



ГАЗЕТА ОБ ИСКУССТВЕ

# THE ART NEWSPAPER RUSSIA

PUBLISHED MONTHLY FROM 2012

# Media kit 2023



## 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: Olga Yarutina

Born in Sverdlovsk (present-day Yekaterinburg), Olga Yarutina specializes in investments and holds a degree in economy and law. She has long been interested in visual arts; in addition to collecting icons, she supports contemporary schools of icon-painting and temples restoration. The collection she started 6 years ago also includes Russian painting, drawings and prints.



## 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.



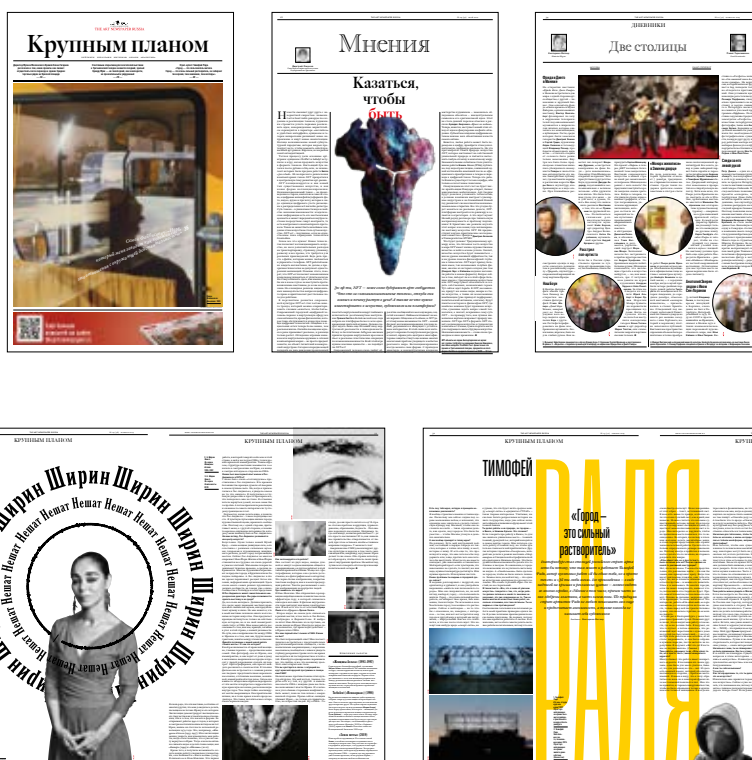
## News | Museum | Conservation

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



## Comment | Features | Diary

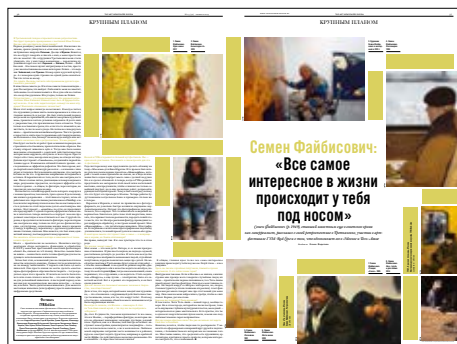
Opinions and evaluations of world experts in various fields of culture. Interviews with curators, museum directors, artists, collectors, gallery owners. Social events and art exhibitions in New York, London, Moscow and St. Petersburg.





## 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
- ✓ The Russian Pavilion at the Venice Biennale
- ✓ Contemporary Art Fair FIAC (Paris, France)
- ✓ Contemporary Art Fair viennacontemporary (Wien, Austria)
- ✓ Contemporary Art Fair Cosmospow (Moscow)
- ✓ Art Basel (Paris)

## 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)
- ✓ 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

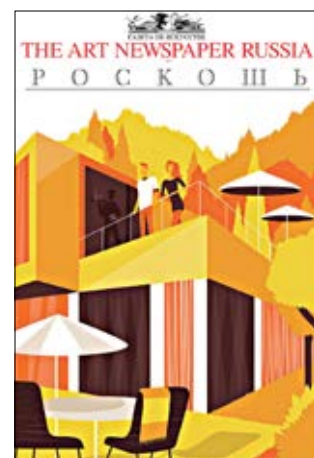
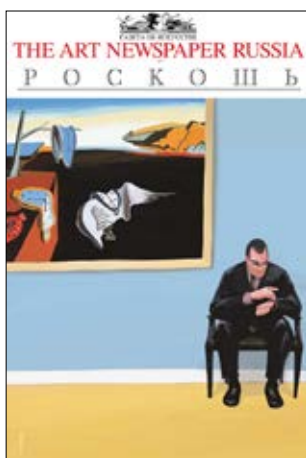
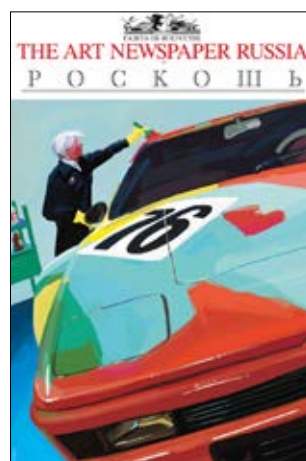
- ✓ Moscow Kremlin Museums, Elegance and Luxury, France and Russia
- ✓ The Pushkin State Museum of Fine Arts, the Leon Bakst: on the 150th Anniversary of his Birth exhibition
- ✓ Institute of Russian Realistic Art
- ✓ BRAFA
- ✓ AZ Museum
- ✓ The International Numismatic Club Museum
- ✓ Illustrated books by the artist Kirill Chyolushkin
- ✓ Jewish Museum and Tolerance Center celebrates 10th anniversary
- ✓ Opening of the center of constructivism Zotov
- ✓ Recycle Group at the center for contemporary art Winzavod





## 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.

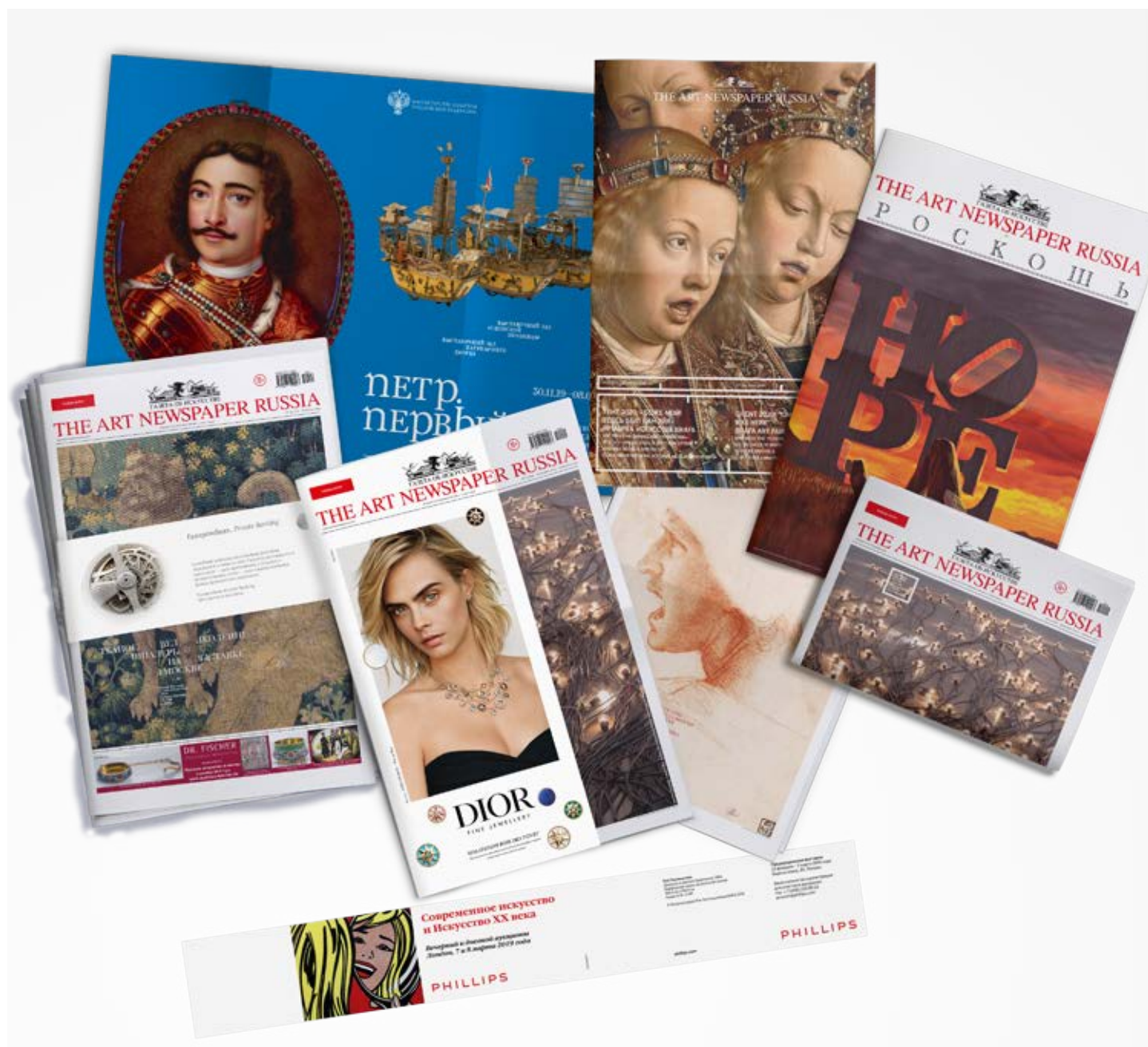


# Additional opportunities

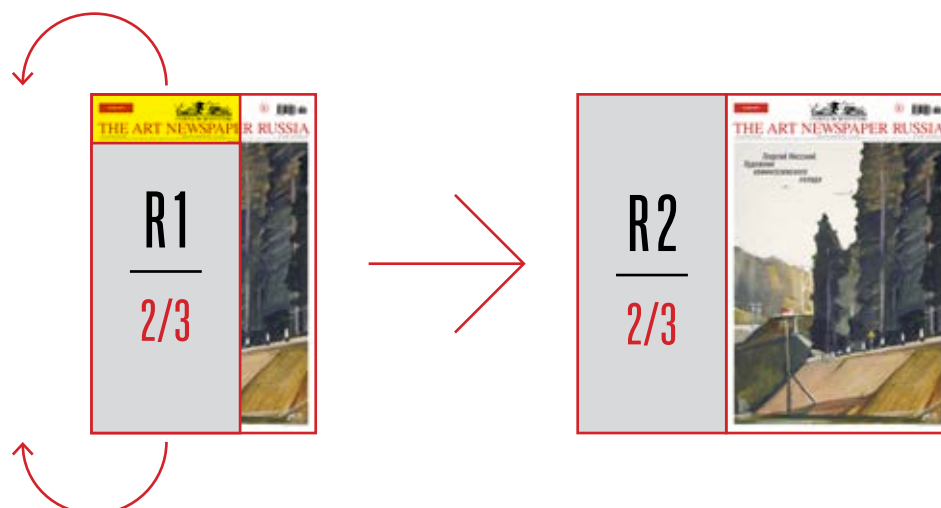
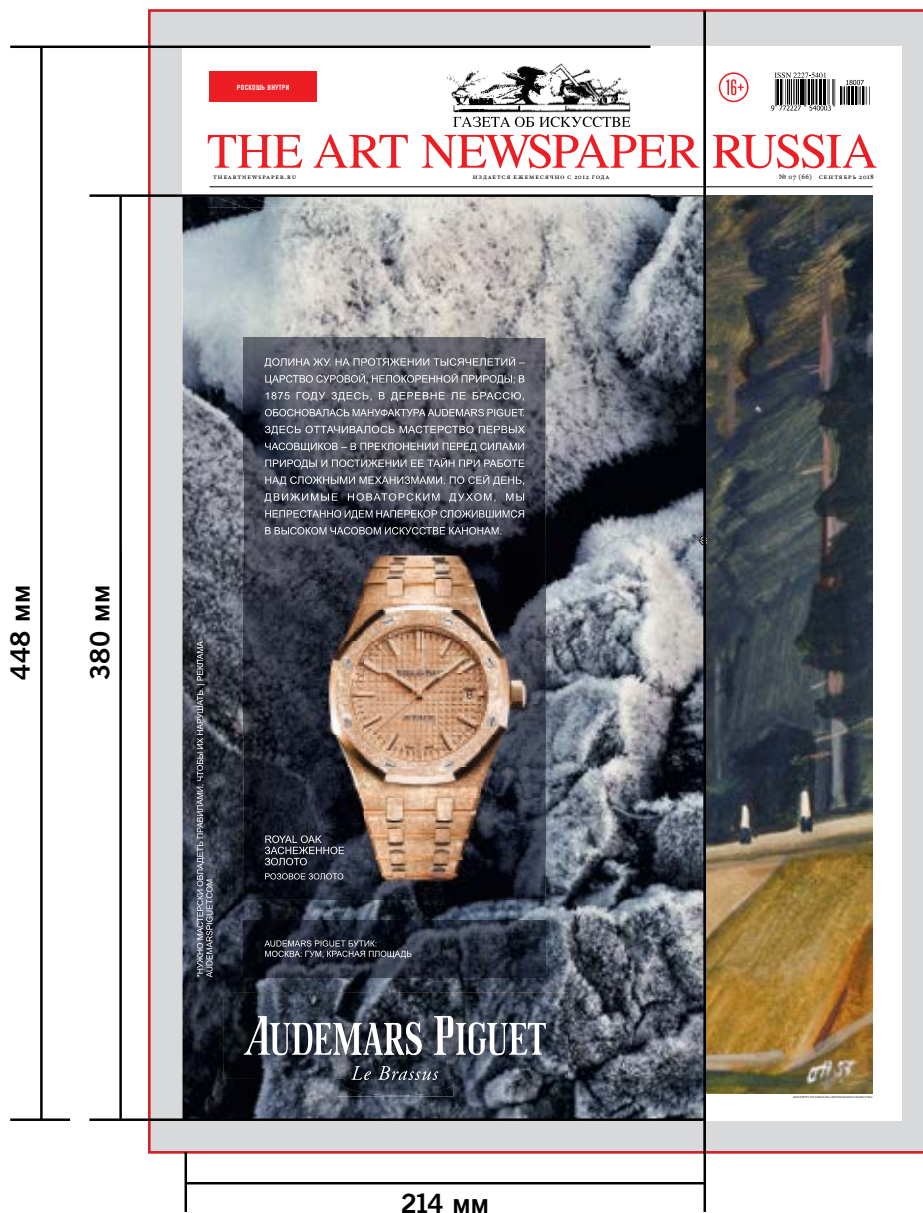
| 9

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.









## 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 the XI The Art Newspaper Russia award will be announced in March.



## 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 ART NEWSPAPER RUSSIA

FILM  
FESTIVAL

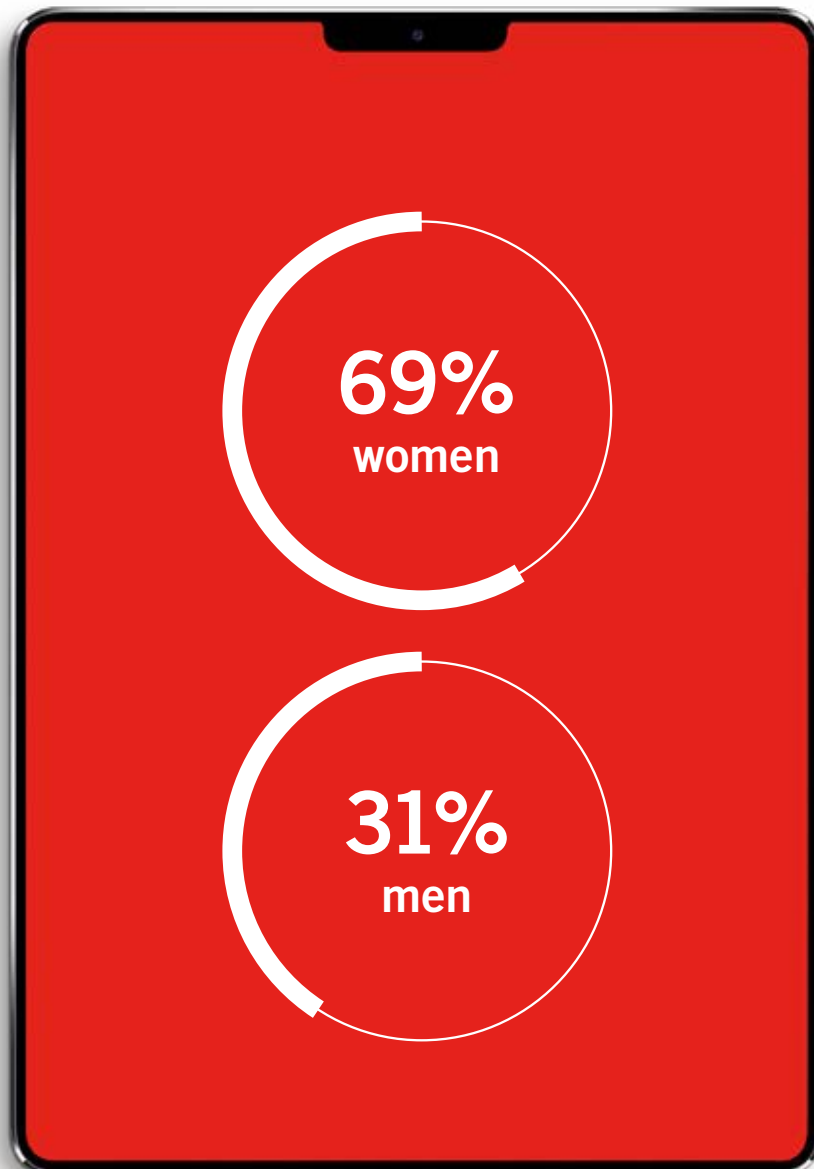
ФЕСТИВАЛЬ  
ФИЛЬМОВ  
ОБ ИСКУССТВЕ



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

### MUSEUMS, GALLERIES, EXHIBITION HALLS:

- 1 IN ARTIBUS Foundation
- 2 State Historical Museum
- 3 Multimedia Art Museum, Moscow (MAMM)
- 4 State Museum of Fine Arts named after A.S. Pushkin
- 5 State Center for Contemporary Art
- 6 Jewish Museum and Tolerance Center
- 7 All-Russian Museum of Decorative, Applied and Folk Art
- 8 EKATERINA Cultural Foundation
- 9 Center for Photography. the Lumiere brothers
- 10 Moscow Kremlin Museums
- 11 Museum Association «Museum of Moscow»
- 12 AZ Museum
- 13 State Museum of Architecture named after A.V. Shchusev
- 14 Tsaritsyno Museum-Reserve
- 15 Garage Museum of Contemporary Art
- 16 Museum of Russian Impressionism
- 17 School of modern photography Photoplay
- 18 GUM-RED-LINE
- 19 «Museum and exhibition association «Manege»
- 20 Artistic institution «JART GALLERY»

### BOOKSTORES:

- 1 BookStores «MMOMA ART BOOK SHOP»
- 2 Bookstore «Khodasevich»
- 3 Magazinus «Serovin and Korov»
- 4 Tsiolkovsky bookstore
- 5 Bookstores «Falanster»
- 6 Shop «Word Order» in the Electrotheatre Stanislavsky
- 7 Moscow House of Books on Novy Arbat
- 8 Bookshop at RSUH
- 9 Monitor box bookstore
- 10 Doštovievsky bookstore

### OTHER:

- 1 GUM «Gastronom №1»
- 2 Hypermarket «Your House»
- 3 Bank Opening
- 4 Alpha Capital
- 5 Heydar Aliyev Foundation
- 6 Republic of Azerbaijan
- 7 Direct Group
- 8 Swiss International Air Lines
- 9 Lokobank
- 10 Gazprombank
- 11 Sovkom Auction House
- 12 Yacht Club De Monaco
- 13 Sberbank private bank
- 14 Skolkovo Golf Club
- 15 House of creativity of writers Peredelkino

### PREMIUM DISTRIBUTION

#### AIRPORTS

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

#### СЕТЬ «КОФЕМАНИЙ»

- 1 Lesnaya str., 5
- 2 Usacheva str., 26
- 3 Red Square, 3
- 4 Kutuzovsky Prospekt, 17
- 5 Maly Cherkassky Lane. 2
- 6 Trubnaya pl., 2

- 7 Tverskaya str., 22
- 8 Pokrovka str., 18/18 p. 3
- 9 Komsomolsky Prospekt, 21 p. 2
- 10 Sadovnicheskaya str., 82, p.2
- 11 Nikitskaya str., 13/6
- 12 B.Polyanka str., 2/2
- 13 Novy Arbat str., 19
- 14 Tsentralnaya str., 33, Pokrovskoe
- 15 Kudrinskaya pl., 46/54
- 16 Leningradskoe shosse, 16A, p.4
- 17 1st Tverskaya-Yamskaya str., 21
- 18 Mosfilmovskaya str., vl.1A LCD Cherry Orchard
- 19 22b, Rublevsky Privoz market Mytnaya str., 74

## RESTAURANTS AND HOTELS:

- 1 Moscow Marriott Marriott Hotel Novy Arbat
- 2 Yoko
- 3 Williams
- 4 Shinok
- 5 Vanilla
- 6 WATER
- 7 Cantinetta Antinori
- 8 VERANDA NEAR THE COTTAGE
- 9 Bolshoi
- 10 Novikov restaurant&bar
- 11 BERTH
- 12 Sahli

- 13 Darbazi
- 14 Restaurant Turandot
- 15 Happiness
- 16 Tenili
- 17 BRO&N
- 18 Seagull
- 19 Swallow
- 20 Ararat Park Hyatt

## Saint Petersburg

### BOOKSTORES:

- 1 St. Petersburg House of Books
- 2 BookStore «All are free»
- 3 FotoDepartament Foundation/Gallery
- 4 BookStore «Subscription Editions»
- 5 Shop «Word Order»
- 6 CI Nevsky 8
- 7 Word order on the Alexandrinka New Stage
- 8 Garage Bookshop
- 9 Kgallery Bookcafe

### МУЗЕИ И ГАЛЕРЕИ:

- 1 Museums and galleries:
- 2 Central Exhibition Hall Manege
- 3 State Hermitage
- 4 Erarta Museum and Galleries of Contemporary Art
- 5 Museum of Contemporary Art «New Museum»
- 6 Faberge Museum
- 7 Rosfoto State Center for Photography

### ELECTRONIC VERSION:

- 1 PRESS.RU
- 2 LITRES.RU

### RESTAURANTS AND HOTELS:

- 1 Chekhov restaurant
- 2 Flying Dutchman Restaurant
- 3 Astoria Hotel
- 4 Charlie restaurant
- 5 Wynwood Hotel
- 6 Cheese factory restaurant
- 7 Francesco restaurant
- 8 GrandHotel
- 9 Angleterre Hotel

### OTHER:

- 1 Private Banking (Gazprom Bank)

### REGIONAL DISTRIBUTION.

#### (SVERDLOVSK REGION):

- 1 “BOOKS OF COFFEE AND ETC. MEASUREMENTS (BookStore)»
- 1 Yeltsin Center (museum)

#### (NIZHNY NOVGOROD REGION):

- 1 Arsenal

## 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**.

# 2023 Publication schedule of The Art Newspaper Russia

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| 18

Nº newspaper	Reservation of advertising space	Deadline for layouts	Newspaper in Moscow
01 (108) February 2023r.	13 January	20 January	06 February
02 (109) March 2023r.	10 February	17 February	06 March
03 (110) April 2023r.	10 March	17 March	3 April
04 (111) May 2023r.	10 April	14 April	1-2 May
05 (112) June 2023r.	05 May	19 May	5 June
06 (113) July – August 2023 r.	09 June	16 June	3 July
07 (114) September 2023r.	11 August	18 August	4 September
08 (115) October 2023r.	08 September	15 September	2 October
09 (116) November 2023r.	06 October	13 October	30 October
10 (117) December 2023r. – January 2024r.	10 November	17 November	4 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 7 600
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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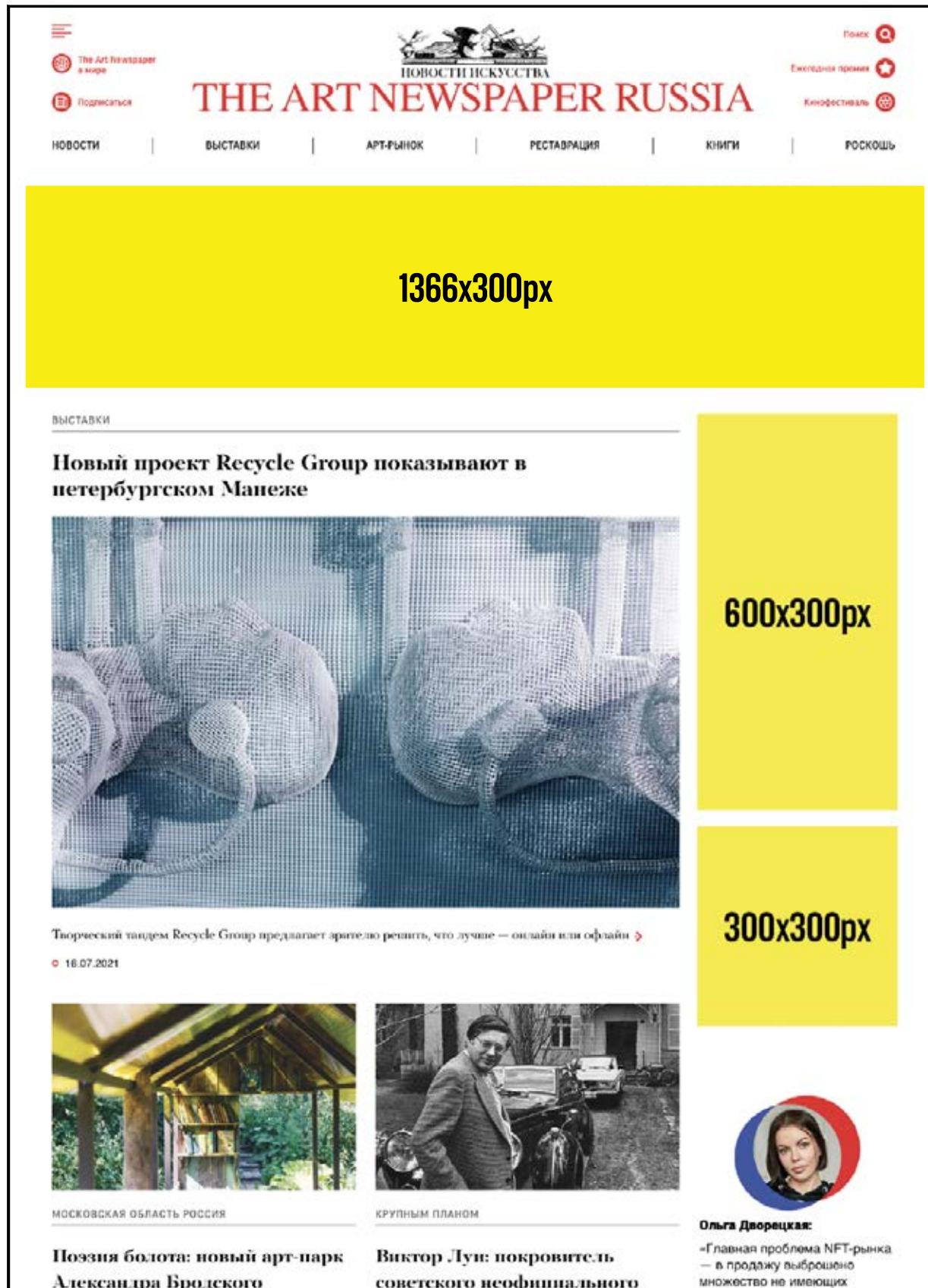
560X100 PX (BANNER IN WEEKLY NEWSLETTER)	2 080
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### NEWSLETTER

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 Веретье

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



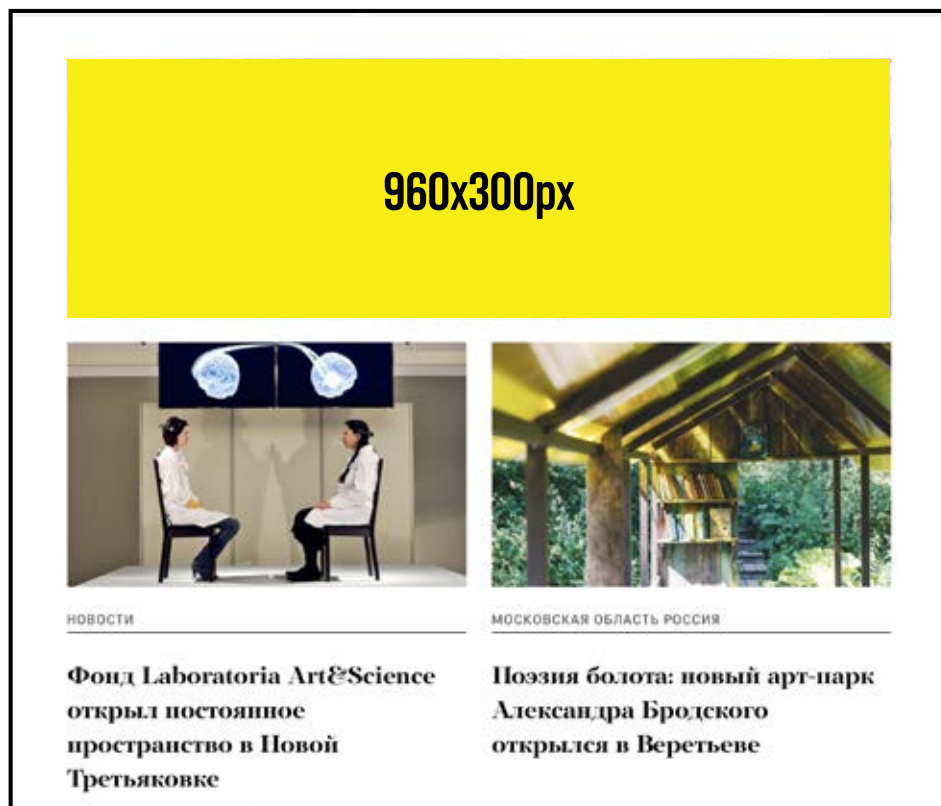
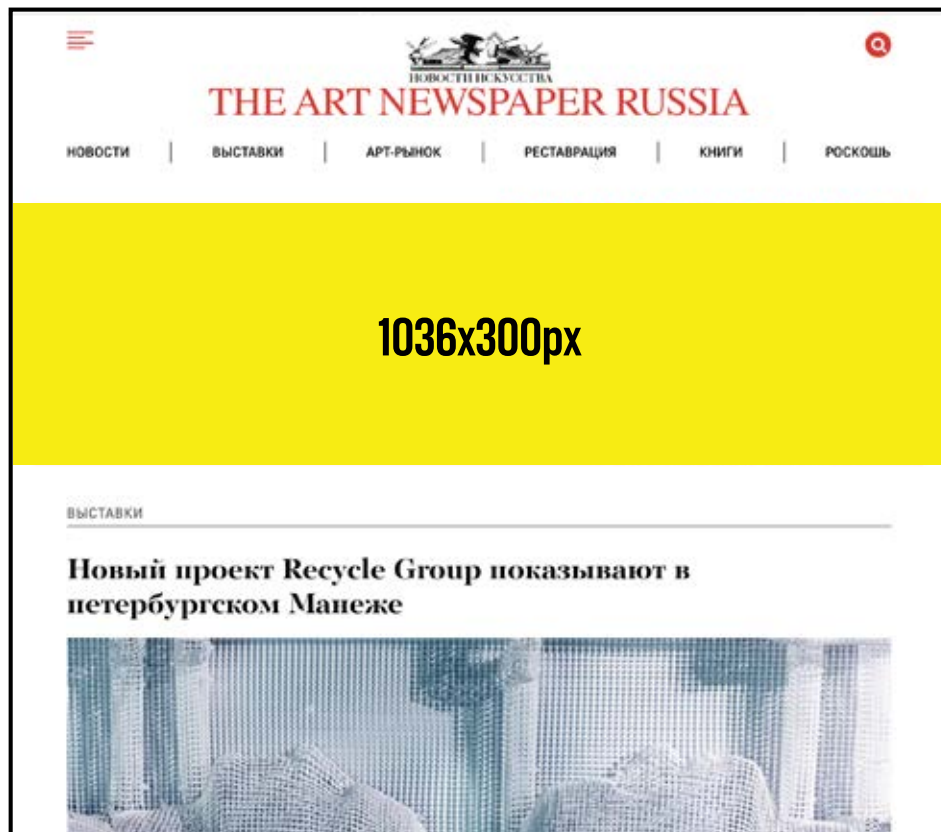
МОСКОВСКАЯ ОБЛАСТЬ РОССИЯ

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



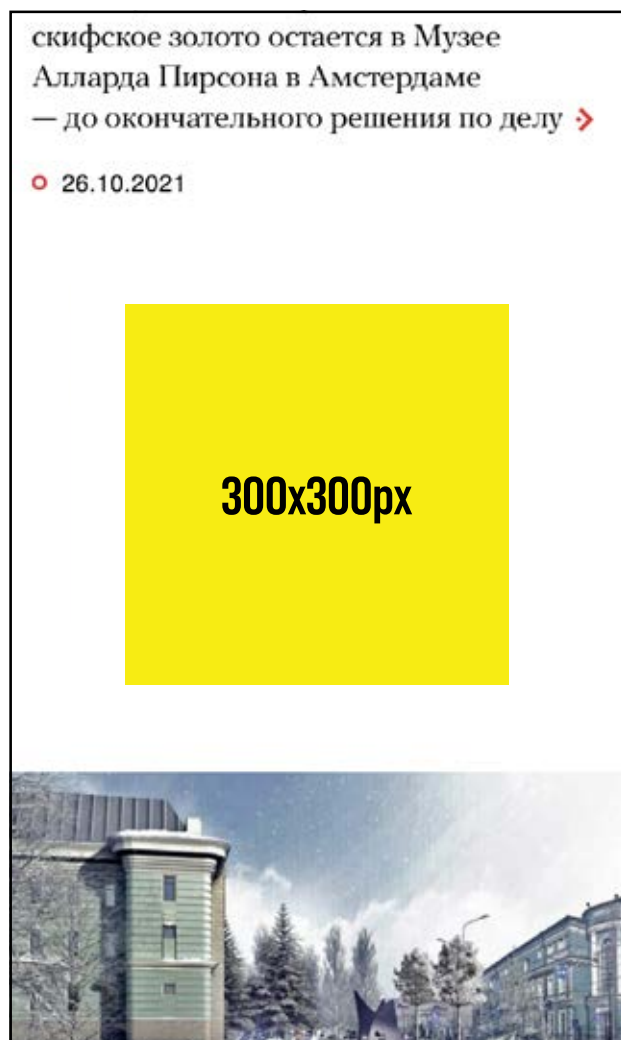
# The Art Newspaper Russia Website | 23

## 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

**MARIYA SINELNIKOVA**

Advertising director

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## Thank You