

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 water. The Shard is visible on the left side of the skyline.

CONTEMPORARY

LYNX

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MEDIA KIT 2019



sales@contemporarylynx.com / <http://contemporarylynx.co.uk>

Contemporary Lynx is an independent magazine on paper and weekly online platform about contemporary visual culture, with a strong focus on arts from around the world. Contemporary Lynx covers contemporary art, design photography and art collecting.

Contemporary Lynx features the best new talents in writing: international curators, art critics, researchers, lecturers based in London, Berlin, New York, Lyon, Warsaw, Beijing, Hong Kong and many more.

**Contemporary Lynx Magazine in print** with commissioned artwork, bespoke cover and a specific theme, includes interviews with key figures in the art world and a range of insightful essays that debate current trends in visual culture. Published twice a year and distributed internationally, it has developed a strong reputation, along with broad online following.

**Contemporary Lynx online** remains the ultimate foreigner's guide to contemporary art and culture from around the world.

We publish:

- 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/ Top Tips.
- What's Up: Events & exhibition listening from around the world.
- Essays, reviews, art quotes.



# 02

## paper magazine

- 4 DISTRIBUTORS

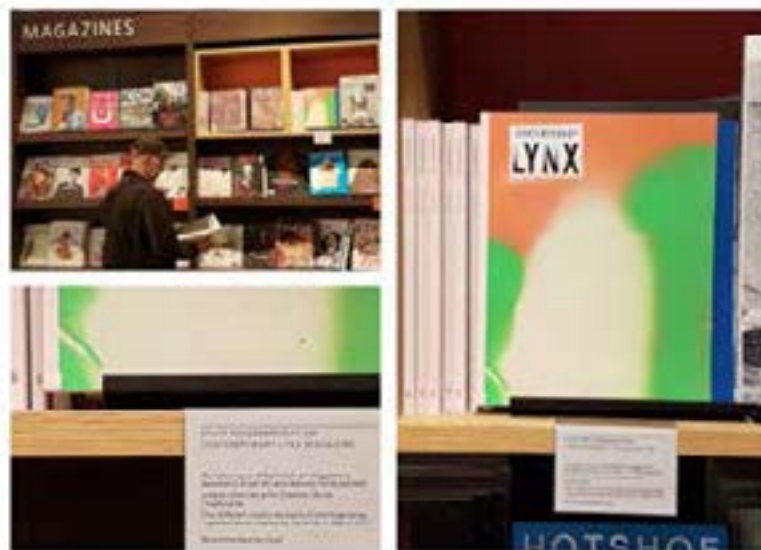


- 8 TOP ART FAIRS

We are the only art magazine from Central Europe participating at the most important art fairs:

**Art Basel in Basel, Miami and Hong Kong; Frieze in London and New York, LISTE, Art Brussels, Artissima.**

The shows attracted an attendance of 235 000 visitors who might see our magazine shown at single and collective booths next to: Frieze Magazine, Elephant, Art Forum, Apollo.

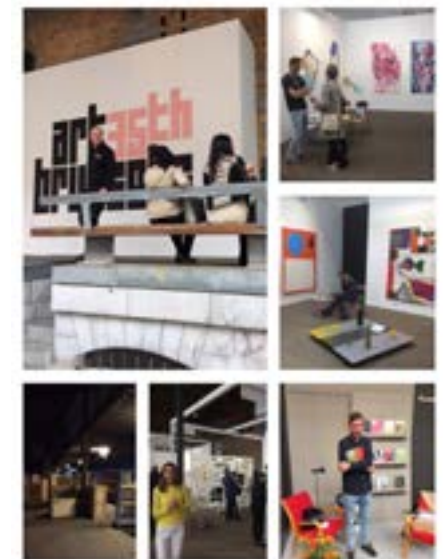


- BOOKSHOPS

**3 continents**

We are available at Tate Modern Bookshop in London. Only last year the gallery attracted 4 587 448 visitors.

**Our magazine is recommended by the Tate's staff!**



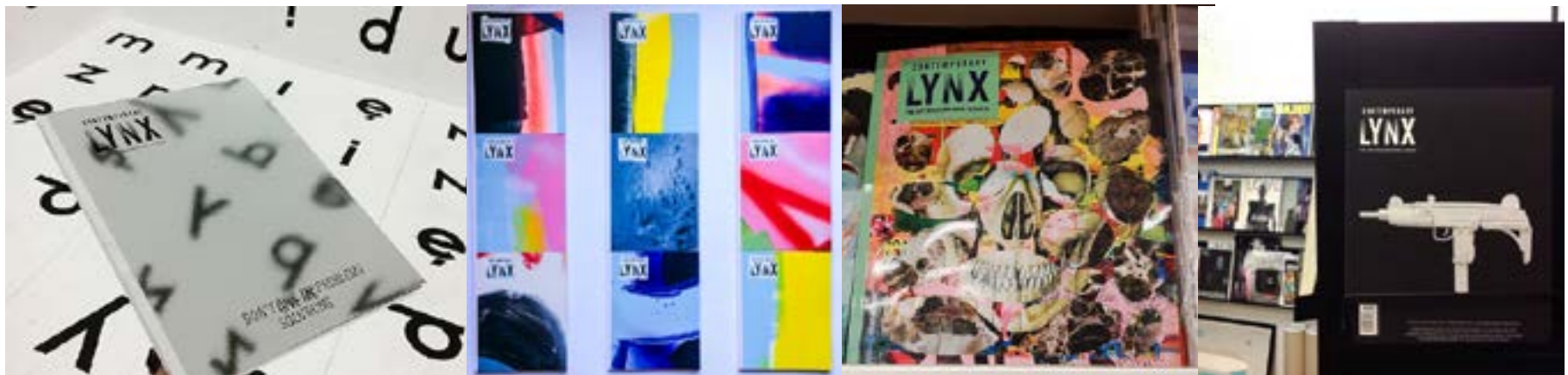
# 03

## distribution - bookstores

Contemporary Lynx is available in art bookstores in Europe, Asia and USA, and via Lynx Concept Store: [contemporarylynx.co.uk/shop](http://contemporarylynx.co.uk/shop)

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	TRAF0 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, Venice Biennale, art and design festivals, public and private galleries** in Europe.

### SELECTED EVENTS:

#### **TATE Modern, London**

We had a pleasure to premier one of the issues of Contemporary Lynx magazine during the film screening and a performance by Oskar Dawicki at Tate Modern - one of the most popular galleries in the UK.



#### **Magazine Launch**

To celebrate the launch of each issue, we organise events with participation of journalists, artists, readers and special guests. Our inspiring events with screenings, talks, performances and photo-books' presentations, every times attract more than 150 guests.



#### **Magazine available at the exclusive events**

We co-organise artistic events and receptions in premium, high-end locations such White Villa in Warsaw, aimed at high-net-worth individuals. The idea is to present young promising artists and promote the magazine among our friends and VIP guests in a friendly atmosphere.



#### **Our unique and award-winning covers**

We believe in a power of a cover. All our covers are truly unique and stand out because we work closely with acclaimed artists, use special printing technique or even make them by hands. For instance: last year, we invited Sławek Zbiok Czajkowski - one of the most original street artists, to collaborate with us. He hand-painted every single magazine cover during a three-day-long artistic action at the art venue in Szczecin (PL). Zbiok, by using all the covers of the issue as a canvas, created an enormous work of art. Each reader, could own a piece of his work.

# 05

## Contemporary Lynx as media partner

Contemporary Lynx links with prestigious partners and exceptional events worldwide, reaching new audience.

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

- Photostories from the events, articles;
- What's up section;
- Live streaming from the events;
- Social media platforms;
- Newsletter;
- The partners' logos on our website.

### Recently we paired with:

- > Art Brussels;
- > Artissima;
- > Vienna Contemporary;
- > European ArtEast Foundation;
- > Museum of Contemporary Art in Kraków;
- > London Czech Centre;
- > Centrala in Birmingham;
- > Calvert 22 Foundation in London;
- > Łódź Design Festival;
- > Fotofestival;
- > Sputnik;
- > Five Flavours Asian Film Festival;
- > Krakow Photomonth;
- > International Film Festival New Horizons;
- > Polish Pavilion during Venice Biennale;
- > Hackney WickED Festival in London;
- > Centre for Contemporary Art U-Jazdowski in Warsaw;
- > ArtBook Fair in Warsaw;
- > Ryszard Winiarski. Venice Biennale, collateral event.

### Institutions:

- > We collaborate with the museums, centres for contemporary art, international foundations and institutions.
- > We partnered with Polish Cultural Institutes in London, Berlin, Dusseldorf, Stockholm, Budapest, Brussels, Leipzig, Tel Aviv, Rome and many other.
- > We collaborate with private art galleries and international art festivals from around the world on the occasions of the events related to Central and Eastern European art, design and photography.



## weekly online magazine - audience & traffic

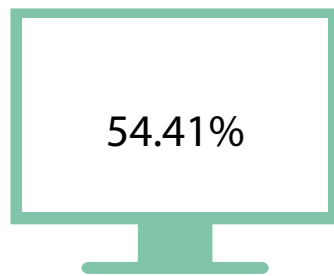
### OUR AUDIENCE:

- Artists, gallery owners, curators, people who work at art institutions, art critics -> age 18-45;
- Our audience are also highly qualified, affluent and dynamic (age 30-54) 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, and open-minded. The corporate professionals and managers; employees of creative agencies, art collectors, art enthusiasts, lawyers, freelancers.

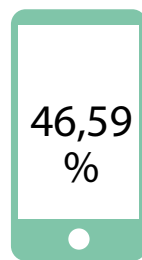
### TRAFFIC:

- > Untill 6 January 2019 our website has been visited by nearly **524 241** viewers.
- > Last quarter we had nearly **60 369** viewers.
- The number of visitors from London has increased significantly.

People read online magazine via (October 2018- January 2019):



desktop



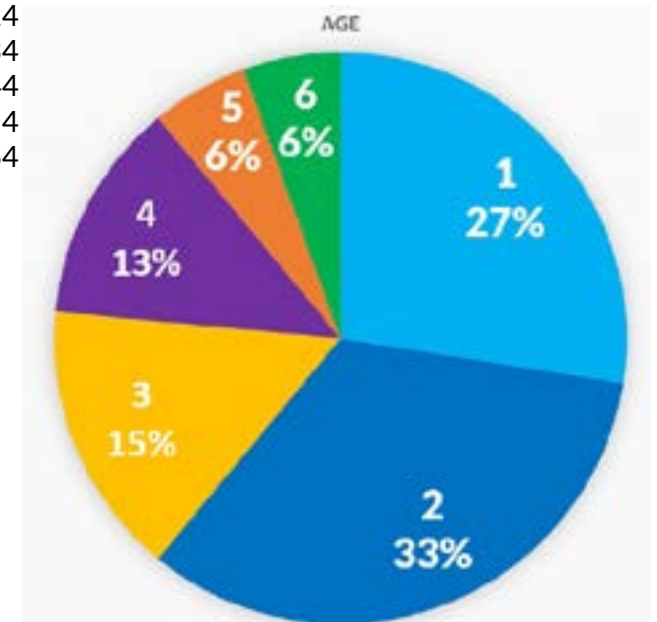
mobile + tablet



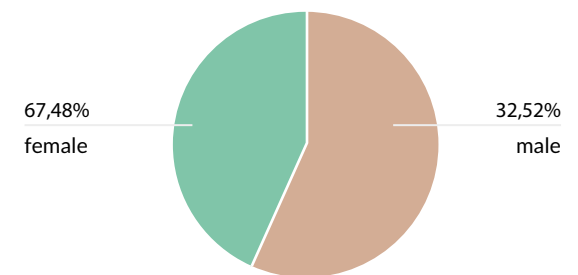
average visit

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

### BASIC DEMOGRAPHICS



Gender (October 2018 - January 2019) 100% of all sessions





## online magazine - countries

To date, our online magazine has been visited from **171 countries**:



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

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



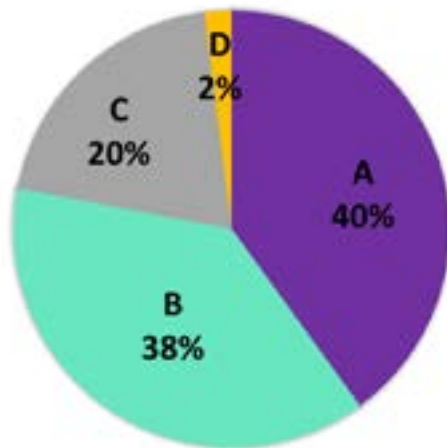
# 08

## newsletter

TOP 3 countries:  
PL, UK, USA

**Subscribers: around 9 280**  
Interactions: 40,12 %

- A. Lynx Readers: people who sign up during our events, art fairs, pop-up banner and through social media = 40%
- B. Galleries, institutions, artists = 38 %
- C. Business = 20 %
- D. Collectors = 2 %



- > It is our summary of what has published on our online magazine during the past month.
- > We promote our partners' events through the adds: linked banners.
- > We promote events as a media partner.



# 09

## social media

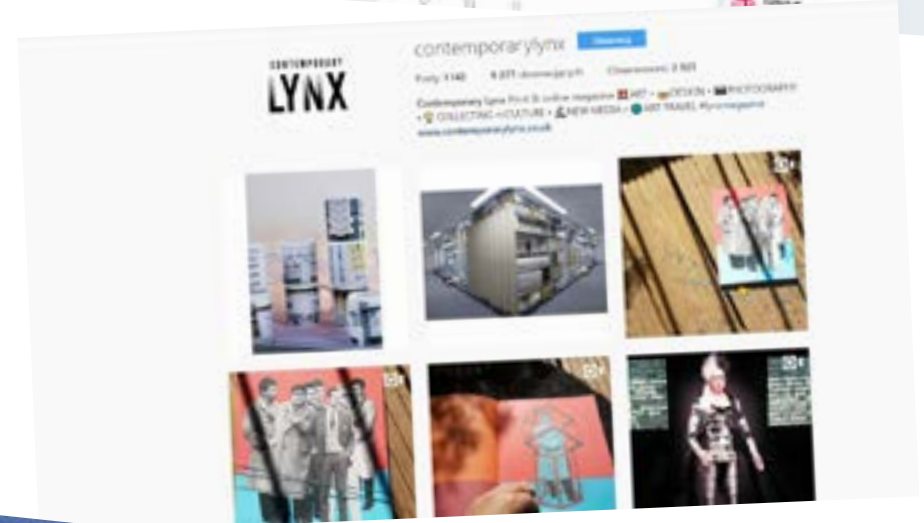
Lynx social media drives traffic:



Instagram : followers > 10 779  
reach (24.12-30.12.2018) > 4 434  
impressions (30.10-05.11.2018) > 33 809

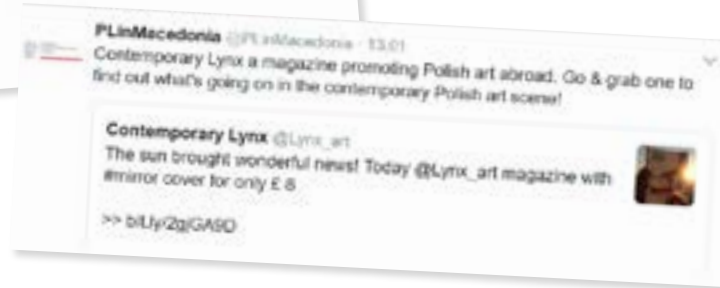
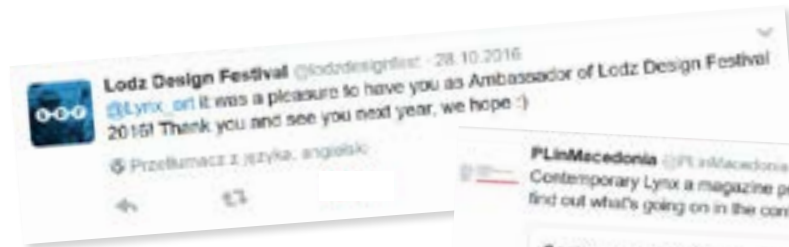
Facebook: likes > 6 670  
reach (10.12-06.12.2018) > 31 323  
impressions (10.12-06.12.2018) > 5 255

Twitter: followers > 1 438  
impressions (December 2018) > 34K  
profile visits (December 2018) > 6 064



# 10

## 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 inspirowa do merytorycznego, przebojowego działania na polu kultury oraz promocji polskiej sztuki.

Anna Klimczak, Prezes Fundacji Griffin Art Space

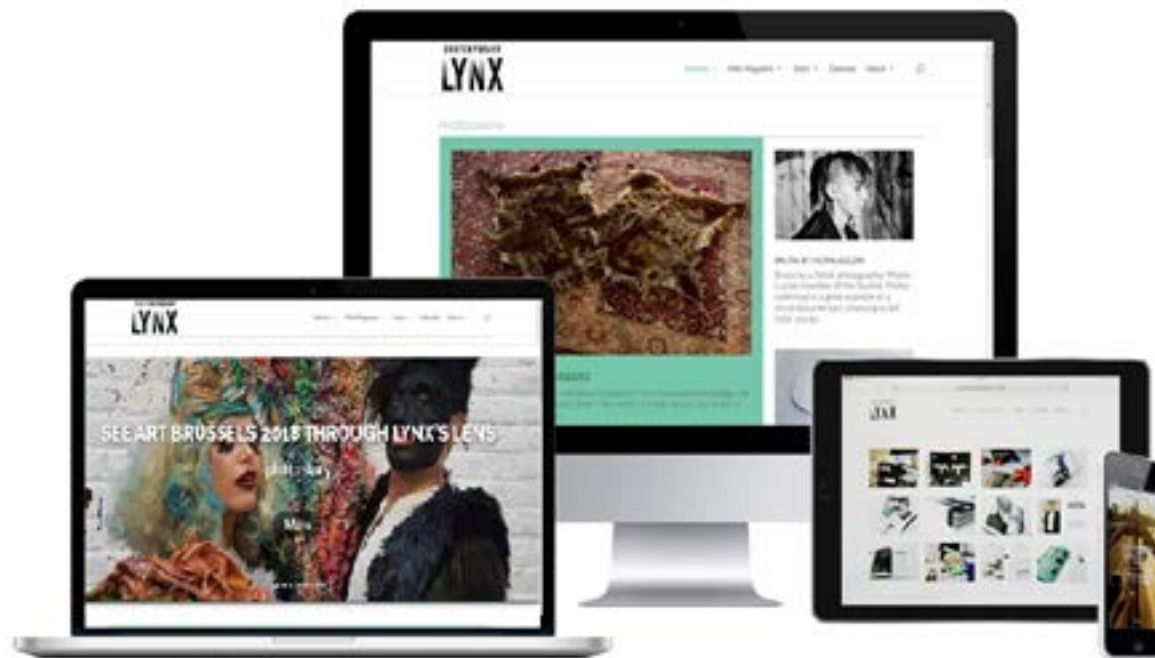
I am not aware of any printed publication in English which gives a better insight into the contemporary Polish art scenery. It is a refreshing magazine, artistically well designed and with a rich selection of articles and reports. Any collector, museum curator and gallery owner interested in upcoming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

Jack Melkonian, art collector

## advertising opportunities

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

- A range of adverts in printed magazine.
- Tailor-made content in printed and online magazine, prepared in close collaboration with Lynx team.
- Adverts on our website: Large-, medium- and small-size banners on the main website with a great visibility.
- Partners' content on our website and in our newsletter.
- Newsletter and social media.
- Partnership, adverts, logos during events that we organise.
- Leaflets and inserts added to our magazines, gift packs distributed during the events for the special guests and journalists.



[www.contemporarylynx.co.uk](http://www.contemporarylynx.co.uk)

Contact our Lynx team to discuss pricing, sponsored content and your specific needs: [media@contemporarylynx.com](mailto:media@contemporarylynx.com)

# 12

## publication dates 2019

ISSUE	BOOKING DEADLINE	ADVERTISE SUBMISSION	FINAL DEADLINE	PUBLICATION
#11	<b>January 2019 – February 2019</b>	<b>from 1 February 2019</b>	<b>10 March 2019</b>	<b>April</b>
#12	June 2019 – August 2019	from 1 July 2019	30 August 2019	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 Advertisers delay, 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 (in a front, in a middle, right or left site, spread) 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. Advertisers are obliged to get artwork to the publisher by the agreed copy deadline.
8. There is a possibility that the Publisher can prepare the graphics and ads as subject to an extra charge to the client.
9. The order is confirmed by delivering a signed form in written form or scan.
10. At the time of accepting the order, the Publisher will provide the full specification of the advertisement.
11. The publisher cannot accept responsibility for changes in dates appearing on adds/ inserts. The advertiser should provide final advertisement with the content for which he takes responsibility, pending submission.
12. When changed / correct add is not received by the closing date, copy run in a previous issue will be inserted.
13. The publisher will make every effort to match the colour of print but we can make no guarantees.
14. The publisher cannot accept responsibility for adverts being printed incorrectly as a direct result of wrong file, resolution.
15. All artwork, inserts, leaflets 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.
16. All first time advertisers and advertisers from premium pages: covers, and first pages of the magazine 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.
17. A 5% monthly interest is payable on overdue amounts.
18. All cancellations after the artwork deadline date will incur a 100% add fee.
19. Rates on current orders may be increased subject to written notice.

London, May 2018.

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CONTEMPORARY

LYNX

Contemporary Lynx Team  
Advertising Production

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