

# CHRISTIE'S

Magazine Rate Card 2019



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## The magazine

**Christie's Magazine** is the centrepiece of Christie's editorial output. It contains inspiring and informative articles about the world of art, collecting, philanthropy, culture and design by leading writers and photographers. The magazine also offers a unique preview of highlights from the season's upcoming auctions, with editorial features showcasing collections and exhibitions. The magazine is not available on newsstand but is delivered seven times a year exclusively to Christie's most important clients.

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## Global distribution

47% Europe, the Middle East, Russia and India  
30% Americas  
23% Asia-Pacific

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## Our readers

41% are Christie's highest-rated actively transacting clients  
21% of buyers/bidders have transacted over US\$150,000  
21% have a major collection recorded by Christie's, including collections valued at more than US\$10m

All new clients who buy or sell at US\$50,000 and above receive a year's subscription

**Christie's Magazine** is also sent to all the most important art institutions, international art advisers and trustees of major museums and collections, and is presented at Christie's key client events globally.

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## Circulation

16,000

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## Chinese edition

Published to support Christie's Shanghai sales season each September, the Chinese edition is delivered to the private addresses of clients throughout mainland China and across Asia, and is available in Christie's Beijing and Shanghai showrooms.



## Advertisement rates

Position	1x	6x
Inside front cover spread	£34,000	£30,600
First spread	£31,500	£28,300
Second spread	£29,400	£26,400
Third spread	£28,300	£25,400
Fourth spread	£27,300	£24,500
Fifth spread	£26,250	£23,600
Left single facing 'Contents 1'	£16,800	£15,000
Right single facing 'Contents 2'	£16,800	£15,000
Right single facing 'Contributors'	£16,800	£15,000
Left single facing 'First Editorial'	£16,200	£14,500
Third right facing 'Editorial'	£16,000	£14,400
Fourth right facing 'Editorial'	£15,750	£14,000
Inside back cover	£16,800	£15,000
Outside back cover	£19,500	£17,500
Right single facing 'Editorial'	£15,400	£13,800
Full page colour	£14,400	£12,900

## Mechanical specifications

Please supply as a high-resolution PDF in CMYK and at least 300 dpi. Advertisements for the Chinese edition (September) can be supplied in Simplified Chinese, if available.

### Full page

Trim Size: 215 mm wide × 280 mm high

Type Area: 185 mm wide × 250 mm high

Bleed Size: 221 mm wide × 286 mm high

### Inside front cover spread

Trim Size: 430 mm wide × 280 mm high

Type Area: 390 mm wide × 250 mm high

Bleed Size: 436 mm wide × 286 mm high

## Publishing dates and contact

**Christie's Magazine** is published seven times a year.

Issues are published as follows:

February–March; April; May; June–July;

September (Chinese edition); September–October;

November–December

Material deadline is four weeks prior to the first month of publication of the relevant issue.

All advertising enquiries and materials should be sent to Robert Logan: [rlogan@christies.com](mailto:rlogan@christies.com), +44 (0)20 8579 4836 +44 (0)7710 489783

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