

# ART AUREA

Arts & Crafts Magazine

## **MEDIA KIT 2023**

### **BACKGROUND**

The Modernist period of the early 20<sup>th</sup> century was characterized by people's vision of wedding arts to crafts, and improving the working conditions in industrial production. In particular the Bauhaus (1919–1933) provided trailblazing impetus that continues to exert an influence in today's workshops and manufactories. In an era when ruthless production and unreflecting consumerism have reached threatening proportions, the idea of responsible design and manufacturing is taking on a dimension of new meaning.

### **COMMITMENT**

With a print magazine in the style of an art book and a sophisticated internet platform, we explain and communicate the culture of arts and crafts. For our candid and unprejudiced reportage, we search worldwide for artists, crafts people 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. This makes Art Aurea a collector's item and a document of contemporary culture.

## CIRCULATION / PUBLICATION SCHEDULE / MAGAZINE PRICES

Print: 3,100 copies (as of October 2022)

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

Single copy EU: € 14, Switzerland 14 SFR

One-year subscription within Germany: € 44

International one-year subscription: € 54

| Issues in 2023       | Advertising Deadline | Print-Material Deadline | Shipping     |
|----------------------|----------------------|-------------------------|--------------|
| 1-Spring<br>Issue 51 | 26. 01. 2023         | 02. 02. 2023            | 20. 02. 2023 |
| 2-Summer<br>Issue 52 | 27. 04. 2023         | 04. 05. 2023            | 22. 05. 2023 |
| 3-Autumn<br>Issue 53 | 27. 07. 2023         | 03. 08. 2023            | 21. 08. 2023 |
| 4-Winter<br>Issue 54 | 19. 10. 2023         | 26. 10. 2023            | 13. 11. 2023 |

## ADVERTISING RATES

| Formats<br>Bleed ad  | Width x Height<br>+ 3 mm trim on outer edges | Prices<br>b/w and 4-color |
|--|--|---------------------------|
| Full page  | 23 x 30.2 cm                                 | € 1.600                   |
| Special price for cultural institutions, galleries and studios |  | € 960 *                   |
| Back cover   | 23 x 30.2 cm                                 | € 1.800                   |
| Inside back cover  | 23 x 30.2 cm                                 | € 1,700                   |
| Double page  | 46 x 30.2 cm (+ 3 mm gutter bleed)           | € 3,200                   |

## 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.

Quantity discount per year 2 x = 5 %, 3 x = 7 %, 4 x = 10 %,  
\*No discounts on special price.

## DISTRIBUTION

|  |       |
|--|-------|
| Subscribers                                | 1.702 |
| Sold at galleries, stores and associations | 682   |
| Sold via other channels                    | 451   |
| Total paid circulation                     | 2.835 |
| Promotional copies                         | 122   |
| Total circulation                          | 2.957 |

On average, each issue is read 2 times.  
So the ART AUREA print issue reaches a discerning target group of about 6.000 readers.

## TARGET GROUP

ART AUREA's readers are interested in arts, crafts, design and culture. They work in high-income jobs and have an above-average education. They are ecology-minded, have a sense of responsibility and are cosmopolitan.

ART AUREA is read by

|  |      |
|--|------|
| buyers / collectors / consumers                              | 53 % |
| professionals, such as designers, producers and artists      | 32 % |
| Intermediaries, such as gallerists, curators and journalists | 9 %  |
| other readers  | 6 %  |

Global distribution breakdown

|                           |      |
|---------------------------|------|
| German-speaking countries | 62 % |
| Other European countries  | 29 % |
| Non-European countries    | 9 %  |

## YOUR CONTACT PERSON

Publisher and Advertisements: Reinhold Ludwig +49 731 9508490, ludwig@artaurea.de

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Art Aurea, Eichengrund 128, 89075 Ulm, Germany

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

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