

# frieze



# Media Pack

# frieze

USA \$18 | GERMANY DM70 | FRANCE FF120 | JAPAN ¥1000



pilot issue  
summer 1991  
£3

CHRISTIAN BOLTANSKI | CRITICAL DECOR | EMIGRE | ANGUS FAIRHURST  
GRAHAM GUSSIN | DAMIEN HIRST | ALBERT IRVIN | ART & LANGUAGE  
A NEW INTERNATIONALISM | AVI PRODUCTIONS | ART IN RUINS

'An exceptional art  
magazine'  
*The New York Times*  
'Hip and hardworking'  
*The New Yorker*  
'The Bible of British  
Art'  
*The Guardian, UK*

## Changing Trends

*frieze* is the leading international contemporary art and culture magazine. Since its launch in 1991, *frieze* has become renowned for its great writing, award-winning design and ability to identify trends in art and culture before anyone else.

Readers choose the magazine for reliable, unbiased criticism and analysis. *frieze* has become essential reading for anyone interested in visual art and culture in part thanks to its reputation for predicting who or what will be the next big thing. The pilot issue of the magazine featured the then unknown artist Damien Hirst on the cover and included his first ever published interview.

Ground-breaking and forward-looking content has remained the hallmark of *frieze* and kept it as the leading magazine in its field.

# Unique Content

Since its launch in 1991 *frieze* has built a reputation for discovering and fostering the best new writers on contemporary art and culture. The magazine continues to nurture new writing talent which it publishes alongside world-renowned writers, art historians and critics including Norman Bryson, James Elkins, Peter Schjeldahl, Dave Hickey, Michael Bracewell, Adrian Searle, Dave Eggers, Robert Storr, Nancy Spector, Steven Stern, Jerry Saltz and Zadie Smith.

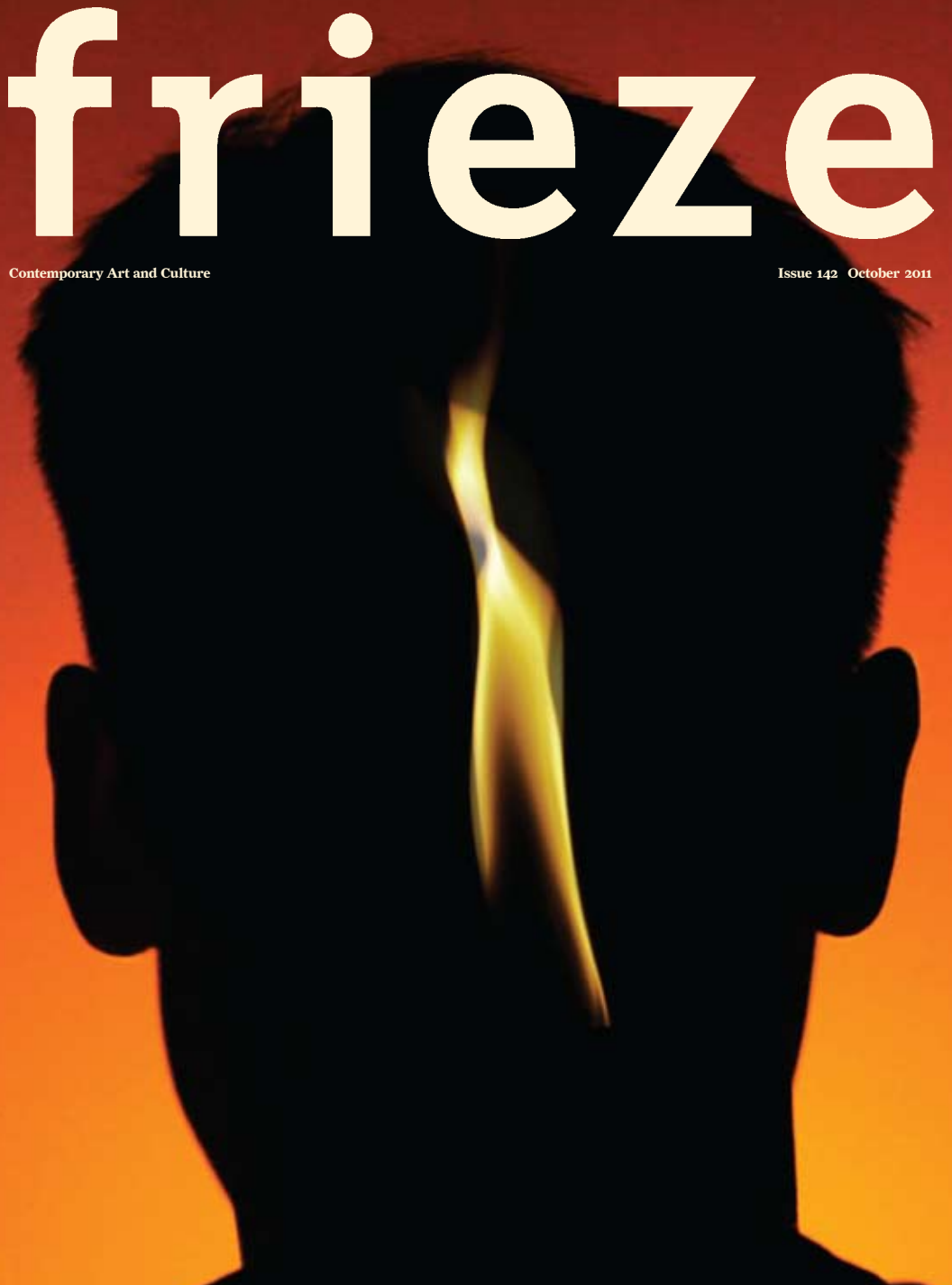
Always cutting-edge, *frieze* monitors the state of art with regular themed issues such as *Super-Hybridity* or *Religion, Soul and Spirituality* *frieze* has an impressive history of publishing interviews with renowned artists including Fischli/Weiss, Maria Lassnig and Bridget Riley as well as specially commissioned artists' projects by Wolfgang Tillmans, Matthew Brannon and Cerith Wyn Evans. *frieze* continues to feature critical writing on high-profile and emerging artists from around the world such as Maurizio Cattelan, Sarah Lucas, Mike Kelley, Olafur Eliasson and Rachel Harrison.

*frieze* also explores the converging landscapes of film, prose and music, regularly interviewing leading musicians and writers including John Ashbery, Bryan Ferry, J.G. Ballard, Ralf Hütter of Kraftwerk, Tom Wolfe and Steve Reich.

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Contemporary Art and Culture

Issue 142 October 2011





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Contemporary Art and Culture

140 June • July • August 2011

## Politics & Art in Italy

Anthea Hamilton  
William Leavitt  
Cosima von Bonin  
Lee Ufan: Interview

UK £5.95 US \$10 €10

# Moving Forward

In 2011 the magazine has even more opinion, information and variety than ever before, ensuring *frieze* is the ultimate insider's guide to contemporary art.

The Front section includes:

- Short, opinion-led columns from regular writers
- Cutting-edge editorial comment
- Reviews of the the latest in book and music releases
- Life in Film: artists and filmmakers list the movies that have informed their practice
- Ideal Syllabus: curators, writers and artists list the books that have influenced them

The Middle section includes:

- Monographs and interviews with emerging and established artists
- Surveys and panel discussions with leading international artists and curators
- City reports by contemporary art experts around the world
- Focus: short features on emerging artists

The Back section includes:

- Unrivalled review section covering exhibitions worldwide
- Questionnaire

# A Northern Soul

The evolution of an artist and musician by *Linda*



**THE EVOLUTION OF AN ARTIST AND MUSICIAN**  
by Linda

She has been a part of the Northern Soul scene since the 1960s, and her art has evolved from abstract to representational. She is known for her large-scale works and her involvement in the music scene.

# When I came to New York I was part of a close circle of artists who were asking questions about where art was going and what art could be.



**When I came to New York I was part of a close circle of artists who were asking questions about where art was going and what art could be.**

She discusses her early influences and her move to New York, where she met other artists and began to explore new forms of expression.

# Parts & Labour

New York-based artist Amy Sillman talks with Matt Saunders about clowning, comedy and the legacy of Abstract Expressionism.



**Parts & Labour**  
New York-based artist Amy Sillman talks with Matt Saunders about clowning, comedy and the legacy of Abstract Expressionism.

Sillman's work often incorporates elements of clowning and comedy, reflecting her interest in the human condition and the absurd.

# PROBLEMS IN PHILOLOGY



**PROBLEMS IN PHILOLOGY**

She explores the relationship between language and art, and how she uses text in her work to challenge traditional notions of philology.

# What Goes Around

Imagination as a form of resistance in the work of Klaus Weber by *Kiray Sar*



**What Goes Around**  
Imagination as a form of resistance in the work of Klaus Weber by Kiray Sar

Weber's work is characterized by its use of imagination as a form of resistance against societal norms and expectations.

# Come Together

Whether re-making found furniture or organizing a makeshift 'Trafalgar', Martino Giamper produces art-hoc solutions for living by *Joseph King*



**Come Together**  
Whether re-making found furniture or organizing a makeshift 'Trafalgar', Martino Giamper produces art-hoc solutions for living by Joseph King

Giamper's work focuses on re-making found furniture and creating art-hoc solutions for living, often using recycled materials.

# In an art world often stifled by its operational constraints, Weber makes do by seeking structural openings in the works of the commercial and institutional directives.



**In an art world often stifled by its operational constraints, Weber makes do by seeking structural openings in the works of the commercial and institutional directives.**

Weber's work seeks to find structural openings in the works of the commercial and institutional directives, often using found objects and materials.

# The figure of Linda Bengtsson and her current retrospective by *Vivian Rubery*



**The figure of Linda Bengtsson and her current retrospective**  
by Vivian Rubery

Bengtsson's work is characterized by its use of wood and its focus on the human figure, often exploring themes of identity and the body.

# From the early 1960s to the late 1970s, she was a central figure in the New York art scene, and her work has been exhibited in major museums and galleries.



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# Time & Tide



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**Time & Tide**

Bengtsson's work has been the subject of a major touring retrospective, and she is now being recognized as one of the most important artists of her generation.

# Frieze Art Fair

In October 2003 the publishers of *frieze* magazine launched Frieze Art Fair, London's first international contemporary art fair, marking a new development in the growth of Frieze. *The Daily Telegraph* described it as 'a momentous occasion'; and *Vogue* listed it as an 'unmissable event'.

Frieze Art Fair, an annual event, is now regarded as one of the world's most important and influential contemporary art fairs. Around 170 of the most dynamic international contemporary galleries exhibit works by the leading artists of today in a specially designed structure in Regent's Park, London. The fair's unique curatorial programme has included commissions from Mike Nelson, Paola Pivi, Richard Prince, Martha Rosler, Allen Ruppersberg and Andrea Zittel plus keynote lectures and panel discussions with leading art professionals. The critically acclaimed Frieze Music programme has introduced new audiences to The Kills, Kaiser Chiefs, Karlheinz Stockhausen, Glenn Branca and Sunn O))).

In 2010 Frieze Art Fair attracted over 60,000 visitors – collectors, museum directors, artists, media and students. Celebrities including Kate Moss, Madonna, Damien Hirst, Dennis Hopper, Jude Law, Claudia Schiffer and Stella McCartney have all visited Frieze Art Fair.





frieze.com is an essential, up-to-date source of information and opinion for all those interested in contemporary art.

# frieze.com

Exclusive online coverage including:

- artists' films
- reviews of current exhibitions worldwide
- topical wide-ranging opinion from *frieze* magazine's regular writers
- editors' blog: regularly updated comment and debate from the *frieze* editors
- over 50 recordings of Frieze Talks from Frieze Art Fair to listen to online or download
- FREE access to over 20 years of the *frieze* archive
- 6.5 million page impressions since relaunch in September 2007 - 150,000 unique users every month

# Advertise in *frieze*

*Reach key tastemakers around the world*

*frieze* has established relationships with numerous high-profile brands including:

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Deutsche Bank  
Habitat  
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Louis Vuitton

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Marc Jacobs  
Max Mara  
MG-Rover  
Perrier Jouët  
Prada  
Puma  
Rupert Sanderson  
Rockstar Games  
Selfridges  
Sony Playstation  
The Zetter Hotel  
Yves Saint Laurent  
Wunderkind

*frieze* regular advertisers also include leading public and private art galleries, such as Hayward, MoMA, Neue Nationalgalerie, Tate, Gagosian, Marian Goodman Gallery, Hauser & Wirth, White Cube and David Zwirner, as well as further cutting-edge galleries from across the world.

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**Anniversary  
Issue**

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## *frieze* Readers

Circulation: 25, 000

Distribution: 1/3 UK, 1/3 Europe, 1/3 US and Rest of World

Basic *frieze* reader demographics:

Female	52%
Male	48%
Single	30%
Media Age	38.5
Mean household income	£106,970
Reader loyalty (avg)	6.1 years

### **Sophisticated, discerning consumers**

- Over half prefer to shop in boutiques and regularly buy designer clothes
- Over two thirds of our readers are frequent cinema goers and regularly eat out at restaurants
- Our readers keep a well stocked fridge; 56% chilling bottled beer, 65% wine and 47% spirits

### **Cultured, well travelled, early adopters**

- Over half collect art and 98% regularly visit museums and art galleries
- All of our readers travel abroad annually and 40% travel abroad every 3 months
- All our readers are technology savvy
- Half our readership are heavy media consumers
- 66% take an active interest in politics and world current affairs

## Publication Dates 2012

Issue	Booking Dates	Artwork deadline	Publication
145- March	6 January	20 January	16 February
146- April	10 February	24 February	22 March
147- May	9 March	23 March	19 April
148- Jun / Jul / Aug	20 April	4 May	31 May
149- September	13 July	27 July	23 August
150- October	28 August	3 September	27 September
151- Nov / Dec	14 September	28 September	25 October
152- Jan / Feb	2 November	16 November	13 December

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