



ГАЗЕТА ОБ ИСКУССТВЕ

THE ART NEWSPAPER RUSSIA

PUBLISHED MONTHLY SINCE 2012

Media kit 2025



The Art Newspaper Russia

The Art Newspaper Russia is a part of the world's most comprehensive and knowledgeable information network in the field of art. It is the only international publication dedicated to art in Russia. It comes out 10 times per year, has 64 to 72 pages and a circulation of 70 000 copies. The network consists of The Art Newspaper (UK and USA, founded in 1990), Il Giornale dell'Arte (Italy, 1983), The Art Newspaper Edition Francaise (France, relaunched in 2018), The Art Newspaper China (since 2013) and The Art Newspaper Türkiye (Turkey, since 2023). These publications took as their model the world's foremost socio-political newspapers, such as the Guardian, the New York Times, Corriere della sera, but are devoted to the news of the art world.

The Art Newspaper network's publications are distributed in 60 countries. Correspondents from more than 30 countries supply news and reports to the offices in London, New York, Paris, Turin, Moscow, Beijing and Hong Kong.



Our goal is to introduce Russian-speaking audiences to the international art context, and help integrate Russian art into the global art network.



Publisher: Olga Yarutina

Publisher of The Art Newspaper Russia, co-founder of the Art Film Festival. Olga has a degree in Economics and Law and is engaged in various investment projects. She has always been a keen art enthusiast, collects icons and paintings, supports restoration projects and publishes books.



Editor-in-Chief: Milena Orlova

Art critic and journalist Milena Orlova has a degree in Theory and History of Art from the History Faculty of Moscow State University. From 1997 to 2009, she worked for the Kommersant newspaper as a reporter, art reviewer and deputy editor of the Cultural section. From 2009 to 2011 she was the chief editor of ArtChronika. Since March 2012 Milena has been the editor-in-chief of The Art Newspaper Russia. She regularly participates in radio and television shows as an expert commentator on art.

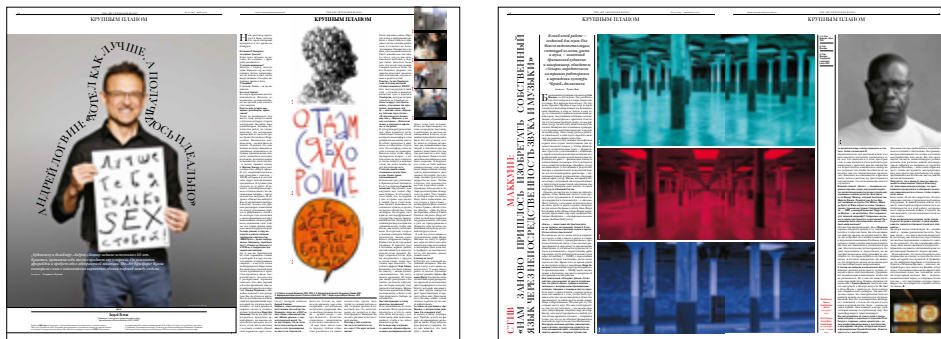
News | Museum | Conservation

The latest news in the art world. Museology, infrastructure, new programmes and trends. Conservation methodology, archaeology discoveries, protection of cultural heritage.



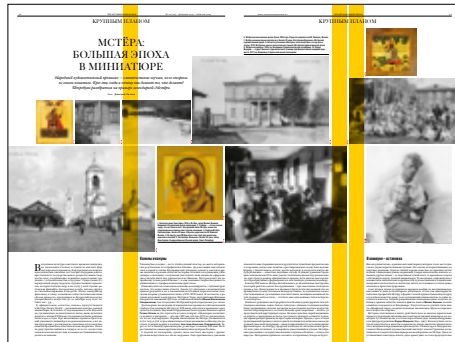
Features | Diary

Opinions and evaluations of world experts in various fields of culture. Interviews with curators, museum directors, artists, collectors, gallery owners. Social events and art exhibitions in New York, London, Moscow and St. Petersburg.



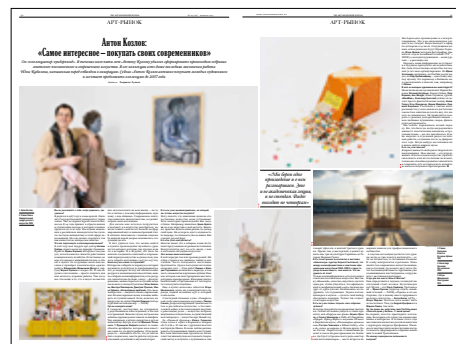
Books

Reviews of Russian and international books, the latest research and artists' catalogues. Novel video art and movies devoted to art .



Art Market | Exhibitions

Analysis and forecasts of the global art market. Auction sale results. Schedules of the world's major exhibitions, festivals, biennales, fairs and auctions. Long reads on different branches of the art market.





LECTURES, DISCUSSIONS, ROUND TABLES, CONFERENCES

- ✓ Conference “New Media: Content vs Medium” (viennacontemporary, 2016)
- ✓ Conference “Translations and Dialogues: The reception of Russian Art Abroad”
- ✓ Discussion “The art market as a way to popularise art within I Moscow International Forum Culture: a look into the future”
- ✓ Round table “The endowment – targeted funding of museums”, “Who is an Art Manager and where to study to become one”
- ✓ Public talk “About the museum numbers: increasing the attendance, attracting new audience, museum restructuring, museum towns” as part of the Moscow Cultural Forum program.
- ✓ The international conference “The People’s Art School and Unovis in Vitebsk” (Pembroke College, Cambridge University)

PARTNERS

- ✓ The State Hermitage Museum
- ✓ Moscow Kremlin Museums
- ✓ The Tretyakov Gallery
- ✓ The Pushkin State Museum of Fine Arts
- ✓ The State Russian Museum
- ✓ State Historical Museum
- ✓ The Moscow City Department of Culture
- ✓ Moscow Museum of Modern Art (MMOMA)
- ✓ Multimedia Art Museum, Moscow
- ✓ GARAGE Museum of Contemporary Art
- ✓ Museum of Moscow
- ✓ blazar Contemporary Young Art Fair (Moscow, Russia)
- ✓ |catalog| Contemporary Art Fair (Moscow, Russia)
- ✓ Contemporary Art Fair Istanbul (Istanbul, Turkey)
- ✓ Art Fair 1703 (Saint Petersburg, Russia)
- ✓ Cosmoscow Contemporary Art Fair (Moscow, Russia)
- ✓ Non/fiction Book Fair (Moscow, Russia)
- ✓ Contemporary Art Fair Cosmoscow (Moscow)
- ✓ Art Basel (Paris, France)

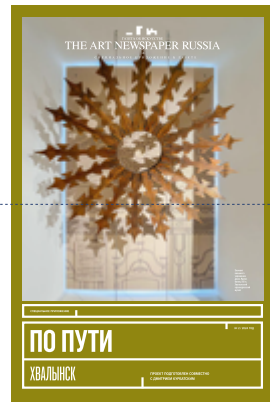
SPECIAL PROJECT IS A DETAILED PRESENTATION OF A CLIENT'S ART PROJECT, USUALLY LINKED TO AN IMPORTANT EVENT IN THE ART WORLD

- ✓ Cryptography Museum, exhibition “What does space have to do with it?”
- ✓ Art projects of Borodin’s Meat House, Potanin Foundation grant competition results
- ✓ Department of Moscow Cultural Heritage, Festival “Moscow Estates”
- ✓ Gazprom, Art Fair 1703 (Saint Petersburg, Russia)
- ✓ Boldino (Pushkin residence) after restoration
- ✓ Moscow Agency of Creative Industries, Art Factory project
- ✓ Still Art Foundation, fashion photography research
- ✓ New Tretyakov Gallery, Wall and Word, Eduard Boyakov and Mikhail Rozanov exhibition
- ✓ Posié jewelry brand, exhibition at the State Historical Museum
- ✓ Pushkin State Museum of Fine Arts, Three Times of Rome Exhibition
- ✓ Zotov Center, 1922. Constructivism. Beginning Exhibition.

- ✓ Collaboration with artist Alexander Dashevsky within the framework of the DUO project, Real Estate company HUTTON
- ✓ Dynamo Museum sums up its first year activities at the art scene

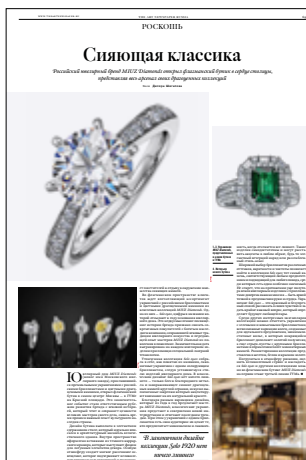
RATINGS

- ✓ Annual rating of most visited museums and exhibitions of the world and Russia
- ✓ Rating of the most expensive Russian artists
- ✓ Rating of young Russian artists



Luxury supplement

The luxury supplement to the newspaper is aimed at sustaining the brand image of advertisers. It features specially prepared articles about real estate, high fashion, collectible watches, jewellery, contemporary design, antiques and cars.

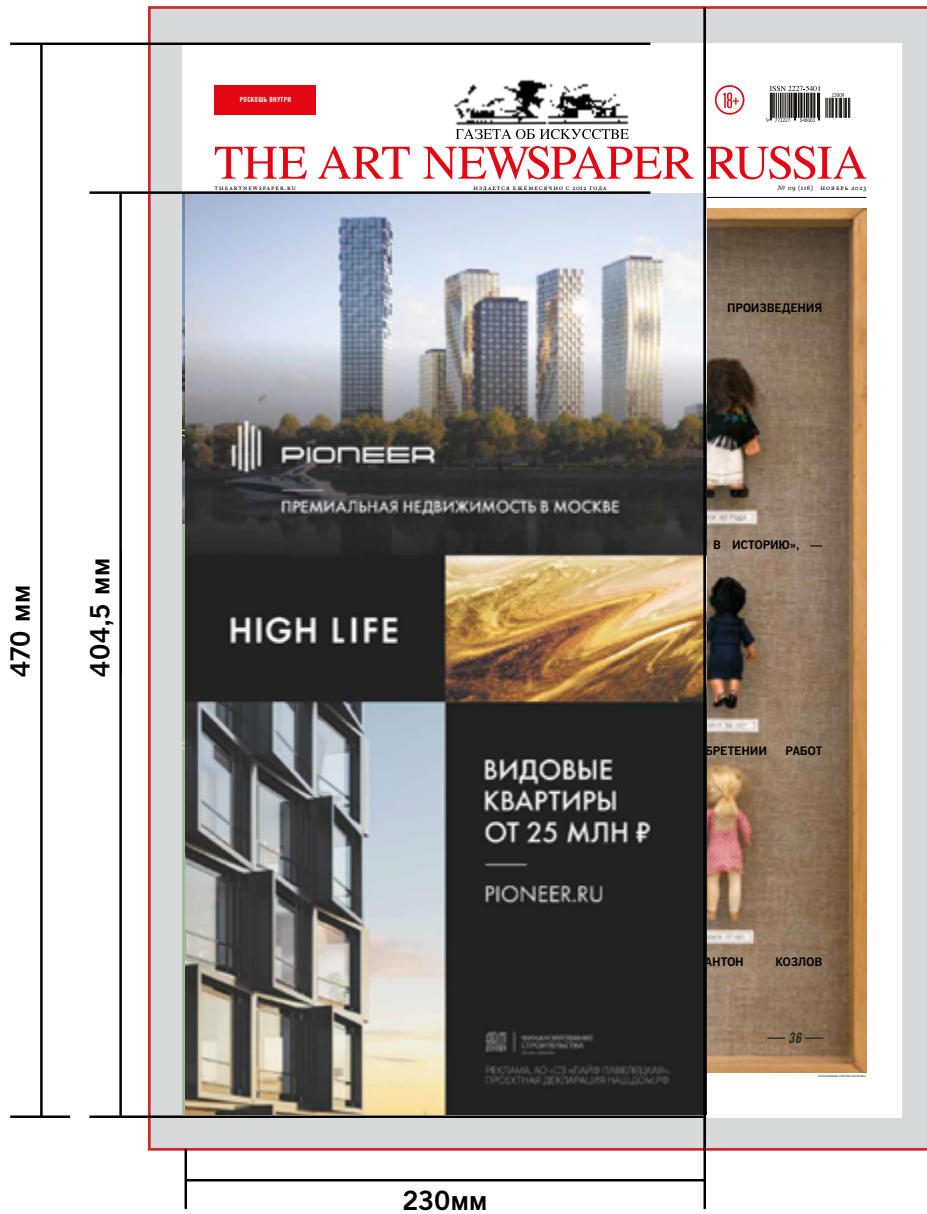


THE “BELLY BAND” is a broad glossy paper band that wraps around the paper and the supplements. The size of the band allows it to be used as an additional advertising area, for instant exposure to readers.

COMBINED DISTRIBUTION is an opportunity to add to the newspaper package the client’s own print products, such as advertisement, (inserts, catalogues etc.).



Supercover



The Art Newspaper Russia Annual Award

The Art Newspaper Russia Award is granted annually by the newspaper editorial team, taking into account the views of the expert community, on the results of last year in five categories:

- Museum of the year
- Exhibition of the year
 - Book of the year
- Restoration of the year
- Personal contribution

The award is unique and is not limited to any particular stylistic or age groups.

It is intended to promote activities that have a wide public resonance, affect the artistic process, contribute to the preservation and recognition of the importance of artistic heritage, encourage private initiatives in the arts, the development of art market, the promotion of Russian art abroad and broaden the knowledge of foreign art in the country.

The awards ceremony of The Art Newspaper Russia annual prize has been held since 2013.

Each winner has a dedicated item on the programme, prepared and presented by musicians and artists working at the junction of classic and contemporary art. The newest light technologies (mapping etc.) complement the show

The winners of the XIII The Art Newspaper Russia award will be announced in April 2025.

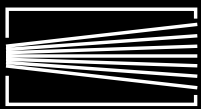


The Art Film Festival

In 2024, The Art Newspaper Russia festival changed its name to The Art Film Festival and entered a new stage of development. Since 2023, the publisher of The Art Newspaper Russia, Olga Yarutina, has become a co-owner of the festival. The festival was founded in 2017 by Inna Bazhenova, collector, founder of the In artibus foundation, publisher of The Art Newspaper Russia (2011-2023).

The competition will present new feature and documentary films – winners and participants from the Cannes Film Festival, Berlin International Film Festival, Sundance, TriBeCa, Moscow International Film Festival and other important film festivals. For a week cinemas and museums will host daily film screenings, meetings with directors and producers, discussions with famous film and art critics.

The 8th annual The Art Film Festival will take place in autumn of 2025.

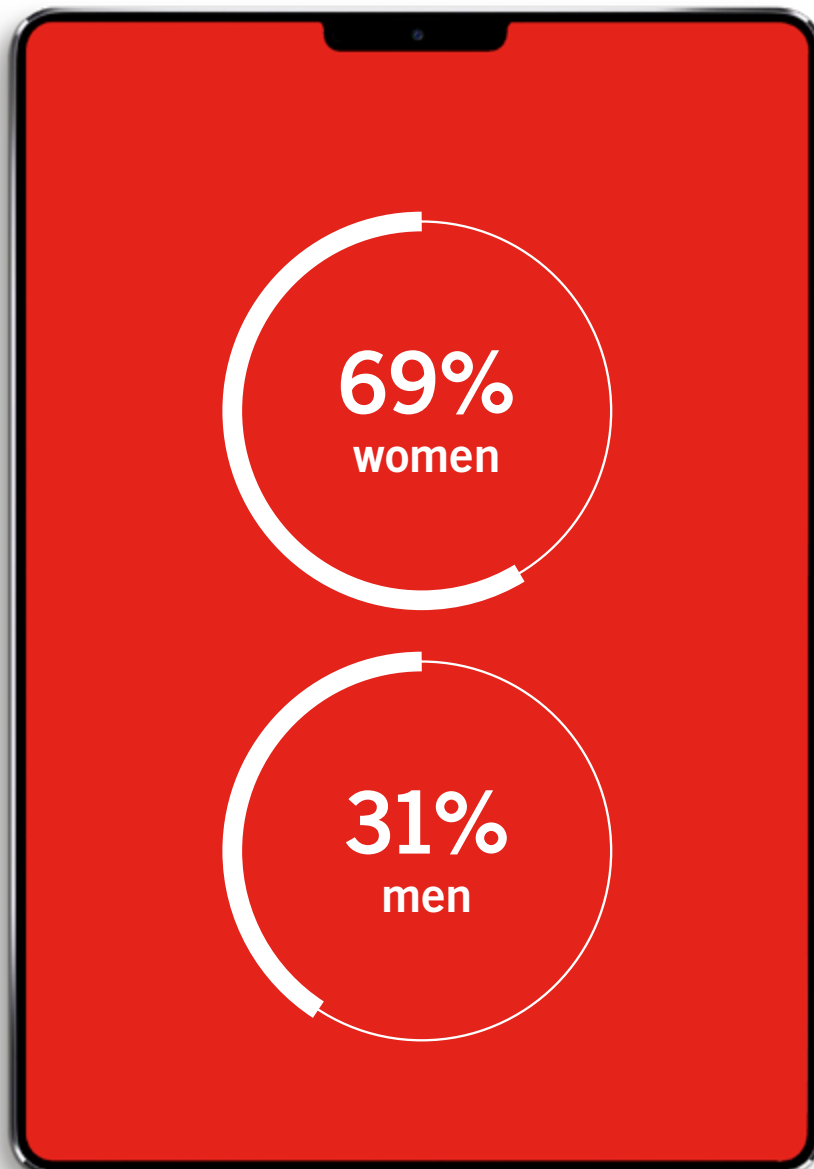


**THE ART
FILM
FESTIVAL**

The readership of the publication is 69% female and 31% male.

Among the readers of The Art Newspaper Russia are collectors, curators, museum professionals, art critics, consultants, artists, designers, architects, art historians, businesspeople, diplomats, politicians, gallery owners, antique and art dealers, and those who work in the cultural sector.

According to audience research, approved by IPSOS MORI, The Art Newspaper Russia readers are well-educated and active people aged 25-55 years. Many of them have an impressive art collection.



Moscow

MUSEUMS, GALLERIES, EXHIBITION HALLS

- 1 IN ARTIBUS Foundation
- 2 State Historical Museum
- 3 Multimedia Art Museum, Moscow (MAMM)
- 4 State Museum of Fine Arts named after A.S. Pushkin
- 5 Jewish Museum and Tolerance Center
- 6 All-Russian Museum of Decorative, Applied and Folk Art
- 7 Center for Photography. the Lumiere brothers
- 8 Moscow Kremlin Museums
- 9 Museum Association «Museum of Moscow»
- 10 AZ Museum
- 11 State Museum of Architecture named after A.V. Shchusev
- 12 Tsaritsyno Museum-Reserve
- 13 Garage Museum of Contemporary Art
- 14 Museum of Russian Impressionism
- 15 School of modern photography Photoplay
- 16 GUM-RED-LINE
- 17 «Museum and exhibition association «Manege»

BOOKSTORES

- 1 Bookstores «MMOMA ART BOOK SHOP»
- 2 Bookstore «Khodasevich»
- 3 Magazinus «Serovin and Korov»
- 4 Tsiolkovsky bookstore
- 5 Bookstores «Falanster»

PREMIUM DISTRIBUTION

Russian Government Office

OTHER

- 1 Alpha Capital
- 2 Direct Group
- 3 Lokobank
- 4 «Gazprombank» Private Banking
- 5 Sovkom Auction House
- 6 REBOOT – network of fitness centers
- 7 Sberbank private bank
- 8 Skolkovo Golf Club
- 9 House of creativity of writers Peredelkino
- 10 Azbuka Vkusa supermarket chain
 1. Marshal Zhukov Avenue, 41
 2. Arbat, 54
 3. Michurinsky Ave. 22 bldg. 1
 4. Mosfilmovskaya, 88, bldg. 2
 5. Ostrovityanova, 2
 6. Leninsky Prospekt, 34
 7. Novaya Riga Outlet Village
 8. Shopping center «Kashtanovaya Roshcha» (Dmitrovskoe highway, 2B, building 1, Sholokhovo village)
 9. Shopping center «Unimol» (Moscow region, Krasnogorsk urban district, Novorizhskoe highway, 7th kilometer, s1)
- 11 MultiSport fitness
- 12 Bosco Clinica
- 13 RODINA club
- 14 School Masters

COFFEEMANIA RESTAURANT CHAIN

- 1 Moscow, Lesnaya st, 5
- 2 Moscow, Usacheva st, 26
- 3 Moscow, Red Square, 3
- 4 Moscow, Kutuzovsky prospekt, 17
- 5 Moscow, Maly Cherkassky lane. 2
- 6 Moscow, Trubnaya Sq, 2
- 7 Moscow, Tverskaya St, 22
- 8 Moscow, Pokrovka St, 18/18, building 3
- 9 Moscow, Komsomolsky Prospekt, 21, building 2
- 10 Moscow, Sadovnicheskaya 0, 82, building 2
- 11 Moscow, B. Nikitskaya st, 13/6
- 12 Moscow, B. Polyanka st, 2/2
- 13 Moscow, New Arbat st, 19
- 14 Central st, 33, Pokrovskoe village
- 15 Moscow, Kudrinskaya sq., 46/54
- 16 Moscow, Leningradskoye Highway, 16A, building 4

- 17 Moscow, Mosfilmovskaya st, 1A,
Cherry Garden residential complex
- 18 Moscow, Mytnaya st, 74
- 19 Pokrovskoye village, Tsentralnaya st., 33
- 20 Rublevo-Uspenskoe highway, 22V,
Rublevsky Privoz market

RESTAURANTS AND HOTELS

- 1 Moscow Marriott Marriott Hotel Novy Arbat
- 2 Yoko
- 3 Williams
- 4 Shinok
- 5 Vanilla
- 6 Hotel Ukrain
- 7 Cantinetta Antinori
- 8 VERANDA NEAR THE COTTAGE
- 9 Bolshoi

Saint Petersburg

BOOKSTORES

- 1 BookStore «All are free»
- 2 FotoDepartament Foundation/Gallery
- 3 BookStore «Subscription Editions»
- 4 Shop «Word Order»
- 5 CI Nevsky 8
- 6 Word order on the Alexandrinka New Stage
- 7 Garage Bookshop
- 8 Kgallery Bookcafe

MUSEUMS AND GALLERIES

- 1 Central Exhibition Hall Manege
- 2 State Hermitage
- 3 Museum of Contemporary Art
«New Museum»
- 4 Faberge Museum
- 5 Rosfoto State Center for Photography
- 6 Museum of XX-XXI st Century
Art of St Petersburg

ELECTRONIC VERSION

- 1 PRESSA.RU
- 2 LITRES.RU

RESTAURANTS AND HOTELS

- 1 Four Seasons Hotel Lion Palace St. Petersburg
- 2 Hotel Wynwood
- 3 Astoria Hotel
- 4 Charlie restaurant
- 5 Wynwood Hotel

- 10 Novikov restaurant&bar
- 11 BERTH
- 12 Sahli
- 13 Darbazi
- 14 Restaurant Turandot
- 15 Happiness
- 16 Tenili
- 17 BRO&N
- 18 Seagull
- 19 Swallow
- 20 Ararat Park Hyatt
- 21 Cube.Moscow
- 22 Palaty moscow
- 23 Eleven Coffee
- 24 Blossom Garden
- 25 Bagebi
- 26 Geraldine
- 27 Regent
- 28 MYS Boutique Hotel

- 6 Cheese factory restaurant
- 7 Francesco restaurant
- 8 GrandHotel
- 9 Angleterre Hotel
- 10 Moika 22 Hotel
- 11 Wawelberg Hotel

OTHER

- 1 Private Banking (Gazprom Bank)
- 2 Pacioli Company
- 3 A-CLUB BARVIKHA
- 4 A-CLUB DENEZHNY
- 5 A-CLUB ORDYNKA
- 6 A-CLUB PRESNENSKY
- 7 School Masters

REGIONAL DISTRIBUTION

EKATERINBURG AND SVERDLOVSK REGION

- 1 Hyatt Regency
- 2 “BOOKS OF COFFEE AND ETC.
MEASUREMENTS (BookStore)»
- 3 Yeltsin Center (museum)

NIZHNY NOVGOROD REGION

- 1 Arsenal
- 2 Sheraton Nizhniy Novgorod Kremlin

KAZAN

- 1 Bookshop Smena

UFA

- 1 Bookshop ZAMAN

Rates for the advertising in the newspaper

ADVERTISING SPACE	SIZE, MM	PRICE, EUR
(1/8) Banner on the cover	271*45,8	3 125
(2/1) First spread	590*448	18 750
(2/1) Second spread	590*448	15 000
(2/1) Third spread	590*448	15 000
(1/1) Full page/Special position next to the Content	295*448	10 800
(1/1) Full page/New, Features, Art Market	295*448	10 400
(1/1) Full page «Luxury»	295*448	6 600
(1/1) Full page/Other sections	295*448	10 000
(2/1) Central spread	590*448	16 700
(2/1x2) Central Double spread	590*448 x 2	23 300
(1/2) Half page horizontal	271*194	5 830
(1/2) Half page vertical	133,75*391,5	5 830
(1/2) Half page horizontal «Luxury»	285*205	3 450
(1/4) Quarter page	133,75*194	3 100
(1/8) Banner	271*45,8	1 670
(1/1) Third cover	295*448	10 830
(1/1) Fourth cover	295*448	18 750
(1/1) Fourth cover of Luxury supplement	295*448	10 830
(1/1) Bellyband	120*600	10 400
Super cover		20 200
Insert		25 000
Special 8-page supplement		37 500
Special 12-page supplement		49 000
Special 16-page supplement		65 300
Special 16-page supplement		65 300
Special project: Promoarticle (newspaper+site)		11 000

The technical requirements for the artworks submissions

- 1 TIFF CMYK files (Adobe CS5)** All images should have the resolution of **300 DPI** for the required size. All fonts are outlined, **BLACK OVERPRINT** checked for small black text.
- 2 PDF CMYK files (Adobe CS5)** All images should have the resolution of **300 DPI** for the required size. All fonts are outlined, **BLACK OVERPRINT** checked for small black text.
- 3** Names of files should consist of Latin letters only: **CLIENT_NAME_WIDTHXHEIGHT.PDF**, for example: **GALLERY_143X205.PDF**.
- 4** Files should be accompanied by signed color proofing (**IRIS, STORK, MATCHPRINT 3M, AGFAPROOF**). Otherwise, claims regarding color reproduction cannot be accepted.
- 5** In accordance with the Russian laws, the client should mark the advertisement by the word advertising and age limits (**0+ 6+, 12+, 16+**), depending on the content.
- 6** Color profile **SC_PAPER_ECI.ICC** for matte offset paper 54 g/m² is located on FTP-server of the editors office (or one should use **U.S. SHEETFED UNCOATED V2**). Color model **CMYK (4+4)**. Ink limit not exceeding **300%**.
- 7** page modules should have Bleeds on each side of 5 mm. Crop Marks and Registration Marks should be switched off. All other modules should be without Bleeds, the outer frame, Crop Marks and Registration Marks.
- 8** Text is located on the edge of not less than **10 mm**.

2025 Publication schedule of The Art Newspaper Russia

№ newspaper	Reservation of advertising space	Deadline for layouts	Newspaper in Moscow
01 (128) February 2025	30 December	13 January	3 February
02 (129) March 2025	7 February	14 February	4 March
03 (130) April 2025	6 March	13 March	31 March
04 (131) May 2025	4 April	11 April	5 May
05 (132) June 2025	7 May	15 May	2 June
06 (133) July – August 2025	6 June	13 June	30 June
07 (134) September 2025	8 August	15 August	1 September
08 (135) October 2025	5 September	12 September	6 October
09 (136) ноябрь 2025	5 October	10 October	3 November
10 (137) December 2025 – January 2026	7 November	14 November	1 December

The Art Newspaper Russia Website | 19

Digital traffic & followers

210 000 UNIQUE VISITORS

THE ART NEWSPAPER RUSSIA TELEGRAM FOLLOWERS

16 500 SUBSCRIBERS

THE ART NEWSPAPER RUSSIA VKONTAKTE GROUP

20 800 SUBSCRIBERS

THE ART NEWSPAPER RUSSIA CHANNEL ON YANDEX.ZEN

14 100 SUBSCRIBERS

WEEKLY NEWSLETTER

5 000 SUBSCRIBERS

TRAFFIC SOURCES

	%
Social	11,44
Direct	29,87
Search	52,96
Referral	4,16
Email	1,36

DEVICE CATEGORY

	%
Desktop	25,5
Mobile	72,3
Tablet	2,2

Demographics

FEMALE – 65% **MALE – 35%**

AGE	%
18-24	12,2
25-34	23,6
35-44	19,8
45-54	18,9
55-64	22,4
65+	22,4

GEOGRAPHY	%	GEOGRAPHY	%
Russia	78	USA	2
Moscow	60	Belorussia	1
St Petersburg	10	The United Kingdom	1
Other regions	30	Germany	1
Ukraine	4	Israel	1
Armenia	2	France	1
Georgia	2	Others	7

Rates for the advertising on theartnewspaper.ru

TOP BANNER

DESKTOP (1366X300PX), TABLET (1036X300PX), MOBILE (300X400PX)	PRICE, €
2 weeks	6 250
1 month	9 375

SIDE BANNER

DESKTOP (300X600PX), TABLET (960X300PX), MOBILE (300X300PX)	
2 weeks	4 170
1 month	7 290

SIDE SECOND BANNER

DESKTOP (300X300PX), TABLET (960X300PX), MOBILE (300X300PX)	
2 weeks	3 000
1 month	5 000

BOTTOM BANNER

DESKTOP (960X300PX), TABLET (960X300PX), MOBILE (300X300PX)	
2 weeks	2 500
1 month	4 170

PAGE EXCLUSIVE

(TOP BANNER / SIDE BANNER, SECOND SIDE BANNER / BOTTOM BANNER)	
2 weeks	12 500
1 month	22 900

BANNER 560*100 PX

in the weekly newsletter (5000 subscribers)	100 000
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PROMO ARTICLE ON THE SITE

In the first five top news	5 200
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NEWSLETTER

Advertising banners in weekly newsletter	1 354
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Desktop

☰ The Art Newspaper в чехе Подписаться

Полное название: **НОВОСТИ ИСКУССТВА**
THE ART NEWSPAPER RUSSIA

Поиск 🔍 Ежегодная премия ★ Кинофестиваль 🎬

НОВОСТИ | ВЫСТАВКИ | РЕСТАВРАЦИЯ | КНИГИ | КРЕАТИВНЫЙ МУЗЕЙ | РОСКОШЬ | ПРИГЛАШЕНИЯ

1366x300px

КРУПНЫМ ПЛАНОМ

Пьяный луг, Страховское поле и Громок: идем троной Поленова

«Дом над Окой», или «Борок», как называл свою усадьбу Василий Поленов, и живет укладом XIX века, и смотрит в будущее, переосмысляя собственную живописную территорию. Мы прошли ее от края до края, чтобы рассказать о перспективах >

11.11.2024

600x300px

300x300px

НОВОСТИ

ВЫСТАВКИ

Аристарх Чернышев:

«Создавая работы, пользуюсь значениями, которые получил как инженер-конструктор»

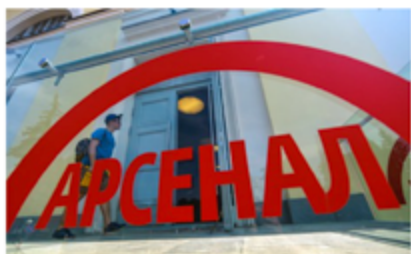
Desktop



«Дом над Окой», или «Борок», как называл свою усадьбу Василий Поленов, и живет укладом XIX века, и смотрит в будущее, переосмысливая собственную живописную территорию. Мы прошли ее от края до края, чтобы рассказать о перспективах >

11.11.2024

300x600px

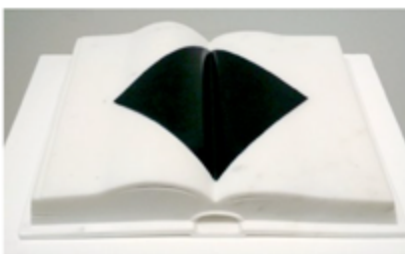


НОВОСТИ

Пушкинский открывает междисциплинарную лабораторию «Арсенал практик»

Волго-Вятской филиал ГМИИ им. А.С.Пушкина, Арсенал, проведет серию мероприятий, призванных расширить инклюзивные программы в регионах >

11.11.2024



ВЫСТАВКИ

Галактика Малевича и туманность Хлебникова: ММОМА четверть века

Как часто бывает в подобных случаях, выбор работ для юбилейной выставки к 25-летию Московского музея современного искусства «Вещи и видения» во многом произволен, но кураторы постарались найти лейтмотивы >

11.11.2024

300x300px



Наталья Толстая:

«Важно было преодолеть изолированность от других культурных центров»



Алексей Морозов:

«Леттеринг в граффити — это новая монументалистика»

960x300px

[→ все интервью](#)



ВЫСТАВКИ

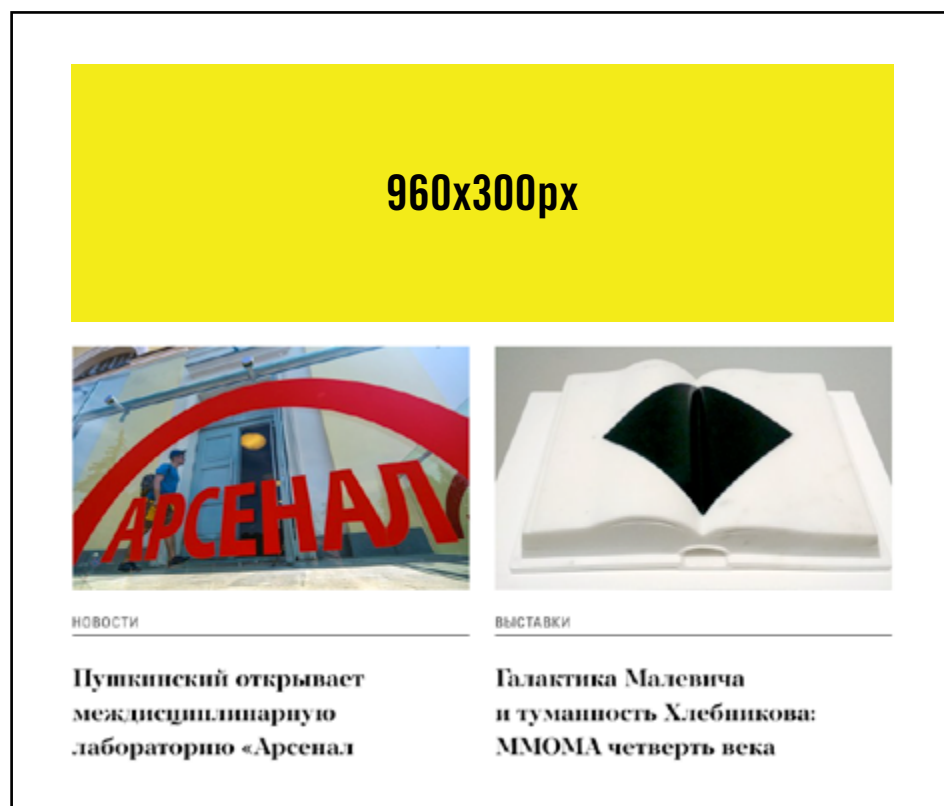
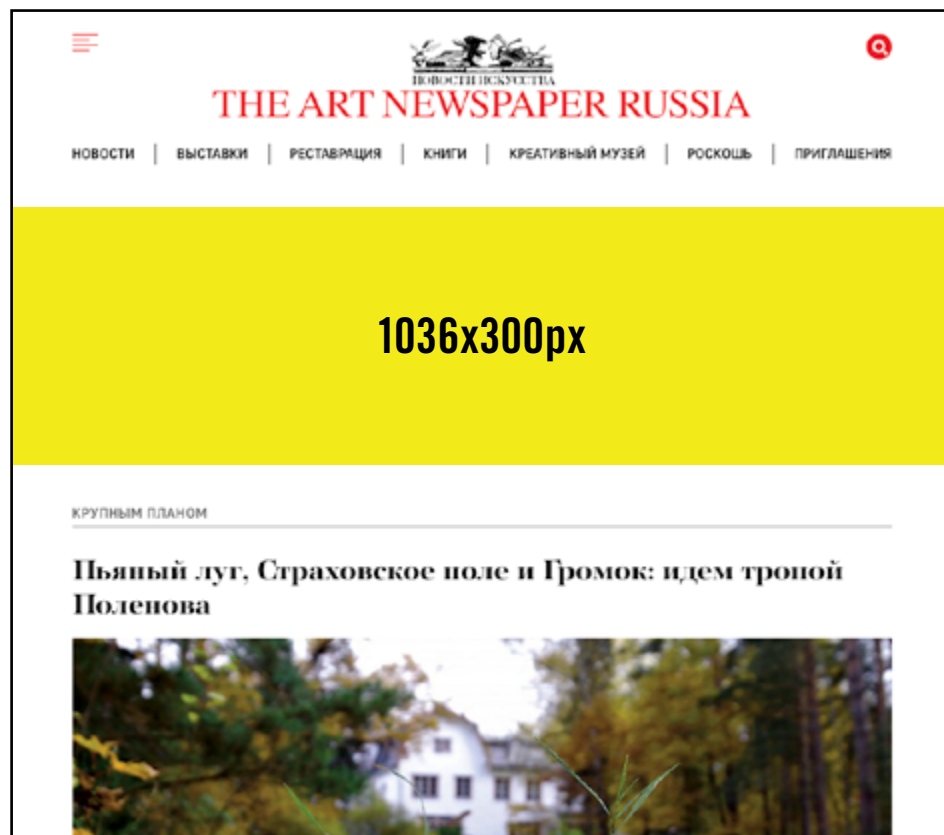
Политехнический музей



КНИГИ

Экскурсии в прошлое.

Tablet



Mobile



Technical requirements for the website artworks

ADVERTISING SPACE

GIF/JPG/PNG 1260*60 px

SIZE, KB

200

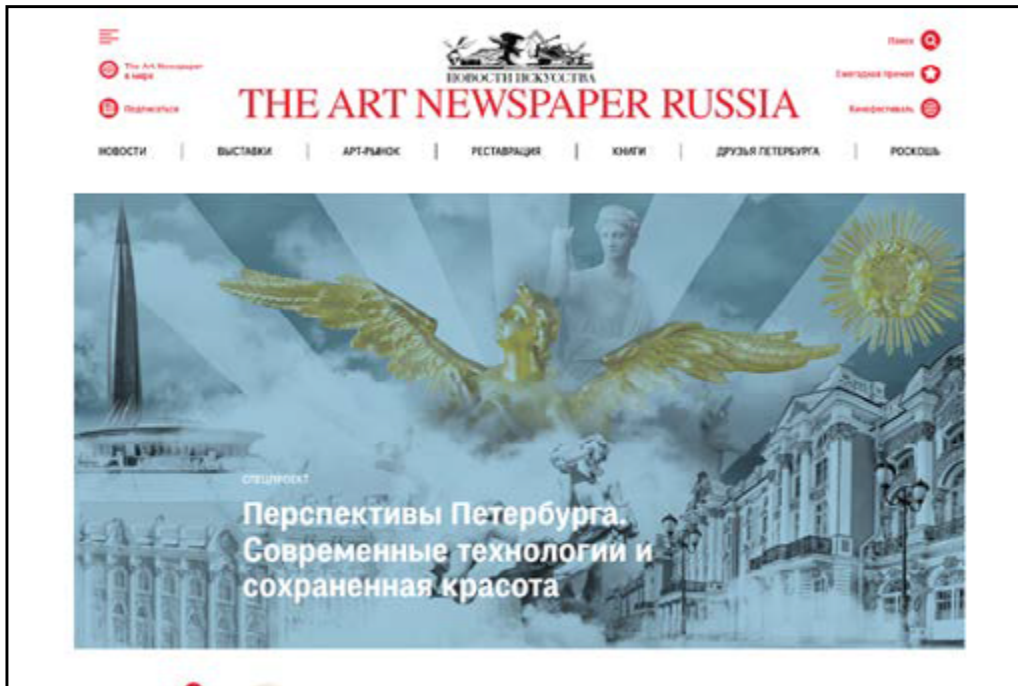
Website takeover, not standard format, special projects – on request

The Art Newspaper Russia Website | 25

Special branded material with cover

500 000 RUB

With placement for two weeks on the main page of the site in the top news

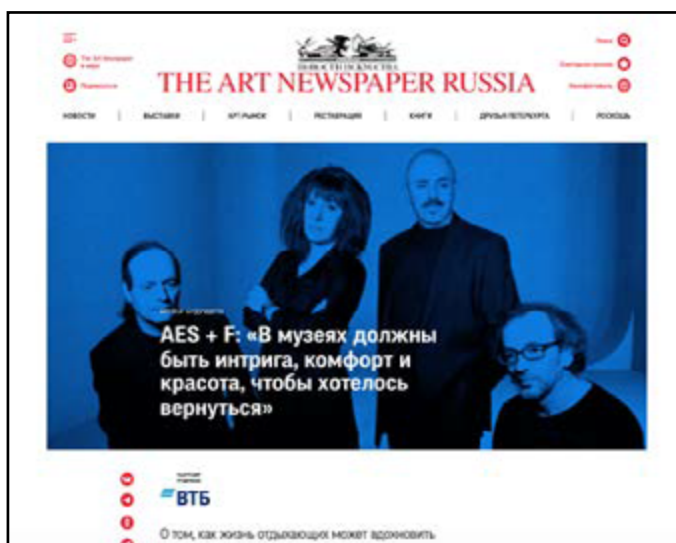


Annual partnership

3 500 000 RUB

UP TO 10 MATERIALS

Separate section (button), branded materials



MARIYA SINELNIKOVA

Advertising Director

M: +7 (916) 086-10-13

Email: msinelnikova@theartnewspaper.ru

KATERINA PLEKHANOVA

Senior Advertising Manager

M: + 7 (903) 230-91-31

Email: plekhanova@theartnewspaper.ru

Thank You