

Key Facts 2022

Art, design, architecture, debate and style is what *Monopol* sets as its main focus.

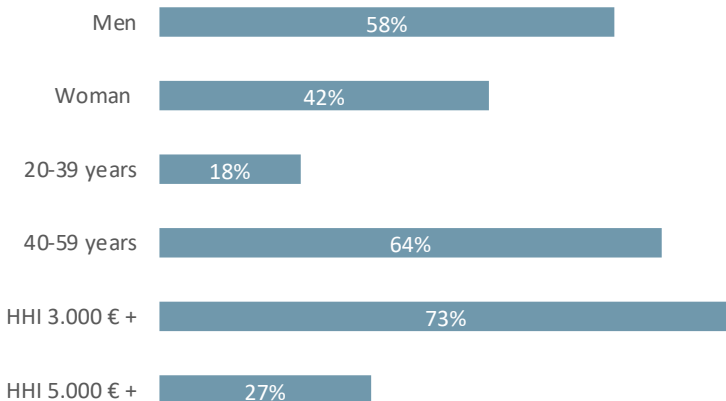
Monopol stands for contemporary design and lavish imaging full of playful details. A magazine for people who feel at home in the art world, who have an eye for aesthetics. *Monopol* unites both: timeless elegance and innovative designs.

Monopol sets the standards for the German and international art scene and makes the connection between the art market and the beautiful things in life – Fashion, Luxury, Lifestyle.

READERS

Monopol is a glossy coffee table magazine capturing an aesthetic lifestyle and a favourite read of the Creative Class. It is a must read for art collectors and experts, insiders and occasional buyers. A stylish target group that drives new ideas in society, politics and culture with their avant garde ideas.

Monopol readers are highly solvent ,between 30 and 59 years old and are either in the artistic field themselves or passionate about it. They possess a feel for novelties and care about high quality and luxury, which they can afford.



source: Reader survey conducted by Monopol



Frequency	11 x year
Copy-Price	12,80 €

Circulation	40.000
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Rates 2022

1/1 page	11.000 €
1/2 page	6.400€
1/3 page	4.400 €
2/1 double page	21.800 €

Premium positions

Opening spread	27.500 €
Outer back cover	16.000 €
Inner front cover	14.000 €

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EDITORIAL CONTENT

As an art and lifestyle magazine *Monopol* combines high quality graphic design with high quality journalism. *Monopol* engages both with subjects in depth and takes the time to discover novelties and make them accessible to a broader audience:

- Arts and Culture
- Design and Architecture
- Fashion and Jewellery
- Luxury

Regular supplements and specials based around art fairs or cultural events, as well as our very own arts guide and other specials such as

- Fashion Special
- Art Basel Supplement
- Berlin Art Week Supplement
- Arts & Culture Guide

IMPRESSIONS



2022 Issues

Issue	On sale date	Ad closing	Copy material (deadline)	Ad Special (deadline)	Focus / * Supplement
01/22	16.12.21	24.11.21	29.11.21	03.12.21	
02/22	03.02.22	12.01.22	17.01.22	21.01.22	*art Karlsruhe
03/22	03.03.22	09.02.22	14.02.22	18.02.22	Fashion
04/22	31.03.22	09.03.22	14.03.22	18.03.22	Design & Architecture
05/22	28.04.22	30.03.22	04.04.22	08.04.22	Biennale Venice
06/22	25.05.22	04.05.22	09.05.22	13.05.22	*art Basel (dt./engl.)
07+08/22	30.06.22	08.06.22	13.06.22	17.06.22	
09/22	18.08.22	27.07.22	01.08.22	05.08.22	*Berlin Art Week
10/22	22.09.22	31.08.22	05.09.22	09.09.22	Fashion
11/22	27.10.22	05.10.22	10.10.22	14.10.22	
12/22	24.11.22	02.11.22	07.11.22	11.11.22	
01/23	22.12.22	30.11.22	05.12.22	09.12.22	

* Please note that different deadlines apply to the supplements