

# Why Advertise with *frieze*?

*'frieze is an indispensable resource, for knowing about art and the world — not just the art world'*

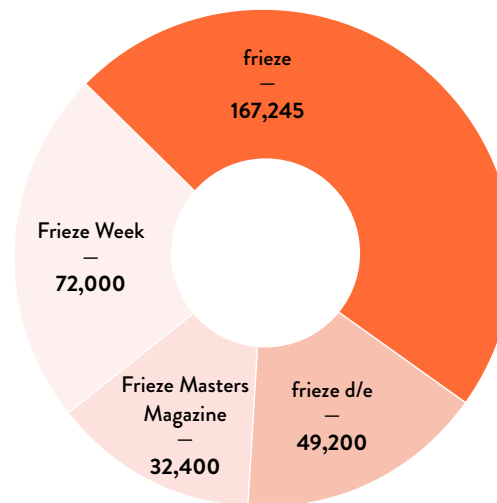
DAVID KORDANSKY, GALLERIST

- *frieze* is a publishing and events company offering a multi-platform approach to partnerships, marketing and advertising.
- *frieze* is an international network of collectors, art world professionals, galleries, artists, curators and museum directors.
- *frieze* is the expert resource to any audience interested in arts and culture.
- *frieze* engages the world's most influential opinion leaders.
- *frieze* is the arbiter of contemporary arts and culture.

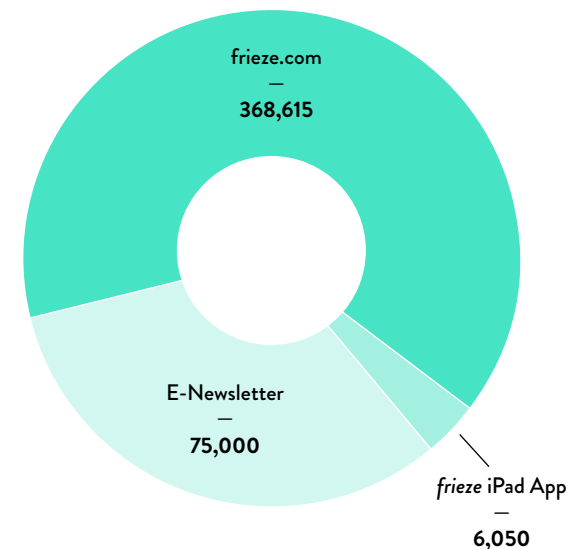


**Frieze** reaches over 1,700,000 people across the globe every year

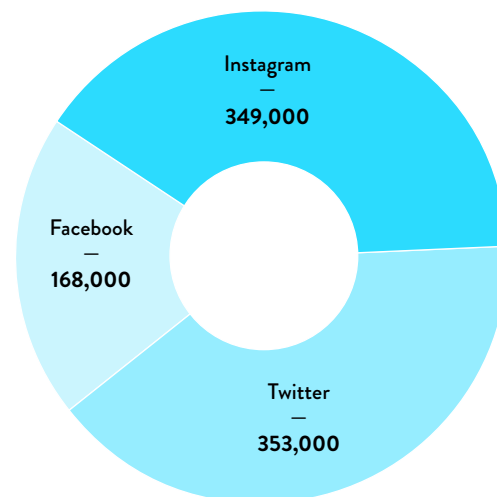
Print Readership  
**320,845<sup>1</sup>**



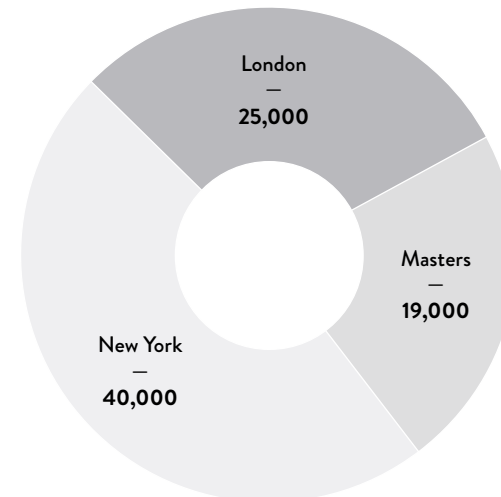
Digital Reach  
**442,665<sup>2</sup>**



Social Media Followers  
**870,000<sup>3\*</sup>**



Frieze Art Fair Visitors  
**84,000<sup>4</sup>**



One of the most influential voices in the art world, **Frieze touches over 1,700,000 people world-wide** via print and digital publishing, social media and art fairs. Our high-quality publications offer a platform for leading writers and critics, while our fairs in London and New York are crucial events in the global art world calendar.

Aligning your brand with Frieze grants access to an audience of highly-educated and cultured trendsetters, collectors, museum curators, artists and critics as well as the next generation of creative professionals.

1 per issue

2 per month

3 as of Dec 2015

4 per year

\* Data includes statistics for *frieze* and *frieze d/e*, Frieze London, Frieze New York and Frieze Masters.

# Frieze Publishing

Launched in 1991, *frieze* is the definitive voice in contemporary art. Respected for its insightful opinion and unbiased criticism, *frieze* is read by the most influential collectors, art world professionals and tastemakers in over 81 countries worldwide.

In recent years, Frieze Publishing has expanded to include two new publications: *Frieze Masters Magazine* and *Frieze Week*. Each publication shares the same commitment to elegant design and clear writing, whilst taking different and complementary perspectives on the art world.



*frieze*

**Circulation:** 37,185  
**Readership:** 174,420

*January/February •  
March • April • May •  
June/July/August •  
September • October •  
November/December*

*frieze* covers the latest in contemporary art and culture from around the globe. Unique in having offices and editors in three art world centres, *frieze* presents a critical reflection on art now and is distributed internationally.



**Frieze Masters Magazine**

**Circulation:** 15,000  
**Readership:** 32,400

*October*

*Frieze Masters Magazine* explores ideas from the past through the lens of the present and is published to coincide with Frieze Masters, the art fair of the same name that takes place in London's Regent's Park in October.



**Frieze Week**

**Circulation:** 48,000  
**Readership:** 72,000

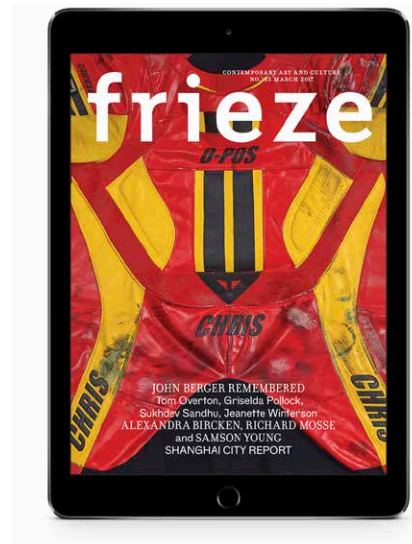
*May • October*

The insiders' guide to our art fairs with a preview of the best works on view, news of curated projects and talks, and tips on the most important exhibitions and events taking place around town. *Frieze Week* is published in anticipation of Frieze New York in May and Frieze London & Masters in October.

# Frieze Digital

Frieze digital offers responsive marketing opportunities to help advertisers target an influential, global audience through our iPad app, direct newsletters and our newly re-designed website.

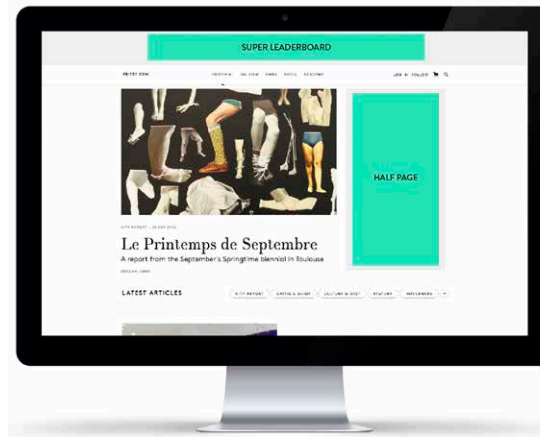
Bespoke packages across digital platforms are available to amplify print campaigns and maximize online reach.



## frieze iPad app

**Frequency:** 8 issues per year  
**Downloads per issue:** 6,050  
Available via iTunes news stand

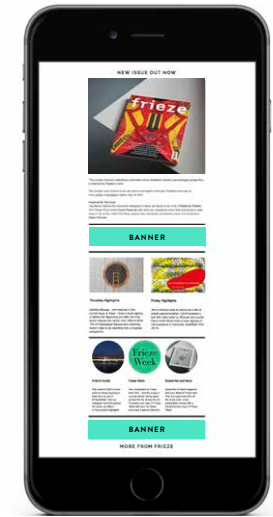
Published eight times per year the *frieze* iPad app features content from our print issue together with multi-media elements, using an elegant, intuitive and responsive design.



## frieze.com

**Uniques/month:** 162,191  
**Page views/month:** 368,615

Re-launched in early 2016, the *frieze* website offers expert reviews and opinion on current exhibitions, reports on key art world events, features multi-media content and boasts an archives from the past 25 years.



## frieze E-newsletters

**Subscribers:** 75,000  
**Open rate:** 33%  
**Average click-through:** 3.5%

The *frieze* e-newsletter is published three times a week and is delivered directly to over 75,000 subscribers globally, promoting *frieze* articles, videos and events.

# 2017 Frieze Publishing Schedules



## *frieze*

Issue	Date	Booking Deadline	Artwork Deadline	Publication
184	January • February	7 November	21 November	16 December
185	March	9 January	23 January	23 February
186	April	13 February	27 February	29 March
187	May	13 March	27 March	03 May
188	June • July • August	18 April	01 May	06 June
189	September	10 July	24 July	25 August
190	October	14 August	28 August	27 September
191	November • December	11 September	25 September	01 November
192	January • February	06 November	20 November	15 December

## **Frieze Masters Magazine**

Issue	Date	Booking Deadline	Artwork Deadline	Publication
Issue 6	October	10 July	24 July	1 September

## **Frieze Week**

Issue	Date	Booking Deadline	Artwork Deadline	Publication
New York	May	30 January	13 February	31 March
London	October	7 July	17 July	21 August

# Terms & Conditions

In these terms & conditions, 'Publisher' shall mean Frieze Publishing Ltd. 'Advertisement' shall refer to adverts placed on any Frieze Publishing Ltd platforms, which include but are not limited to print magazines, websites, videos and digital applications.

The Publisher reserves the right to reject or cancel any Advertisement which in the opinion of the Publisher does not conform to the standards of the publication.

The Publisher is not liable for delays or loss resulting from Acts of God, action by government, fire, flood, riot, strikes, any industrial disputes or other conditions beyond the control of the Publisher affecting production or delivery in any way.

The liability of the Publisher for any errors for which they might be held legally responsible will not exceed the cost of the Advertisement.

Advertisers and their agents warrant that copy, text, display and illustrations will not infringe any common law or statutory copyright, right of privacy or other right of any other person, firm or corporation and will contain no matter that is libellous or otherwise objectionable. Further, all Advertisements are published on the understanding that the advertiser is fully authorised to cause such publications to be made, and agrees to indemnify the Publisher from all liability, loss or any expense of any nature arising out of such publication.

Positioning of Advertisements is solely at the discretion of the Publisher. Requests for specific positions will be met as far as possible and may incur extra cost.

The Publisher reserves the right to make an additional charge for Advertisements involving difficult composition or major alterations to copy and layout. Corrections on reproduction material are subject to an extra charge to the client.

The Publisher cannot accept responsibility for changes in dates of insertion and/or copy unless these are (a) confirmed in writing and (b) in time for the changes to be made.

Advertisers are obliged to get artwork to the Publisher by the agreed copy deadline. When changed copy is not received by the closing date, copy run in a previous issue will be inserted.

The Publisher will make every effort to match the colour of Cromalin and MatchPrint proofs set to the requested Fogra standards for a print advert, but we can make no guarantee to match colour inkjet or laser printouts.

The Publisher cannot accept responsibility for adverts being printed or published incorrectly as a direct result of bad artwork.

The Publisher cannot guarantee insertions to be on specific dates nor to be of specific sizes nor can the Publisher accept responsibility for the omission of one or more of a series of Advertisements.

All artwork and other Advertisement material delivered by the advertiser to the Publisher is at the risk of the advertiser and, accordingly, the Publisher cannot accept any liability for any loss or damage to this material, the advertiser should make his own arrangements to insure.

All first time advertisers must prepay for print Advertisements before publication. All digital Advertisements must be paid in full before going live. All other advertisers must pay in full within 30 days of publication date. A 5% monthly interest is payable on overdue amounts.

Discounted rates allowed on series contracts for *frieze* and *frieze d/e* given that specific units are to be used during the agreed time period. Cancellations will incur charges.

Rates on current orders may be increased subject to written notice. All cancellations after an artwork or copy deadline date will incur a 50% cancellation fee.

London, January 2017