

ARTS OF THE WORKING CLASS



WHY ADVERTISE WITH A NEWSPAPER SOLD ON THE STREETS BY PEOPLE FACING EXTREME POVERTY?

Since 2018, Arts of the Working Class (AWC) bridges real and discursive connections across art and society, academic and anti-academic studies, between formality and informality, discipline and chaos. AWC connects the established and wealthy with socially vulnerable communities in a model of redistribution of resources, both financial and symbolic.

The majority of AWC Issues are sold by street vendors who keep 100% of sales engaging with a diverse readership. AWC distributes in the streets across Berlin and cities of the world. Additionally a network of bookshops and institutions across the EU is promoting the Magazine outside the cities with street distribution.

Our collective also advises groups and individuals in communication and engagement choices, organizes exhibitions and events tied to issue themes and partners, amplifying our editorial and curatorial reach and relevance as grassroots and institutional collaborators.



Andrea
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PUBLICATION PROFILE

Type of Publication: *Street Newspaper*

Cover Price:

- *on the Street* € / £ / \$ 2.50 ; ¥ 300
- *in shops* € / £ / \$ 5.00 ; ¥ 600

Frequency: *5 issues per year*

Print Run: 60,000 - 80,000 copies per issue (depending on the season)

Target Audience

Travelers of public transport, academics, artists, workers and readers from diverse backgrounds interested in socially conscious artistic practices beyond class boundaries.

Street Distribution

Primary cities: Berlin & Frankfurt / Partner collaborations in Amsterdam, Athens, Cologne, Guayaquil, London, Los Angeles, New York, Palermo, Quito, Tokyo, Venice, Vienna, a.o.

OVERARCHING THEME: VALUE ATTACHMENT

In 2025, AWC titles its annual program Value Attachment, dedicated to understanding the ways out of the capitalist landscape where profit and competition dominate, to center generosity and justice as a driving force in art practice. The four upcoming focal issues – *Experience*, *Transfiguration*, *Choreography*, and *Relationships* – will delve into the interplay between the measurable and intangible essences of humanity.

Each issue examines value and the dynamics of exchange in and beyond monetary terms, focusing on spiritual, material, and social phenomena. Value Attachment will investigate – through articles and artistic interventions – how currencies of all kinds gain value and are distributed across various realms of society.



THEMES

Each issue encourages readers to question conventional value systems and envision connection, compassion, and societal resilience.

Issue No. 36

EXPERIENCE

Where to return? Where to move forward?

The year begins with *Experience*, a theme that probes the performative nature of the capitalist economy. The value attached to experience encompasses knowledge and amusement. In an age of commodified experiences, from tourism to digital immersion, this issue explores how experiences are constructed, consumed, and valued. How do we exchange stories, memories, and interactions across cultures and geographies?

Release Date: End of April, 2025

Circulating: May–July, 2025

Suggested Formats for Media Partnerships:
Indexical Entries for an Encyclopedic Issue on Experience, Curatorial Conversations

Issue No. 37

TRANSFIGURATION

Thirst for Miracles

Transfiguration examines how belief shapes reality, ascribing values to invisible forces and unruly dreams. As our spiritual yearnings are channeled into icons, religions have organized the experience of faith, fear, and the unknown, transcending geographies and class divides. Marx saw religion as an opiate, offering comfort in a world of exploitation, yet he also sought the liberation of spirit—freedom from capital's grip. In this issue, we ask: What are the costs of what we choose to honor and follow? Are we encountering true otherness, or merely reflections of our own desires? What laws would we uphold in a society healing from violence and inequality, and what are we ready to relinquish for true freedom?

Release Date: Early July, 2025

Circulating: July–September, 2025

Suggested Formats for Media Partnerships: Portraits, Homages, Peer-Reviews, Chronologies

Issue no. 38

CHOREOGRAPHY

Dancing between Bureaucracy and Affection

Movement—of bodies, goods, ideas—is a form of exchange, where identity and power converge. In *Choreography*, we explore the complex dance of bodies in spaces and systems: from logistics to performance, from institutions to grassroots. As people and goods cross borders, they convey stories of identity, resistance, and affiliation. Can we upend the asymmetries that divide us and redefine humanity's rhythm? As we struggle for joy, for freedom of speech, and political agency, can we find grace and beauty at the center of our movements? And in a failing democracy, where even the beat seems lost, how do we cope with our endless human contradictions?

Release Date: Mid-September, 2025

Circulating: September–November, 2025

Suggested Formats for Media Partnerships:
Rituals, Incantations, Commemorations, Chants, Riddles, Warrants

Issue no. 39

RELATIONSHIPS

Knowing the Price of Everything and the Value of Nothing

As the year closes, we turn to *Relationships*—the bonds that structure our lives and social worlds, bound by trust, reciprocity, and shared stories. What happens when relationships must bear the weight of migration, integration, or imposed identities? How do connections endure or fray in times of upheaval? In this issue, we delve into the frictions and synergies of belonging, examining how communities are formed, unmade, and reimagined. Amidst a world always in flux, where borders define and divide, what is the true cost of our connections?

Release Date: Early December, 2025

Circulating: December 2025–February 2026

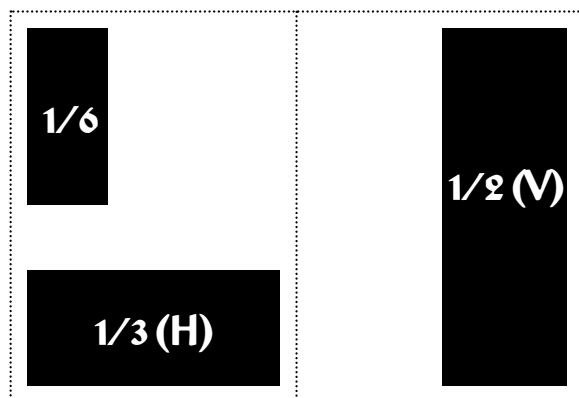
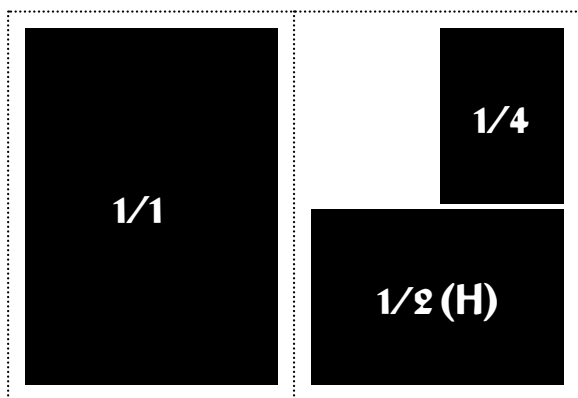
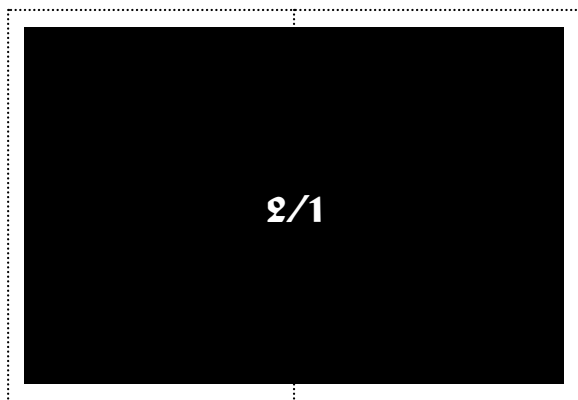
Suggested Formats for Media Partnerships:
Chats, Cadavre Exquis/Chains of Thought, Calls, Prayers, Letters, Gossips, Formulars, Contracts

PRINT FORMATS & PRICES

Due to necessary constant updates in our publication programming, deadlines and printing dates will be provided via E-mail.

Format	Dimension (w x h)	Price
Double Page (Spread)	483 x 317.5	€ 9.000
Full Page	225 x 317.5	€ 5.500
Half Page	225 x 156.25	€ 2.850
Third Page	225 x 102	€ 1.800
Quarter Page	110 x 156,25	€ 1.250
Sixth Page	71,7 x 156,25	€ 1.000
Inside Cover Full Page	225 x 317.5	€ 7.500
Inside Cover Spread	483 x 317.5	€ 9.000
Inside Backcover Full Page	225 x 317.5	€ 7.500
Index Half Page Vertical	110 x 317,5	€ 3.800
Back Cover	225 x 317.5	€ 9.000

All Files in 300+ dpi & ISOnewspaper26v4.icc



ONLINE FORMATS

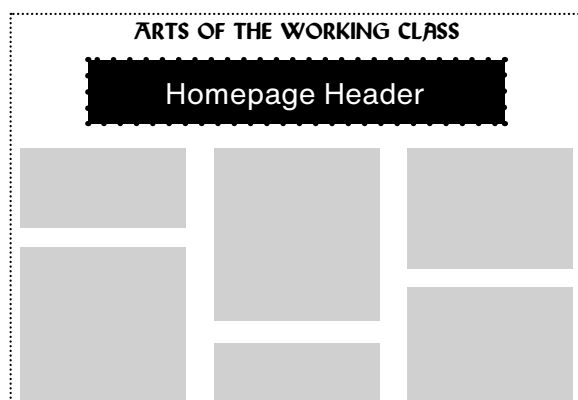
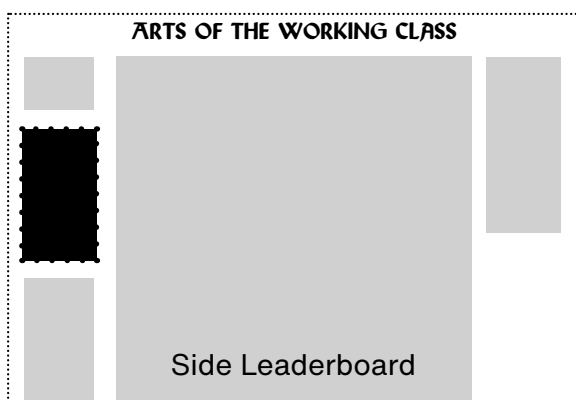
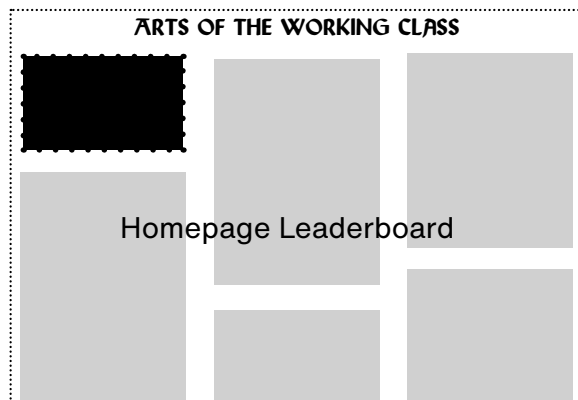
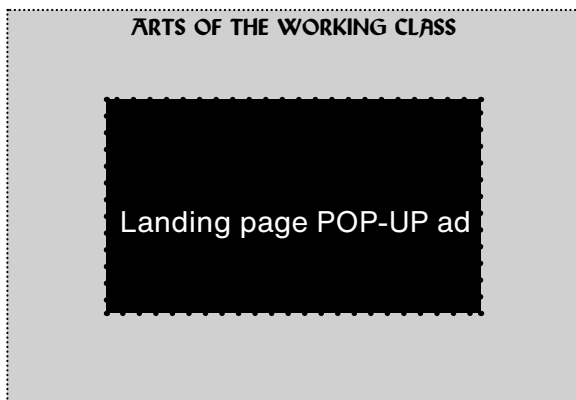
In addition to our print edition, we offer a comprehensive online program on our website featuring in-depth articles on societies, struggles, arts, and grassroots initiatives. Our online presence extends through a robust Instagram account with over 37,000 followers and a weekly newsletter reaching more than 6,000 subscribers. These channels deliver curated content and highlight key events. This platforms serve as a bridge be-

tween broader discourses and local communities, nurturing engagement and collaboration.

By integrating our website and newsletter with social media, we provide our audience with access to union meetings, community events, exhibitions, workshops, essays, and interviews. Our goal is to build partnerships that transcend social and economic barriers, creating new forms of collaboration and plurality.

Format & Placement	Dimension (w x h)	Price
WEBSITE		
POP-UP AD Pop-up banner upon entering the website	1.800 x 1.200 px	€ 1.200,- per month
HOMEPAGE HEADER Top Row of Landing Page	2.560 x 366 px	€ 600,- per month
HOMEPAGE LEADERBOARD Landing Page	1.800 x 1.200 px	€ 1.200,- per month
SIDE BANNER Left Column of Content Webpages	480 x 920 px	€ 600,- per month

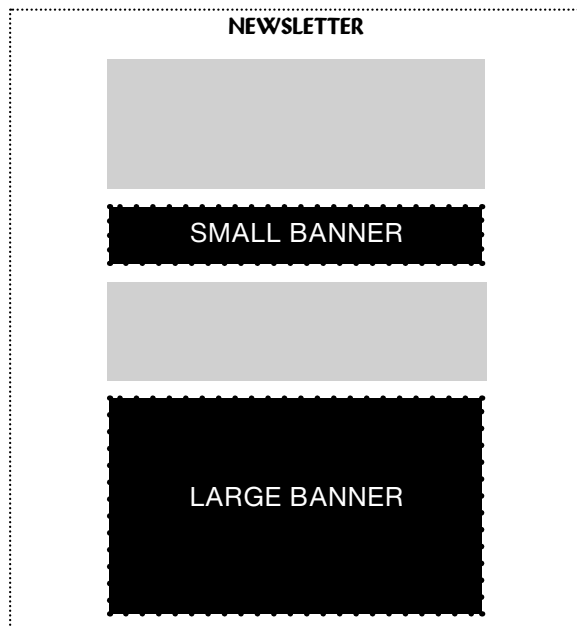
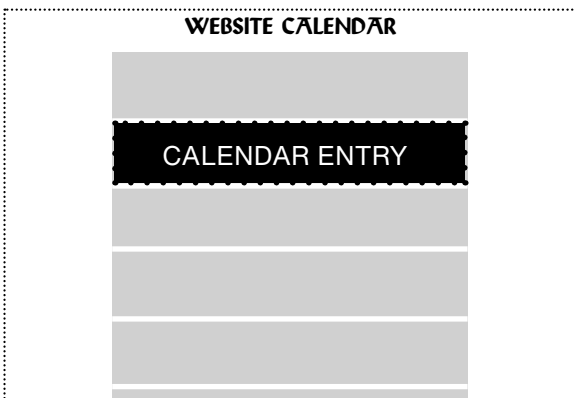
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ONLINE FORMATS

Format & Placement	Dimension (w x h)	Price
WEBSITE		
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 as contained in a press release.		€ 300,- per exhibition
WEEKLY HIGHLIGHTS Your calendar entry stays at the top of the website for a week. Additionally, you can choose to highlight your event either through an Instagram Story or a newsletter banner.		€ 1.400,- per event
NEWSLETTER		
LARGE FORMAT BANNER Placed at the beginning or at the end of the newsletter text body.	1920 x 480 px	€ 800,- per newsletter
SMALL FORMAT BANNER	2.560 x 366px	€ 500,- per newsletter
CUSTOMIZED NEWSLETTER	Let creativity fly	Upon negotiation

All Files as jpg/png, 72 dpi



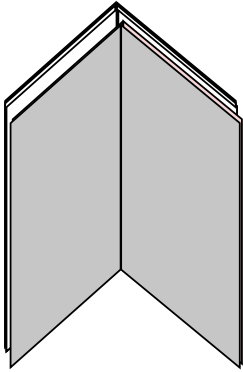
Format & Placement	Dimension (w x h)	Price
SOCIAL MEDIA	<i>@arts_of_the_working_class</i> <i>Our Instagram page has a global reach, and interacts with over 37,000 international followers.</i>	
STORIES That one last push to the communication of your event.	1.080 x 1.920 px	€ 500,-
CAROUSEL Up to 10 images	1.080 x 1.080 px	€ 1.500,-
WEEKLY HIGHLIGHT Up to 4 images for one week in the Instagram highlight section	1.080 x 1.080 px	€ 600,-
ONLINE PACKAGES	<i>If you combine multiple online formats, we can create a package and offer you a discount.</i>	
ONLINE PACKAGE 1 Calendar Entry + Large Newsletter Banner + IG Story Highlights		€ 1.500,- per month
ONLINE PACKAGE 2 Website Side Banner + Small Newsletter Banner + Calendar Entry + Online Feature (Commissioning of a review/interview/essay)		€ 2.500,- per month
ONLINE PACKAGE 3 Website Side Banner + Small Newsletter Banner + Calendar Entry + Online Feature + Instagram Campaign: Post + IG Story Highlight		€ 3.500,- per month

„Hi liebes Team.
Ich bin beruhigt, dass der Abholpunkt
bei euch wieder mit Zeitungen aufgefüllt ist.
Mein Herz schlägt immer wie verrückt,
wenn die Papes alle sind!
Mfg Ponny Tonny Conny Sonny Black“

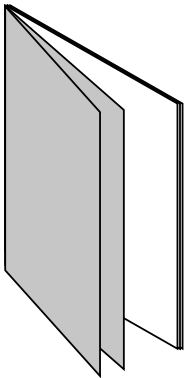
INSERTS AND SPECIAL FORMATS

Arts of the Working Class thrives on collaborations to enrich the content of its issues. We offer editorial partnerships in the format of supplements, e-papers and whole focus issues:

Inserts: These are distinct pages inserted into the newspaper in one of three ways:



- In the center



- Starting from the back cover („Flip Cover,” creating the impression of two separate newspapers)
- Anywhere within the paper.

E-paper: An online version of our newspaper, published outside our regular rhythm and distributed through tokens (e.g., a brochure).

Focus Issue: A deep collaboration, where large parts of the issue are dedicated to the partner’s content.

These are critically engaged, content-based editorial productions in collaboration with institutions, projects, or movements whose praxes are valuable for cultural or social discourses and our readers. The collaboration starts regularly at a basis of € 4.500.

EXAMPLES



Inserts + Cover: Teams & Antagonism
(Issue No. .32) - July 2024

The summer issue of 2024 included a special collaboration with the Amsterdam street newspaper Z!, facilitated by the art platform Framer Framed. Z! is a monthly publication with issues of around 20 pages, and their July edition became a flip cover of our summer issue, distributed in both Berlin and Amsterdam. This collaboration allowed both papers to respond to each other’s content: Z! featured more artists, while AWC incorporated content from Z!—and where our content intersected, we created a special section to highlight this exchange.

Similar Collaborations were fostered with Deutsches Historische Museum, Berliner Festspiele, SAVVY Contemporary

[Click here to read the Issue](#)



E-paper: Family Values
(Issue No. 34.1) - November 2024

In collaboration with Visit Berlin and Tokyo Art Week, we curated content and selected artists whose work aligned with both our issue's theme and the art week's topics. This special edition was distributed as a newspaper-style brochure, guiding readers to a content-rich ePaper. This format allowed us to publish outside of our usual schedule and still make a meaningful contribution to Art Week Tokyo. This was our first stand-alone e-paper, but since 2023 our issues are also sold through STREARD, an online platform for street newspapers in Berlin that helps vendors sell copies with a QR-Code, in cashless encounters.

[Click here to read the Issue](#)

Focus Issue: Foreigners Everywhere – Fremde überall (Issue No. 31) - April 2024

This issue was produced in collaboration with the Staatliche Kunstsammlungen Dresden as part of the project „Museums as Active Spaces of Democracy.“ AWC and the museum's outreach department jointly developed the editorial framework, selecting contributors, artists, and themes. To facilitate internal communication within the museum, an intermediary editor was appointed, while AWC managed all other responsibilities. To ensure a cohesive narrative, the recurring formats of the paper were aligned with this collaborative editorial framework.

A similar collaboration was facilitated with Kunstmuseum Stuttgart in 2023 and the Gwangju Biennale in 2021.

[Click here to read the Issue](#)