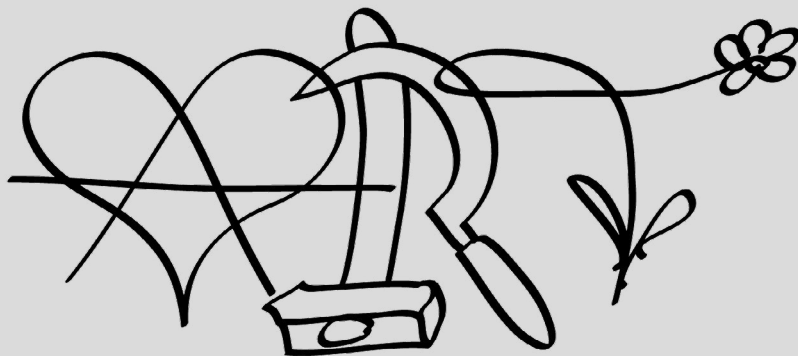


# ARTS OF THE WORKING CLASS



**2023**  
**MEDIA KIT**

## ABOUT

## CIRCULATION

## OVERARCHING TOPIC 2023

## DEADLINES FOR ENTRIES:

Issues no. 25-29

## FORMATS/PRICES

## CONTACT

p. 3

p. 4

p. 6

p. 7

p. 8

p. 17

### \* 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.



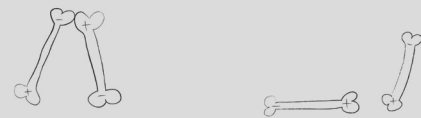
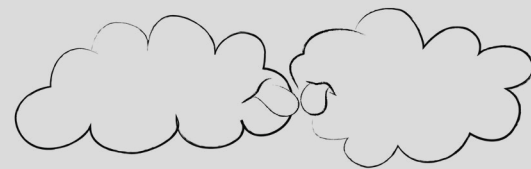
# CIRCULATION

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

ACUD Galerie, AINEX.Pro, AK Steiermark, AKKU Berlin, AKSTMK, Archive of the Future Lichtenfels, Ariel Feminisms, Art Genève Musique, Art Spring Berlin, Art-O-Rama 2019, Austrian Federal Chancellery, BUFA, BVNT, Berlin Art Prize, Berlin Biennale, Berlin Feminist Film Week, Berliner Obdachlosenhilfe, Berlinische Galerie, Beuys Jahr, Bundesminister für Kulture (BKA), Bundeskunsthalle, C/O Berlin, CC Strombeek, CCA, CFA Berlin, Chime for change, Czirp Czirp, Deutsches Historisches Museum, Die Balkone, Digitale Burg, District Berlin, e-flux, E-WERK Luckenwalde, Elgarafi Bom Dia, Exile, Favoriten Festival, Festival Offenes Neukölln, Festival Studio Bosphorus, foodculturedays, Forum Factory, Fridericianvm, GRISEBACH, Goethe-Institut, Greene Naftali, Gropius Bau, Guerrilla Architects, Gwanju Biennale, HUA International, Hamburger Bahnhof, Hartware Medien Kunst Verein, Hauptstadt Kulturfonds, Haus der Berliner Festspiele, Haus der Kulturen der Welt, Haus der Kunst München, Jazzfest Berlin, Jacobin, Julia Stoschek Collection, KW Institute for Contemporary Art, Kestner Gesellschaft, Kino Siemensstadt, Kochi Muziris Biennale, Kraupa-Tuskany Zeidler, Kulturreferat München, Kulturstiftung des Bundes, Kunsthall Trondheim, Kunsthistorisches Museum Wien, Kunstpalais, Kunsthalle Basel, Kunsthalle Bern, Kunsthaus Bregenz, Kunstverein Düsseldorf, Kunstverein Hannover, Kunsthalle Münster, Kunstverein Nürnberg, Kunstverein Stuttgart, Kunsthalle Wien, LABNAC, La Becque Résidence d'artistes, Lenbachhaus, Light Art Space (LAS), MAGAZIN, Man Museum Nuoro, MdbK, Mumok - Museum moderner Kunst Stiftung Ludwig Wien, Museion, Museo de la Democracia, Museum Abteiberg, Museum Folkwang, Museum Ludwig, Museum Morsbroich, Museum für Moderne Kunst Frankfurt (MMK), Museumsufer, NS-Dokumentationszentrum München, Neu Kunst für Planetarien, New Museum, New Museum Union, Niedersächsisches Ministerium für Wissenschaft und Kultur, nGbK, ÖGB, Palais Populaire, Pane per Poveri, Paris Internationale, Ponto d'Orvalho, Project Space Festival Berlin, Roma Biennale 2020, Rosa Luxemburg Stiftung, Ruhr Ding, SAVVY CONTEMPORARY, Saas-Fee Summer Institute of Art, Sammlung Philara, Saskia Diez, Secession, Send/Receive, SirPlus, Sprüth Magers, Staatliche Kunsthalle Baden-Baden, Stadt Graz, Steirischer Herbst, Studio Botanic, Synnika, Terrestrial Assemblages, The New Center for Research and Practice, The Performance Agency, The Power Plant, Theater Neumarkt, Times Art Center, Transeuropa 2019, Transitory White, transmediale, Ujazdowski Castle Center for Contemporary Art, Urbane Künste Ruhr, VITRA, Venice Biennale, Vienna Contemporary International Art Fair, Villa Stuck, Volksbühne Berlin, Volkshochschule Steiermark, Weiss Berlin, Weser Halle, ZKM Karlsruhe, Zielona Gora Biennale.



# BURSTS OF SOLIDARITY

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

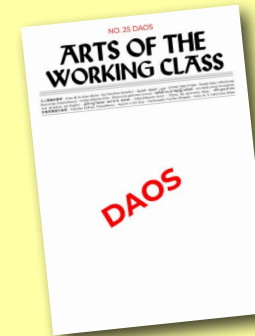
A glance at the arts, once a seismograph of social transformations, reveals that genres, identities, and markets drift apart. This rupture leads to the need for new formats and principles of togetherness. Starting from fragmented societies and an increasing intensification of their polarization, as well as impoverishment and threats to their interests, *AWC*'s overarching theme for 2023, "Bursts of Solidarity," will open up scenarios of communalization 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



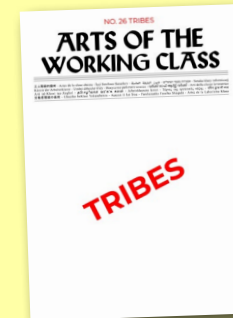
Issue no. 25

## 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



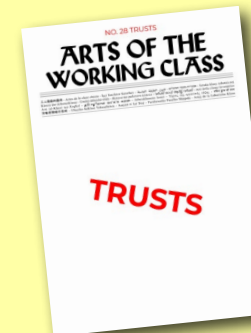
Issue no. 27

## GRASSROOTS

Against the uprooting of the commons

Deadlines for entries: June 15

Circulating in Late June - Early September 2023



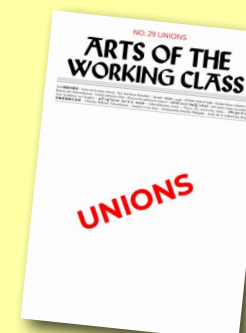
Issue no. 28

## TRUSTS

Tensions between romanticized indigeneity and spatial politics

Deadlines 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?

Deadlines for entries: November 1

Circulating in Mid November 2023 - Late January 2024

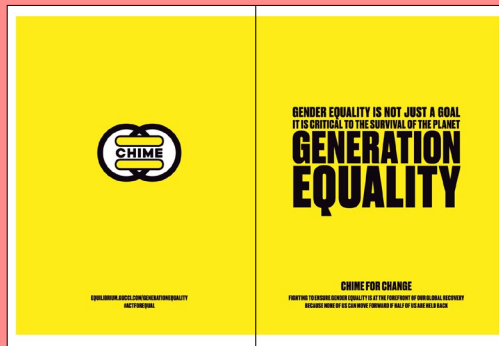
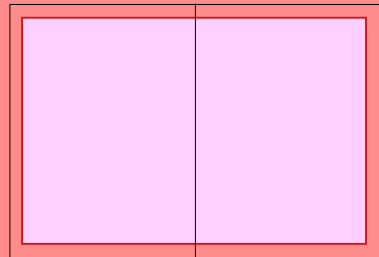
# FORMATS/PRICES

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)

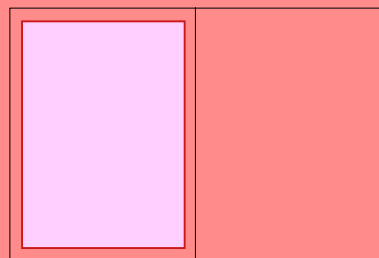


A double spread in one issue

TOTAL 5.000,- euros + VAT

## SINGLE-PAGE-AD-PACKAGE

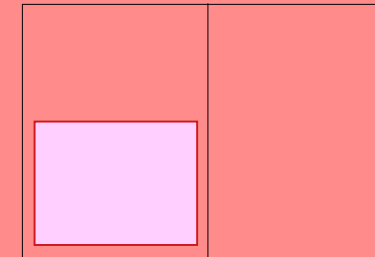
(228 x 317,5 mm)



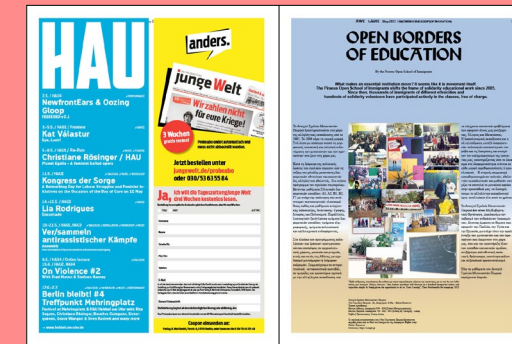
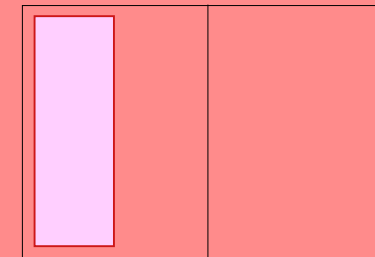
A one page advertiser in one issue

TOTAL 2.900,- euros + VAT

## HALF-PAGE-AD-PACKAGE



Horizontal  
(228 x 152,4 mm)

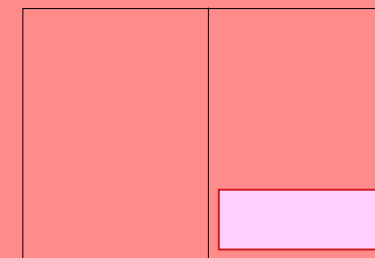


Vertical  
(111,8 x 317,5 mm)

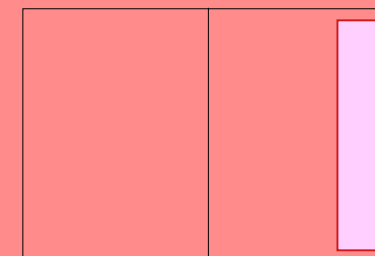
A 1/2 page advertiser in one issue

TOTAL 1.500,- euros + VAT

## THIRD-PAGE-AD-PACKAGE



Horizontal  
(228 x 100 mm)



Vertical  
(73,1 x 317,5 mm)

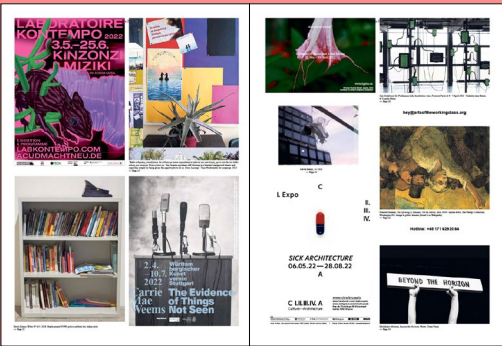
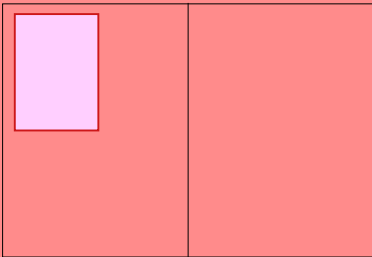
A 1/3 page advertiser in one issue

TOTAL 1.000,- euros + VAT



1/4 PAGE-AD-PACKAGE

(111,795 x 156,633 mm)

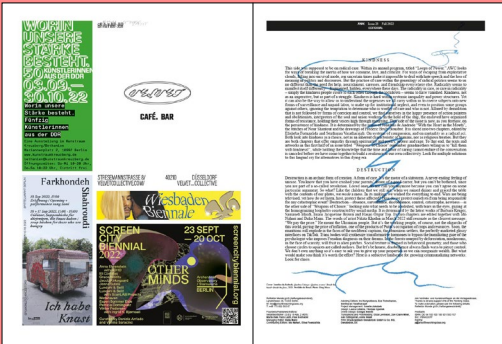
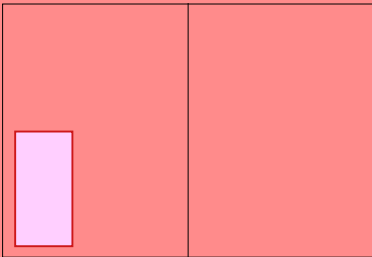


A 1/4 page advertiser in one issue

TOTAL 750,- euros + VAT

1/6 PAGE-AD-PACKAGE

(73,245 x 156,633 mm)

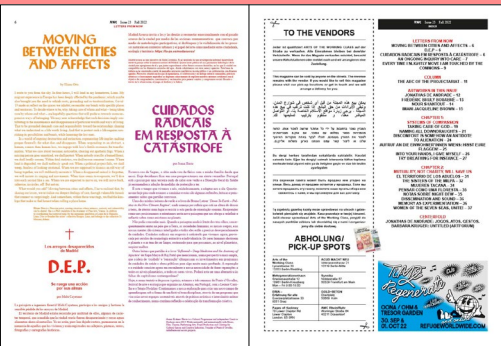
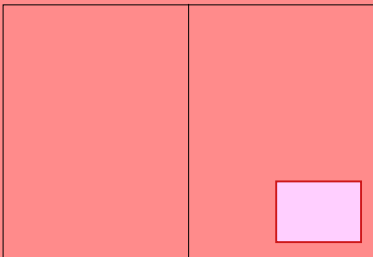


A 1/6 page advertiser in one issue

TOTAL 500,- euros + VAT

1/8 PAGE-AD-PACKAGE

(111,883 x 78,7 mm)

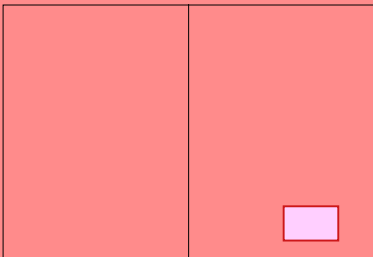


A 1/8 page advertiser in one issue

TOTAL 400,- euros + VAT

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

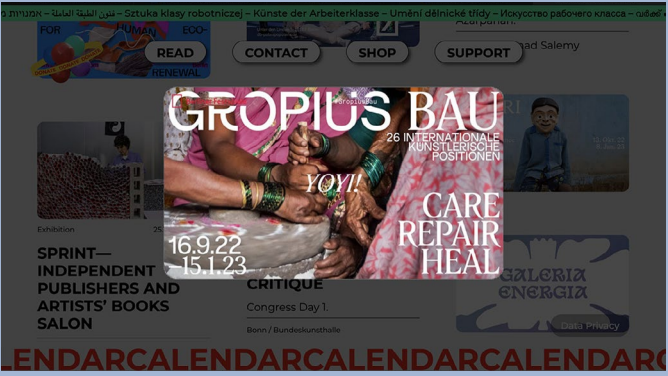
AWC’s website is a platform for thought, theory and intuitive practice. It works alongs the same editorial line of every issue but operates on a weekly basis.

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

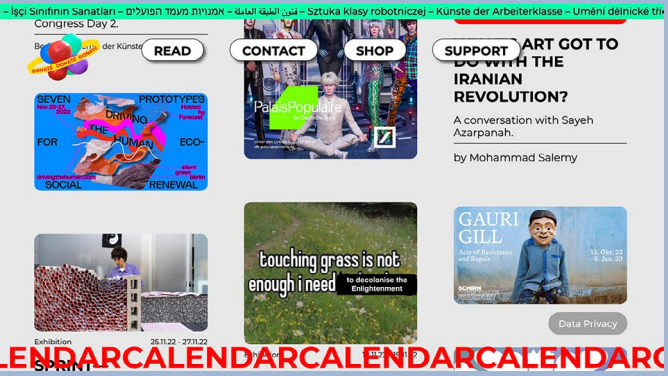
<http://artsoftheworkingclass.org/>



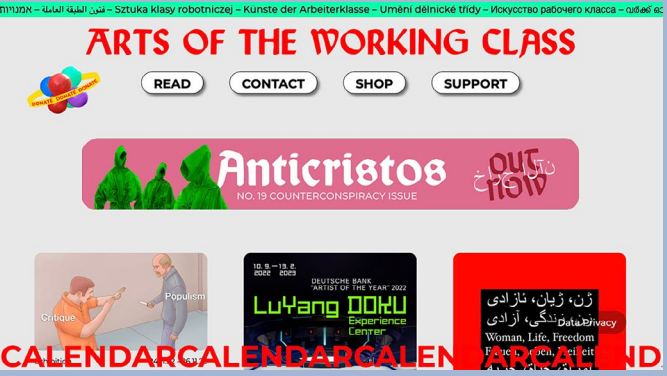
# ONLINE FORMATS



**Landing Page Pop-Up Message**  
w 1.920 x h 1.080 px, jpg/png, 72 dpi  
**1.250,- per month**



**Homepage Leaderboard**  
w 480 x h 270px (or more), jpg/png, 72 dpi  
**900,- per month**



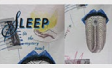




**Home Page Header**  
w 1.013 x h 183px, jpg/png, 72 dpi  
**375,- per month**



**Side Banner**  
w 360 x h variable, jpg/png, 72 dpi  
**175,- per month**

# CALENDAR ENTRY

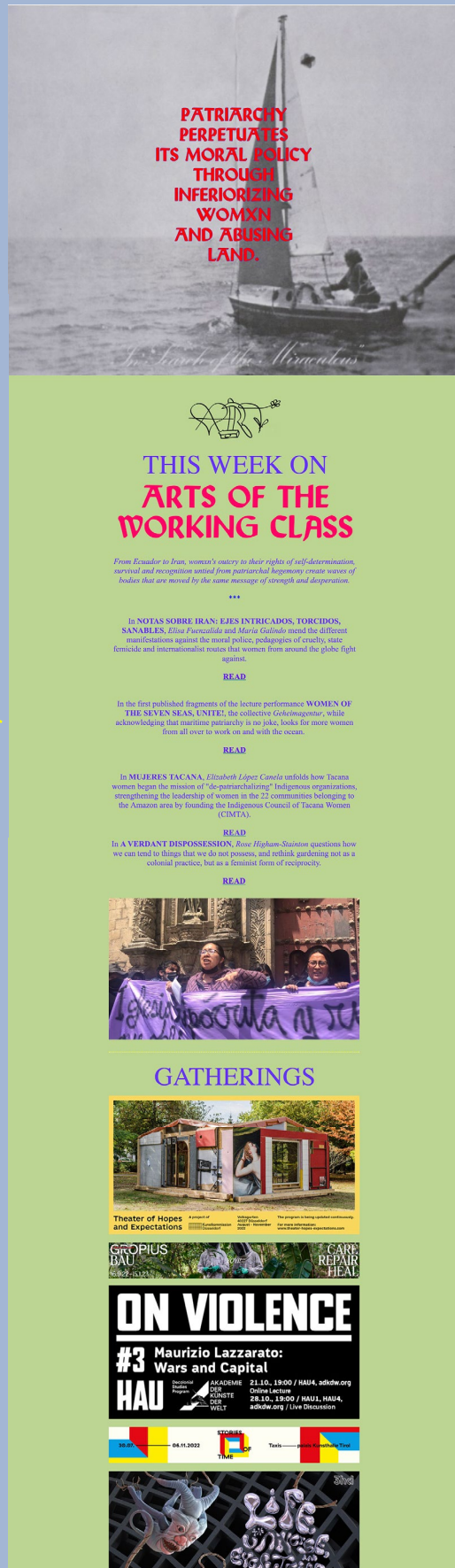
The AWC Calendar is a sweet opportunity to highlight upcoming events, exhibitions and openings. Directed by a link on the homepage, the calendar already places the essential information, such as the location and date of the event.

ARTS OF THE WORKING CLASS			
CALENDAR			
TODAY			
till 20 Nov 2022		<b>SLEEP (IS THE MYSTERY TUNE)</b> AN OLD NEW SONGPLAY ABOUT CELEBRATION FOR VOICES, SYNTHESIZERS, CELLO, GUITAR, WOODWINDS & PERCUSSION.	Berlin West German
till 19 Feb 2023		<b>EXHIBITION: GUILTY GUILTY</b> TOWARDS A FEMINIST CRIMINOLOGY.	Berlin Kunstraum Kreuzberg
till 8 Jan 2023		<b>GAURI GILL: ACTS OF RESISTANCE AND REPAIR</b>	Frankfurt am Main SHIRN
till 31 Dec 2022		<b>JON RAFMAN: 53r690r6l &amp; GRIMOIRES</b> SOLO SHOW.	Berlin Schinkel Pavillon
NOVEMBER			
FROM 24 NOV 2022 TILL 26 NOV 2022		<b>THE FUTURE OF CRITIQUE</b> CONGRESS DAY 2.	Berlin Akademie der Künste



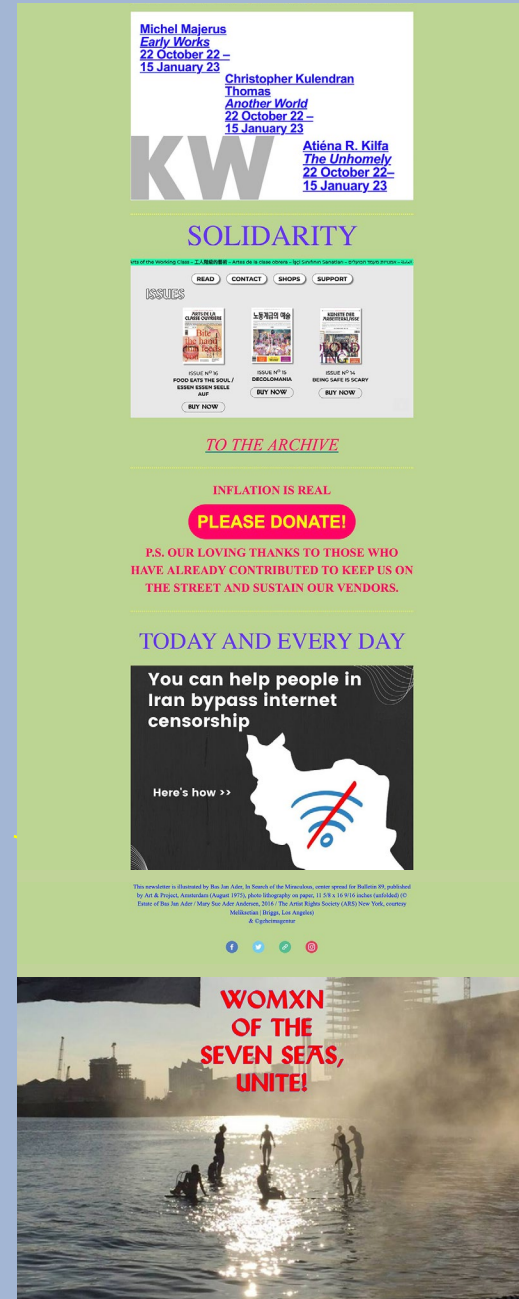


# NEWSLETTER BANNER



Newsletter Content Banner

1920 x 480 px, jpg/png, 72 dpi



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

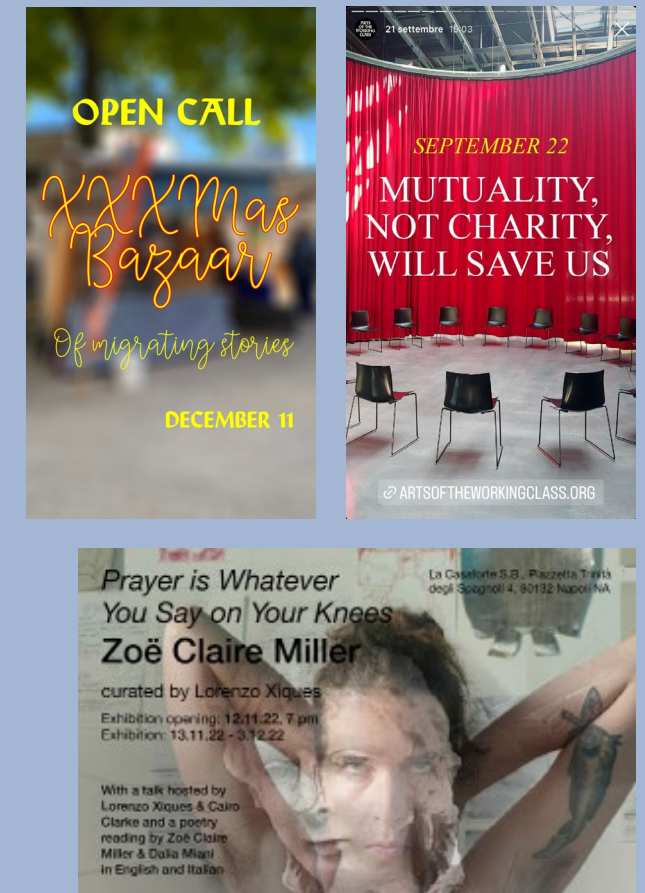
Side + Newsletter Banner +  
Calendar Entry + Online Feature +  
**Instagram Campaign: 1 Story or Reel (of 1 to 10 images) + 1 Post**

**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) and 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](mailto:p@artsoftheworkingclass.org)  
and [hey@artsoftheworkingclass.org](mailto: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

Amelie Jakubek & Team

[hey@artsoftheworkingclass.org](mailto:hey@artsoftheworkingclass.org)

## Address

**Reflektor Monde gUG** (haftungsbeschränkt)  
Lynarstraße 38 D-13353 Berlin

## Bank Details

**Reflektor Monde gUG** (haftungsbeschränkt)

## Postbank

IBAN: DE 64 100 100 100 931 503 107

BIC: PBNKDEFF

