

ART AUREA

International Magazine for Arts, Craft and Design

MEDIA KIT 2016

CULTURAL BACKGROUND

The idea of unifying art and craftsmanship shaped the beginning of the classical modern period. The Bauhaus (1919–1933) in particular was a source of trailblazing impulses that still remain effectual today. Under the pressure of industrialization, new artistic genres of artisanally influenced disciplines had already developed during the Jugendstil era, e.g. ceramic and glass art, as well as the arts of the goldsmith and silversmith. At the same time, furniture, lamps and containers were produced by artists and designers such as Gerrit Rietveld, Mies van der Rohe, Wilhelm Wagenfeld, Alvar Aalto, Arne Jacobsen, Hans Wegner or Charles and Ray Eames. Nowadays, their creations are treated—and traded—as art objects.

Especially in German-speaking Europe, the influences of design, architecture and modern art led in the 1960s to a new concept of jewelry design. Its representatives include manufactories and designers such as Niessing, Henrich & Denzel, Ulla and Martin Kaufmann, Carl Dau, Georg Spreng and Angela Hübel, along with numerous younger designers and international jewelry artists who are shaping the culture of modern jewelry today.

COMMITMENT

With a print journal in the style of an art book and a sophisticated internet platform, we explain and communicate the culture of modern design on the interface between art and design. In addition to our reports on contemporary developments, we also keep our eyes on the vintage sector. For our candid and unprejudiced reportage, we search worldwide for artists, designers and manufactories that produce artifacts which unite cultural quality and intellectual depth.

We inform our readers so that they can more consciously choose products and art objects that are sources of long-lasting pleasure and that lastingly preserve their value—or increase in worth—with the passage of time. We encourage creative abilities, artistic craftsmanship and meaningful workplaces. Sustainability and environmental awareness are especially important to us.

QUALITY

The journalistic level of the content is on a par with excellent layout in the style of an art book. The magazine is printed on two high-quality papers.

CIRCULATION / PUBLICATION SCHEDULE / MAGAZINE PRICES

Print: 5,600 copies (as of October 2015)

ART AUREA is published bilingually (German/English) four times each year

Individual magazine: €12

One-year subscription: €48

International one-year subscription: €60

DATES

Issues in 2016	Publication Date	Advertising Deadline	Print-Material Deadline
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1/Spring	Feb. 5, 2016	Jan. 11, 2016	Jan. 14, 2016
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Focal point: Cultural Dialogue

Trade fairs: Inhorgenta Munich February 12–15; Ambiente February 12–16; IHM February 24–March 1; Tefaf March 11–20; Milan Furniture Fair April 12–17; PAD Paris March 29–April 3.

2/Summer	May 13, 2016	April 12, 2016	April 21, 2016
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Focal point: Light and Color

Trade fairs: Eunique Karlsruhe June 3–5; Design Miami/Basel June 14–19.

3/Autumn	Aug. 19, 2016	July 19, 2016	July 28, 2016
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Focal point: Good Things

Trade fairs: Tendence Frankfurt August 27–30; Form Bodensee October 6–9; Gold & Silver Schwäbisch Gmünd, September. The London Design Festival September 17–25.

4/Winter	Oct. 14, 2016	Sep. 19, 2016	Sep. 24, 2016
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Focal point: Genuine and Precious

Trade fairs: Grassmesse October 21–23; Sofa Chicago November 3–6; Cologne Fine Art November 16–20; Sieraad Art Fair, November 10–13; ArtDesign Feldkirch, November 10–13; Design Miami, December 2–6.

ADVERTISING RATES

Formats

Bleed ad

Width × Height

+ 3 mm trim on outer edges

Prices*

b/w and 4-color

Full page	23 × 30.2 cm	€2,100
Back cover	23 × 30.2 cm	€2,400
Inside back cover	23 × 30.2 cm	€2,200
Double page	46 × 30.2 cm (+ 3 mm gutter bleed)	€3,850
½ page horizontal	23 × 14.8 cm	€1,080
½ page vertical	11 × 30.2 cm	€1,080
¼ page vertical	9.4 × 12.9 cm (possible only in the type area)	€540

OTHER RATES*

Loose inserts

Per 1,000 copies, including postage: up to 25 g = €260, up to 30 g = €280, up to 35 g = €310. (No discounts on loose inserts.)

Glued postcards

Per 1,000 copies, including postage: €120
*VAT will be added to all listed prices in Germany

Quantity discount per year 2× = 5%, 3× = 7%, 4× = 10%

Culture discount 30 % (for museums, galleries and institutions)

DISTRIBUTION

To subscribers, through train station kiosks, art bookshops, galleries and museums

• Subscribers	1,932
• Sold at galleries, stores, (train station) kiosks, associations, museum shops, auction houses, trade fairs, cafés, hotels	2,248
• Sold via other channels	921
• Total paid circulation	5,101
• Promotional copies	373
• Total circulation	5,474

On average, each issue is read 1.8 times. So the ART AUREA journal reaches a discerning target group of about 10,000 readers.

TARGET GROUP

- Design and art aficionados, urban elites, culture consumers
- Gallerists, business owners, curators, entrepreneurs, managers
- Opinion leaders in the culture and creative industries, journalists and authors
- Guests of upscale restaurants and hotels
- Producers, designers and artists

ART AUREA's readers:

- are interested in design, art and culture
- work in high-income jobs and have an above-average education
- are ecology-minded and have a sense of responsibility
- are cosmopolitan
- have an affinity for technology and the internet

ART AUREA is read by

• buyers / collectors / consumers	48%
• professionals, such as designers, producers and artists	35%
• Intermediaries, such as gallerists, curators and journalists	8%
• other readers	9%
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Global distribution breakdown

• German-speaking countries	71%
• Other European countries	20%
• Non-European countries	9%

YOUR CONTACT PERSON

Reinhold Ludwig, owner, +49 731 9508490, ludwig@artaurea.de
Eichengrund 128, 89075 Ulm

Banking details: Reinhold Ludwig
IBAN: DE93 7306 1191 0107 1301 80
Tax ID no.: DE247543609

VR-Bank Neu-Ulm/Weißenhorn
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