

An aerial photograph of London at sunset. The River Thames flows through the center, with the city skyline in the background. The sun is low on the horizon, creating a golden glow over the clouds and the city. The Shard is prominent on the left side of the skyline.

CONTEMPORARY

LYNX

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MEDIA KIT 2017



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# 01

## intro

Contemporary Lynx is an art magazine on paper and online platform about contemporary visual culture from Poland. First printed issue was published in **April 2015** following two online issues published in 2014.

Contemporary Lynx covers contemporary art, design photography and art collecting. We talk about high profile and emerging artists, designers and photographers. Contemporary Lynx features the best new talents in writing; international curators, art critics, researchers, lecturers based in **London, Krakow, Berlin, New York, Lyon, Warsaw, Beijing, Hong Kong** and many more.

Contemporary Lynx remains the ultimate foreigner's guide to contemporary art and culture from Poland including:

- **Monographs** and **interviews** with artists, designers and photographers on their practice
- **Reports** from art festivals, biennales and art fairs written by art experts from around the world
- **Discussions** with curators and collectors
- **Briefings** on current trends in design
- **Art Calendar:** events & exhibition listening with participation of Polish artists
- **PostcART:** international expert's recommendation of one piece of art made by Polish artist.



# 02

## on-line magazine - audience & traffic

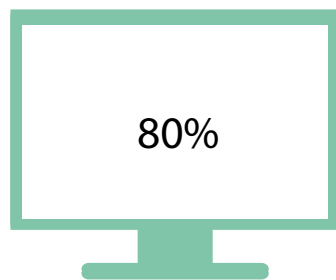
### OUR AUDIENCE:

Our audience are highly qualified, affluent and dynamic people who believe in seizing life's opportunities. They seek new experiences through travel and food and have an interest in other cultures. They describe themselves as optimistic, creative and open-minded.

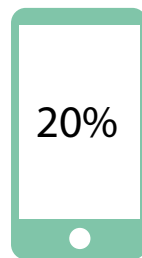
### TRAFFIC:

To date, our website has been visited by nearly **225 236 views**. Last quarter we had nearly **22 387 views** (19% more than in previous quarter). The number of visitors from London has increased significantly.

We engage different audience on:



desktop



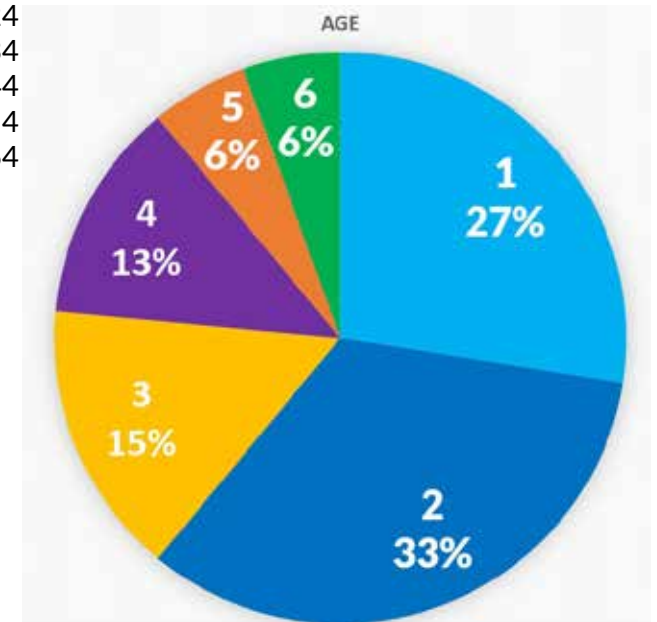
mobile + tablet



average visit

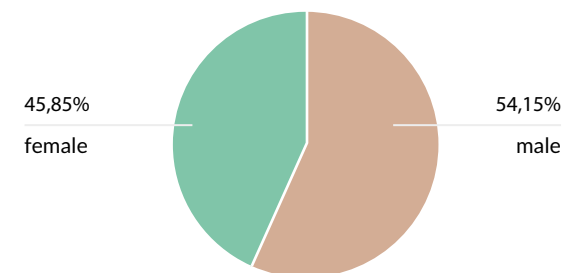
- 1 > 18-24
- 2 > 25-34
- 3 > 35-44
- 4 > 45-54
- 5 > 55-64
- 6 > 65+

### BASIC DEMOGRAPHICS



Gender

100% of all sessions



# 03

## on-line magazine - countries

To date, our on-line magazine has been visited from **164 countries**:



**Top 10 countries of origin or where the on-line magazine's audience interacts from:**

- |                             |                    |
|-----------------------------|--------------------|
| 1. United Kingdom           | 6. Russia          |
| 2. Poland                   | 7. Italy           |
| 3. United States of America | 8. Netherlands     |
| 4. Germany                  | 9. Belgium         |
| 5. France                   | 10. Czech Republic |



# 04

## distribution - paper magazine

To date, our Contemporary Lynx Magazine on paper is distributed:



- 3 DISTRIBUTORS:



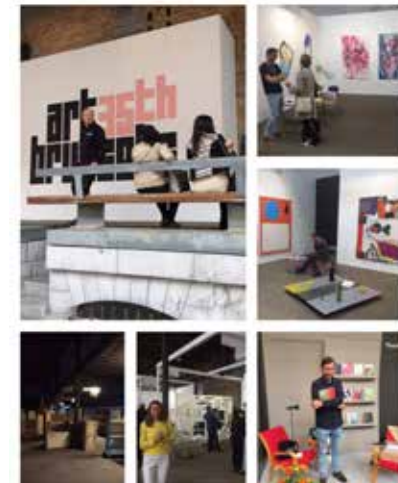
- ART FAIRS

5 major art fair among others: ART BASEL - the world biggest art fair, LISTE, Art Brussels, Artissima, Art Market Budapest: the shows attracted an attendance of 235 000 visitors who might see our magazine showed at single and collective booths.



- BOOKSHOPS:

3 continents  
One of the biggest bookshops in which Contemporary Lynx is available at Tate Modern last year attracted an attendance of 4 587 448 visitors.  
NOW our magazine is recommended by the Tate's staff!



# 04

## distribution - bookstores

Printed magazine – Contemporary Lynx is distributed in top art bookstores in Europe, Asia and USA.

The magazine is available to purchase on our [website](#).

Selected bookstores and museum shops:

WORLD	UNITED KINGDOM	POLAND
Mulberry Iconic Magazines, New York	Tate Modern, London	National Museum in Kraków
Multi-Arts Corporation, Taipei	Drawing Room, London	The Centre for Contemporary Art, Ujazdowski Castle, Warsaw
UPA Universal Publications Agency Ltd, Seoul	Zabludowicz Collection, London	Zachęta – National Gallery of Art, Warsaw
Pandora Ltd, Istanbul	Arnolfini – Centre for Contemporary Arts, Bristol	Museum of Contemporary Art in Krakow (MOCAK)
Athenaeum Boekhandel, Amsterdam	Henry Moore Institute, Leeds	Wrocław Contemporary Museum
Buchhandlung Walther König, Berlin	calvert Bookshop, London	Centre for the Documentation of the Art of Tadeusz Kantor Cricoteka in Kraków
Stampa, Basel	Centrala, Birmingham	TRAFO Trafostacja Sztuki, Center for Contemporary Art in Szczecin



# 04

## distribution during the events

Distribution also includes international art fairs and exclusive events at **Tate Modern, Art Basel, LISTE Art Fair, Venice Biennale,** and many more.

### SELECTED EVENTS:

#### TATE Modern, London

Film screening and a performance of Oskar Dawicki organised by PCI London, part of the Kinoteka 13th Polish Film Festival (23 May 2015)



#### Magazine Launch: Contemporary Lynx Magazine – Issue 3 & 4 at Calvert 22 Gallery in London. (30 June 2016 & 26 January 2017)

A nostalgic trip to the 90s – a decade that never stopped making its mark on art and pop culture – to celebrate the launch of the third print issue of Contemporary Lynx Magazine.

Latest event: 28-30 June 2017



### POLISH CULTURAL INSTITUTES:

We collaborate with Polish Cultural Institutes in **London, Berlin, Dusseldorf, Stockholm, Budapest, Brussels, Leipzig, Tel Aviv, Rome** and many other, as well as, we partnered with public art institutions, private art galleries and international art festivals from around the world on the occasions of the events related to Polish art, design and photography.



# 05

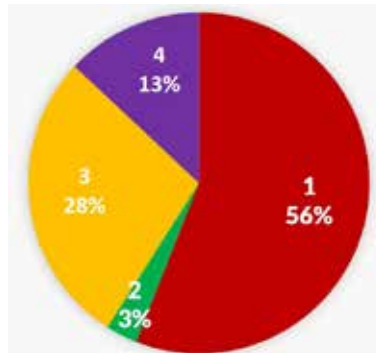
## newsletter

TOP 3 countries:  
PL, UK, USA

Subscribers: around 4000

Interactions: 40,12 %

Galleries, institutions, artists > 56 %  
Biznes > 28 %  
Collectors > 2 %  
Others > 13 %



- > It is our summary of what has happened during the past month that we send to all our subscribers.
- > All our partner events, i.e. where we were media partners get our coverage within the issue following the event.
- > Ads.



# 06

## social media

Lynx social media drives traffic:

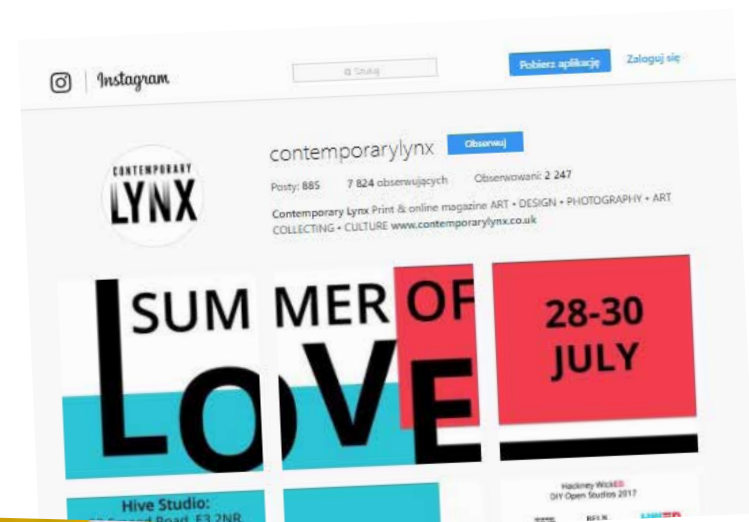


Instagram followers: **8176**

Likes on Facebook: **5290**

Twitter followers: **1061**

Pinterest (boards 45) followers: **352**



## Contemporary Lynx as media partner

Contemporary Lynx links with prestigious art festivals, significant exhibitions and exceptional events worldwide, reaching new audience.

### We promote our partner's events by:

- Actively informing about the event in our **Art Calendar** and across our **social media platforms** to create interest and buzz,
- **Live streaming** from the event, running competitions for readers and frequent updates across all our social media platforms,
- Commissioning our team of journalists and photographers to deliver thorough **reports** and **photo stories** from the event.
- Throughout, we include **partners' logos** on our website.

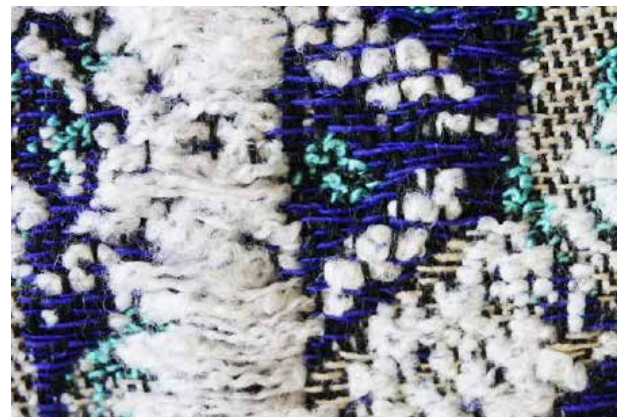
Recently we paired with:



Contemporary Lynx Magazine  
at Art Brussels 2017

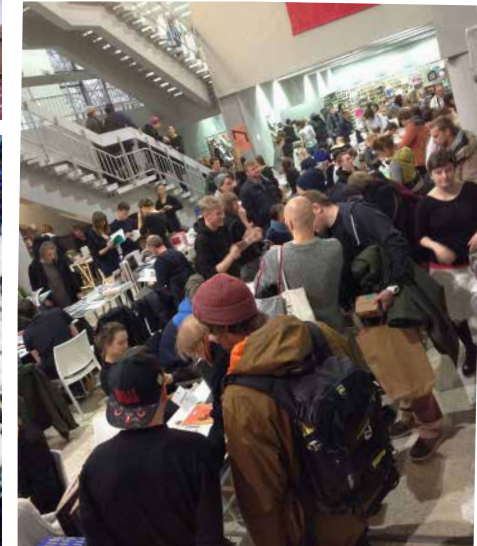


Collecting Contemporary Art. Investments of Passion. Discussion. Embassy of the Republic of Poland in London

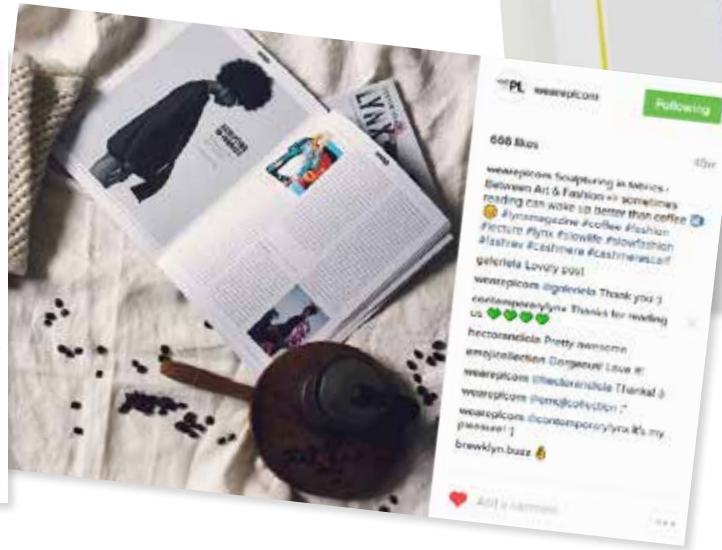


Art Market Budapest

Warsaw ArtBook Fair, Warsaw



## What our readers and partners say about us



Contemporary Lynx to magazyn, który charakteryzuje oryginalna szata graficzna oraz znakomite treści. Jest szeroko dystrybuowany na najważniejszych, światowych wydarzeniach kulturalnych. Dynamiczna i kreatywna redakcja wzbudza nie tylko podziw, ale i inspirowanie do merytorycznego, przebojowego działania na polu kultury oraz promocji polskiej sztuki.

Anna Klimczak, Prezes Fundacji Griffin Art Space

I am not aware of any printed publication in English which gives a better insight into the contemporary Polish art scenery. It is a refreshing magazine, artistically well designed and with a rich selection of articles and reports. Any collector, museum curator and gallery owner interested in upcoming Polish culture will find plenty of information and inspiration in Lynx.

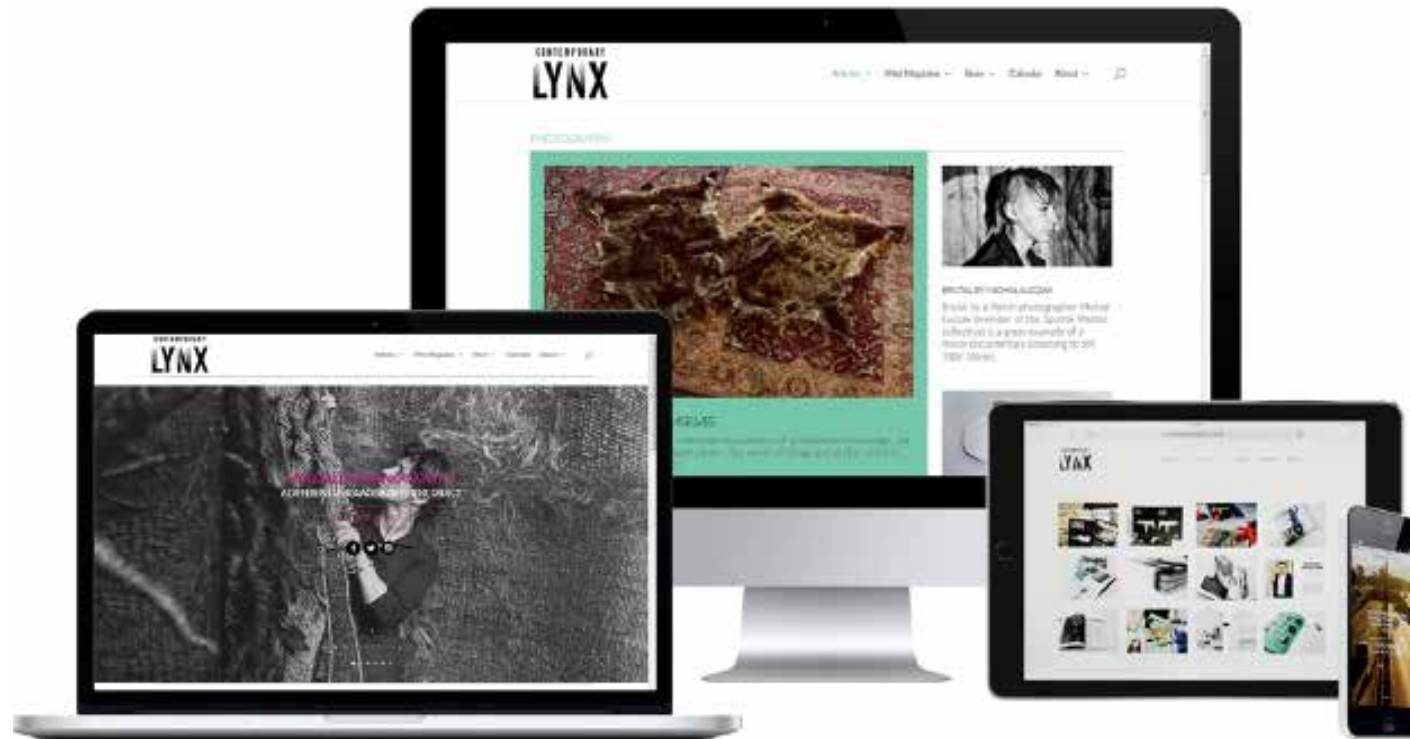
Jack Melkonian, art collector

# 09

## advertising opportunities

Contemporary Lynx offers a broad range of advertising options and solutions including:

- A range of adverts in printed magazine
- Adverts on our website, great visibility at homepage and sidebars at most of our pages
- Partner's content on our website and in our newsletter
- Tailor-made content in printed magazine, prepared in close collaboration with Lynx team



# 10

## publication dates 2017

ISSUE	BOOKING DEADLINE	ADVERTISE SUBMISSION	FINAL DEADLINE	PUBLICATION
#7	January 2017 - 15 February 2017	from 15 February 2017	1 March 2017	April
#8	June 2017 - September 2017	from 1 August 2017	30 August 2017	October



In these terms & conditions, 'Publisher' shall mean Contemporary Lynx Ltd.

1. 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.
2. 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.
3. The liability of the publisher for any errors for which they might be held legally responsible will not exceed the cost of the advertisement.
4. 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 liability loss or any expenses of any nature arising out such publication.
5. Positioning of advertisements is solely at the discretion of the publisher. Requests for specific positions will be met as far as possible. Early bookings ensure best positioning.
6. 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.
7. 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. When changed copy is not received by the closing date, copy run in a previous issue will be inserted.

8. Advertisers are obliged to get artwork to the publisher by the agreed copy deadline. If copy is not received by this date an advert from a previous issue will be used.
9. The publisher will make every effort to match the colour of print but we can make no guarantees.
10. The publisher cannot accept responsibility for adverts being printed incorrectly as a direct result of bad artwork.
11. 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.
12. 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.
13. 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.
14. Cancellations will incur charges.
15. Rates on current orders may be increased subject to written notice. All cancellations after the artwork deadline date will incur a 50% cancellation fee.

London, January 2015.

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CONTEMPORARY  
LYNX

Contemporary Lynx Team  
Advertising Production

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