Media kit
2019
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.
Sections

News | Museum | Conservation


Comment | Features | Diary

Sections

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 Cosmoscow (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)
- 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.
РОСКОШЬ ВНУТРИ

Георгий Нисский. Железная дорога. 1957.
Институт русского реалистического искусства.

Художник из хемингуэевского склада — 30 —

AUDEMARS PIGUET

Le Brassu
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 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.

VII The Art Newspaper Russia Annual Award will take place on February 28th 2019.
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. Two more venues - Pioneer Cinema and Multimedia Art Museum, Moscow - became partners of the festival.


The third TANR FF is planned for September 2019.
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
   Mašter Card Business Lounge
   (International Flights)
2. DOMODEDOVO
   Swiss Business Lounge (International Flights)

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

BOOKSHOPS
1. Bookshops MMOMA ART BOOK SHOP
2. Bookshop Khodasevich
3. Bookshop KulturTovary (Central House of Artišts)
4. Super art-market Peredvizhnik
5. Galleries of art gifts Shaltai-Boltai
6. Bookshop Tsiolkovsky
7. Bookshop Falanšter
8. Rešpublica ştore:
   A) 10, 1st Tverskaya-Yamskaya št.
   B) 15, bldg.1, Tsvetnoy Blvd (Tsvetnoy department ştore, 1št 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 reštaurant & bar
15. Prichal
16. Strana kotoroy net
17. Sakhli
18. Darbazi
19. Turandot reštaurant
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 Lumière 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. Elektromuseum

MISCELLANEOUS
1. Bakhetle supermarkets
2. Globus Gourmet gastronomes
3. GUM Gastronome #1

Saint Petersburg

BOOKSHOPS
1. Saint Petersburg Dom Knigi
2. Bookshop Vse Svobodny
3. Photodepartment Foundation/Gallery
4. Bookshop Podpisyanye Izdaniya
5. Bookshop Fakel
6. Rešpublica štor (98, Bolshoy Prospekt PS)
7. Rešpublica štor (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
8. The State Hermitage Museum
9. Central Exhibition Hall Manege
10. The Erarta Museum and Galleries of Contemporary Art
11. The Noviy Museum of Contemporary Art
12. The Faberge Museum
13. The State Russian Museum and Exhibition Center ROSPHOTO
14. Vladimir Mikhailov Gallery

ELECTRONIC VERSION
1. pressa.ru
2. litres.ru

HOTELS
1. W-hotel
2. Kempinski Hotel
3. Scundinavia Hotel

RESTAURANTS
1. Banschchiki
2. Korovabar
3. Chekhov
4. CoCoCo
5. Letuchiy Gollandets
6. Porto Maltese
7. Yakch club GERKULES
8. Voda Aqua Club
9. ForeśmixClub
10. Shelešt
11. Zolotaya Orda
12. Stroganoff Bar & Grill
## Rates for the advertising in the newspaper

<table>
<thead>
<tr>
<th>ADVERTISING SPACE</th>
<th>SIZE, MM</th>
<th>PRICE, EUR</th>
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<tbody>
<tr>
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<td>285*43</td>
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<td>(2/1) First spread</td>
<td>630*470</td>
<td>18 750</td>
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<tr>
<td>(2/1) Second spread</td>
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<td>(1/1) Full page/Special position next to the Content</td>
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<td>(1/1) Full page/New, Features, Art Market</td>
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<tr>
<td>(1/1) Full page «Luxury»</td>
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<td>6 600</td>
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<td>(1/1) Full page/Other sections</td>
<td>315*470</td>
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<td>(1/1) Full page without positioning</td>
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<td>(2/1) Central spread</td>
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<td>(1/1) Fourth cover</td>
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<td>(1/1) Fourth cover of Luxury supplement</td>
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<td>(1/1) Bellyband</td>
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<td>Super cover</td>
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<td>Insert</td>
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<tr>
<td>Special 8-page supplement</td>
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<td>Special 12-page supplement</td>
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<td>Special 16-page supplement</td>
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</table>
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.
## 2019 Publication schedule of The Art Newspaper Russia

<table>
<thead>
<tr>
<th>Issue #</th>
<th>Reservation</th>
<th>Materials</th>
<th>Newspaper on sale</th>
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<td>05 (74) June 2019г.</td>
<td>10 May</td>
<td>17 May</td>
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<td>07 (76) September 2019г.</td>
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<td>08 November</td>
<td>15 November</td>
<td>02 December</td>
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## Digital traffic & followers

### Unique visitors

120,000 **Monthly**

### Total page views

240,000 **Monthly**

### Traffic sources

<table>
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<tr>
<th>Source</th>
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<td>Direct</td>
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<td>Organic search</td>
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<td>Referral</td>
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### Device category

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<td>Mobile</td>
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<td>Tablet</td>
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### Demographics

<table>
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<td>35-44</td>
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<table>
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<tr>
<th>GEOGRAPHY</th>
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<tr>
<td>Russia</td>
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<tr>
<td>Moscow</td>
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<tr>
<td>St Petersburg</td>
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<tr>
<td>Other regions</td>
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<tr>
<td>Ukraine</td>
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<tr>
<td>Armenia</td>
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<tr>
<td>Georgia</td>
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</tr>
<tr>
<td>USA</td>
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<tr>
<td>Belorussia</td>
<td>1</td>
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<tr>
<td>The United Kingdom</td>
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<td>Germany</td>
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<td>Israel</td>
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<tr>
<td>Others</td>
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**FEMALE – 62%**  **MALE – 38%**

### Rates for the advertising on theartnewspaper.ru

<table>
<thead>
<tr>
<th>BANNER 1260*60 PX</th>
<th>PRICE, €</th>
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<tbody>
<tr>
<td>2 weeks</td>
<td>2 250</td>
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<td>1 month</td>
<td>3 500</td>
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<table>
<thead>
<tr>
<th>BANNER 960*60 px</th>
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<tbody>
<tr>
<td>2 weeks</td>
<td>1 750</td>
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<tr>
<td>1 month</td>
<td>2 500</td>
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<table>
<thead>
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<th>BANNER 960*90 px</th>
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<tr>
<td>2 weeks</td>
<td>1 875</td>
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<td>1 month</td>
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<table>
<thead>
<tr>
<th>BANNER 280*400 px</th>
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<tbody>
<tr>
<td>2 weeks</td>
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<td>1 month</td>
<td>5 000</td>
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Technical requirements for the website artworks

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<tr>
<td>Banner GIF/JPG/PNG 960*60 px</td>
<td>100</td>
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<tr>
<td>Banner GIF/JPG/PNG 960*90 px</td>
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</tr>
<tr>
<td>Banner GIF/JPG/PNG 280*400 px</td>
<td>120</td>
</tr>
</tbody>
</table>

Website takeover, not standard format, special projects – on request
MARIYA SINELNIKOVA
Advertising director
M: +7 (916) 086-10-13
Email: msinelnikova@theartnewspaper.ru

KATERINA PLEKHANOVA
Senior Advertising Manager
M: +7 (903) 230-91-31
Email: plekhanova@theartnewspaper.ru

Thank You

Address: 119034, Moscow, Russia
Prechishtenka st., 40/2, bld.2, office 19