



ГАЗЕТА ОБ ИСКУССТВЕ

THE ART NEWSPAPER RUSSIA

ИЗДАЕТСЯ ЕЖЕМЕСЯЧНО С 2012 ГОДА

Media kit 2024



About the Newspaper

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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 China (since 2013), The Art Newspaper Israel (since 2021) and The Art Newspaper Türkiye (since 2023). 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, Istanbul, 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.



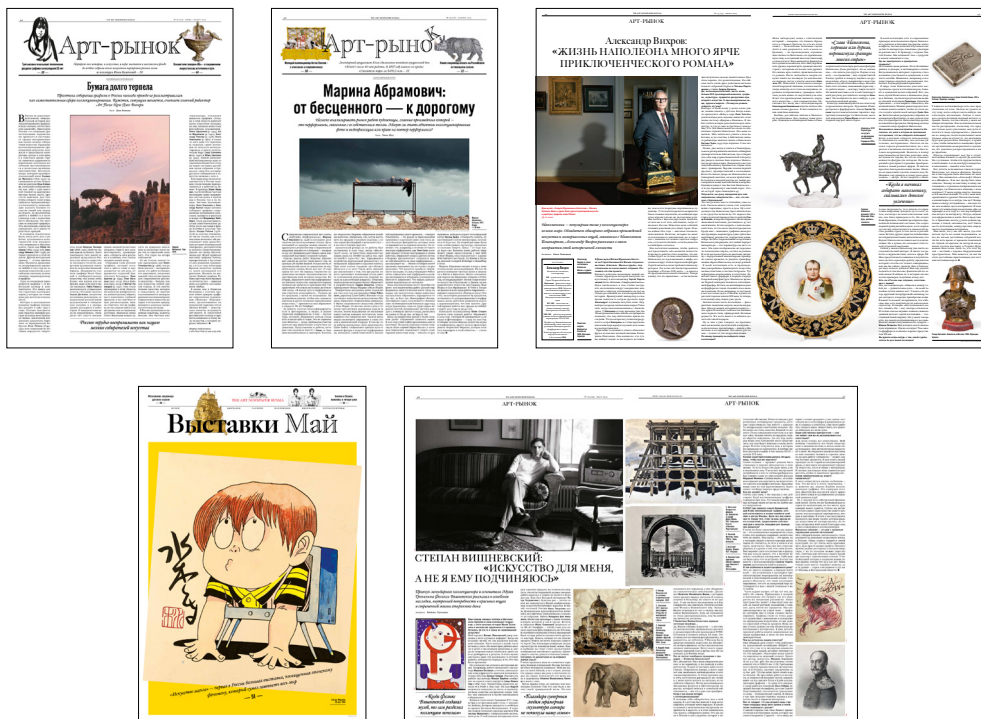
Books | Media

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

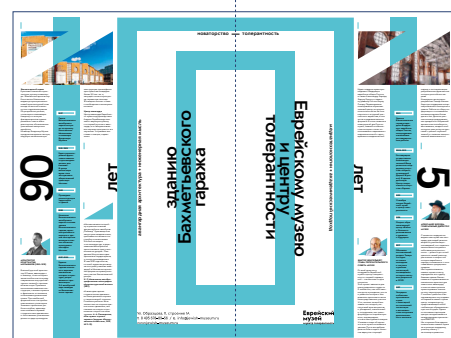
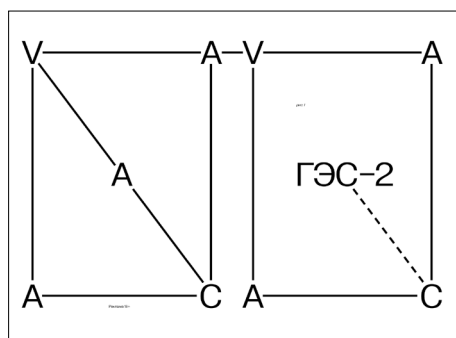
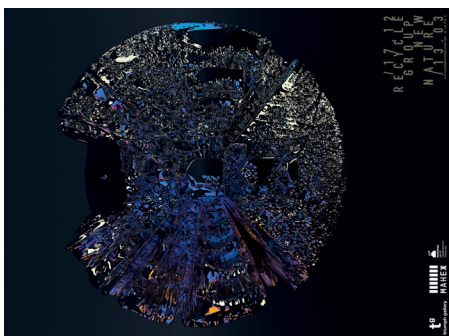
- ✓ Venice Biennale (May 2017)
- ✓ Exhibition "Icons of Modern Art. The Shchukin collection" (Paris, Louis Vuitton Foundation, October 2016)
- ✓ BRAFA Art Fair
- ✓ I Moscow International Forum Culture: a Look into the Future (Manege, October 2014)

RATINGS

- ✓ Annual rating of most visited museums and exhibitions of the world
- ✓ Rating of the most expensive artists
- ✓ Rating of young artists

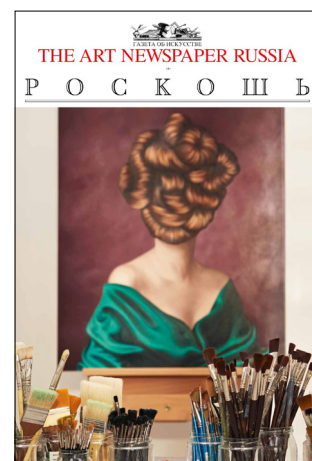
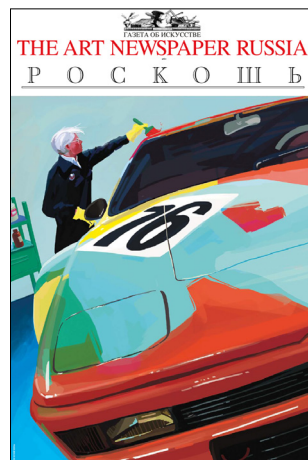
INSERTS OF IMAGE POSTERS AND CALENDARS REPRESENTING THE MOST SIGNIFICANT PROJECTS OR STAR PIECES FROM A COLLECTION

- ✓ 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
- ✓ GES-2 house of Culture



Luxury supplement

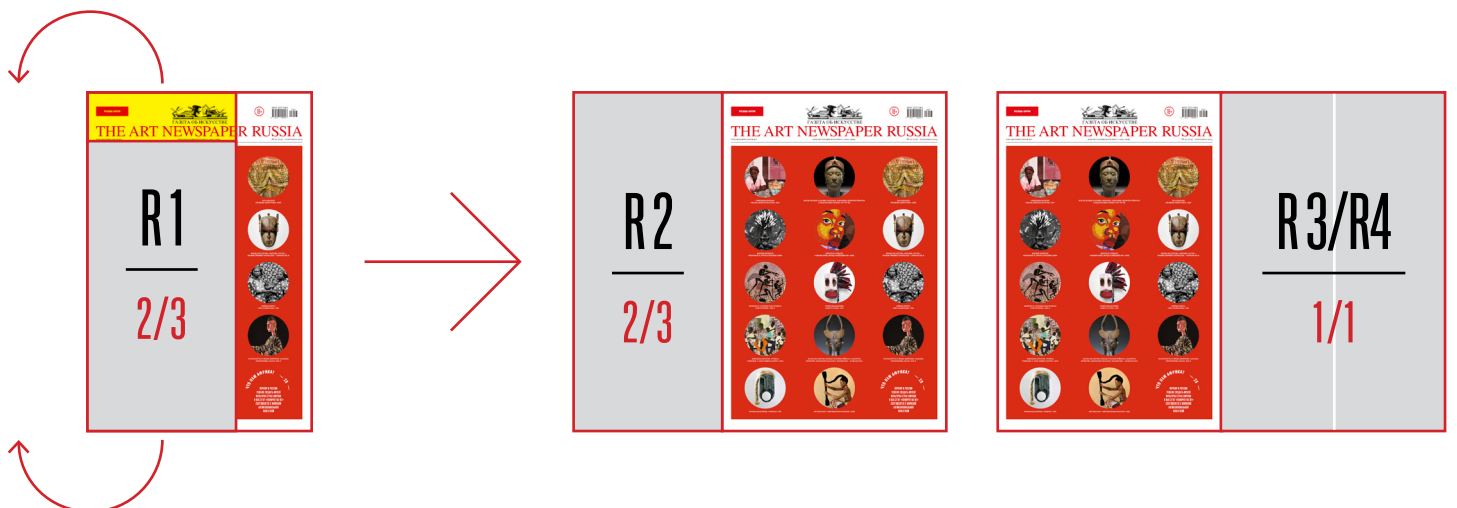
The luxury supplement to the newspaper is aimed at sustaining the brand image of advertisers. It features specially prepared articles about high fashion, collectible watches, jewellery, contemporary design, antiques and cars.



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, (yers, 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 XII The Art Newspaper Russia award will be announced in March.



The ART Newspaper Russia FILM FESTIVAL

TANR FF features new fiction and documentary films – winners and entries from Cannes Film Festival, Berlin International Film Festival,

Sundance, TriBeCa etc. Most of them can only be watched during the festival as they are not widely screened in cinemas.

Takes place in Moscow, lasts for one week on seven venues with daily screenings, public talks with directors and producers, accompanied by famous cinema and art critics.



THE ART NEWSPAPER RUSSIA

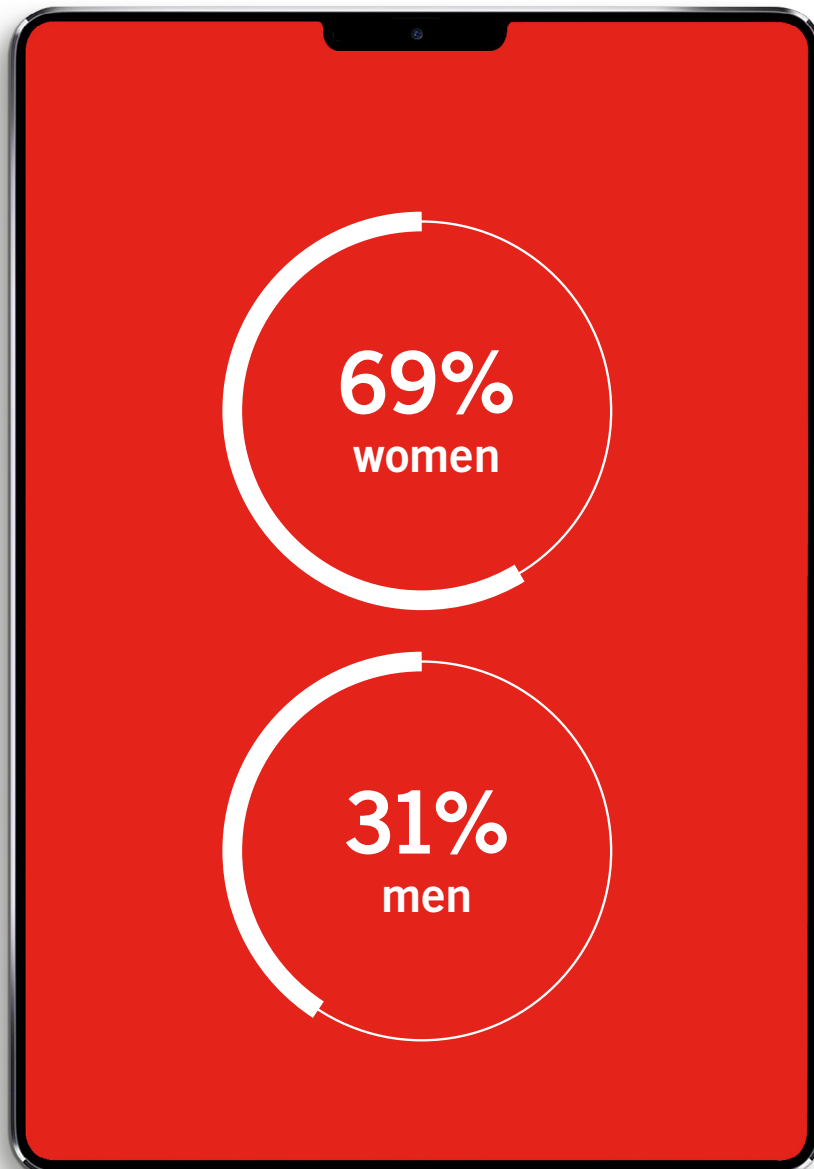
FILM
FESTIVAL

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 welleducated 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 Cultural center «Zil»
- 8 All-Russian Museum of Decorative, Applied and Folk Art
- 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»

PREMIUM DISTRIBUTION

Russian Government Office

OTHER

- 1 Alpha Capital
- 2 Direct Group
- 3 Lokobank
- 4 «Gazprombank» Private Banking
- 5 Sovkom Auction House
- 6 PR REBOOT – network of fitness centers
- 7 Sberbank private bank
- 8 Skolkovo Golf Club
- 9 House of creativity of writers Peredelkino
- 10 Azbuka Vkusa supermarket chain
 1. Marshal Zhukov Avenue, 41
 2. Arbat, 54
 3. Michurinsky Ave. 22 bldg. 1
 4. Mosfilmovskaya, 88, bldg. 2
 5. Ostrovityanova, 2
 6. Leninsky Prospekt, 34
 7. Novaya Riga Outlet Village
 8. Shopping center «Kashtanovaya Roshcha» (Dmitrovskoe highway, 2B, building 1, Sholokhov village)
 9. Shopping center «Unimol» (Moscow region, Krasnogorsk urban district, Novorizhskoe highway, 7th kilometer, s1)
- 11 MultiSport fitness
- 12 Bosco Clinica
- 13 RODINA club
- 14 ALROSA

COFFEEMANIA RESTAURANT CHAIN

- 1 Moscow, Lesnaya st, 5
- 2 Moscow, Usacheva st, 26
- 3 Moscow, Red Square, 3
- 4 Moscow, Kutuzovsky prospekt, 17
- 5 Moscow, Maly Cherkassky lane. 2
- 6 Moscow, Trubnaya Sq, 2
- 7 Moscow, Tverskaya St, 22
- 8 Moscow, Pokrovka St, 18/18, building 3
- 9 Moscow, Komsomolsky Prospekt, 21, building 2
- 10 Moscow, Sadovnicheskaya st, 82, building 2
- 11 Moscow, B. Nikitskaya st, 13/6
- 12 Moscow, B. Polyanka st, 2/2
- 13 Moscow, New Arbat st, 19
- 14 Central st, 33, Pokrovskoe village
- 15 Moscow, Kudrinskaya sq., 46/54
- 16 Moscow, Leningradskoye Highway, 16A, building 4

- 17 Moscow, 1st Tverskaya-Yamskaya St, 21
- 18 Moscow, Mosfilmovskaya St, 1A,
Cherry Garden residential complex
- 19 Rublevo-Uspenskoe highway, 22V,
Rublevsky Privoz market
- 20 Moscow, Mytnaya St, 74

RESTAURANTS AND HOTELS

- 1 Moscow Marriott Marriott Hotel Novy Arbat
- 2 Yoko
- 3 Williams
- 4 Shinok
- 5 Vanilla
- 6 Cantinetta Antinori
- 7 VERANDA NEAR THE COTTAGE

- 8 Bolshoi
- 9 Novikov restaurant&bar
- 10 BERTH
- 11 Sahli
- 12 Darbazi
- 13 Restaurant Turandot
- 14 Happiness
- 15 Tenili
- 16 BRO&N
- 17 Seagull
- 18 Swallow
- 19 Ararat Park Hyatt
- 20 Cube.Moscow
- 21 Palaty moscow
- 22 Eleven Coffee
- 23 Blossom Garden
- 24 Bagebi
- 25 Geraldine

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

MUSEUMS AND GALLERIES

- 1 Central Exhibition Hall Manege
- 2 State Hermitage
- 3 Museum of Contemporary Art
«New Museum»
- 4 Faberge Museum
- 5 Rosfoto State Center for Photography

ELECTRONIC VERSION

- 1 PRESSA.RU
- 2 LITRES.RU

RESTAURANTS AND HOTELS

- 1 Four Seasons Hotel Lion Palace St. Petersburg
- 2 Hotel Wynwood
- 3 Astoria Hotel
- 4 Charlie restaurant

- 5 Wynwood Hotel
- 6 Cheese factory restaurant
- 7 Francesco restaurant
- 8 GrandHotel
- 9 Angleterre Hotel
- 10 Moika 22 Hotel
- 11 Wawelberg 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
- 2 Sheraton Nizhniy Novgorod Kremlin

KAZAN

- 1 Bookshop Smena

UFA

- 1 Bookshop ZAMAN

EKATERINBURG

- 1 Hyatt Regency

Rates for the advertising in the newspaper

ADVERTISING SPACE	SIZE, MM	PRICE, EUR
(1/8) Banner on the cover	271x45,8	3 125
(2/1) First spread	590x448	18 750
(2/1) Second spread	590x448	15 000
(2/1) Third spread	590x448	15 000
(1/1) Full page/Special position next to the Content	295x448	10 800
(1/1) Full page/New, Features, Art Market	295x448	10 400
(1/1) Full page «Luxury»	295x448	6 600
(1/1) Full page/Other sections	295x448	10 000
(2/1) Central spread	590x448	16 700
(1/2) Half page horizontal	271x194	5 830
(1/2) Half page vertical	133,75x391,5	5 830
(1/2) Half page horizontal «Luxury»	285x205	3 450
(1/4) Quarter page	133,75x194	3 100
(1/8) Banner	271x45,8	1 670
(1/1) Third cover	295x448	10 830
(1/1) Fourth cover	295x448	18 750
(1/1) Fourth cover of Luxury supplement	295x448	10 830
(1/1) Bellyband	120x600	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
(2/1 x 2) Central Double spread	590x448 x 2	23 300

The technical requirements for the artworks submissions

- 1 TIFF 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 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.
- 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/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%**.
- 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 **10mm**.

2024 Publication schedule of The Art Newspaper Russia

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No newspaper	Reservation of advertising space	Deadline for layouts	Newspaper in Moscow
01 (118) February 2024	27 January	16 January	5 February
02 (119) March 2024	7 February	14 February	4 March
03 (120) April 2024	6 March	13 March	1 April
04 (121) May 2024	4 April	11 April	6 May
05 (122) June 2024	3 May	15 May	3 June
06 (123) July — August 2024	6 June	13 June	1 July
07 (124) September 2024	8 August	15 August	2 September
08 (125) October 2024	5 September	12 September	7 October
09 (126) ноябрь 2024	5 October	12 October	5 November
10 (127) December 2024 — January 2025	7 November	14 November	2 December

Digital traffic & followers

210 000

UNIQUE VISITORS

THE ART NEWSPAPER RUSSIA TELEGRAM FOLLOWERS	10 500 SUBSCRIBERS
THE ART NEWSPAPER RUSSIA VKONTAKTE GROUP	18 600 SUBSCRIBERS
THE ART NEWSPAPER RUSSIA CHANNEL ON YANDEX.ZEN	14 100 SUBSCRIBERS
WEEKLY NEWSLETTER	5 000 SUBSCRIBERS

TRAFFIC SOURCES	%
Social	11,44
Direct	29,87
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

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

BANNER 560*100px

in the weekly newsletter (5000 subscribers)	100 000
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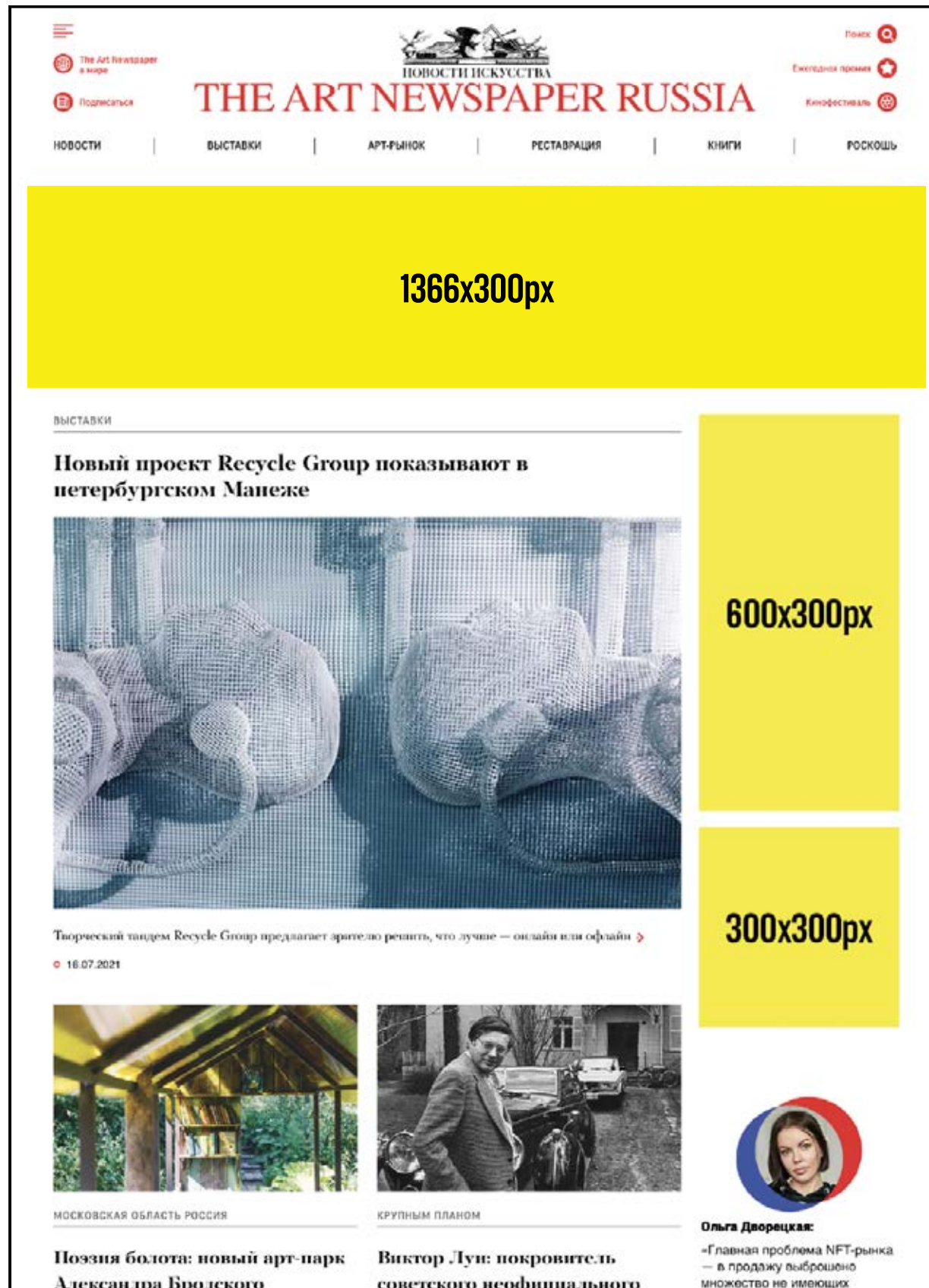
PROMO ARTICLE ON THE SITE

In the first five top news	5 200
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NEWSLETTER

Advertising banners in weekly newsletter	1 354
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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 Дубовой 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:

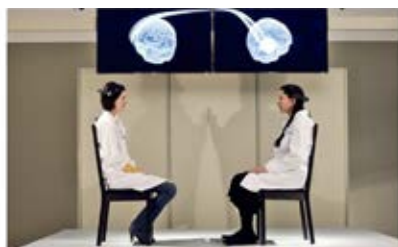
«Главная проблема NFT-рынка — в продажу выброшено множество не имеющих ценности работ»



Проект «Красный сад»:

восемь современных скульптур стоят лицом к Кремлевской стене

960x300px



НОВОСТИ

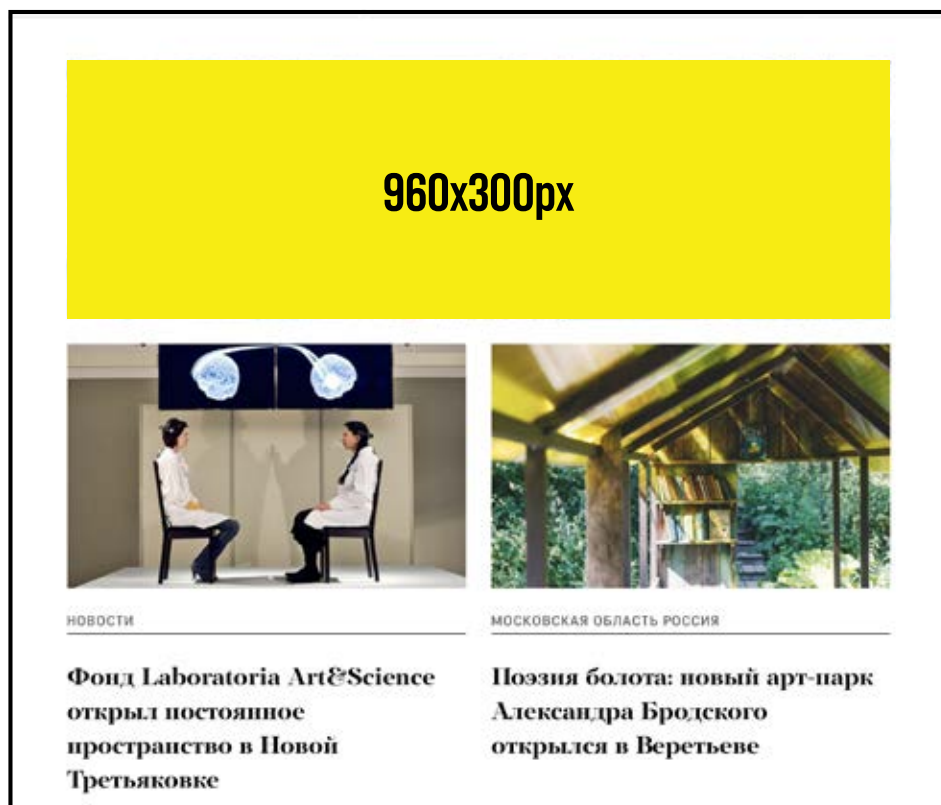
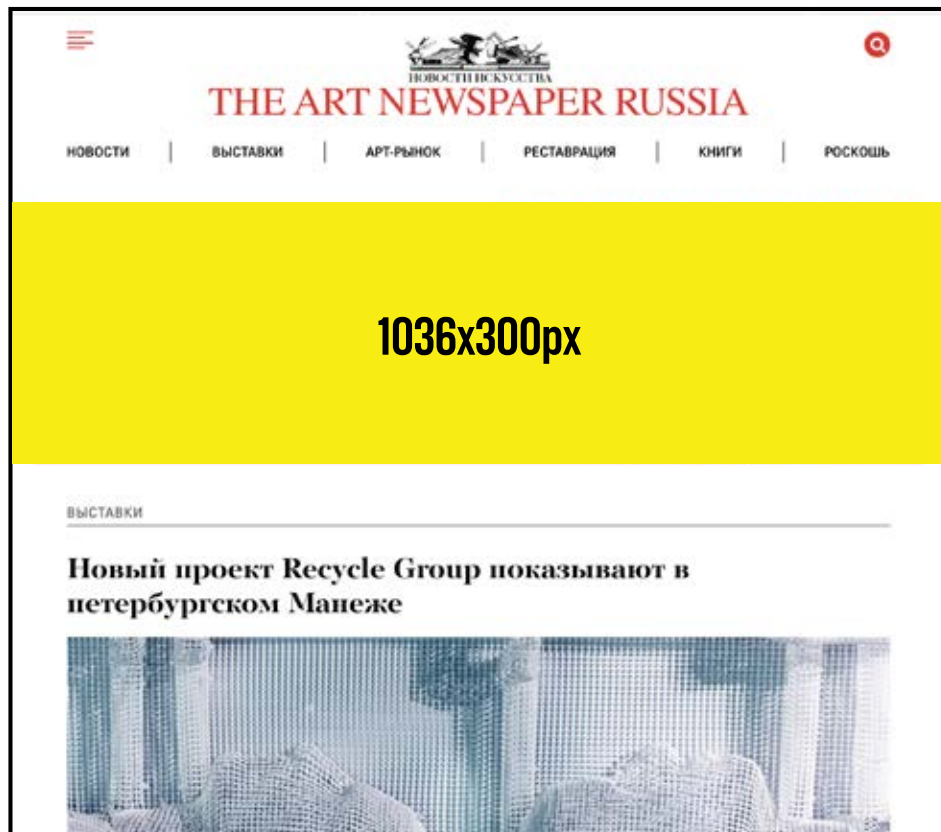
Фонд Laboratoria Art&Science открыл постоянное



МОСКОВСКАЯ ОБЛАСТЬ РОССИЯ

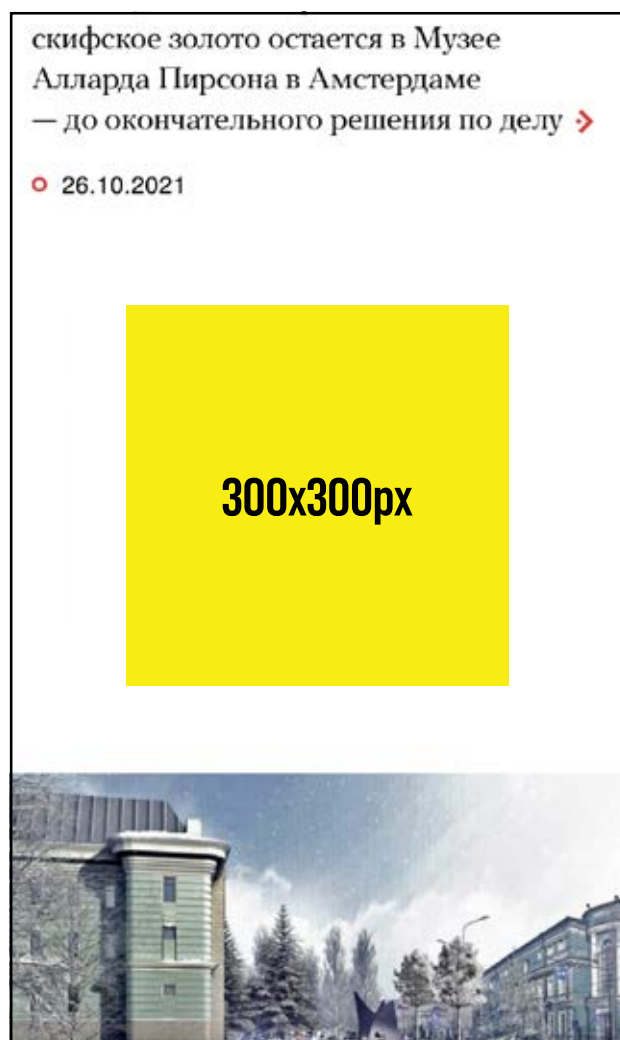
Поэзия болота: новый арт-парк Александра Бродского

Tablet



The Art Newspaper Russia Website | 24

Mobile



Technical requirements for the website artworks

ADVERTISING SPACE

GIF/JPG/PNG 1260*60 px

SIZE, KB

200

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

The Art Newspaper Russia Website | 25

Special branded material with cover

500 000 RUB

With placement for two weeks on the main page of the site in the top news



Annual partnership

3 500 000 RUB

UP TO 10 MATERIALS

Separate section (button), branded materials



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Thank You