



ГАЗЕТА ОБ ИСКУССТВЕ

# THE ART NEWSPAPER RUSSIA

PUBLISHED MONTHLY FROM 2012

# Media kit 2022



## 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), The Art Newspaper Greece (since 2021), the Art Newspaper China (since 2013) and The Art Newspaper Israel (since 2021). 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 initiated The Art Newspaper Russia Film Festival. She is also the co-founder of The Art Exchange and Russian Art Focus.



## 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.



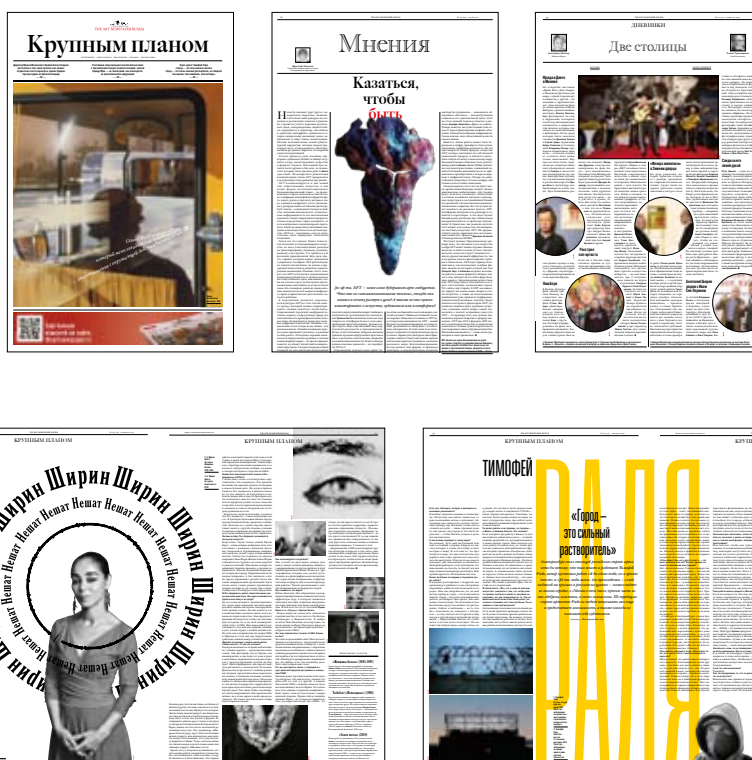
## News | Museum | Conservation

The latest news in the art world. Museology, infrastructure, new programmes and trends. Conservation methodology, archaeology discoveries, protection of cultural heritage.



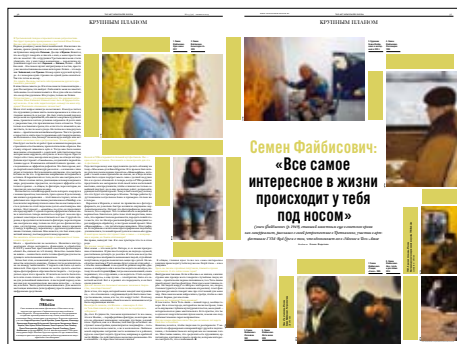
## Comment | Features | Diary

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)

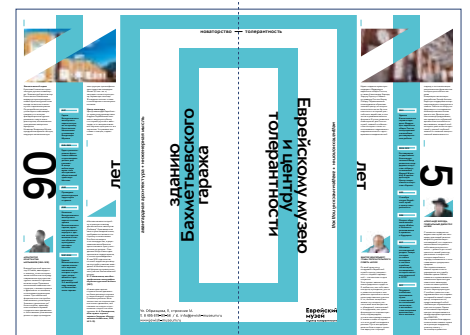
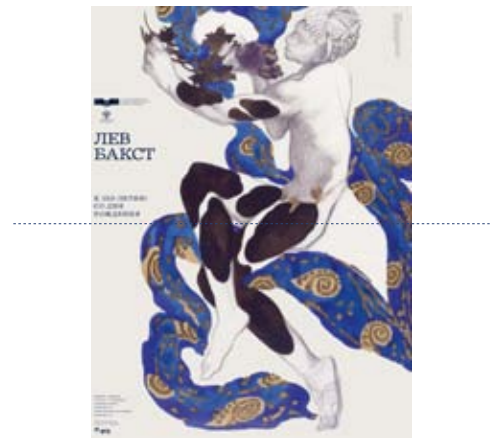
## RATINGS

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

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

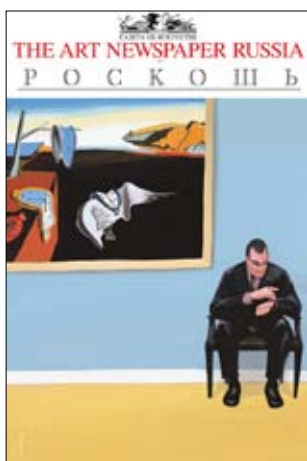
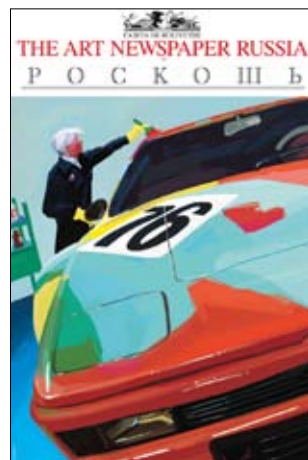
## INSERTS OF IMAGE POSTERS AND CALENDARS REPRESENTING THE MOST SIGNIFICANT PROJECTS OR STAR PIECES FROM A COLLECTION

- ✓ Moscow Kremlin Museums, Elegance and Luxury, France and Russia
- ✓ 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.





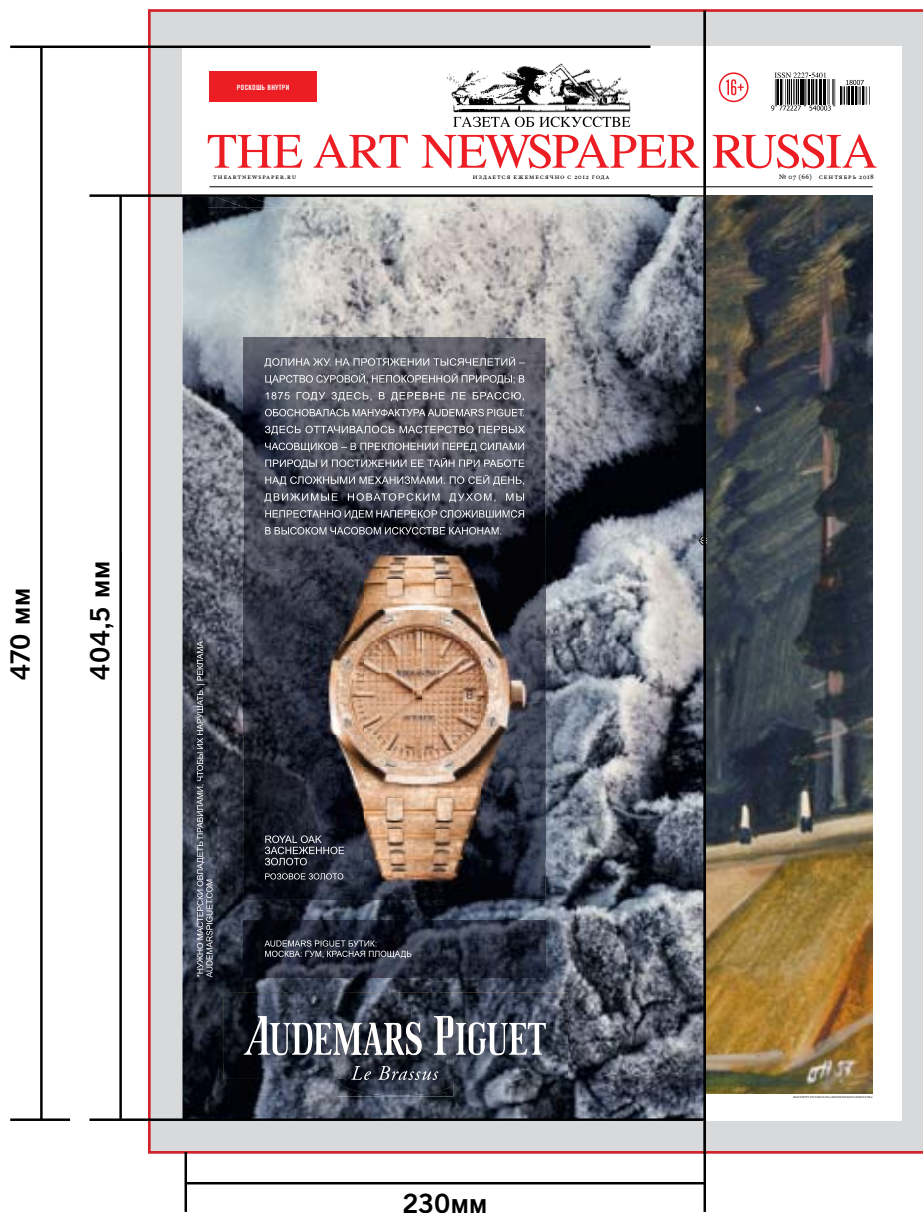
The “belly band” is a broad glossy paper band that wraps around the paper and the supplements. The size of the band allows it to be used as an additional advertising area, for instant exposure to readers.

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



# Supercover

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## 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 winners of X Anniversary The Art Newspaper Russia Award will be announced in april.





## 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 2021, at the opening of the film festival, a documentary film "The Lost Leonardo" about the Salvator Mundi — the most expensive painting ever sold — was shown. A new venue — the legendary Khudozhestvenny Cinema, which just reopened from restoration works, became partner of the festival.

Over the last 5 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, biopics

"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", "Can you hear me?" about the world famous sculptor Jaume Plensa, "Homecoming: Marina Abramovic and her Children", and many more.

The sixth TANR FF is planned for September 2022



THE ART NEWSPAPER RUSSIA

FILM  
FESTIVAL

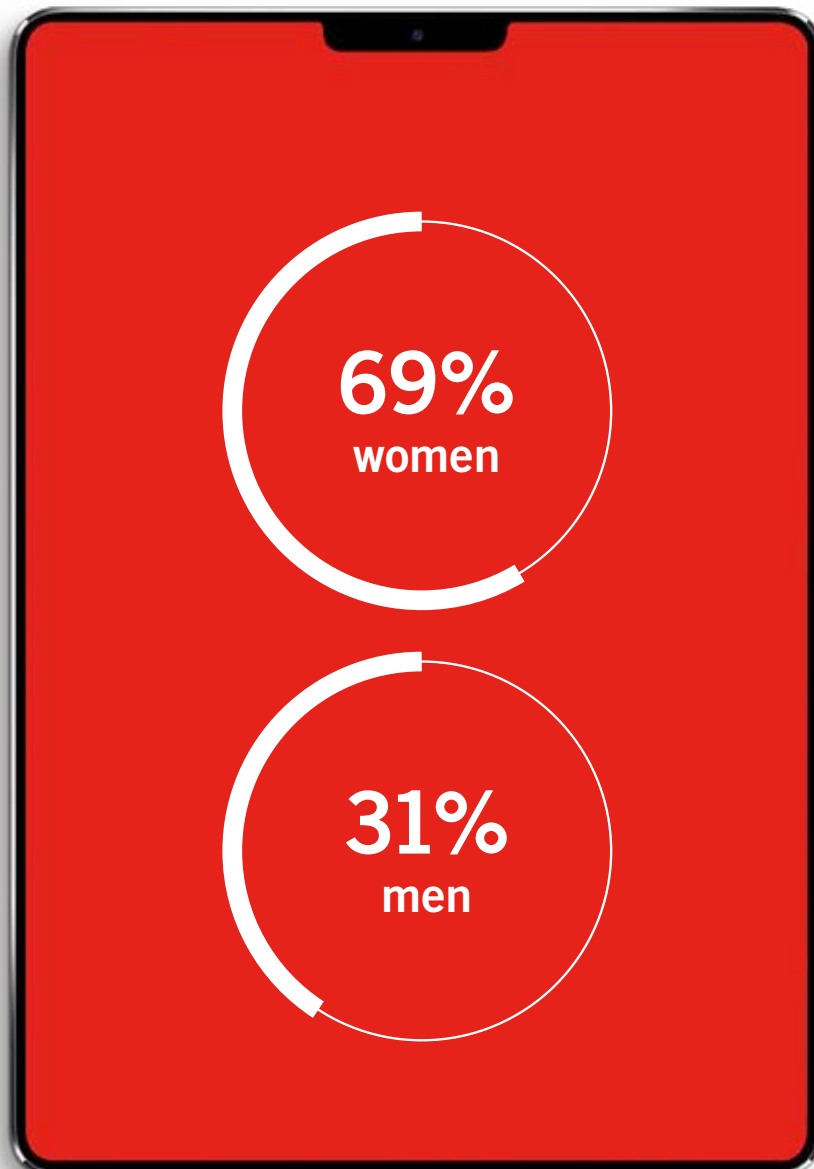
ФЕСТИВАЛЬ  
ФИЛЬМОВ  
ОБ ИСКУССТВЕ



The readership of the publication is 69% female and 31% 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 KulTTovary (Central House of Artists)
4. Super art-market Peredvizhnik
5. Galleries of art gifts Shaltai-Boltai
6. Bookshop Tsiolkovsky
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. Banskchiki
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	271*45,8	3 125
(2/1) First spread	590*448	18 750
(2/1) Second spread	590*448	15 000
(1/1) Full page/Special position next to the Content	295*448	10 800
(1/1) Full page/New, Features, Art Market	295*448	10 400
(1/1) Full page «Luxury»	295*448	6 600
(1/1) Full page/Other sections	295*448	10 000
(1/1) Full page without positioning	295*448	9 375
(2/1) Central spread	590*448	16 700
(1/2) Half page horizontal	271*194	5 830
(1/2) Half page vertical	133,75*391,5	5 830
(1/2) Half page horizontal «Luxury»	285*205	3 450
(1/4) Quarter page	133,75*194	3 100
(1/8) Banner	271*45,8	1 670
(1/1) Third cover	295*448	10 830
(1/1) Fourth cover	295*448	18 750
(1/1) Fourth cover of Luxury supplement	295*448	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
Special project: Promoarticle (newspaper+site)		11 000
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 should be accompanied by signed color proofing (**IRIS, STORK, MATCHPRINT 3M, AGFAPROOF**). Otherwise, claims regarding color reproduction cannot be accepted.
- 5** 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.
- 6** Color profile **SC\_PAPER\_ECI.ICC** for matte offset paper 54 g/m<sup>2</sup> 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%**.
- 7** 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.
- 8** Text Is located on the edge of not less than **10 MM**.



# 2022 Publication schedule of The Art Newspaper Russia

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№ newspaper	Reservation of advertising space	Deadline for layouts	Newspaper in Moscow
05 (102) June 2022г.	10 May	17 May	02 June
06 (103) July — August 2022 г.	8 June	15 June	04 July
07 (104) September 2022г.	9 August	16 August	05 September
08 (105) October 2022г.	6 September	13 September	03 октября
9 (106) November 2022г.	5 October	12 October	07 November
10 (107)December 2022 — January 2023	8 November	15 November	05 December.

# The Art Newspaper Russia Website | 19

## Digital traffic & followers

UNIQUE VISITORS	210 000 MONTHLY
THE ART NEWSPAPER RUSSIA VKONTAKTE GROUP	OVER 13 500
THE ART NEWSPAPER RUSSIA TELEGRAM FOLLOWERS	OVER 4 400
WEEKLY NEWSLETTER	OVER 5 000

TRAFFIC SOURCES	%
Social	11,44
Direct	29,87
Organic search	52,96
Referral	4,16
Email	1,36

DEVICE CATEGORY	%
Desktop	33,1
Mobile	63,6
Tablet	3,28

## Demographics

FEMALE – 69%    MALE – 31%

AGE	%
18-24	12,2
25-34	23,6
35-44	19,8
45-54	18,9
55-64	22,4
65+	22,4

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

### PAGE EXCLUSIVE

(top banner / side banner, second side banner / bottom banner)

2 weeks	12 500
1 month	22 900

### PROMO ARTICLE ON THE SITE

In the first five top news	5 200
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560X100 PX (BANNER IN WEEKLY NEWSLETTER)	2 080
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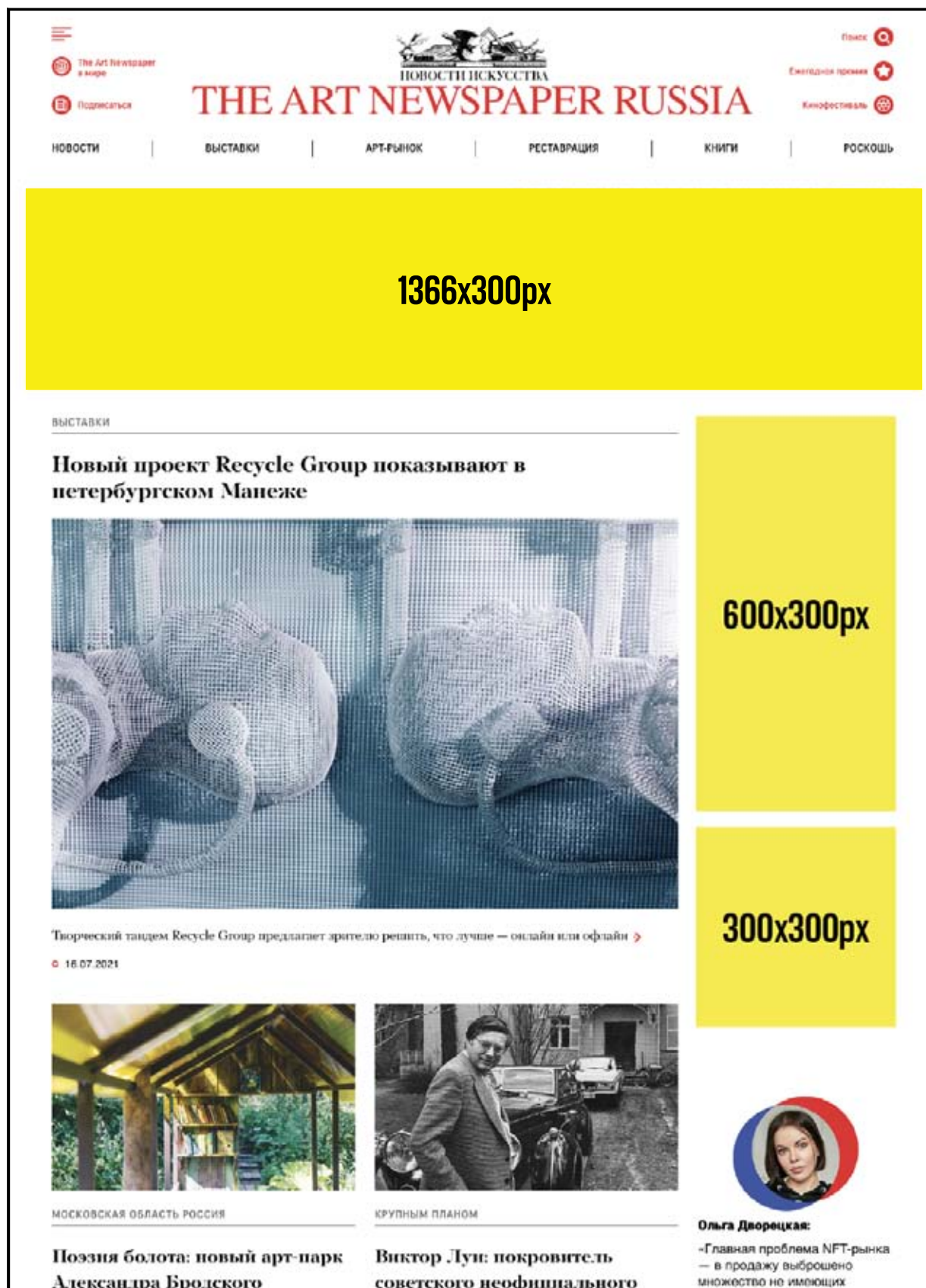
### NEWSLETTER

Advertising banners in weekly newsletter	1 354
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# The Art Newspaper Russia Website | 21

## Desktop



## 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 во 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 Веретьеве

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

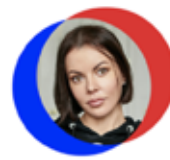
300x300px

ИНТЕРВЬЮ



**Наталья Григорьева:**

«Импрессионисты Пушкинского музея воспринимались мной почти как домашние художники»



**Ольга Дворецкая:**

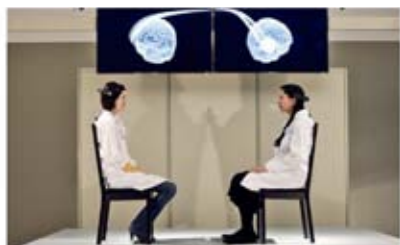
«Главная проблема NFT-рынка — в продажу выброшено множество не имеющих ценности работ»



**Проект «Красный сад»:**

восемь современных скульптур стоят лицом к Кремлевской стене

960x300px



НОВОСТИ

### Фонд Laboratoria Art&Science открыл постоянное пространство

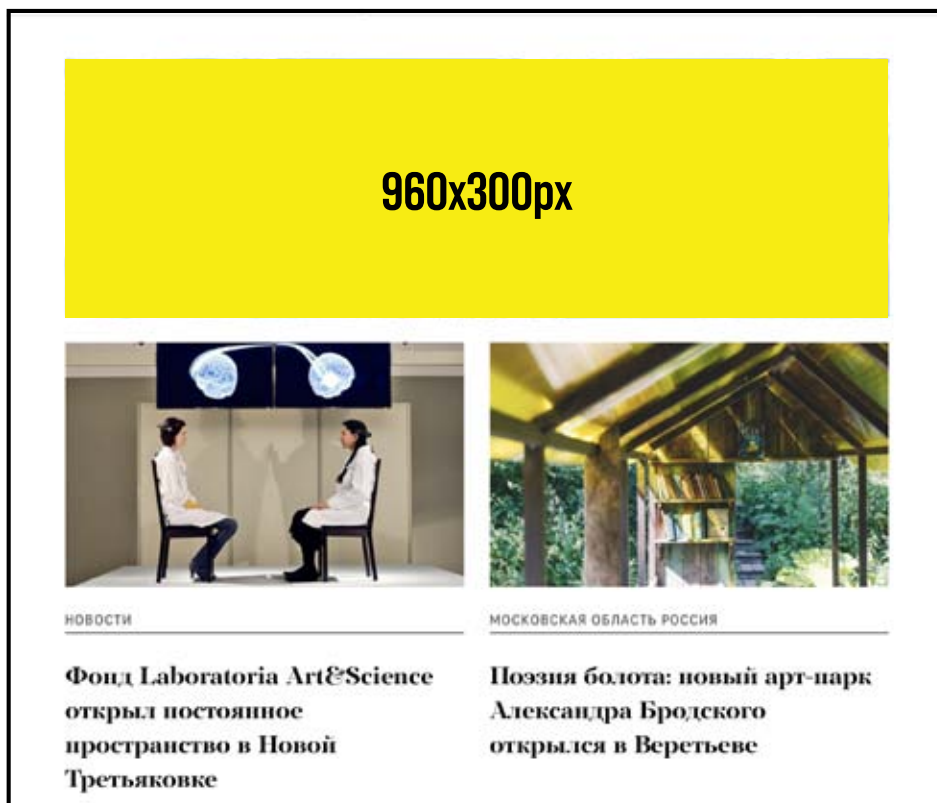
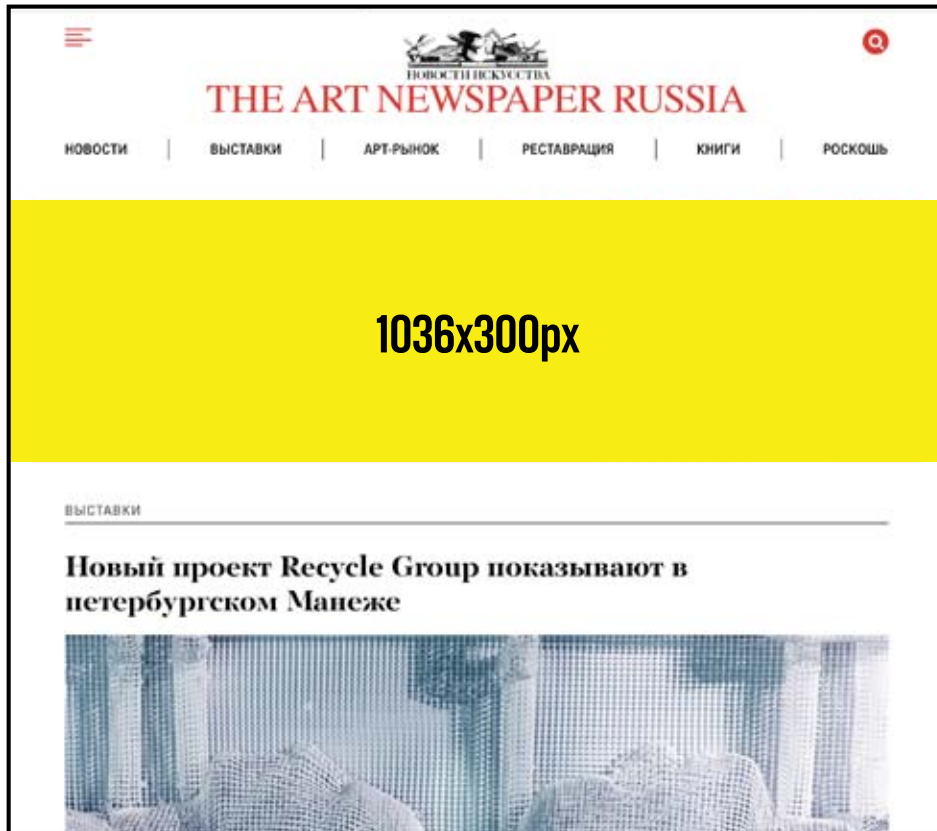


МОСКОВСКАЯ ОБЛАСТЬ РОССИЯ

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

# The Art Newspaper Russia Website | 23

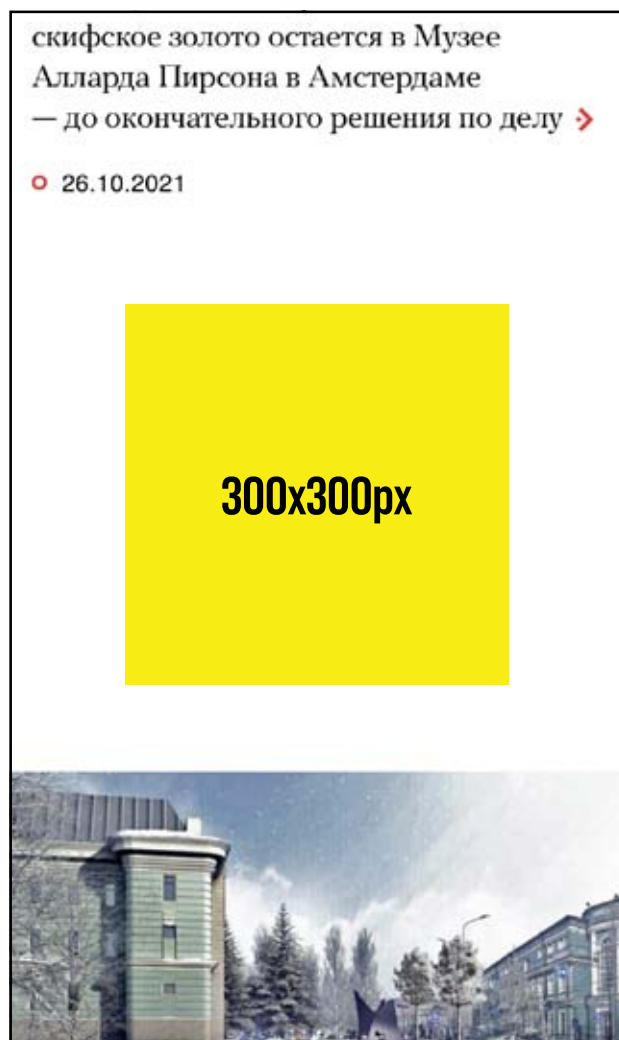
## Tablet





# The Art Newspaper Russia Website | 24

## Mobile



## Technical requirements for the website artworks

### ADVERTISING SPACE

SIZE, Kb

GIF/JPG/PNG 1260\*60 px

200

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



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## Thank You