

# ART AUREA

Arts & Crafts Magazine

## **MEDIA KIT 2024**

### **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. A good 100 years later, in the face of growing environmental problems and complex global crises, the unity of art and craft as well as responsible, sustainable design and manufacturing takes on 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: 2.900 copies (as of October 2023)

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

Single copy EU: € 14, Switzerland 14 SFR

One-year subscription within Germany: € 48

International one-year subscription: € 64

Issues in 2023	Advertising Deadline	Print-Material Deadline	Shipping
1-Frühjahr Issue 55	25. 01. 2024	01. 02. 2024	16. 02. 2024
2-Sommer Issue 56	25. 04. 2024	02. 05. 2024	17. 05. 2024
3-Herbst Issue 57	01. 08. 2024	08. 08. 2024	23. 08. 2024
4-Winter Issue 58	24. 10. 2024	31. 10. 2024	15. 11. 2024

## 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	€ 1.600
Special price for cultural institutions, galleries and studios		€ 960 *
Back cover	23 × 30.2 cm	€ 1.800
Inside back cover	23 × 30.2 cm	€ 1,700
Double page	46 × 30.2 cm (+ 3 mm gutter bleed)	€ 3,200

Color profile ISO coated v3 (Fogra 51) or ISO coated v2 (Fogra 39)

## OTHER RATES

Loose inserts Per 1,000 copies, including postage: up to 25 g = € 330,  
up to 30 g = € 350, up to 35 g = € 380.

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

## **DISTRIBUTION**

Subscribers	1.615
Sold at galleries, stores and associations	673
Sold via other channels	464
Total paid circulation	2.752
Promotional copies	122
Total circulation	2.874

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	55 %
professionals, such as designers, producers and artists	31 %
Intermediaries, such as gallerists, curators and journalists	8 %
other readers	6 %

Global distribution breakdown

German-speaking countries	63 %
Other European countries	29 %
Non-European countries	8 %

## **YOUR CONTACT PERSON**

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

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