Arts of the Working Class

Since 2018, the street newspaper has been creating sustainable connections between artists, academics, urbanists, art institutions of different countries and languages, and vulnerable members of society. It features artistic, literary, and essay contributions that are primarily characterized by plurality: plurality of formats, plurality of participants (established and lesser-known artists, street vendors, and poets), and a plurality of access. Each issue contains contributions in different languages that stand side by side, untranslated. AWC is thus a kaleidoscopic collage of perspectives, insisting on openness and inconclusiveness, overcoming notions of norm and deviation. A small part of the print run is sold or distributed in bookstores, but the largest part (more than 98%) is sold by street vendors in Berlin and satellite cities. They keep 100% of the revenue. This not only creates new ways of art mediation and a place for artistic research, but also of direct redistribution of cultural capital. The collective behind AWC is also facilitating exhibitions and events in relation to the contents of its issues. AWC is published 5 times a year and has a print run of 50,000.
CIRCULATION

70,000+ copies, bimonthly.

Street distribution is happening in Berlin, Cologne, Frankfurt, Vienna, Venice and other streets of the world.

BOOK STORES

ARK Books, Buchhandlung Walther König GmbH & Co.KG, Bücherbogen am Savignyplatz GmbH, CV books, funk magazine, Kiosk, Orinoco_books, Print it black in Torino, Pro qm, ROTORBOOKS.

MEDIA PARTNERS

BURSTS OF SOLIDARITY
5 cycles of research and publications on radical praxes in the arts for the redistribution of its wealth.

A glance at the arts, once a seismograph of social transformations, reveals that genres, identities, and markets drift apart. This rupture leads to the need for new formats and principles of togetherness. Starting from fragmented societies and an increasing intensification of their polarization, as well as impoverishment and threats to their interests, AWC’s overarching theme for 2023, “Bursts of Solidarity,” will open up scenarios of communualization and assembly as a basis to bridge today’s economic, social, and technological inabilities and divisions.

The five issues will challenge the infrastructures and the identities behind five forms of organization: DAOs, Tribes, Grassroots, Trusts, and Unions. This polyphony of modes of being and valuing will mark the fifth anniversary of the street journal and reflect the diverse networks of artists, theorists, and activists which, through convergence and application in disparate areas of global society, mark the possibility of a more sustainable future—symbolically, financially, ideologically, culturally and environmentally.

DEADLINES FOR ENTRIES:

Issues no. 25-29

Issue no. 25
DAOS
Awakening Decentralized Animist Organizations
Deadline for entries: January 30
Circulating between Early February - Mid April 2023

Issue no. 26
TRIBES
Gathering hordes in anything but a Nation
Deadline for entries: April 15
Circulating between Late April - Mid June 2023

Issue no. 27
GRASSROOTS
Against the uprooting of the commons
Deadline for entries: June 15
Circulating in Late June - Early September 2023

Issue no. 28
TRUSTS
Tensions between romanticized indigeneity and spatial politics
Deadline for entries: September 1
Circulating in Early September - Mid November 2023

Issue no. 29
UNIONS
Which systems act in the interest and wellbeing of art workers?
Deadline for entries: November 1
Circulating in Mid November 2023 - Late January 2024
With a year package, you have the chance to present your program internationally and help us keep the newspaper in circulation.

**Special Offer**: Double-, Full- and Half-Page AD Packages receive a free online-ADs-package for their purchase until the end of January, 2023.

### DOUBLE-PAGE / SPREAD-AD-PACKAGE

(483 x 317,5 mm)

A double spread in one issue

**TOTAL 5.000,- euros + VAT**

### SINGLE-PAGE-AD-PACKAGE

(228 x 317,5 mm)

A one page advertiser in one issue

**TOTAL 2.900,- euros + VAT**

### HALF-PAGE-AD-PACKAGE

Horizontal (228 x 152,4 mm)

A 1/2 page advertiser in one issue

**TOTAL 1.500,- euros + VAT**

### THIRD-PAGE-AD-PACKAGE

Horizontal (228 x 100 mm)

A 1/3 page advertiser in one issue

**TOTAL 1.000,- euros + VAT**
1/4 PAGE-AD-PACKAGE

(111,795 x 156,633 mm)

A 1/4 page advertiser in one issue

TOTAL 750,- euros + VAT

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1/6 PAGE-AD-PACKAGE

(73,245 x 156,633 mm)

A 1/6 page advertiser in one issue

TOTAL 500,- euros + VAT

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1/8 PAGE-AD-PACKAGE

(111,883 x 78,7 mm)

A 1/8 page advertiser in one issue

TOTAL 400,- euros + VAT

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1/18 PAGE-AD-PACKAGE

(73,245 x 46,523 mm)

A 1/18 page advertiser in one issue

TOTAL 200,- euros + VAT
WEBSITE AND SOCIAL MEDIA

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.

This junction of website and social media interactions offers an overview of union meetings, community events, exhibitions, workshops, essays, interviews, experimental formats and any kind of project or partnership that aims for a togetherness away from class-harmony.

http://artsoftheworkingclass.org/

ONLINE FORMATS

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

CALENDAR ENTRY

The AWC Calendar is a sweet opportunity to highlight upcoming events, exhibitions and openings. Directed by a link on the homepage, the calendar already places the essential information, such as the location and date of the event.
Arts of the Working Class Newsletter is a weekly email announcement dedicated to over 5,000 subscribers around the globe, promoting each issue’s editorial content, event participations and other special presentations worldwide.

+ Direct link to your website.

175,- per month

Costumized newsletter upon request.

ONLINE PACKAGES

ONLINE PACKAGE 1: WEBSITE
Side + Newsletter Banner
Calendar Entry

TOTAL 500,- euros + VAT
price per exhibition timeframe (1-3 months)

ONLINE PACKAGE 2: WEBSITE
Side + Newsletter Banner
Calendar Entry +
Online Feature (Commissioning of a review/interview/essay)

TOTAL 1.000,- euros + VAT
price per exhibition timeframe (1-3 months)

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

TOTAL 1.500,- euros + VAT
price per exhibition timeframe (1-3 months)

ONLINE PACKAGE 2: WEBSITE, INSTAGRAM & FACEBOOK
Side + Newsletter Banner + Calendar Entry + Feature Online +
Instagram Campaign: 1 Story or Reel (of 1 to 10 images) + 1 Post +
Facebook Campaign: Event Sharing, Reposting of Related/Contextualizing Context, FB Post

TOTAL 2.000,- euros + VAT
price per exhibition timeframe (1-3 months)
TECHNICAL INFO

Print-Run: 50,000+

Delivery Format: 25,5 × 35 cm (Rheinisches Halbformat)

Volume: 64 Pages

Print: Newspaper rotation, Full Color Scale

Color profile: ISOnewspaper26v4

Paper: 42,5 g/m² Zeitungspapier/Newspaper

Description: Title of advertisement and publication date

File delivery: per E-Mail to p@artsoftheworkingclass.org and hey@artsoftheworkingclass.org

Please also take into account when creating and delivering the printing material:

- Files must only contain CMYK colors (No RGB, no spot colors)
- Black letters and black logos must be on overprint
- White elements (writing / logos) must be left out
- All images must be 300 dpi
- No bleed / no crop marks
- The maximum ink coating is: 240 %
- Color profile: ISOnewspaper26v4 must be embedded.

The ADs are always printed as delivered. Complaints due to incorrect printing documents can generally not be recognized by the publisher.

All fonts and symbols used in the document (for example € signs) must be included. Preferences are given to the delivery of PDF/X-4:2018 files. All images, logos, fonts with special characters, etc. used in the document must be supplied in the format used, fonts are to be compressed (.zip/.sit).

CONTACT

Advertisements & Media Partnerships Management

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