

MEDIAKIT

ARTCHRONIKA

LEADING MAGAZINE ABOUT ART



HANDSHAKE*

* ROYLICHTENSTEIN. Handshake. 1962. Offset lithograph on paper. 36.2 x 52.2 cm



The Winner*

PUBLISHED SINCE 1999, ARTCHRONIKA IS ONE OF THE LEADING RUSSIAN MAGAZINES ABOUT ART.

It is an established and influential publication with independent position that covers significant phenomena and trends of today's art world. The magazine is an art object itself, a collection item.

The publisher is Shalva Breus, the editor-in-chief is Maria Roguleva

“CONTEMPORARY ART HAS BECOME AN ESSENTIAL FIELD OF INTEREST FOR ANYONE WHO IS INTO CONTEMPORARY TRENDS. TODAY ACQUAINTANCE WITH THE ART WORLD IS ONE OF THE INDICATORS OF SUBSTANTIALITY AND RECOGNITION”.

Maria Roguleva



Portraying Kate Moss*

OUR READERS COMPOUND A UNIQUE MIX OF ART LOVERS, INVESTORS AND COLLECTORS. They are intelligent and thinking people that are open to new things and who make independent decisions.

Although our readership is a developed community, it grows constantly.

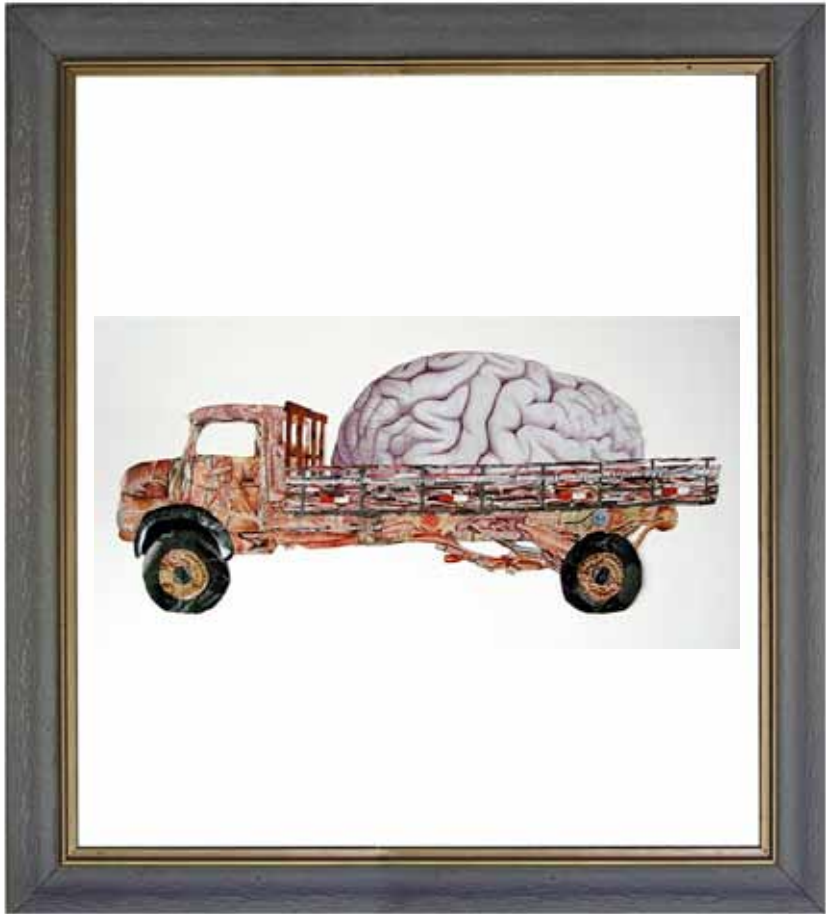
The Artchronika audience has an invariably high loyalty towards the magazine that serves as a proved and respected source of information and ideas in the art field.

THE MAGAZINE IS READ BY:

- Collectors
- Business owners
- Top managers
- Diplomats
- Politicians
- Art dealers
- Artists
- Designers
- Architects
- Art critics
- Art lovers

The core audience is 25–45 y.o.

* CORINNE DAY. Portraying Kate Moss. 2006. Photographs. The series were made for Face of Fashion, the exhibition at the National Portrait Gallery



My Body is a Meat Truck Carrying a Brain*

OUR HEROES AND AUTHORS ARE ARTISTS, COLLECTORS, GALLERY OWNERS, ART CRITICS AND MEDIA PERSONAS, WHO SET THE STYLE IN LOCAL SOCIAL LIFE, INTELLECTUAL CIRCLES AND ART MARKET.

HEROES: Ilya and Emilia Kabakovs, Oleg Kulik, Damien Hirst, Daria Zhukova, Marina Abramovic, Matthew Barney, Stella Kesaeva, Pierre & Gilles, Jake and Dinos Chapman, Karim Rashid, Ilya Oskolkov-Tsentsiper, Andreas Gursky, Michelangelo Pistoletto, Andrey Konchalovsky, Sofia Trotsenko, David Lynch, Jean-Hubert Martin, Marat Guelman, Simon de Pury.

AUTHORS: Grigory Revzin, Alexander Borovsky, Ekaterina Istomina, Alexander Kabakov, Konstantin Agunovich, Ekaterina Andreeva, Andrey Khlobystin, Andrey Erofejev, Olga Kabanova, Evelina Khromchenko, Andrey Kovalyov, Pyotr Aven, Tim Marlow, Valentin Dyakonov, Bozhena Rynska.



3G International*

The magazine's electronic version, Artchronika Digital, is distributed through online subscription.

ARTCHRONIKA DIGITAL IS NOT JUST AN E-COPY OF THE MAGAZINE'S PRINT VERSION, but a full-scale online resource on art that covers major art events both in Russia and other parts of the world.

Daily news coverage, analytics and calendar of the most prominent events in the art world are accessible online at Arthronika.ru 24/7.

The magazine and web-site readers can also follow art news in social networks: on the pages of Artchronika in Facebook and Livejournal. There will also be versions of Arthronika.ru for iPhone and iPad launched in the nearest future.



Map of the World*

THE MAGAZINE'S CIRCULATION IS 40 000 COPIES

THE MAGAZINE IS WIDELY KNOWN ACROSS RUSSIA.
The main part of the circulation is distributed in Moscow



60% COMMERCIAL DISTRIBUTION

Azbuka Vkusa
Globus Gourmet
Eliseyevsky Gastronom
Aliye Parusa
Krestovsky
Megacenter Italia
Khoroshie Novosti
Artchronika kiosks
Peredvizhnik
Moskva bookstore
Dom Knigi on Navy Arbat
Falanster bookstores
Press kiosks at central airports
(Domodedovo, Sheremetyevo,
Vnukovo)
Respublika bookstores
As well as in galleries, museums,
art centers and art venues

22% ALTERNATIVE DISTRIBUTION

Arkady Novikov Group restaurants
Ginza Project restaurants
The Pushkin State Museum of Fine Arts
Zurab Tsereteli Art Gallery
National Centre for Contemporary Art
Ekaterina Cultural Foundation
Contemporary Art museum ART4.RU
ERA Foundation
M'ARS Centre of contemporary art
Aidan Gallery
Volga Art gallery
Novodel craft gallery
ProLab professional photo lab
The Russian Museum: Mikhailovsky Palace
and Marble Palace (St. Petersburg)
The State Tretyakov Gallery
Moscow House of Photography
Pirozi framing store
PhotoDepartment Gallery (St. Petersburg)
World Class fitness clubs
Royal Wellness Club
On board VIP aviation
On board Swiss International Airlines

Direct mail

The magazine is delivered to VIP
personas, art experts, auction
houses and gallery owners

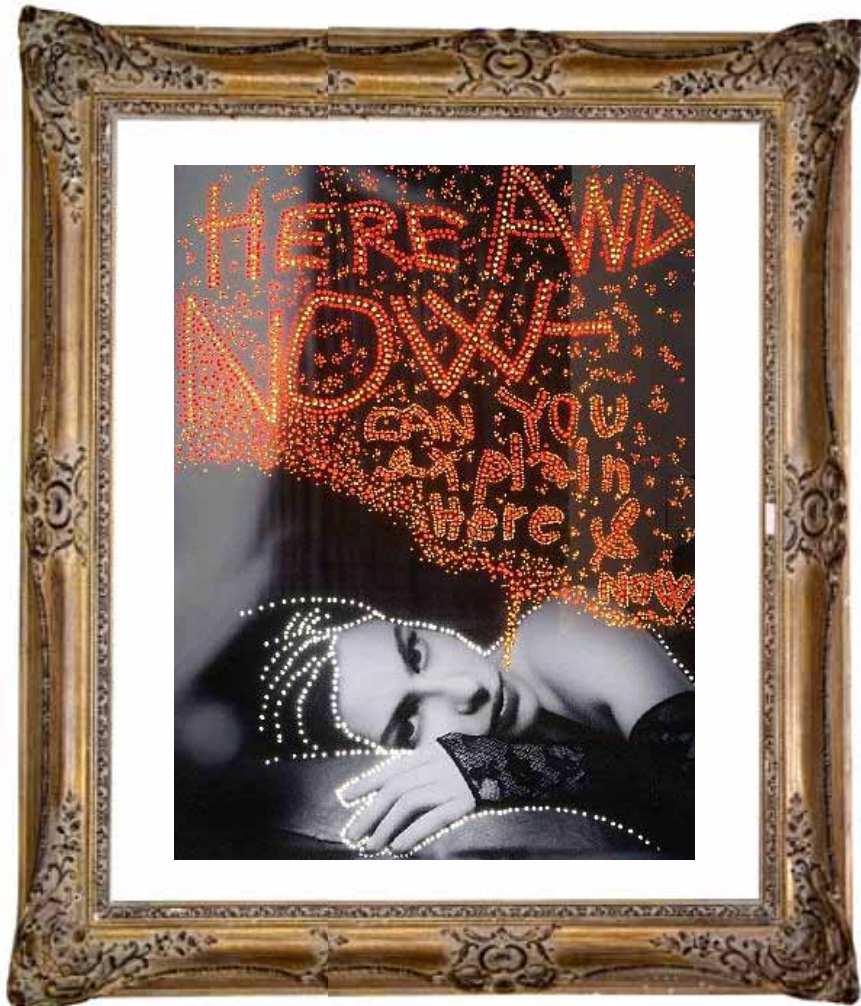
10% REGIONAL DISTRIBUTION

St. Petersburg, Perm and other cities
with over a million citizens

5% COUNTRIES OUTSIDE THE CIS

The magazine is presented
on art fairs in Paris, London,
Miami, Basel, etc.

3% SUBSCRIPTION



Here and now - can you explain here&now*

Founded by the Artcronika Cultural Foundation in 2007, **THE KANDINSKY PRIZE** is one of the largest independent awards in the contemporary art field in Russia.

Artcronika Magazine also organizes **SPECIAL EVENTS** such as views of private art collections, exhibitions, educational programs and other events aimed to promote contemporary art and enlarge its audience in Russia.

ARTCHRONIKA SUPPORTS key events on the main exhibition grounds in Moscow, such as the Moscow Museum of Contemporary Art, the Winzavod Centre for Contemporary Art, the Multimedia Art Museum Moscow, the Garage Center for Contemporary Culture and many others, as well as international events: the Armory Show (New York), Art Dubai, la Biennale di Venezia, Art Basel, Frieze Art Fair (London), Art Basel Miami Beach, FIAC (Paris), TEFAF Maastricht (Netherlands), Art Fair Tokyo, Art Beijing and many others.



It's All Bling To Me*

PRICES FOR ADVERTISEMENT PLACEMENT IN THE ARTCHRONIKA MAGAZINE IN 2011

Prices are indicated in euro

FIRST SPREAD	11 641	1/1 PAGE NEWS SECTION	5 871
SECOND SPREAD	10 102	1/1 PAGE COLOPHON	5 871
THIRD SPREAD	8 794	1/1 PAGE IN THE FIRST THIRD OF THE EDITION	5 358
4TH COVER	11 641	2/1 PAGE IN THE FIRST THIRD OF THE EDITION	7 769
3RD COVER	6 820	1/1 PAGE WITHOUT POSITIONING	4 435
1/1 PAGE CONTENT	6 128	2/1 PAGE WITHOUT POSITIONING	7 153
1/1 PAGE AUTHORS SECTION	5 871	1/2 PAGE	2 384
81/1 PAGE LETTER OF THE EDITOR	6 128	Substandard placement in the magazine can be carried out pon request	

Discount for advertising agencies is 15%

DISCOUNT FOR A NUMBER OF PUBLICATIONS

NUMBER OF PUBLICATIONS	DISCOUNT
2 – 3	5%
4 – 6	10%
7 – 9	15%
10 – 12	20%
FROM 13	25%



Marilyn Monroe*

ADVERTISING DEADLINES IN 2011–2012

№	Reservation	Layout	Issue
8	JULY, 29	AUGUST, 5	AUGUST, 29
9	SEPTEMBER, 5	SEPTEMBER, 12	SEPTEMBER, 28
10	NOVEMBER, 3	NOVEMBER, 11	NOVEMBER, 28
11	FEBRUARY, 6	FEBRUARY, 13	FEBRUARY, 27
12	APRIL, 6	APRIL, 11	APRIL, 26
13	MAY, 7	MAY, 7	MAY, 29

THE MAGAZINE IS PUBLISHED 6 TIMES PER YEAR

SEPTEMBER

OCTOBER–NOVEMBER

DECEMBER–JANUARY–FEBRUARY

MARCH–APRIL

MAY

JUNE–JULY–AUGUST

CONTACT INFORMATION

HEAD OF ART CLIENTS:

MARIA SINELNIKOVA

+7 916 086 10 13

MSINELNIKOVA@ARTCHRONIKA.RU

ADDRESS:

127051, MOSCOW, 15/1 NEGLINNAYA ST.

OFFICE 37

TEL: (495) 651 05 37

WWW.ARTCHRONIKA.RU