



Europe's leading art magazine

- **ART is the number one art magazine in Europe.**
In an informative and understandable style, ART reports on the international world of art. It is unmatched as a quality journalistic product and advertising medium.
- **ART is international.**
A world-class team of writers and photographers work for ART, backed up by a worldwide network of expert correspondents. ART has a truly international niveau.
- **ART covers the entire spectrum of art.**
In addition to painting, sculpture and architecture, it also features "younger" subjects such as photography, video art, performance and design.
- **ART readers are exceptionally high class.**
No other magazine reaches such a culturally active, refined readership. They are the elite of German society and a prime target group for exclusive goods and services.

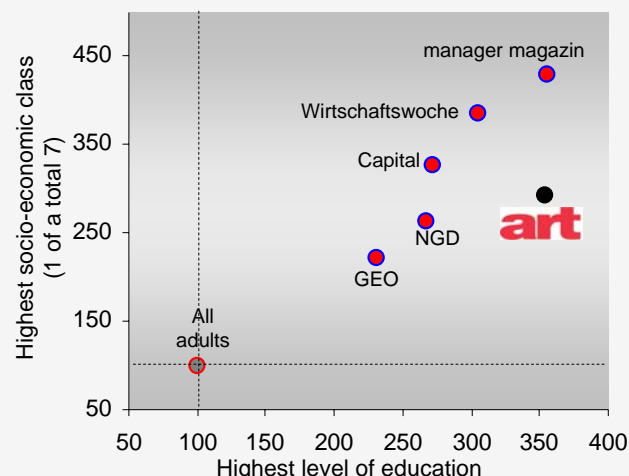
Readership Profile

	All Adults 64.85 million %	ART Readers 0.41 million %	Index: All Adults = 100
Men	48	33	69
Women	52	67	130
Age			
30 - 39	14	14	101
40 - 49	19	23	121
50 - 59	16	24	157
Education			
Intermediate	34	30	86
Higher, university	23	62	270
Net monthly household income*			
€3,500 – 3,999	7	8	113
€4,000 and more	12	20	164

Source: AWA 2009 *Population average = €2,519

Exceptionally upmarket readership

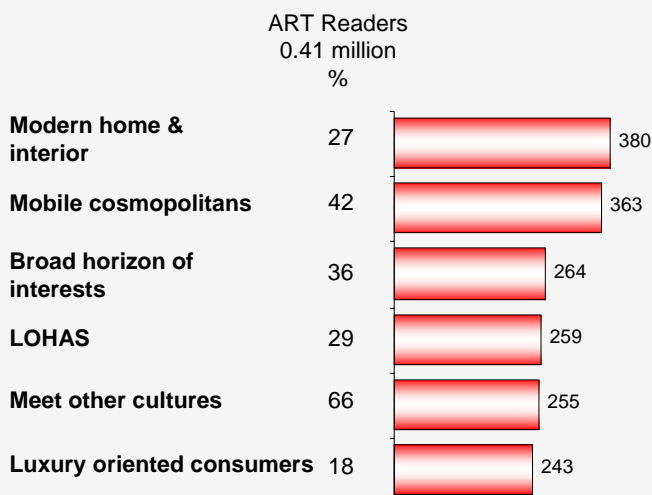
Index: All adults = 100



Source: AWA 2009

Highly discerning, exclusive tastes

Index: All adults = 100

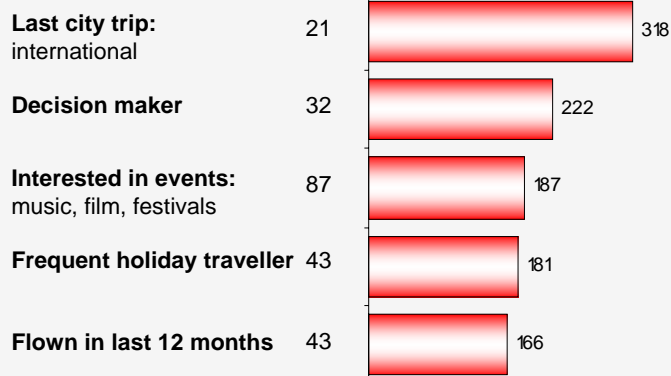


Source: AWA 2009; LOHAS: lifestyles of health and sustainability

Cosmopolitan world-travellers

Index: All adults = 100

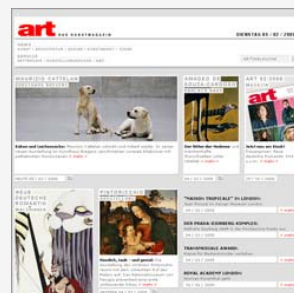
ART Readers
0.41 million
%



Source: AWA 2009

Cross-media and online offers

ART also produces www.art-magazin.de, the website for the world of art. An extensive exhibition search engine, free ART issue archives and up-to-the-minute news on art position it as an irreplaceable medium for all art lovers.



www.art-magazin.de offers successful online and cross-media advertising. For example, a one-week skyscraper online ad costs only € 1,100 per 30,000 AIs. More info under www.ems-guj.de/english.

Cover price	€ 8.50
Frequency	Monthly
Launch year	1979
Circulation	
Paid	57,363 copies (IVW IV/2009)
Subscriptions	42,301 copies (74%)
2010 ad rates	
Full page multi-colour	Brandname Ads € 13,650* Art/Antique Ads € 5,300
Discounts	
Start at:	3% for 2 pages 3% for 2 pages
www.art-magazin.de	1,979,863 PIs (IVW 12/09)

Coverage	
Adults	0.6% / 0.41 million (AWA 2009)

Cost per 1,000 readers*	
All adults, 2009 rates (brandname ads)	€ 33.03

Technical information	
Trim size	213 mm x 280 mm (8-3/8" x 11")
Printing process	Cover: offset Inner pages: offset
Binding method	Perfect bound

*Average annual rate, net. For complete current ad rates and data, please consult www.gujmedia.com