



**PINGO  
MAGA-  
ZINE**

## *concept*

*Pingo Magazine* is a biannual magazine published by **Tom is Jerry Books**. It is distributed throughout The Netherlands, Germany and internationally.

*Pingo* had its official release in Wales in 2008.

From 2009 *Pingo* expanded its remit to include review coverage of movies and concerts, across Europe and the US. In 2019 *Pingo* published its 10th issue and was relaunched in a new special format with additional pages and a special focus on merging illustrations with spiritual quotes and short stories. Since 2020 it has also included extensive reviews of hotels and restaurants.

### COUVERAGE

The magazine is primarily concerned with comic strips, the arts, travel, haute cuisine and self-knowledge . Luca Hillen edits the magazine since 2006. The magazine deals largely with art photography. *Pingo Magazine* started both focussing on rare graphic novel publications in 2020 and expanded into a travel guide persiflage.

What comes to its visual interest *Pingo* is primarily concerned with social, historical or aesthetic uses of photography rather than technical or amateur photography. However, as well as art photography the magazine is also concerned with other areas such as self-discovery, children-drawings, graphic novels, short stories, paintings and illustrations of all kind.

*PINGO is available online and on the spot in*

*Århus*

*New York*

*Nuremberg*

*Gothenburg*

*Budapest*

*Berlin*

*Stockholm*

*München*

*Canterbury*

*Hamburg*

here are only a few outlets listed  
where you might get a printed copy:

**Amsterdam**

Athenaeum Nieuwscentrum - Spui 14-16

Chique De Friemel - Haarlemmerdijk 172

**Haarlem**

Athenaeum Boekhandel - Gedempte Oude Gracht 70

**Berlin**

Helmut Newton Stiftung - Jebensstraße 2

Eisenherz - Lietzenburger Str.9a

Artificium - Hackesche Höfe, Rosenthaler Str.40/41

b\_books - Lübbener Str.14

Motto - Skalitzer Str.68

ebertundweber - Falckensteinstr.44

Georg Büchner Kunstbuchladen - Wörther Str. 16

**München**

Haus der Kunst - Prinzregentenstr. 1

## *exhibitions*

every once in a while PINGO celebrates releases or organizes exhibitions in bookshops and art galleries.



photo: Annahita Kamali

## Who reads PINGO?

Over the past 3 years, PINGO's honest and inspirational approach to explore photojournalism and fine art has generated a huge respect which in turn has developed a loyal readership across Europe and New York City.

total circulation 11.475

60% newsstand, 22% subscriptions and 18% paid bulks

As a premium media brand, **PINGO** has a strict no-free-copies policy and our free circulation therefore equals zero

age breakdown

|         |     |
|---------|-----|
| 18 - 24 | 12% |
| 25 - 34 | 26% |
| 35 - 44 | 31% |
| 44+     | 31% |



Peter Saphino for PINGO Magazine

## *WHEN DO WE PUBLISH PINGO?*

| issue / Number   | on sale    | digital copy |
|------------------|------------|--------------|
| Winter 2022 / 14 | 01 January | 17 December  |
| Summer 2023 / 15 | 01 July    | 06 June      |
| Fall 2023 / 16   | 01 October | 19 September |



Leah Odze Epstein for PINGO

## *WHO TO CALL?*

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## *DELIVER ARTWORK TO*

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## *SUBSCRIPTIONS*

3 issues for: €30 + €11 shipping

subscription service:

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