750
Gatefold (2 full pages)		25 000
Gatefold (4 full pages)		40 000



## 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/m2 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.
- 9** Text Is located on the edge of not less than **10 MM**.

# 2021 Publication schedule of The Art Newspaper Russia

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No	Reservation	Date of issue	Issue arrives in Moscow
01 (88) February 2021r.	28 December	15 January	02 February
02 (89) March 2021r.	04 February	12 February	02 March
03 (90) April 2021r.	07 March	12 March	30 March
04 (91) May 2021r.	05 April	9 April	27 April
05 (92) June 2021r.	10 May	14 May	01 June
06 (93) July-August 2021r.	7 June	11 June	29 June
07 (94) September 2021r.	02 August	13 August	31 August
08 (95) October 2021r.	06 September	10 September	28 September
09 (96) November 2021r.	04 October	8 October	26 October
10 (97) December 2021r. — January 2021r.	08 November	12 November	30 November

# The Art Newspaper Russia Website | 19

## Digital traffic & followers

UNIQUE VISITORS

210 000 MONTHLY

THE ART NEWSPAPER RUSSIA FACEBOOK FOLLOWERS OVER 101 000

THE ART NEWSPAPER RUSSIA INSTAGRAM FOLLOWERS OVER 33 700

THE ART NEWSPAPER RUSSIA VKONTAKTE GROUP OVER 11 900

WEEKLY NEWSLETTER OVER 5000

TRAFFIC SOURCES	%
Social	20
Direct	16
Organic search	31
Referral	31
Email	2

DEVICE CATEGORY	%
Desktop	41
Mobile	53
Tablet	6

## Demographics

FEMALE – 69% MALE – 31%

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

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

# The Art Newspaper Russia Website | 20

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## Rates for the advertising on theartnewspaper.ru

### TOP BANNER

Desktop (1366x300px), Tablet (1036x300px), Mobile (300x400px)	PRICE, €
2 weeks	6 250
1 month	9 375

### SIDE BANNER

Desktop (300x600px), Tablet (960x300px), Mobile (300x300px)	
2 weeks	4 170
1 month	7 290

### SIDE SECOND BANNER

Desktop (300x300px), Tablet (960x300px), Mobile (300x300px)	
2 weeks	3 000
1 month	5 000

### BOTTOM BANNER

Desktop (960x300px), Tablet (960x300px), Mobile (300x300px)	
2 weeks	2 500
1 month	4 170

### Promo article on the site

2 weeks	5 200
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560x100 px (banner in weekly newsletter)	2 080
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### Newsletter

Advertising banners in weekly newsletter	1 354
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### Instagram (agreed upon edition)

promo post (29 900 followers)	1 458
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### facebook (agreed upon edition)

promo post (100 000 followers)	3 125
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## Desktop

The screenshot shows the desktop version of the website. At the top, there is a navigation bar with the logo 'THE ART NEWSPAPER RUSSIA' and 'НОВОСТИ ИСКУССТВА'. Below the navigation bar, a large yellow callout box indicates a dimension of 1366x300px. The main content area features a featured article titled 'Новый проект Recycle Group показывают в петербургском Манеже'. Below the article title is a large image of a sculpture made of mesh. To the right of this image, a yellow callout box indicates a dimension of 300x600px. Below the main image, a smaller yellow callout box indicates a dimension of 300x300px. At the bottom of the page, there are three smaller article teasers. The first is 'Поэзия болота: новый арт-парк Александра Бродского' with a small image of a park. The second is 'Виктор Луи: покровитель советского неофициального искусства' with a small image of a man. The third is a profile of 'Ольга Дворецкая' with a circular portrait image.

1366x300px

Выставки

### Новый проект Recycle Group показывают в петербургском Манеже



300x600px

300x300px

Творческий тандем Recycle Group предлагает зрителю решить, что лучше — онлайн или офлайн >


18.07.2021

МОСКОВСКАЯ ОБЛАСТЬ РОССИЯ

### Поэзия болота: новый арт-парк Александра Бродского

Крупным планом

### Виктор Луи: покровитель советского неофициального искусства



**Ольга Дворецкая:**  
«Главная проблема NFT-рынка — в продажу выброшено множество не имеющих ценности работ»

## Desktop



Творческий тандем Recycle Group предлагает зрителю решить, что лучше — онлайн или офлайн >

16.07.2021

300x600px



НОВОСТИ

### Фонд Laboratoria Art&Science открыл постоянное пространство в Новой Третьяковке

Экспозиция сайнс-арта «Да живет иное по мне» в Западном крыле включает 11 проектов зарубежных и российских художников. >

19.07.2021



МОСКОВСКАЯ ОБЛАСТЬ РОССИЯ

### Поэзия болота: новый арт-парк Александра Бродского открылся в Веретьево

В местечке Веретьево под Дубной создан арт-парк по проекту Александра Бродского — 38 павильонов, расставленных на 7 гектарах болота, располагают к созерцанию и размышлениям о судьбах родины. >

16.07.2021

300x300px

ИНТЕРВЬЮ



**Наталья Григорьева:**

«Импрессионисты Пушкинского музея воспринимались мной почти как домашние художники»



**Ольга Дворецкая:**

«Главная проблема NFT-рынка — в продажу выброшено множество не имеющих ценности работ»



**Проект «Красный сад»:**

восемь современных скульптур стоят лицом к Кремлевской стене

960x300px



НОВОСТИ

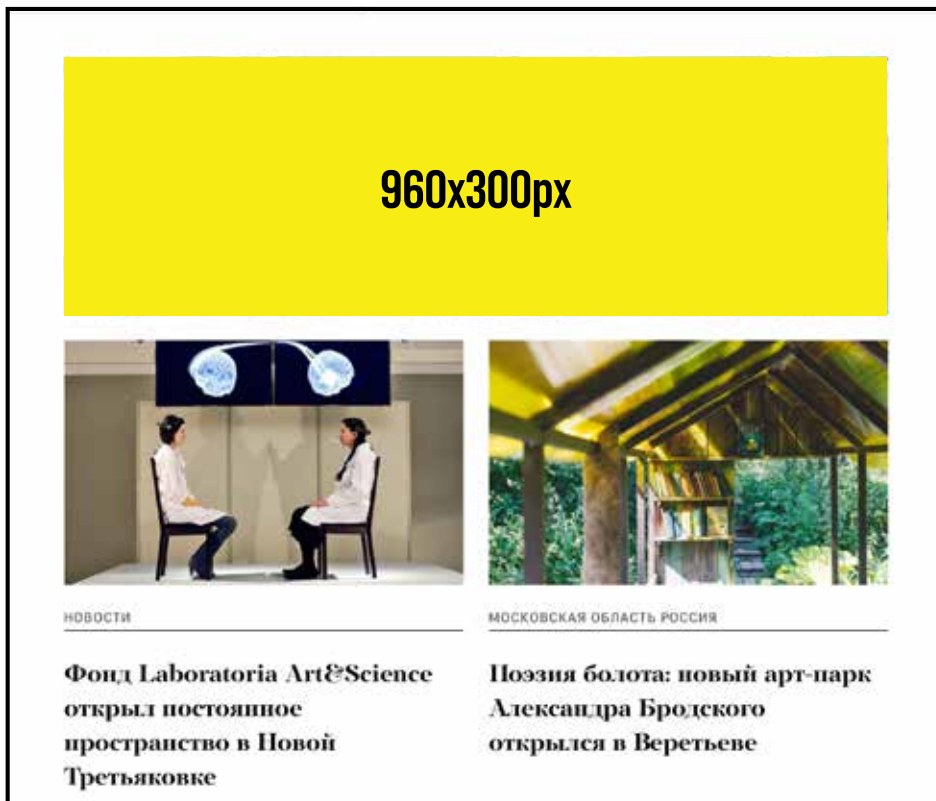
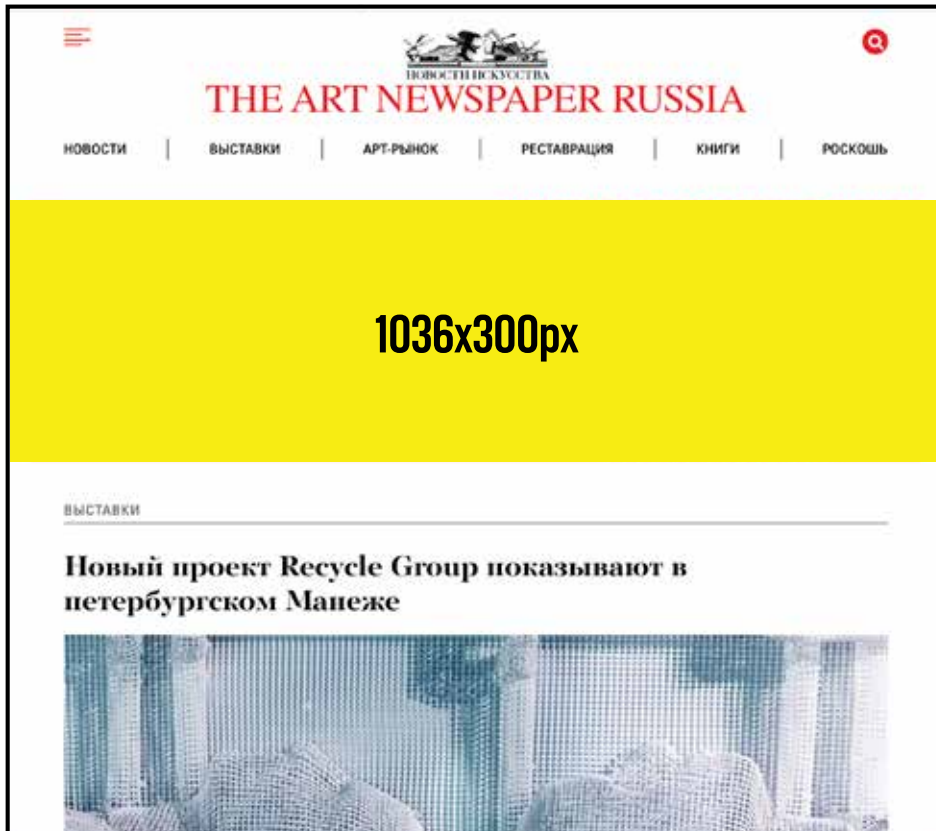
### Фонд Laboratoria Art&Science открыл постоянное



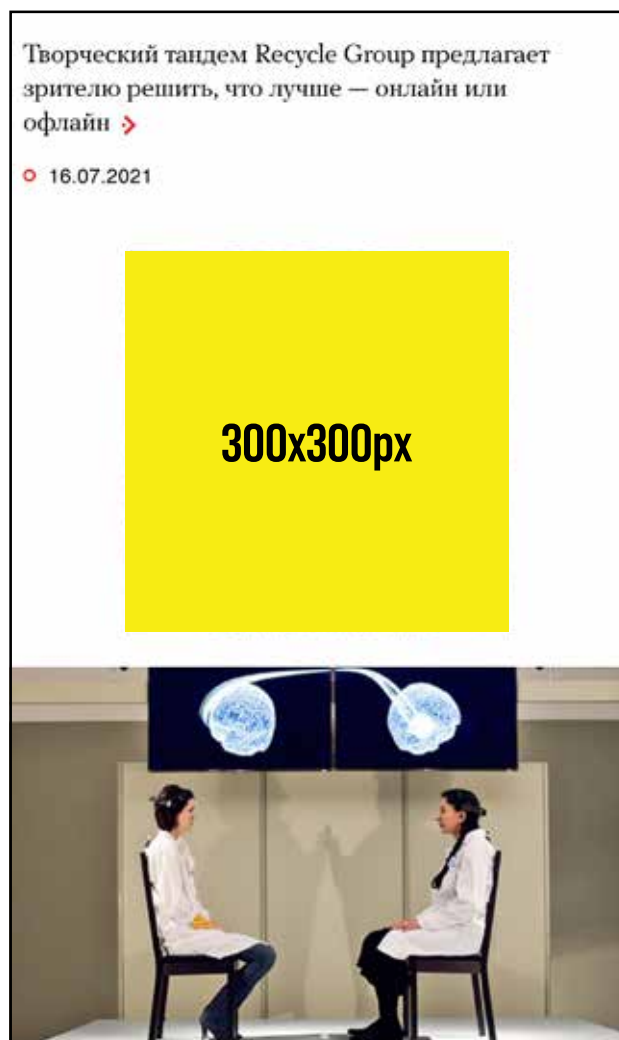
МОСКОВСКАЯ ОБЛАСТЬ РОССИЯ

### Поэзия болота: новый арт-парк Александра Бродского

## Tablet



## Mobile



## Technical requirements for the website artworks

### ADVERTISING SPACE

GIF/JPG/PNG 1260\*60 px

### SIZE, Kb

120

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



**MARIYA SINELNIKOVA**

Advertising director

M: +7 (916) 086-10-13

Email: [msinelnikova@theartnewspaper.ru](mailto:msinelnikova@theartnewspaper.ru)

**KATERINA PLEKHANOVA**

Senior Advertising Manager

M: + 7 (903) 230-91-31

Email: [plekhanova@theartnewspaper.ru](mailto:plekhanova@theartnewspaper.ru)

**Thank You**