

FINE ARTS MAGAZINE
T A B L E A U

30 years at home in art

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ON THE WORLD'S
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special
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**THE FINEST
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NEW YORK**

Jean-Marc Spaans, 150 x 125
cm, Fujiflex on dibond, coll.
Brutto Gusto, stand nr. 136,
PAN Amsterdam.

November 2008

NEW: www.tableaufineartsmagazine.nl

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Fine Arts Magazine

T A B L E A U



“For everyone who never wants to say ‘I don’t understand art’ ever again. It’s also for art lovers and experts everywhere and has been for the past 30 years.”

RONALD KRAAYEVELD, EDITOR-IN-CHIEF OF TABLEAU SINCE 1998

MAGAZINE FORMULA

Tableau’s articles do not just display an astonishing wealth of knowledge to the wide readership of art lovers, experts and collectors – enthusiasm and an obvious love of art is evident on every page. The magazine distinguishes itself by deliberately choosing to be accessible to a wide readership, both in terms of text and visuals and design. From Old Masters and the Hague School to contemporary art, photography and design: if something is exceptional, illuminating and unique, it is bound to turn up in Tableau. This magazine responds to the fact that art and culture are gaining in importance as leisure activities and it places art in a broader context: that of lifestyle.

The contributions from our dedicated correspondents in Brussels, London, Paris and New York are unique in a Dutch art magazine.

TARGET GROUP

Tableau Fine Arts Magazine caters for the upper segment of the world of visual and applied arts. The magazine is popular with both professionals and collectors and art lovers who have no professional involvement with art.

SERVICE

In addition to the usual advertisers, Tableau also focuses on advertisers in the lifestyle segment. This segment includes watches, jewellery and antiques in addition to insurance and means of financing art. Advertisements from galleries and auction houses are also options.

WEBSITE

The www.tableufineartsmagazine.nl website supports the magazine and vice versa.



Tableau Fine Arts Magazine has been a household name in the world of visual and applied arts since its launch in 1978. This internationally oriented magazine, which is published six times per year, even has its own foreign correspondents.

CONTENT

High-profile artists, inspired collectors, expert auctioneers, passionate museum directors and fascinating art dealers talk about their work in Tableau Fine Arts Magazine. Tableau reviews, but mainly previews, exhibitions, art and antique fairs and auctions both in the Netherlands and abroad. Tableau has become famous for its structural focus on news events and developments in the most eminent auction houses and its reviews and previews.

The site is still relatively young, but can already be described as authoritative.

YEARBOOK

An entirely new addition is the Tableau Yearbook, a unique reference work on art, galleries and museums. The first edition will appear in 2009.

TABLEAU

MEDIADETAILS

price 1/1 full-colour	€ 2,500
price 1/1 full-colour GALLERY	€ 2,060
FREQUENCY	6 x per year
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COVER	250 grams woodfree glossy mc outside cover has glossy UV coating
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CANCELLATION DEADLINE	8 weeks before the issue date
DEADLINE ADVERTISING MATERIAL	4 weeks before the issue date
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TYPE AREA	200 x 267 mm (b x h)
PRINT	Total full-colour
FINISH	Perfect bound



ADVERTISING MATERIAL

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