Frieze Publishing
Media Pack
Overview

*frieze* has been showcasing the world’s most interesting and innovative art and artists for over 25 years. Also, exploring the related fields of music, architecture, literature, fashion, performance and design, we consistently seek out the latest developments from the brightest creative minds.

From our pilot issue, *frieze* has grown into a multi-platform company. Reaching audiences through four magazines and art fairs, plus events, courses and seminars. We connect galleries, museums, artists, collectors, writers, cultural professionals and a broad art-interested audience across an innovative multimedia publishing platform.

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**Overview**

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<thead>
<tr>
<th>Platform</th>
<th>Reach</th>
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<tbody>
<tr>
<td>Print</td>
<td>214,070</td>
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<tr>
<td>Print Readership</td>
<td>319,230</td>
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<tr>
<td>Frieze Masters</td>
<td>33,100</td>
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<tr>
<td>Frieze Week</td>
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<td>Frieze Masters</td>
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<td>e-newsletter</td>
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<tr>
<td>Print Readership</td>
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</table>

*frieze* reaches over 1,740,000 people across the globe every year.
Founded in 1991, *frieze* is the leading international magazine on contemporary art and culture. Including essays, reviews and columns by today’s most forward-thinking writers, artists and curators, including amongst others, Michael Bracewell, Brian Dillon, Olivia Laing, Lynne Tillman, Jan Verwoert and Marina Warner.

Redesigned in 2017, *frieze* has a new look comprising of a new suite of typefaces, additional room for images and more commissioned photography. This visual re-think reflects *frieze’s* ongoing commitment to providing jargon-free and fresh perspectives on both new and established artists, and highlighting new trends.

Published 8 times a year, with offices in London, New York and Berlin.
## 2019 Frieze Publishing Schedule

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DATE</th>
<th>BOOKING DEADLINE</th>
<th>ARTWORK DEADLINE</th>
<th>PUBLICATION</th>
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<td>5 November</td>
<td>19 November</td>
<td>20 December</td>
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<tr>
<td>201</td>
<td>March</td>
<td>7 January</td>
<td>21 January</td>
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<td>May</td>
<td>11 March</td>
<td>25 March</td>
<td>2 May</td>
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<td>June • July • August</td>
<td>15 April</td>
<td>29 April</td>
<td>6 June</td>
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<td>205</td>
<td>September</td>
<td>8 July</td>
<td>22 July</td>
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<td>October</td>
<td>12 August</td>
<td>27 August</td>
<td>26 September</td>
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<tr>
<td>207</td>
<td>November • December</td>
<td>9 September</td>
<td>23 September</td>
<td>31 October</td>
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<tr>
<td>208</td>
<td>January • February</td>
<td>4 November</td>
<td>18 November</td>
<td>19 December</td>
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For information on rates, please contact our advertising representatives:

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frieze.com is the ultimate destination for intelligent and current opinion and news on contemporary art and culture. Updated daily with new editorial including:

- News briefings
- City reports and guides
- Opinion pieces
- Interviews with gallerists, artists and curators
- Daily exhibition reviews
- Original videos by frieze editors
- On View listings for international exhibitions
- Guides to Frieze Art Fairs and other events

frieze.com is a comprehensive resource including an archive of published material spanning 26 years, from all publications — frieze, Frieze Masters Magazine and Frieze Week. Following its 2018 relaunch, frieze.com now features a selection of larger, more impactful advertising sites bringing your brand to the attention of our audience.
Our twice-weekly Frieze Bulletin publishes a timely round-up of online editorial, videos, blog posts and reviews from the editors. Summarizing the best of *frieze* in an easily digestible e-newsletter sent to over 35,000 recipients globally.

Banners in our e-newsletters include artwork and a link. With a 33% open rate; it is a great way to reach our audience and drive traffic through to your website.
On View

On View is Frieze’s definitive guide to current exhibitions at the most exciting galleries, museums and institutions around the globe.

Since its launch in early 2016, On View has become an extensive index of what’s on now at over 700 venues. Allowing users to easily orientate by location and date to find regularly-updated exhibition information. Plus, our editors share weekly updates of their most recommended shows: giving a unique insight into their most important shows.

On View is promoted through Frieze social media channels and the bi-weekly e-bulletin, reaching an audience of 1.2 million. Information is uploaded via our user-friendly interface with the assistance of the Frieze production team. An On View listing includes the following:

- Name and contact details
- Overview and exhibition image
- Exhibition information with dates
- PDF of PR release
- List of represented artists
Frieze Magazine Supplements

frieze now produces bespoke supplements to assist our partners in promoting their programmes and events.

- An in-depth editorial focus including articles by frieze writers.
- Formats could include curator’s interviews, artists profiles and city reports.
- Designed and produced with the expertise of in house teams.
- Packaged and distributed with the entire print run of the magazine or by geographic region.
- Extra copies available for partner distribution.

Prices on request.
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 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 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 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.

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 ads being printed or published incorrectly as a direct result of bad artwork.

The Publisher cannot guarantee insertions to be on specific dates 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 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 2019