

The Art Gorgeous

Digital Media Kit

2019



THE WORLD OF *TheArtGorgeous*



TheArtGorgeous Magazine
(also available in a digital format)



TheArtGorgeous Social Media
Facebook, Instagram and WeChat

ART x LUX CONFERENCE
The Business of Creative Collaborations



Events & Creative Solutions



TheArtGorgeous.com



TheArtGorgeous

THEARTGORGEIOUS.COM

ISSUE 6 2019

**WHY
POP CULTURE
LOVES
BAUHAUS**



ART CLANS

These Families Rule the Art World

Plus Scieuraglam, Hein Koh, Dietprada & Jemima Kirke

GOODBYE HOLLYWOOD. HELLO ART WORLD!

TheArtGorgeous looks at the art scene from a fresh and entertaining perspective. A key in making the art world accessible to a wider audience - and our personal mission. It is not about tongue-breaking exhibition reviews but about the social and bright side of the art scene, it is about brand collaborations and all things that make the art world pop. Our readers can be art experts or art newbies - it doesn't matter, because we blend what happens in art, pop culture and fashion making sure that digging into the art world is real fun.

While the digital editorial platform started in late 2015, a print version was launched in spring 2017, during Art Basel Hong Kong. Since its launch TheArtGorgeous has featured more than 100 leading art world women in original content interviews including Damien Hirst's avid collector girlfriend Katie Keight; arts patron and former wife of Swizz Beatz, Mashonda Tifrere, and China's most promising female artist Cao Fei. It made itself a name as leading source for female trailblazers from the arts.

AUDIENCE

TheArtGorgeous has been receiving recognition from the art, pop culture and creative industries trailblazers since the start and counts leading figures such as John Yuyi, Pari Ehsan, Design Miami, Cindy Sherman, Simon de Pury, Swizz Beatz amongst their readers.

Creative Minds / Influencers & Early Adopters /
Conversation Starters / Trendsetters & Forecasters /
Global Nomads / Collectors / Artists / Art Dealers &
Gallerists / Auctioneers / PR and Marketing Specialists*

Since spring 2019, our print issue is also available as eJournal on flights operated by Lufthansa, Eurowings, SWISS, Edelweiss and Austrian Airline with a joint number of passengers of 120,64 Mio. / year
*based on website visitors

Website Total Reach

58K unique views / month
83K page views / month

Mailing List

✉ 26K subscribers

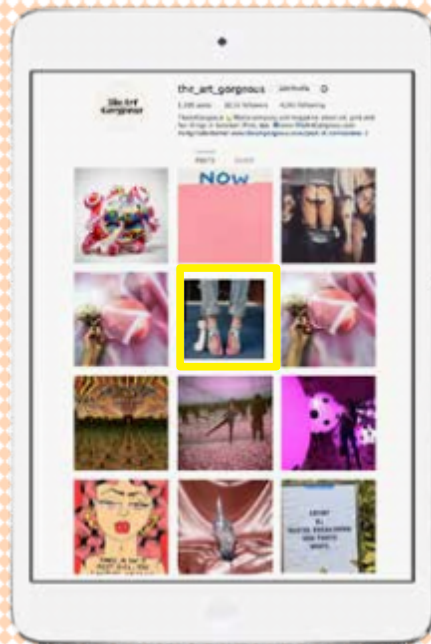
Social Platforms

f 10.3K
i 24.1K
t 2K



SOCIAL MEDIA

Instagram Post



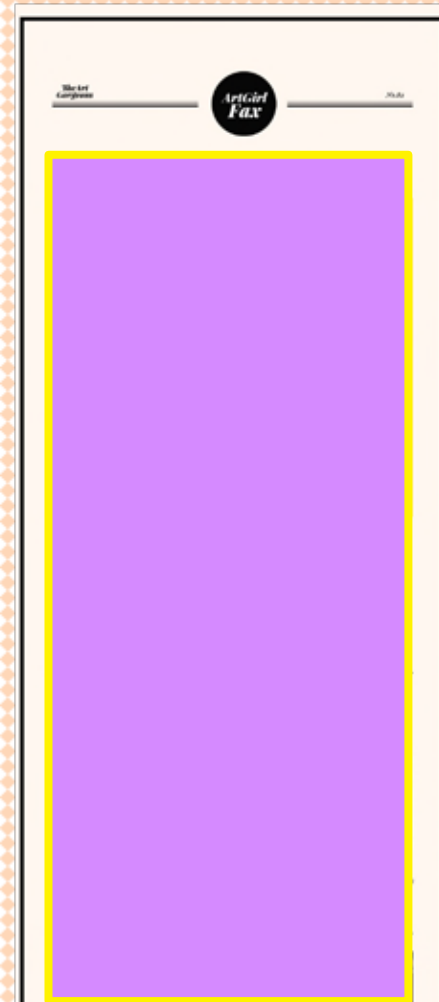
WeChat Post



Newsletter with Banner



Endorsed eDM



DIGITAL ADVERTISEMENT

Skinner



Skinner + Headbanner



DIGITAL ADVERTISEMENT

Leadboard Banner

LREC



NATIVE ADVERTISEMENT

Advertorial in Carousel

Featured Advertorial

Online Advertorial

The Art Gorge

HOME PRINT MAIL PEOPLE THIS & THAT VIDEO CAREERS SEARCH

Geoff's debut in October 2016 Milan show is here! [Read this post](#)

Maurice Guerin Goes for a True Monochrome Color Software

Shy Umura & Malcom Kinross Beauty Review 2015

Tom Sachs Space Sneakers Just Landed

Hello Gorgeous

VENUS WITH WATERMELON – MILLENIAL ESCAPISM VIA SURREAL CERAMICS

[Read More](#)

HIGHLAND PARK
THE ORKNEY SINGLE MALT WITH VIKING SOUL

FROM GIRLS SQUAD TO FETISH: 5 UNTOLD FACTS ON PETRA F COLLINS

Petra Collins' effish and graceful appearance is liable to mislead people sometimes. At the moment she is one of the faces of the GISELE Heron campaign shot by Glen Luchford.

LEARN THE BUSINESS OF ART

Sotheby's
THE TALK OF ART

TIME TO GET A CROWN FOR HIM? – BROWNS X BASQUIAT

Wahh, this guy crown – we just love it! And so we're also having the 18 piece capsule collection by Browne inspired by the works of contemporary artist Jean-Michel Basquiat.

TOM SACHS SPACE SNEAKERS JUST LANDED
June 12, 2017

INDOCTRINATION

If you want to get your hands on a pair of the exclusive, Tom Sachs-designed NIKE craft Mars yard 2.0s, you're going to have to sweat hard for it: its mental and physical obstacles make up 'space camp' – an immersive consumer experience for NIKE based on Sachs' studio practice.

NARS PRONTO! ALPHABET!

ALPHA	ESTHER	ELLA	FRANK	STELLA
BRIAN	JOY	LINA	QUINN	VALERIE
CAROL	RYAN	OLIVIA	ALISON	WENDY
WILLY	EMMA	MICHAEL	CHARLES	ANDREW
FRANK	ROBERT	DAVID	ANDREW	ANDREW

Tom Sachs
MADE IN USA. 6/12/2017. 10-15-17

Placed inside a huge industrial complex on New York's Governors Island, the surreal one-hour-long circuit puts the mind, body and character of willing participants to the limit. Those who master the challenges are offered early access to purchase a pair of this cult-to-be pair of sneakers.

Images: Nike; Tom Sachs; Designboom

RATES

Name	Unit	Price (in EUR)	File Format
Social Media			
Instagram Post	1 Post	220	JPG, GIF, PNG
WeChat (in Chinese)	1 Post	300	JPG, GIF, PNG
Newsletter / eDMs			
Newsletter with Banner	per blast	490	JPG, GIF, PNG
Endorsed eDM	per blast	880	JPG, GIF, PNG
Ads			
Headbanner	2 weeks	1.320	JPG, GIF, PNG, MP4
Leaderboard Banner	2 weeks	990	JPG, GIF, PNG, MP4
Skinner	2 weeks	1.100	JPG, PNG
Skinner + Head Banner	2 weeks	1.650	JPG, PNG, MP4
LREC Banner	2 weeks	720	JPG, GIF, PNG, MP4
Sponsorship / Native Ads			
Online Advertorial	max 500 words	660	JPG, GIF, PNG
Online Advertorial plus Facebook	1 Post	880	JPG, GIF, PNG
Featured Advertorial	2 weeks	820	JPG, GIF, PNG
Advertorial in Carousel	2 weeks	940	JPG, GIF, PNG

UPCOMING MAGAZINES

PUBLICATION SCHEDULE: 2 EDITIONS PER YEAR

PRINT RUN: 20,000 COPIES

DISTRIBUTORS (Selection)

Art Fairs:

Frieze Art Fair, London
1-54, London
Art Dusseldorf
Art Basel, Miami
Artissima, Turin
Highlights Munich
AKAA, Paris

**FRIEZE
ART
FAIR**

**ART
DUSSEL
DORF**

ARTISSIMA

**Art Basel
Basel**

Germany

Andreas Murkudis, Berlin
Das Stue, Berlin
Hotel Ellington, Berlin
The Store, Berlin
BIKINI, Berlin
Louis Vuitton Espace, Munich
Me Collectors Room, Berlin
MyTheresa, Munich
WeWork
MUCA, Munich

Europe

Bon Marche, Paris
SMETS, Luxembourg & Brussels
The Skateroom
Sotheby's Institute, London
Royal Academy of Arts, London
Edition Hotels

+ selected museums, galleries, art academies

2019/20 CALENDAR

FALL/WINTER 2019

Publication Date: October 2019
Ad closing Date: September, 2019

SPRING/SUMMER 2020

Publication Date: March 2020
Ad Closing Date: February, 2020

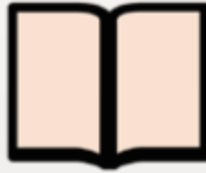
FALL/WINTER 2020

Publication Date: October 2020
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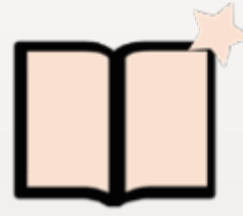
RATES



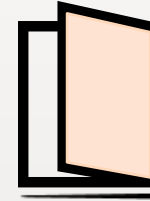
Single Page
3,000 EUR



Double Page Spread
6,000 EUR



Opening Spread
9,000 EUR



Outside Back Cover
6,000 EUR



Gatefold
12,000 EUR



Banderole
12,000 EUR



Sticker Sheet
price on request

SPECS

Dimensions

Full Page
Bleed Size : 222mm (W) x 284mm(H)
Trim Size : 216mm (W) x 278mm(H)

Crop Marks

3mm outside the trim size.
PDF/X-1a File: Must be made from a Postscript file, with only one ad per file.

Fonts & Images

All fonts and high-resolution images (300dpi) must be embedded, all elements must be encoded as CMYK and the output intent must be specified.

Send

Please send all files to
lavender@theartgorgeous.com

Color Proof

Please send all material to
TheArtGorgeous, Suite 2006, 340
Queen's Road, Sheung Wan, Hong Kong

We reserve the right to change or withdraw this offer at any time or refuse ads.

SELECTED CLIENTS



ABSOLUT.

HUBLOT

AP
AUDEMARS PIGUET



lululemon

SANKUANZ

YOOX
NET-A-PORTER
GROUP

V I E R I

GALERIE KARSTEN GREVE

**GEMS AND
LADDERS**

dslcollection



MS EUROPA 2

ClassiCon

REVÉ by RENÉ

ART STAGE

GRANA



PRAMMA

**BIKINI
BERLIN**

LOEWE



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TheArtGorgeous

