

MEDIAKIT

# A R T

C H R O N I K A

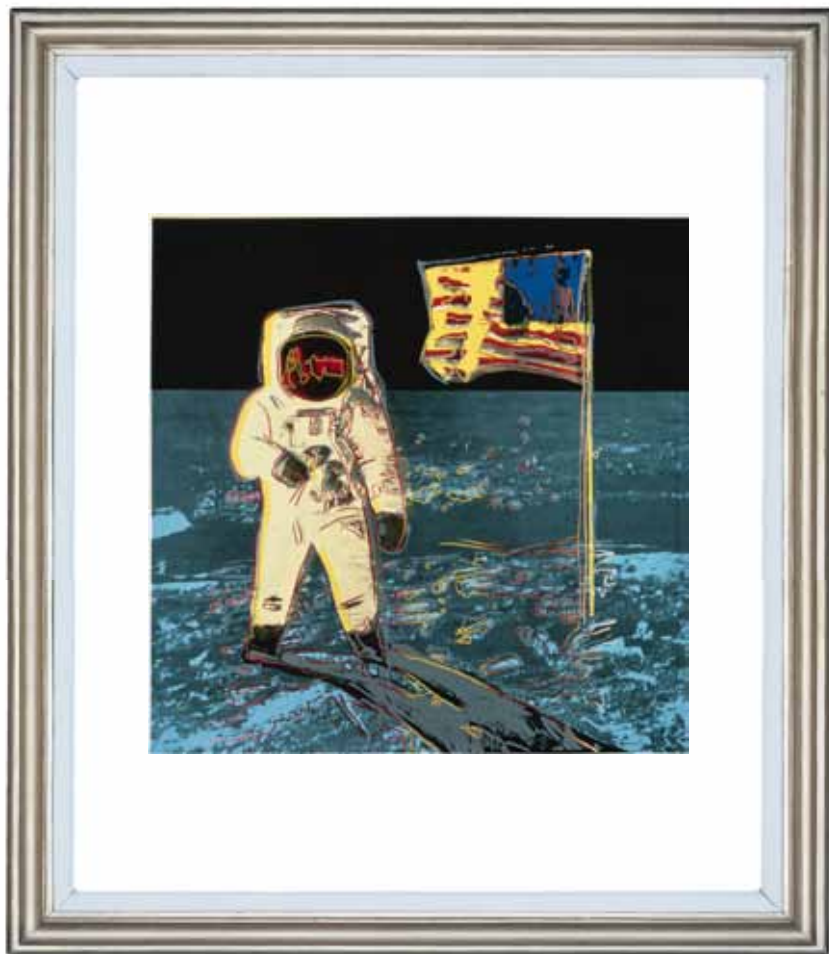
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*A LEADING MAGAZINE ABOUT ART*



HANDSHAKE\*

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



Moonwalk\*

**PUBLISHED SINCE 1999, ARTCHRONIKA IS ONE OF RUSSIA'S LEADING MAGAZINES ABOUT CONTEMPORARY ART.**

It is an authoritative and influential publication with an independent position, covering the newest, most relevant and significant issues in today's art world.

Completely redesigned in 2011, Artchronika remains true to itself in what's most important: the magazine is not only a reflection of today's cultural process; it's a full-fledged participant. The magazine covers not only stars and functionaries; it spotlights the opinion makers on the art scene. An array of voices, critics and artists, filmmakers and political activists — those dubbed modern cultural heroes — grace its pages.



**Publisher —  
Shalva Breus**



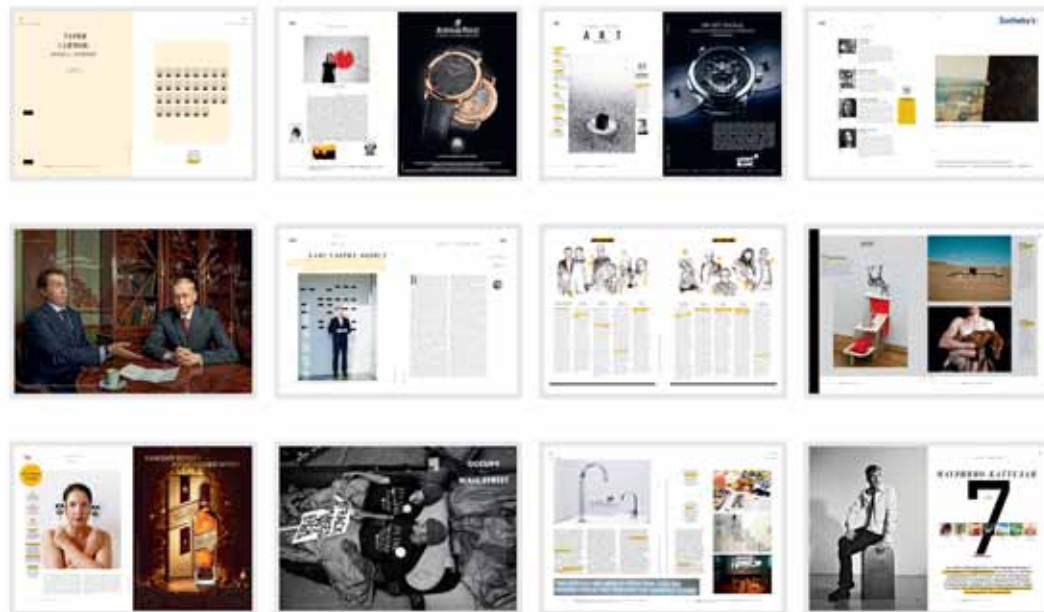
**Editor-in-Chief —  
Maria Rogulyova**

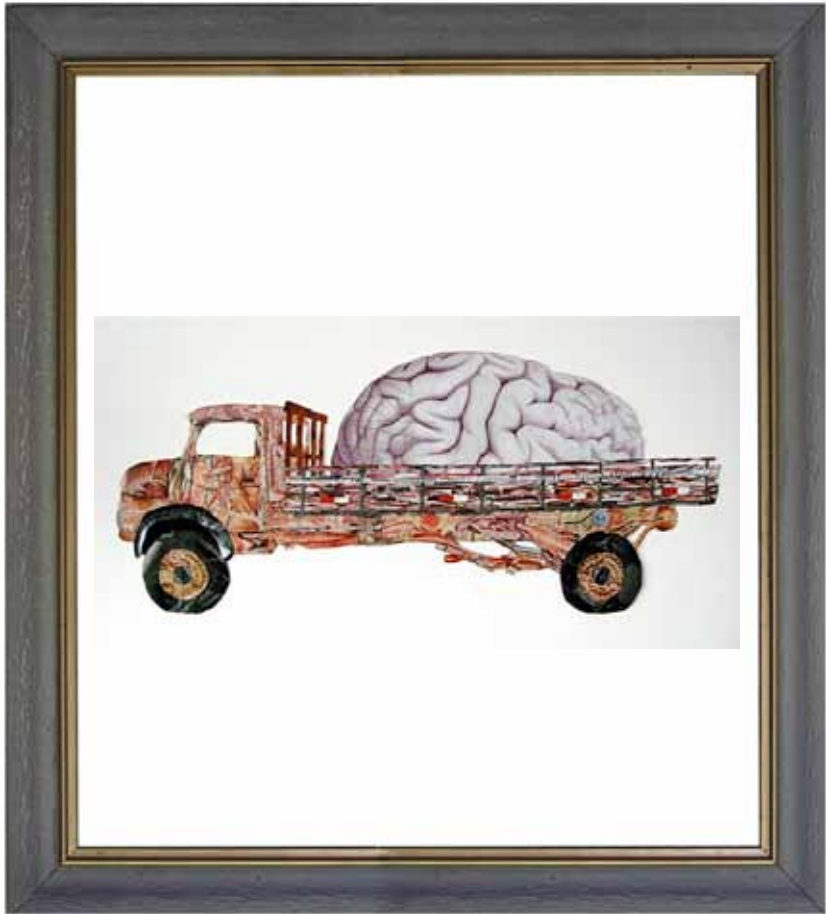
\* ANDY WARHOL. Moonwalk. Screenprint on Lenox Museum Board. 1987. 38"x38". Printer: Rupert Jasen Smith, New York. Publisher: Ronald Feldman Fine Arts, Inc., New York

Question-and-Answer, Must-See, Announcements, Personal Business, Interview, In Focus, Reportage, A Day in Life, Themes, Special Projects, Art Market, Exhibitions, Calendar, Society Diary and many more.



“It’s art if it says it is.”\*





My Body Is a Meat Truck Carrying a Brain\*

**OUR HEROES AND AUTHORS ARE THE MOST INFLUENTIAL REPRESENTATIVES OF THE ART WORLD: ARTISTS, COLLECTORS, CURATORS, CRITICS AND MEDIA PERSONS WHO TO SET THE TONE OF INTELLECTUAL CIRCLES IN THE ART BUSINESS AND PUBLIC LIFE.**

**HEROES:** Ilya and Emilia Kabakov, Oleg Kulik, Jan Fabre, Damien Hirst, Marina Abramovic, Matthew Barney, Pierre & Gilles, Jake and Dinos Chapman, Karim Rashid, Andreas Gursky, Michelangelo Pistoletto, Andrey Konchalovsky, Sofia Trotsenko, Daria Zhukova, Jean-Hubert Martin and Simon de Pury, among others.

**AUTHORS AND CONTRIBUTORS:** Grigory Revzin, Alexander Borovsky, Ekaterina Istomina, Marina Fedorovskaya, Ekaterina Andreeva, Andrey Khlobystin, John Varoli, Max Seddon, Andrey Kovalyov, Pyotr Aven, Tim Marlow, Valentin Dyakonov and Anna Tolstova, among others.



The Ten Stages: Number Sculptures Reflected \*

The market of postwar art in the United States and Europe **increased** from \$254 million in 2000 to \$2.1 billion in 2011. (\*ARTTACTIC LTD.)

Modern art fairs have become a **global phenomenon** and an **important platform** for the sale of art. More than 200,000 visitors attended the Art Basel, TEFAF and Frieze Art Fair shows in 2011, where some \$5.3 billion worth of artworks was exhibited.

According to data by TEFAF for 2011, the global art and antiques market underwent a **real boom** in 2010 after a severe fall over the previous two years.

The art market **rose** 52 percent from its low point in 2009 to reach \$60 billion, only 10 percent lower than the highest peak in pre-crisis 2007.

\* ROBERT INDIANA. The Ten Stages: Number Sculptures Reflected. 1980. © Morgan Art Foundation Ltd./Artists Rights Society (ARS), New York.



Nº. 6\*

**ARTCHRONIKA'S READERS ARE A WIDE MIX OF ART LOVERS INTERESTED IN THE FOREFRONT OF CONTEMPORARY CULTURE.** Art is firmly set within the sphere of interest of those at the cutting edge of the newest tendencies. These are people open to all that's new and accepting of individual decisions. Our readers are a converging and continually expanding community of educated and intellectually well-rounded people who show a high degree of loyalty to the magazine as a trusted and authoritative source of quality information about art.



PYOTR AVEN



VIKTOR BONDARENKO  
AND DMITRY KHANKIN



SHALVA BREUS, VLADIMIR MATETSKY  
AND YEMELYAN ZAKHAROV



OLGA SVIBLOVA  
AND KONSTANTIN  
REMCHUKOV



MARK GARBER

**OUR READERS:** Collectors, businessmen, diplomats, politicians, gallery-owners, art dealers, artists, designers, architects and art critics.



VIKTOR BONDARENKO  
AND HIS LOVELY WIFE



YURY ALBERT



ALEXANDER  
DOBROVINSKY





3G International\*

Artchronika is available for download in **PDF** format on the magazine's website for all registered users.

Our readers chat with us and friend us on the social-networking sites **Facebook** and **LiveJournal**.

As of 2012, Artchronika is also available on your iPad.

**ARTCHRONIKA.RU IS A COMPREHENSIVE INTERNET RESOURCE ON ART**, swiftly covering all global art events in Russia and around the world. A daily overview of news, shows, analytics, a calendar of the most significant events in the art world, art personas, blog and much more.

\* ELECTROBOUTIQUE (ARISTARKH CHERNYSHEV&ALEXEI SHULGIN). 3G International, 2010. Light sculpture, fiberglass, duratrans, electronics. Height 240 cm



Map of the World\*

### THE MAGAZINE'S PRINT RUN IS 40,000 COPIES

### ARTCHRONIKA IS FAMOUS THROUGHOUT RUSSIA. The majority of the print run is circulated in Moscow.

**COMMERCIAL SALES IN MOSCOW** at Globus Gourmet supermarkets; brand-name kiosks in the city's center (MN-Press kiosks): 4 Strastnoi Bulvar, Square by Teatralny Proyezd, 29 B. Bronnaya Ulitsa, 8 Stoleshnikov Pereulok, 2 Tverskaya Ulitsa, 1 1st Tverskaya Yamskaya Ulitsa; Bookstores: Respublika stores; Falanster stores; Tsiolkovsky bookstore; Marker Art&Hobby (Flacon design factory); Dodo Magic Bookroom; Jabberwocky Magic Bookroom; Quazi Magic Bookroom; Nina book gallery; 33 1/3 record store; Monitor Books; bookshops in MSU, RSUH, MGIMO, PFUR, Gubkin Russian State University of Oil and Gas; Galleries: FotoLoft, Zurab Tsereteli Art Gallery, National Center for Contemporary Art, Moscow House of Photography, Multimedia Art Museum (MMAM), EKATERINA Foundation, M'ARS Center for Contemporary Art, Winzavod Centre for Contemporary Art, ARTPLAY, Central House of Artists, Lumiere Brothers Photography Center

**COMMERCIAL SALES IN SAINT-PETERSBURG** at Loft Project ETAGI, Vse Svobodny bookstore, Photodepartment, Knigipodarki bookstore, Loft Rizzordi Art Foundation

**PREMIUM PLACEMENT** in first- and business-class lounges and VIP rooms at Sheremetyevo Airport; aboard Alitalia flights (to Rome, Milan and Turin); aboard Transaero flights (first- and business-class, «Imperial» class); business aviation terminals: Premier Avia Group terminals; Terminal Complex at Sheremetyevo; AVKOM Center for Business Aviation terminal at Domodedovo Airport; KOSMOS Terminal Complex at Vnukovo-3 Airport; GAZPORMAVIA Terminal Complex at Ostafyevo Airport; UTG Travel Club First- and Business-Class Hall at Domodedovo Airport; A.K. Dellos restaurants; Arkady Novikov restaurants; Premium-class galleries and restaurants

#### DIRECT MAIL

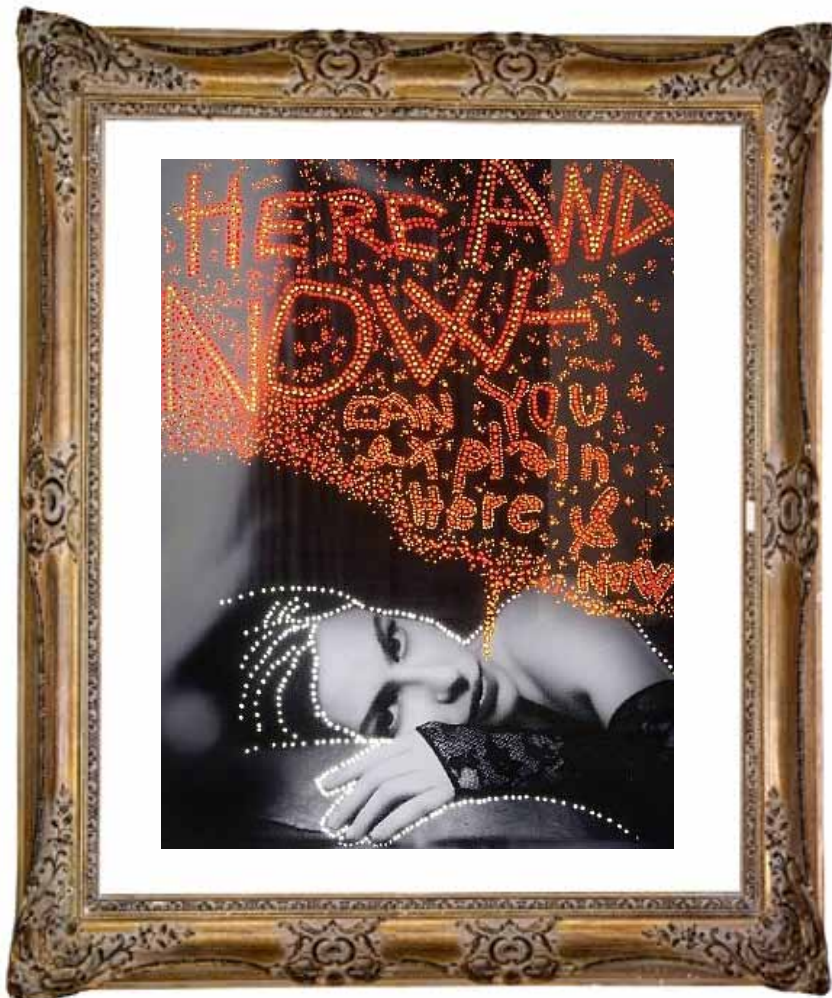
VIP mailing of each issue to the «celebrities» mailing list (2,000

people); subscription through channels of subscription agencies: ARP Artos-GAL Inter-Pochta MK-Periodika Ural-Press

#### ABROAD

The magazine is offered at art fairs in Paris, London, Miami, etc.





Here and now - can you explain here&now\*

**THE KANDINSKY PRIZE**, founded by the Artchronika cultural foundation in 2007, is one of the largest independent awards in the sphere of contemporary art in Russia. The award distinguishes the main trends of the artistic process and strengthens the position of Russian contemporary art on the world stage.

Artchronika 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 at major exhibition halls in Moscow, including 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.



It's All Bling To Me\*

## PRICES FOR PLACING ADVERTISEMENTS IN ARTCHRONIKA MAGAZINE IN 2012

Prices in euros (excl. VAT)

FIRST SPREAD	<b>12 475</b>	1/1 PAGE NEWS SECTION	<b>6 025</b>
SECOND SPREAD	<b>10 825</b>	1/1 PAGE COLOPHON	<b>6 300</b>
THIRD SPREAD	<b>9 425</b>	1/1 PAGE IN THE FIRST THIRD OF THE EDITION	<b>5 750</b>
4TH COVER	<b>11 641</b>	2/1 PAGE IN THE FIRST THIRD OF THE EDITION	<b>8 350</b>
3RD COVER	<b>7 300</b>	1/1 PAGE WITHOUT POSITIONING	<b>4 750</b>
1/1 PAGE CONTENTS	<b>6 575</b>	2/1 PAGE WITHOUT POSITIONING	<b>7 675</b>
1/1 PAGE AUTHORS SECTION	<b>6 300</b>	1/2 PAGE	<b>2 550</b>
1/1 LETTER FROM THE EDITOR	<b>6 575</b>	Nonstandard placement in the magazine can be done upon request	

Discount for advertising agencies is 15%

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NUMBER OF PUBLICATIONS	DISCOUNT
2 – 3	<b>5%</b>
4 – 6	<b>10%</b>
7 – 9	<b>15%</b>
10 – 12	<b>20%</b>
From 13	<b>25%</b>



Marilyn Monroe\*

## THE MAGAZINE IS PUBLISHED 6 TIMES A YEAR

MARCH–APRIL  
MAY

JUNE–JULY–AUGUST  
SEPTEMBER

OCTOBER  
NOVEMBER–DECEMBER

## TECHNICAL REQUIREMENTS FOR ADVERTISING MATERIALS

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- EPS and PDF (high-resolution) formats
- CMYK color model
- mandatory conversion of fonts to outlines

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- resolution no less than 300 DPI
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- are in Adobe Illustrator Version 10 or above
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- have illustrations with a resolution under 300 DPI
- do not comply with the CMYK color model

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