ARTS OF THE WORKING CLASS
WHY ADVERTISE WITH US

Our dedication

Since 2018, Arts of the Working Class street journal has been creating sustainable connections between artists, academics, urbanists, art institutions of different countries and languages, and vulnerable members from society.

It features artistic, literary, and essay contributions that are primarily characterised by plurality: of formats, participants (established and lesser-known artists, street vendors, and poets), and forms of access.

Each issue contains contributions in more than six languages that stand side by side, untranslated.

Thus, AWC is a kaleidoscopic and untranslated collage of perspectives, insisting on openness and inconclusiveness, overcoming binaries of norm and deviation.

AWC is sold by street vendors and distributed in bookstores in Berlin and other major cities. Street vendors keep 100% of the revenue, while the distribution enhances new contacts between people, flows of information and redistribution of cultural capital.

The collective behind AWC is also facilitating exhibitions and events in relation to the contents of its issues and it´s partners.
PROFILE

Type of Publication: Street Journal

Cover Price:
Street 2,50 Euro / GBP / US Dollar
Shops 5,00 Euro / GBP / US Dollar

Frequency: Five (5) issues per year

Print run: 70.000 - 80.000 copies

Target group: With a readership spanning academics, artists, workers, and travellers, the well-heeled and the precarious, and across the outlets where AWC is found, spanning high-end boutiques to corner shops: what connects our devoted audiences is an interest and dedication to artistic practices related to social sustainability beyond class boundaries.

STREET-DISTRIBUTION

Berlin, Cologne, Frankfurt and temporarily in cooperation with partner-journals in other cities and countries.

Previous collaborations have included Athens, London, Los Angeles, Palermo, Venice, and Vienna.

BOOKSTORES

China
postpost / 3standardstoppage, Beijing

Denmark
ARK Books, Kobenhavn

Germany
Pro qm, Berlin
Buchhandlung Walther König GmbH & Co.KG, Köln;
funk magazine, Köln
Orinoco books, Leipzig; ROTORBOOKS, Leipzig

Italy
Print it black, Torino; Bruno, Venezia

The Netherlands
Athenaenum, Amsterdam; Kiosk, Rotterdam

Portugal
Matéria Prima, Porto

Poland
Bęc Zmiana, Warszawa
Krupa Gallery, Wrocław

Switzerland
CV Books, Zúrich
CODES OF CONDUCT

Five cycles of research and publications on transformative praxes in the arts for a more equitable distribution of wealth. In Berlin and cities of the world.

Codes of Conduct aim to unravel the different ecologies of practices around which discourses, institutions, and communities gather to plot against oppressions, and the risk of being disappointed by entities they love, or which are forced to go along with.

Issue no. 30
Camps
Fragile ecosystems vs marginal opportunities
Deadline for ads: February 9, 2024
Release & Circulation: February 23 - Late April, 2024
Cities & Places in focus: Frankfurt am Main, Los Angeles, Milano, Venezia

Issue no. 31
Foreigners Everywhere
Political obsessions and affective tools of disruption
Deadline for ads: April 10, 2024
Release & Circulation: April 20 - Late June, 2024
Cities & Places in focus: Dakar, Dresden, Düsseldorf, Mardin

Issue no. 32
Team Antagonisms
Broken rules and justice in transition
Deadline for ads: June 26, 2024
Release & Circulation: July 6 - Early September, 2024
Cities & Places in focus: Basel, Chemnitz, Marseille, Paris

Issue no. 33
Neighborhood Watch
Codes validating communities
Deadline for ads: August 25, 2024
Release & Circulation: September 7 - Late November, 2024
Cities & Places in focus: Barcelona, Cologne, Gwangju, Vienna

Issue no. 34
Family Values
Beyond the weaponisation of promise-based interests
Deadline for ads: November 13, 2024
Release & Circulation: November 24, 2024 - Early February, 2025
Cities & Places in focus: Cuenca, Guayaquil, Montecristi, Quito
# AD FORMATS & PRICES

<table>
<thead>
<tr>
<th>DOUBLE PAGE 2/2</th>
<th>FULL PAGE 1/1</th>
<th>1/4 PAGE</th>
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<tbody>
<tr>
<td>Double page full spread</td>
<td>Full page advertisement</td>
<td>Quarter page advertisement</td>
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<tr>
<td>€ 5.000,-</td>
<td>€ 3.400,-</td>
<td>€ 950,-</td>
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<thead>
<tr>
<th>BACKCOVER</th>
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<tbody>
<tr>
<td>Full page on back-cover</td>
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<td>€ 6.000,-</td>
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<tr>
<th>INSIDE FRONT &amp; BACKCOVER</th>
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<tbody>
<tr>
<td>Inside-cover page</td>
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<tr>
<td>€ 4.500,-</td>
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<tr>
<th>1/2 PAGE H/V</th>
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<tr>
<td>Half page advertisement</td>
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<tr>
<td>€ 1.800,-</td>
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<tr>
<th>1/3 PAGE H/V</th>
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<tbody>
<tr>
<td>Third page advertisement</td>
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<tr>
<td>€ 1.300,-</td>
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<tr>
<th>1/6 PAGE</th>
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<tr>
<td>Sixth page advertisement</td>
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<tr>
<td>€ 600,-</td>
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<tr>
<th>1/8 PAGE</th>
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<tbody>
<tr>
<td>Eight page advertisement</td>
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<td>€ 450,-</td>
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Special suplement

We offer editorial partnerships in the format of supplements and inserts. The insert or supplement is content-based and produced in collaboration with institutions, projects, or movements whose praxes are valuable for cultural or social discourses and our readers.

The insert or supplement can be a reader, a catalog for everyone on the streets, a deep introduction to an exhibition, an extension of a festival, or any other format that brings culture closer to the public.

By working together, we can form a bridge of solidarity between institutions and projects that are committed to inclusivity and accessibility.

In addition to our print run of 70,000+, we can provide further copies for your venue and audience. The running rate for the inserts and supplements start at 2.500 EUR per page.

The insert or supplement contains a minimum of 2 pages and a maximum of 12 pages per issue.

Special packages in highlighted positions:

4 pages in centerfold position: € 6.500,– (35% discount)
8 pages in centerfold position: € 12.000,– (40% discount)
12 pages in centerfold position: € 16.500,– (45% discount)

4 pages + back cover page: € 10.000,– (35% discount)
8 pages + back cover page: € 15.000,– (40% discount)
12 pages + back cover page: € 19.500,– (45% discount)
WEBSITE

AWC’s website is a platform for thought, theory, and intuitive practice. It works along the same editorial line of every issue, but operates on a weekly basis with exclusive online features. AWC’s provides English translations of the various languages that are present in our printed journal.

This nexus of website and social media interactions offers a view of union meetings, community events, exhibitions, workshops, essays, interviews, experimental contributions, and any kind of project or partnership that aims to create forms of togetherness that transcend class.

artsoftheworkingclass.org

ONLINE FORMATS

LANDING PAGE POP-UP WINDOW

1.800 x 1.200 px, jpg/png, 72 dpi

€ 750,- per week

SIDE BANNER

1920 x 480 px, jpg/png, 72 dpi

*Located in the text’s web pages

€ 350,- per month

HOMEPAGE LEADERBOARD

1.800 x 1.200 px, jpg/png, 72 dpi

€ 1.000,- per month

HOMEPAGE HEADER

2.560 x 366px, jpg/png, 72 dpi

€ 1.000,- per month
CALENDAR ENTRY

The AWC Calendar provides an opportunity to highlight upcoming events, exhibitions and openings. Directed by a link on the homepage, the calendar delivers essential information, such as the location and date of the event.

€ 150,- per exhibition

WEEKLY HIGHLIGHTS PACKAGE

Weekly Highlight Section on Website + Newsletter + IG Highlight

€ 600,- per event

NEWSLETTER CONTENT BANNER

The Newsletter is a weekly email announcement reaching over 6,000 subscribers around the globe, promoting each issue’s editorial content, events and other special presentations worldwide.

+ Includes a direct link to your website!

Customised newsletter upon request.

€ 400,- per week
(Large format)

€ 250,- per week
(Small format)
ONLINE PACKAGES

ONLINE PACKAGE 1: WEBSITE
Side + Large Newsletter Banner
Calendar Entry + IG Weekly Highlights
€ 750,- per month

ONLINE PACKAGE 2: WEBSITE & FEATURE
Side + Newsletter Banner
Calendar Entry + Online Feature
(Commissioning of a review/interview/essay)
€ 1.250,- per month

ONLINE PACKAGE 3: WEBSITE & INSTAGRAM
Side + Newsletter Banner +
Calendar Entry + Online Feature +
Instagram Campaign: 1 Story or Reel (of 1 to 10 images)
+ 1 Post + IG Weekly Highlight
€ 1.750,- per month

SOCIAL MEDIA

INSTAGRAM
€ 250,- per Story
€ 750,- per Carousel (up to 10 images)
€ 300,- per Weekly Highlight
Utopia is not a Promise but a Joint Venture

CONTACT

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