

Umbigo^o



Media Kit

Team

Director: Elsa Garcia

elsagarcia@umbigomagazine.com

Art Director: António Nêu

antonioneu@umbigomagazine.com

Associate Editor: José Pardal Pina

joseruipp@umbigomagazine.com

Umbigo Online and Partnerships: Sofia Pascoal

sofiapascoal@umbigomagazine.com

Editorial Partnerships: Josseline Black

josselineblack@umbigomagazine.com

International Partnerships: Ana Grebler

anagrebler@umbigomagazine.com

Brand Advisor: Ariel Bretas

arielbretas@umbigomagazine.com

Social Media: João Magalhães

joaomagalhaes@umbigomagazine.com

Finance Director: João Paulo Ferreira

Cover:

Eugénia Mussa, *The Boat* (detail), 2020

Property and Publisher:

Umbigo Edições, Lda

Rua do Mato Grosso, 42 – 1 Dto.

1170-237 Lisboa. Portugal

Office:

Largo do Chiado, 15 – pátio

120-108 Lisboa

VAT number: PT507927702

Distribution:

Vasp (Portugal)

RA & OLLY LTD (Europe and United States)

Martins Fontes (Brazil)

Contacts:

Phone - (+351) 213 144 609

António Nêu - (+351) 919 132 842

Sofia Pascoal - (+351) 913 631 147

E-mail - umbigo@umbigomagazine.com

Umbigo Online - umbigomagazine.com

Online Shop - umbigomagazine.com/loja

UmbigoLAB - www.umbigolab.com

All Rights Reserved - none of the contents of this publication may be reproduced without the permission of the publishers.

©Umbigo

Partner:

Brotéria

Main Support:



UMBIGO [belly button]
is an independent art
and culture platform,
which includes a quarterly
printed magazine, an
online publication, a
network for art and
a program of various
curatorial activities.

Umbigo Magazine (printed edition)

Printed in both Portuguese and English, *Umbigo Magazine* consists of special art projects, dialogues, interviews, essays and reviews while featuring editorials, art shows and international artists. *Umbigo Magazine* selects its themes and subjects within a curatorial dimension, the covers themselves being the result of art projects made for the magazine.

The magazine is distributed internationally by RA & OLLY LTD in Europe and United States; in Brazil by Martins Fontes; and is available in our online store (umbigomagazine.com/loja).

Magazine covers



#80 (cover 1)



#80 (cover 2)



#81 (cover 1)



#81 (cover 2)



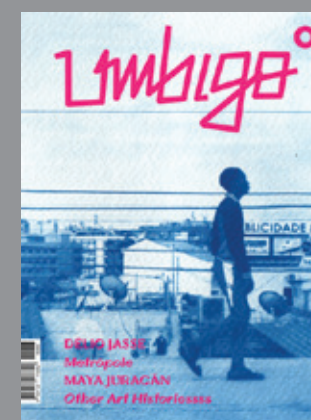
#82 (cover 1)



#82 (cover 2)

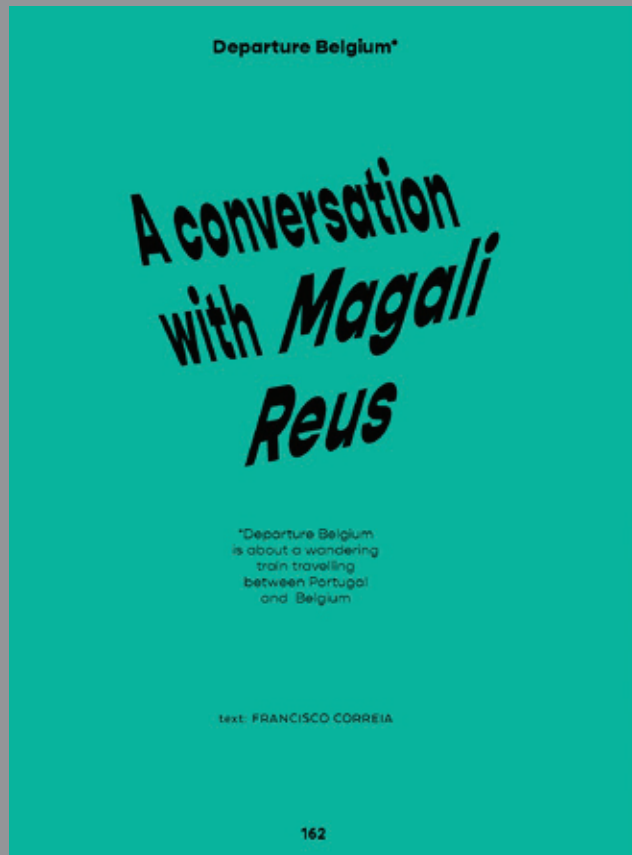


#83 (cover 1)



#83 (cover 1)

Magazine spreads



Umbigo Magazine (online edition)

A bilingual online magazine that shares the philosophy of its print counterpart with a larger number of articles, reports and projects without the constraints of periodicity, and page limit.

Online also functions complementarily to the print edition, yet with more images and videos available. It seeks to increase its audience, ensure their continued engagement and showcase a wide range of collaborators.

umbigomagazine.com

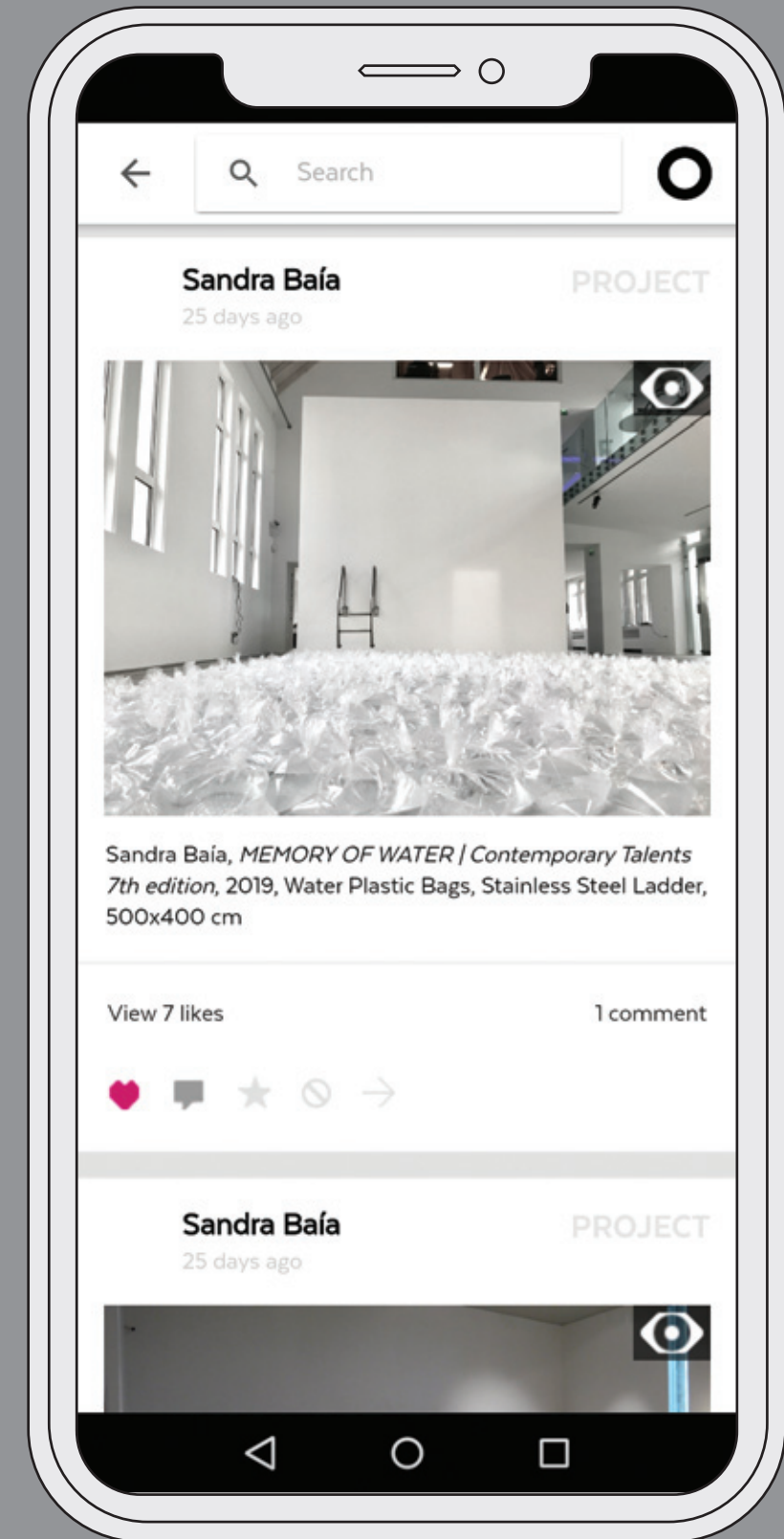


UmbigoLAB – Network for Art

Based on a networking model comprised of artists, curators, advisers and enthusiasts, UmbigoLab is a digital platform conceived by UMBIGO with the support of Millennium bcp Foundation. As the name indicates, it is a laboratory for the arts. It seeks to articulate curatorial discourse via its features, and in this sense, is also a space for exhibiting and meditating on contemporaneity and modernity.

UmbigoLAB is open to everyone who wishes to be part of it: after signing in, everyone may like, comment, save contents and network, having the ability to talk with other users. Though, only the artists and the curators invited may publish projects and create exhibitions.

www.umbigolab.com



Recent international presence

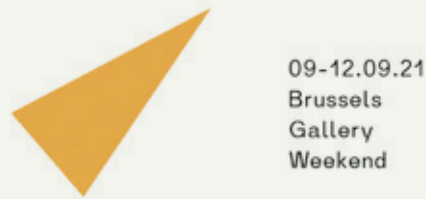
2022



2018



2020



2021



2019



2017



Partners, sponsors and advertisers

Abel Salazar House Museum	Coimbra	Gucci	Museum of Design and Fashion – MUDE
Anozero – Coimbra Contemporary Art Biennial	Coruche Biennial	International Museum of Contemporary Sculpture – MIEC	National Museum of Contemporary Art – MNAC
APICCAPS – Portuguese Shoes	Discovery Hotel	Jungle Jezebel – Sarah Baker	Nomos Glashütte
ARCOlisboa	Dr. Martens	Perfumes	PIN – Portuguese Contemporary Jewellery Association
ARCOMadrid	EGEAC – Lisbon Municipal Equipment	Kaunas Biennial	PLMJ Foundation
Art Brussels	Emerge – Portuguese Emerging Art	Kozii	Ponto d’Orvalho
ArtsLibris	Estalagem da Ponta do Sol	Lacoste	Porto City Museum
Artworks	Fred Perry	Le Coq Sportif	Portuguese Republic – DGArtes
Atelier Museu Júlio Pomar	Frieze London	Lisbon Art and Antiques Fair	School of Art – Catholic University of Porto
Aveiro Municipality	Frieze New York	Lisbon Art Weekend	Tanzhaus Zürich
Braga’27	Lisboa Municipality – Culture	Lisbon Culture Store	Tavira Municipality
Brotéria	Loures Municipality	Lisbon Municipal Galleries	Terras da Chanfana
Brussels Gallery Weekend	Loulé Municipality	Live Riga – Culture and Art in Latvia	The Armory Show
Calouste Gulbenkian Foundation	Luso-American Development Foundation – FLAD	Madeira Dig – Festival for Digital Music & Art	Torres Vedras Municipality
Carmona e Costa Foundation	Gallery 3 + 1 Contemporary Art	Manifesta 12 Palermo	Universidad de Navarra
Casa da Arquitectura – Portuguese Architecture Center	Gallery Jeanne Bucher Jaeger	Matosinhos Municipality	VAVA Eyewear
Cascais Municipality – Museum Quarter	Gallery Monitor Lisbon	Millennium bcp Foundation	Vila Franca de Xira Municipality
Castelo Branco Municipality	Gallery Primner	ModaLisboa – Lisbon Fashion Week	Visit Portugal
Coimbra Municipality	Gallery Sá da Costa	Museum of Neorealism	
College of Arts – University of	Gallery Sala 117	Museum of Art, Architecture and Technology – MAAT	
	Gallery Vera Cruz		

History

Launched in June 2002, the magazine firstly explored the theme of the body as a means of artistic expression. Over time, it has seen a number of changes, broadening its scope to become a more encompassing publication. Today, *Umbigo Magazine* has made an indelible mark on the Portuguese media and publishing scene as a definitive art, fashion and culture statement – a collector’s item from issue number one, hearted by a growing legion of readers.

During its many years of activity, UMBIGO has also made notable inroads in curating contemporary art projects, with regular exhibitions in galleries and unconventional spaces such as Fábulas Gallery in Lisbon, Plataforma Revolver (where we curated the group show *Pieces and Parts*), and the contemporary jewellery exhibition *On the Other*

Hand which commemorated the 5th anniversary of PIN (Portuguese Association of Contemporary Jewellery), at Reverso Gallery, Lisbon.

In 2002 UMBIGO was present at the Triennale di Milano of Architecture and Design, waving the publishing flag for Portugal and was responsible for the launch of the book *Coordinates of the Body in Contemporary Art*, with art historian Bárbara Coutinho. A series of national artists such as Julião Sarmiento, José de Guimarães and João Vilhena among others, as well as international names including Annie Sprinkle, Lenka Klodova and Robert Flynt were invited to show unpublished work within the theme of the body.

In May 2014, *Umbigo Magazine* (online edition) won the Bronze Medal at the Festival do Clube de

Criativos de Portugal (Portuguese Creative Club Festival).

After several changes throughout its 20 years of existence, UMBIGO remains loyal to its innovative appearance and unconventional spirit, yet has developed upon its editorial and conceptual visions; a transformation more thorough and global in its realization. Thus, UMBIGO became a platform centered on the artists and creatives with support from new partners: Portuguese Ministry of Culture, Lisbon Municipality and Calouste Gulbenkian Foundation.

UMBIGO posits itself on curation, contemporaneity and the entwining of the enormous historical, cultural and architectonical values select worldwide. It is extremely relevant to present the magazine at international events, art fairs

and biennials, maintaining the level of excellence and affirming UMBIGO’s position as a reference media for both Portugal and international audiences.

In 2021 UMBIGO launched a special box that celebrates its 18 anniversary inviting 38 artists to conceive, in a close collaboration, 18 projects that reflect politically, historically and personally upon those 18 years.

The box results from a long cooperative endeavour between Umbigo, the artists, the Faculty of Fine Arts from the University of Lisbon, and Artworks representing now an indelible curatorial project over the tides of time and contemporary art in Portugal.

Umbigo readership — print and online

UMBIGO's audience is comprised of upper middle class and high-net-worth individuals in the realms of art, architecture, fashion, design and culture.

UMBIGO encompasses a print and an online magazines, as well as the network UmbigoLab, connecting cultural institutions (museums, foundations, art galleries and fairs) and art professionals (artists, art collectors, curators, critics, architects, interior designers, journalists and academics).

Print Magazine Run Total:

5.000 copies, quarterly (2,500 in Portuguese and 2,500 in English)

Social Media:

Instagram – 18.400 followers

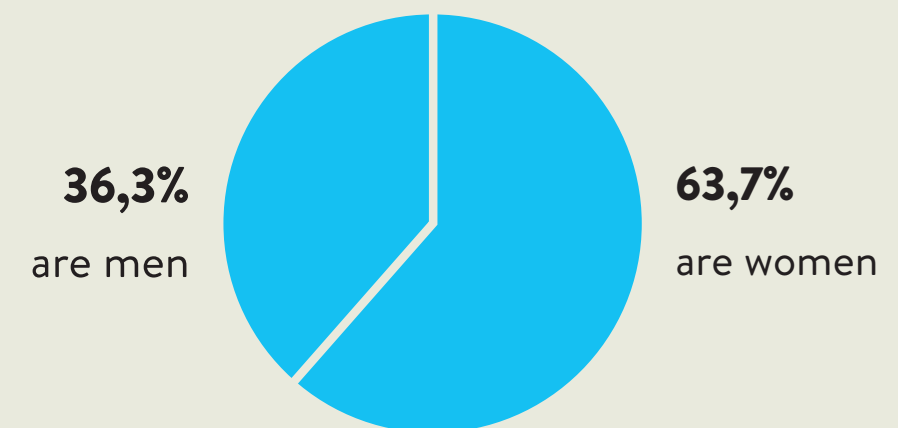
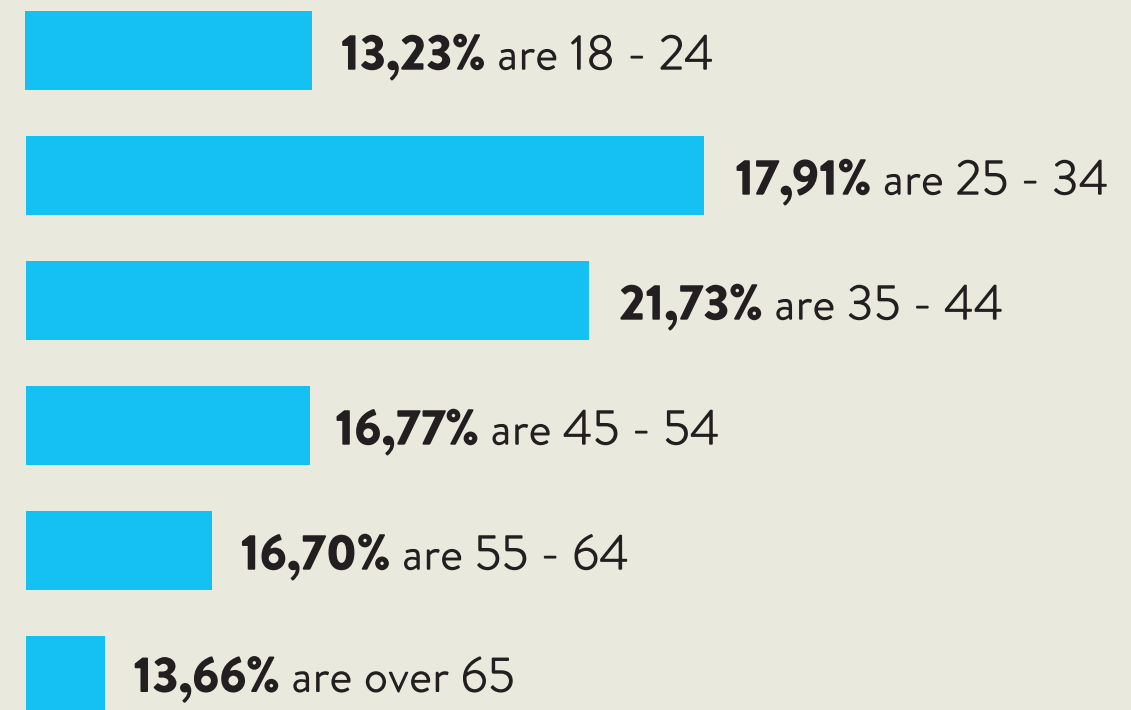
Facebook – 43.900 followers

Online Magazine

(umbigomagazine.com) has 5.500 registered users and is visited daily by an average of

700 people. Since its online placement, the site has been visited 4,025,736 times.

From total visitors

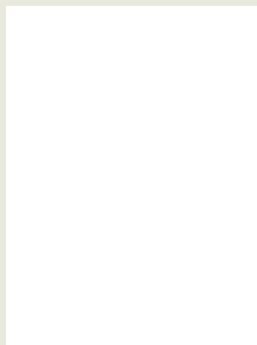


Advertising Price List

Printed magazine

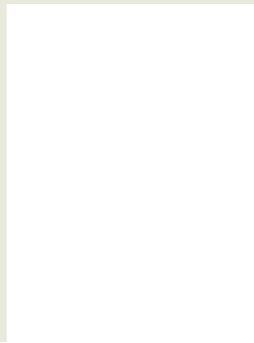
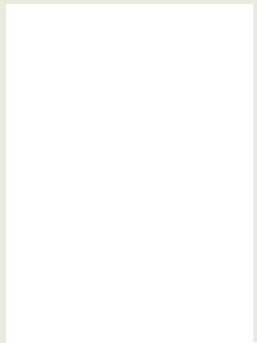
Back cover	€5,000.00
Versus back cover	€3,000.00
Right page	€2,500.00
Left page	€2,000.00
Double initial page	€4,400.00
Double page	€3,600.00
1/2 page	€1,400.00

*23% VAT where applicable



Back cover
Versus back cover
Right page
Left page

Size:
215 x 305 mm



Double initial page
Double page

Size:
430 x 305 mm



1/2 page

Size:
215 x 152,5 mm

Online magazine

Pop-up.....	€500.00/7 days
Banner	€850.00/month
.....	€450.00/15 days
.....	€250.00/7 days
MREC	€850.00/month
.....	€450.00/15 days
.....	€250.00/7 days

*23% VAT where applicable



Largo do Chiado, 15 – pátio
1200-108 Lisboa – Portugal
(+351) 213 144 609 / 917 800 943
umbigo@umbigomagazine.com
umbigomagazine.com