

ARTS OF THE WORKING CLASS



TRANSFORMERS
Mediaakit 2026

Why advertise with a newspaper sold on the streets by people facing extreme poverty?

**PUBLICATION
PROFILE**

Since 2018, Arts of the Working Class (AWC) has been building real connections between art, society, and communities, bringing together both formal and informal perspectives, academic and grassroots insights.

AWC bridges the gap between affluent, established audiences and socially vulnerable communities, creating a unique model of resource redistribution—both financially and symbolically.

Most AWC issues are sold directly by **street vendors, who keep 100% of their earnings**, fostering a direct connection with a wide range of readers. AWC newspapers are distributed on the streets of Berlin and around the world. Beyond street sales, AWC collaborates with bookstores and cultural institutions across the EU to reach readers in areas without regular street distribution.

Our collective also supports groups and individuals in making impactful communication choices, and **we host exhibitions and events** based on the themes of each issue. These activities extend our editorial reach and deepen our role as both a grassroots and institutional partner.

Street Price

€ / £ / \$ 2.50

Online/Bookstores Price

€ / £ / \$ 5.00

(excluding shipping)

Frequency: 5 issues per year

Print Run: 60,000 - 80,000+ copies per issue, according to seasonal demand on the streets

Target Audience: Travelers on public transport, academics, artists, workers, and readers from diverse backgrounds interested in socially conscious artistic practices beyond class boundaries.

Street Distribution:

Primary city: Berlin / Partner collaborations with street newspapers and institutions in Amsterdam, Athens, Cologne, Frankfurt, Guayaquil, London, Los Angeles, Mexico City, New York, New Delhi, Palermo, Quito, Tokyo, Venice, Vienna, a.o.

All they wanted was to save the world.

Each click deepens our apprenticeship to the machines, all sold to us as convenience. Efficiency and optimization become the new moral code, masking extractive systems of the AI age.

Capitalism appears to be the only system available, **yet workers know that the forces of change reside in one another, in restless togetherness.** We are told that no alternative exists, yet alternatives proliferate quietly: in kitchens, in strikes, in shared gardens, in collective study, in mutual aid and borderless solidarities. Workers know change is not a slogan, but a practice strengthened through endurance, conflict, tenderness, and a refusal to stand alone.

This editorial cycle insists on imagining our future beyond the confines of the “human”, while holding firmly to our responsibility in this world. To think beyond the human is to refuse the colonial and extractive logics that elevated a few to billionaire status and left the rest of us struggling. We seek to move toward a future where technology and ecology support care rather than conquest, where balance is practiced, not promised, and fairness is designed, not merely symbolized. Understanding one another becomes not only a privilege but the daily work of survival and dignity.



ORGAN

Editorial Cycle 2026

TRANSFORMERS

All they wanted was to save the world. **But salvation risks domination**—deciding for others what the world should be. Butler, Jafa, Varoufakis, Tsing, Demna teach us fiction is a mirror exposing how racism shape-shifts through futurisms and markets. AI inherits these logics; algorithms encode prejudice while gaming normalized obedience to machines. **This editorial cycle insists on imagining our future beyond the confines of the “human”, while holding firmly to our responsibility in this world.** We seek to move toward a future where **technology** and **ecology** support care rather than conquest, where balance is practiced, not promised, and fairness is designed, not merely symbolized. **Understanding one another becomes not only a privilege but the daily work of survival and dignity.**

Winter 2026

ISSUE NO. 40



SYNTHETICS

Released **Early February, 2026**
Deadline for ADs: **end of January, 2026**

This issue looks at the material and immaterial synthetics that shape and control desire: metals that speak in infrastructures, plastics that refuse to decompose, drugs engineered for obedience (or rebellion). We move through the War on Drugs and the machinery of criminalization, through monsters and costumes as camouflage and confrontation, through substances that stretch human limits and mutate our nervous systems. Demna proposes that the synthetic is not counterfeit life, but a language of survival under capitalism's glare. Fashion is not only a surface but a prophecy, forecasting the social polymers through which power circulates. We learn from synthetics not how to imitate life, but how to survive inside it, altering its chemistry.

*In collaboration with the street newspaper **Mi Valedor**, from Mexico City.*

Spring 2026

ISSUE NO. 41

ENERGY

Release **Late April, 2026**
Deadline for ADs: **Early April, 2026**

Arthur Jafa posits that energy is not a metaphor. It is pulse, grief, rhythm, heat, violence, and devotion. This issue studies the voltage that animates us and drains us: electrical infrastructures, bodily stamina, ecstatic technologies, the spiritual charge of resistance and mourning. From the circuitry of devices to the circuitry of crowds, we map how energy concentrates, transfers, burns, and transforms. We attend to exhaustion as a political weapon, and to vitality as an insurgent force. With the Venetian stage in the background—the Biennale as a generator, a battery, a spectacle—this issue asks how artistic and human energies are harnessed and commodified, or are unleashed. Who gets power? Who supplies it? Who refuses the grid entirely?

Summer 2026

ISSUE NO. 42

GLOBAL PLAYERS

Released **End of June, 2026**
Deadline for ADs: **Early June, 2026**

Yanis Varoufakis reminds us that in a planetary economy, the real actors are neither nations nor corporations alone, but systems engineered to escape accountability. In collaboration with Manifesta 2026 in the Ruhr Area, this issue tracks the choreography of global influence: the financial engines that govern our desires, the diplomatic games that dissolve responsibility, the migration routes and resource flows that expose the truth of globalization. We examine who plays, who gets played, and who breaks the rules entirely. From labor networks to algorithmic governance, from debt ecologies to cultural propaganda, this issue insists on a planetary imagination rooted not in domination but in redistribution and mutual risk.

Autumn 2026

ISSUE NO. 43

ORGANISMS

Release **Early September, 2026**
Deadline for ADs: **Late August, 2026**

Anna Tsing Lowenhaupt teaches us that life thrives in ruins. This issue peers into the ecosystems capitalism leaves behind: mushrooms that bloom in industrial wreckage, bacteria emerging in warming oceans, hybrid species forming in polluted wetlands, and collective organisms of care and struggle rising amid precarity. Climate change is no longer a forecast—it is biography, infection, mutation, adaptation. We study porous bodies and interdependent worlds, where survival is never singular and the smallest lifeform may decide the fate of the largest structure. Organisms remind us that thriving is not purity but entanglement; not dominion but coexistence.

Winter 2026/2027

ISSUE NO. 44

ANCIENT BATTLES

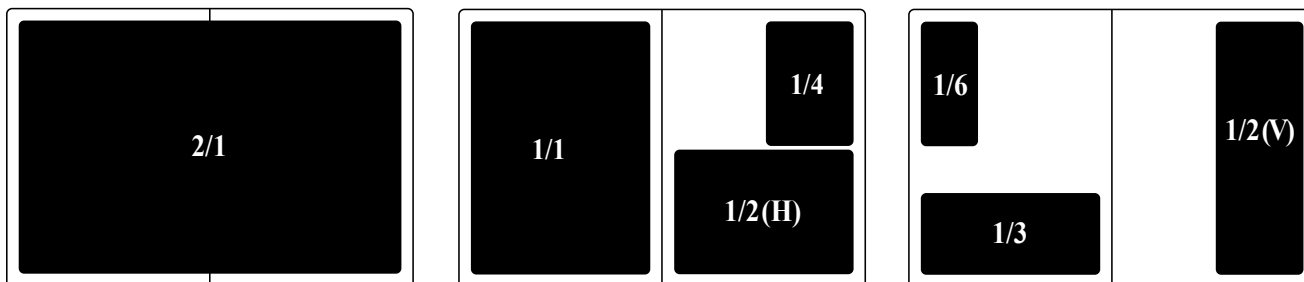
Release **End of November, 2026**
Deadline for ADs: **Late October, 2026**









Octavia Butler calls our attention back to the oldest of conflicts: not good versus evil, but belonging versus domination, kinship versus control. Before capitalism, battles were waged over cosmologies, over water, territory, dignity, myth, and memory. This issue excavates the ancestral wars that shaped our instincts and asks what comes after our struggle against capitalism ends. If the future is not a marketplace, what does it become? How do we deprogram conquest and learn new rituals of alliance, disagreement, and peace-making? We revisit mythic wars not to romanticize them but to understand what we have forgotten: survival without profit, victory without extraction, community without borders.

*In collaboration with **All that Blue**, a Dalit street publication from New Delhi.*

PRINT PRICES



Due to necessary constant updates in our publication programming, deadlines and printing dates will be provided via e-mail.

Format	Dimension (w x h)	Price
Double Page (Spread)	483 x 317.5 mm	€ / £ / \$ 11,000
Full Page 	225 x 317.5 mm	€ / £ / \$ 5,500
Half Page	225 x 156.25 mm	€ / £ / \$ 2,850
Third Page	225 x 102 mm	€ / £ / \$ 1,800
Quarter Page	110 x 156,25 mm	€ / £ / \$ 1,250
Sixth Page	71,7 x 156,25 mm	€ / £ / \$ 750
Inside Front/Back Cover  	225 x 317.5 mm	€ / £ / \$ 9,000
Back Cover   	225 x 317.5 mm	€ 11,000

All Files in 300+ dpi & ISOnewspaper26v4.icc

INSERTS AND SPECIAL FORMATS

Arts of the Working Class thrives on collaborations to enrich the content of its issues. We offer editorial partnerships in the format of supplements, e-papers and whole focus issues:

Inserts: these are distinct pages inserted into the newspaper in one of three ways:

- In the center
- Starting from the back cover (“Flip Cover”, creating the impression of two separate newspapers)
- Anywhere within the paper.

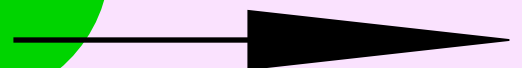
E-paper: an online version of our newspaper, published outside our regular rhythm and distributed through tokens (e.g., a brochure).

Focus Issue: a deep collaboration, where large parts of the issue are dedicated to the partner’s content.

These are critically engaged, content-based editorial productions in collaboration with institutions, projects, or movements whose praxes are valuable for cultural or social discourses and for our readers. The collaboration starts regularly at a base of € / £ / \$ 4,500 per page.



EXAMPLES



EXAMPLES



Inserts + Cover: *Teams & Antagonism* (Issue No. 32) - July 2024

[Click here to read the Issue](#)

The summer issue of 2024 included a special collaboration with the Amsterdam street newspaper Z!, facilitated by the art platform Framer Framed.

Z! is a monthly publication with issues of around 20 pages. Their July edition became a flip cover of our summer issue, distributed in both Berlin and Amsterdam. This collaboration allowed both papers to respond to each other's content: Z! featured more artists, while AWC incorporated content from Z!—and where our content intersected, we created a special section to highlight this exchange.

Similar collaborations were fostered with Deutsches Historische Museum, Berliner Festspiele, and SAVVY Contemporary.

[Click here to read the Issue](#)



E-paper: *Family Values* (Issue No. 34.1) - November 2024



[Click here to read the Issue](#)

In collaboration with Visit Berlin and Tokyo Art Week, we curated content and selected artists whose work aligned with both our issue's theme and the art week's topics. This special edition was distributed as a newspaper-style brochure, guiding readers to a content-rich e-paper. This format allowed us to publish outside of our usual schedule and still make a meaningful contribution to Art Week Tokyo.

This was our first stand-alone e-paper, but since 2023 our issues are also sold through STREAD, an online platform for street newspapers in Berlin that helps vendors sell copies with a QR-Code in cashless encounters.

Focus Issue: *Foreigners Everywhere* —*Fremde überall* (Issue No. 31) - April 2024

This issue was produced in collaboration with the Staatliche Kunstsammlungen Dresden as part of the project "Museums as Active Spaces of Democracy". AWC and the museum's outreach department jointly developed the editorial framework, selecting contributors, artists, and themes. To facilitate internal communication within the museum, an intermediary editor was appointed, while AWC managed all other responsibilities. To ensure a cohesive narrative, the recurring formats of the paper were aligned with this collaborative editorial framework.

A similar collaboration was facilitated with Kunstmuseum Stuttgart in 2023 and the Gwangju Biennale in 2021.

AWC ONLINE

AWC's online activities complement our print newspaper with weekly, monthly, and site-specific special features and multilingual content. We power events, exhibitions, workshops, and projects dedicated to social cohesion and class transcendence, as much as things that we like.

Through our online platforms, advertisers and media partners can reach an engaged global audience who seek to think about art as a tool of liberation.

Advertisement appears on our website, social media, and digital newsletters, and is seamlessly integrated into our articles and visual narratives.

FEATURES

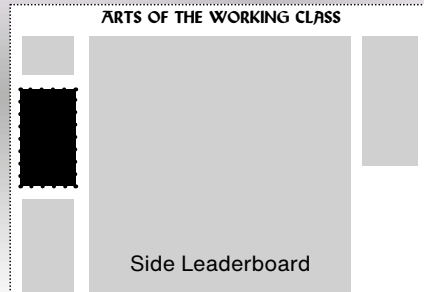
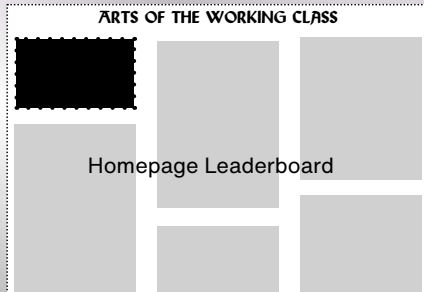
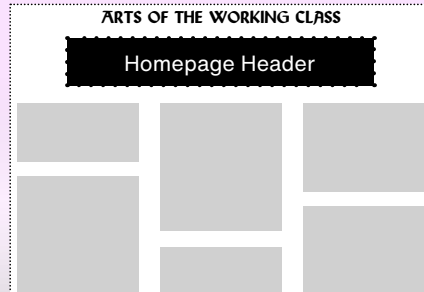
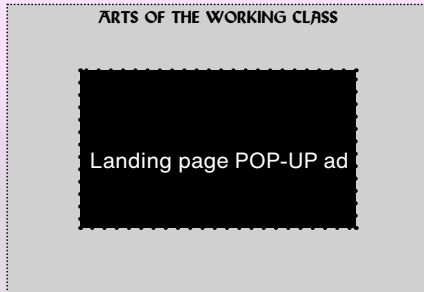
- **Website:** side banners, embedded in articles, or pop-up buttons that echo the visual aesthetic of Arts of the Working Class, in conversation with its partners.
- **Social Media:** curated posts with strong visual and textual connection to the sponsor's mission, aligning with AWC's style of disruption.
- **Newsletter:** Weekly placements reaching an audience of artists, thinkers, and cultural workers dedicated to social justice and change.

Our **online presence** features an **Instagram account** with over **47,000 followers** and a weekly newsletter reaching over **7,000 subscribers**. These channels deliver curated content and highlight key events. These platforms serve as a bridge between broader discourses and local communities, nurturing engagement and collaboration.

By integrating our website and newsletter with social media, we provide our audience access to union meetings, community events, exhibitions, workshops, essays, and interviews. We aim to build partnerships that transcend social and economic barriers, creating new forms of collaboration and plurality.

DIGITAL FORMATS / PRICES

Format	Placement	Dimensions	Price
WEBSITE artsoftheworkingclass.org			
POP-UP AD jpg/png, 72 dpi	Pop-up banner upon landing at the website	1.800 x 1.200 px	€ / £ / \$ 3,500 per month
HOMEPAGE HEADER jpg/png, 72 dpi	Top row of Landing Page	2.560 x 366 px	€ / £ / \$ 1,800 per month
HOMEPAGE LEADERBOARD jpg/png, 72 dpi	Landing Page	1.800 x 1.200 px	€ / £ / \$ 1,200 per month
SIDE BANNER jpg/png, 72 dpi	Left column of Content webpages	480 x 920 px	€ / £ / \$ 600 per month
WEEKLY HIGHLIGHTS jpg/png, 72 dpi	Focus Feature bundle in the weekly highlights section on the website, newsletter, and Instagram.		€ / £ / \$ 1,200 per event



DIGITAL FORMATS / PRICES

Format	Placement	Dimensions	Price
NEWSLETTER with an outreach of more than 7000 subscribers.			
LARGE FORMAT BANNER	Pop-up banner upon landing at the website	1920 x 480 px	€ / £ / \$ 800 per newsletter
SMALL FORMAT BANNER	Top row of Landing Page	2.560 x 366px	€ / £ / \$ 500 per newsletter
CUSTOMIZED NEWSLETTER	Landing Page <div style="text-align: center; border: 1px dashed gray; padding: 10px; width: fit-content; margin: 0 auto;"> <p style="font-size: small; margin: 0;">NEWSLETTER</p> <div style="background-color: #ccc; width: 100px; height: 30px; margin: 5px auto;"></div> <div style="background-color: #000; color: white; width: 100px; height: 20px; margin: 5px auto; text-align: center; font-size: x-small;">SMALL BANNER</div> <div style="background-color: #ccc; width: 100px; height: 30px; margin: 5px auto;"></div> <div style="background-color: #000; color: white; width: 100px; height: 50px; margin: 5px auto; text-align: center; font-size: x-small;">LARGE BANNER</div> </div>	Let creativity fly	Upon negotiation
SOCIAL MEDIA @arts_of_the_working_class, our Instagram page has a global reach, and interacts with over 47,000 international followers.			
STORY	That one last push for the communication of your event.		€ / £ / \$500
CAROUSEL	Up to 10 images		€ / £ / \$1,500
WEEKLY HIGHLIGHT	Up to 4 images		€ / £ / \$600

ONLINE PACKAGES

PACKAGE

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- 👉 Includes Side Banner
- 👉 Calendar Entry
- 👉 Large Newsletter Banner
- 👉 IG Weekly Highlights

€ / £ / \$1,500 per month

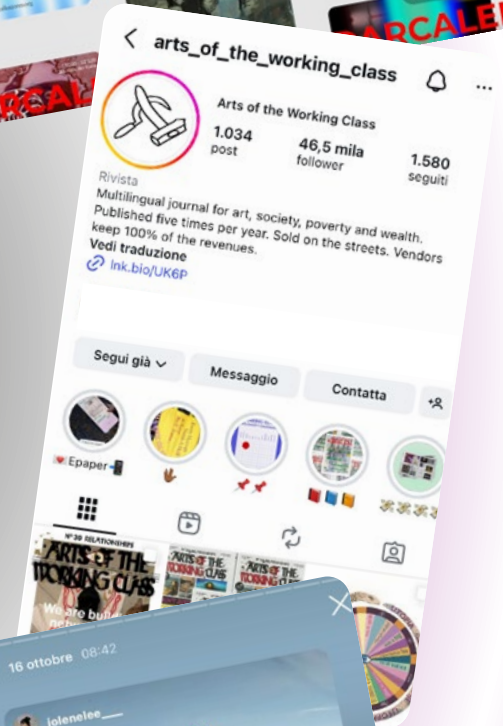


PACKAGE

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- 👉 Includes Side Banner
- 👉 Calendar Entry
- 👉 Newsletter Banner
- 👉 and Online Feature (commissioned review/interview/essay)

€ / £ / \$2,500 per month



PACKAGE

L

- 👉 Includes Side Banner
- 👉 Newsletter Banner
- 👉 Calendar Entry
- 👉 Online Feature
- 👉 Instagram Campaign (1 Story or Reel of 1-10 images)
- 👉 1 Post, and IG Weekly Highlight

€ / £ / \$3,500 per month



THE RELATIONSHIP BETWEEN STREET REVENUES & PROJECT FINANCING

Per issue, street vendors generate approximately 200.000,- Euros



maximize

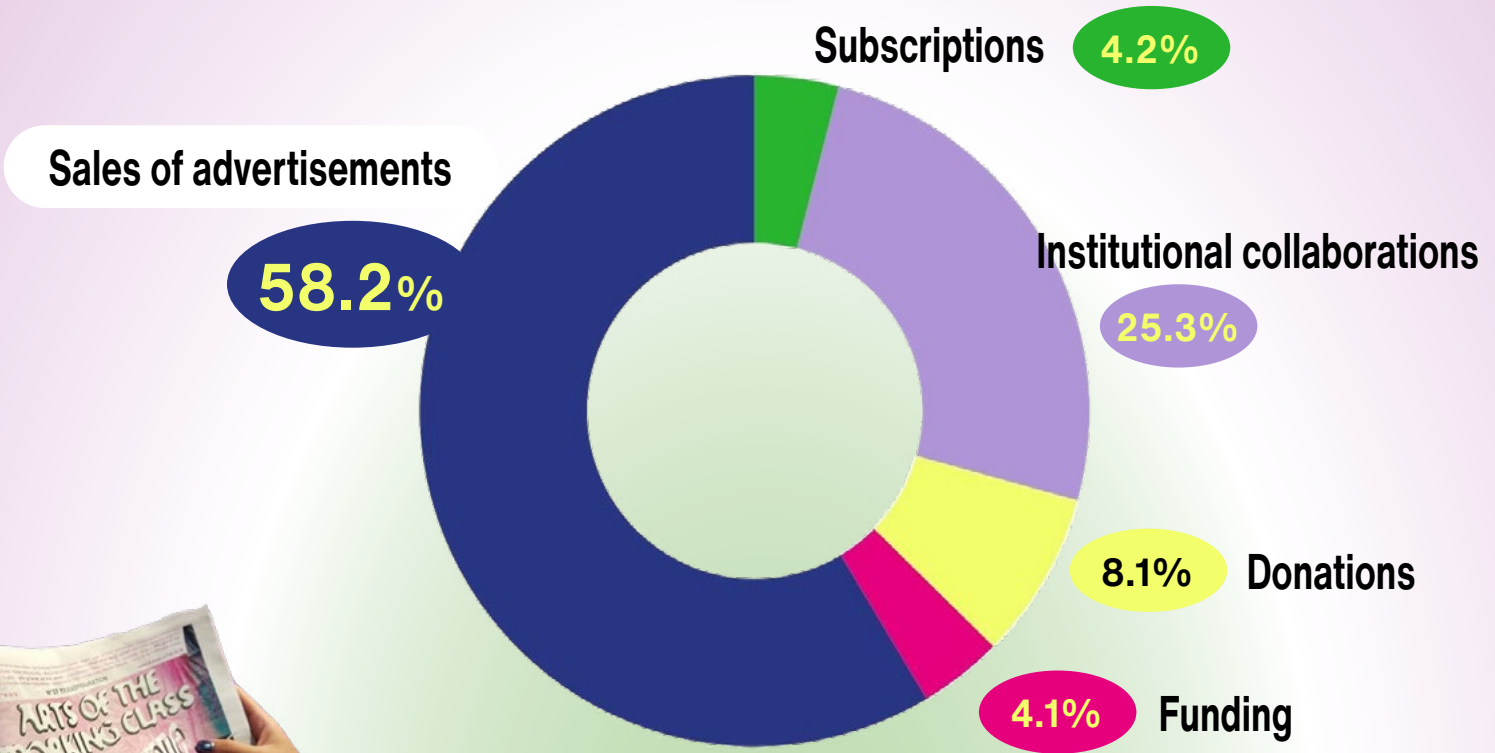
400%



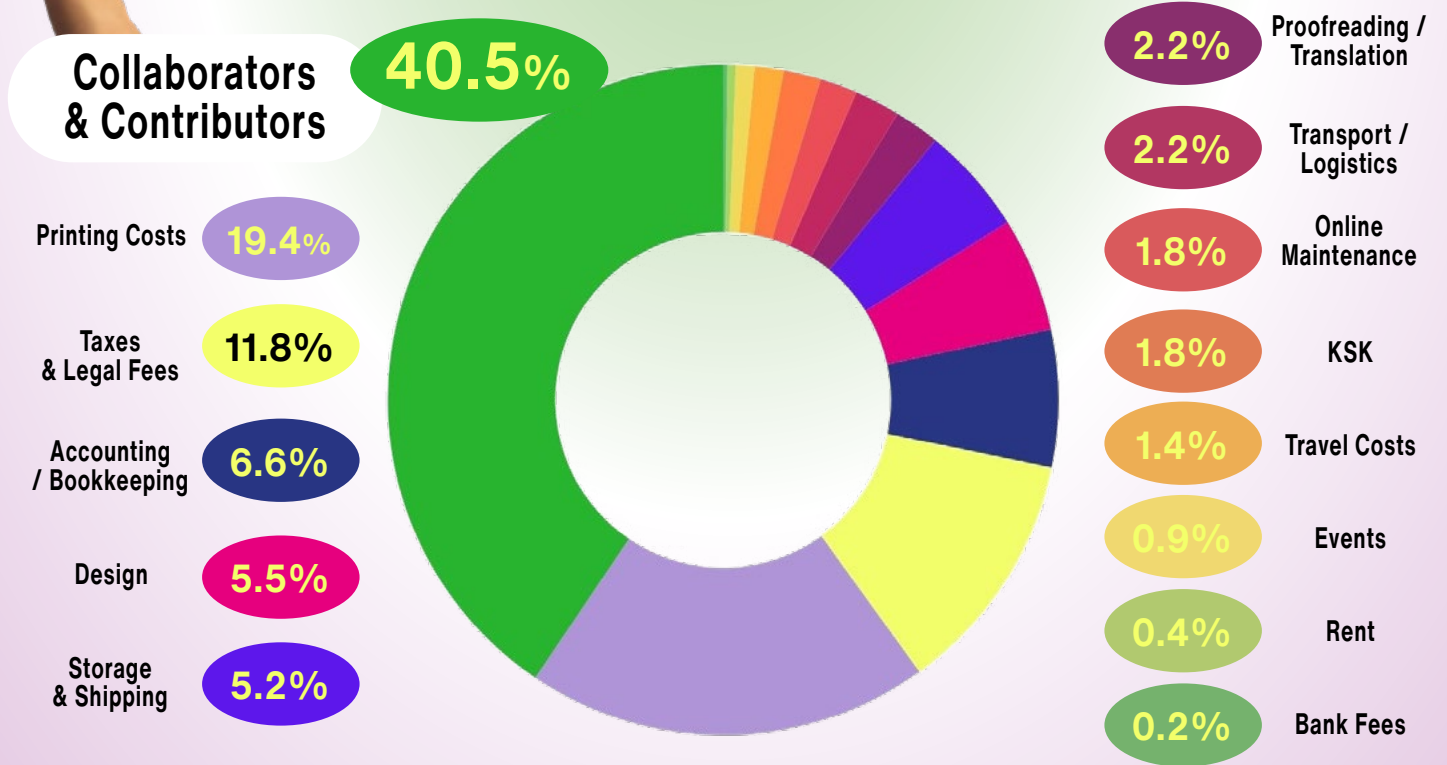
100%

While the project's direct funding (advertising, grants, and donations) accounts for roughly 50.000,- Euros.

HOW AWC IS FINANCED

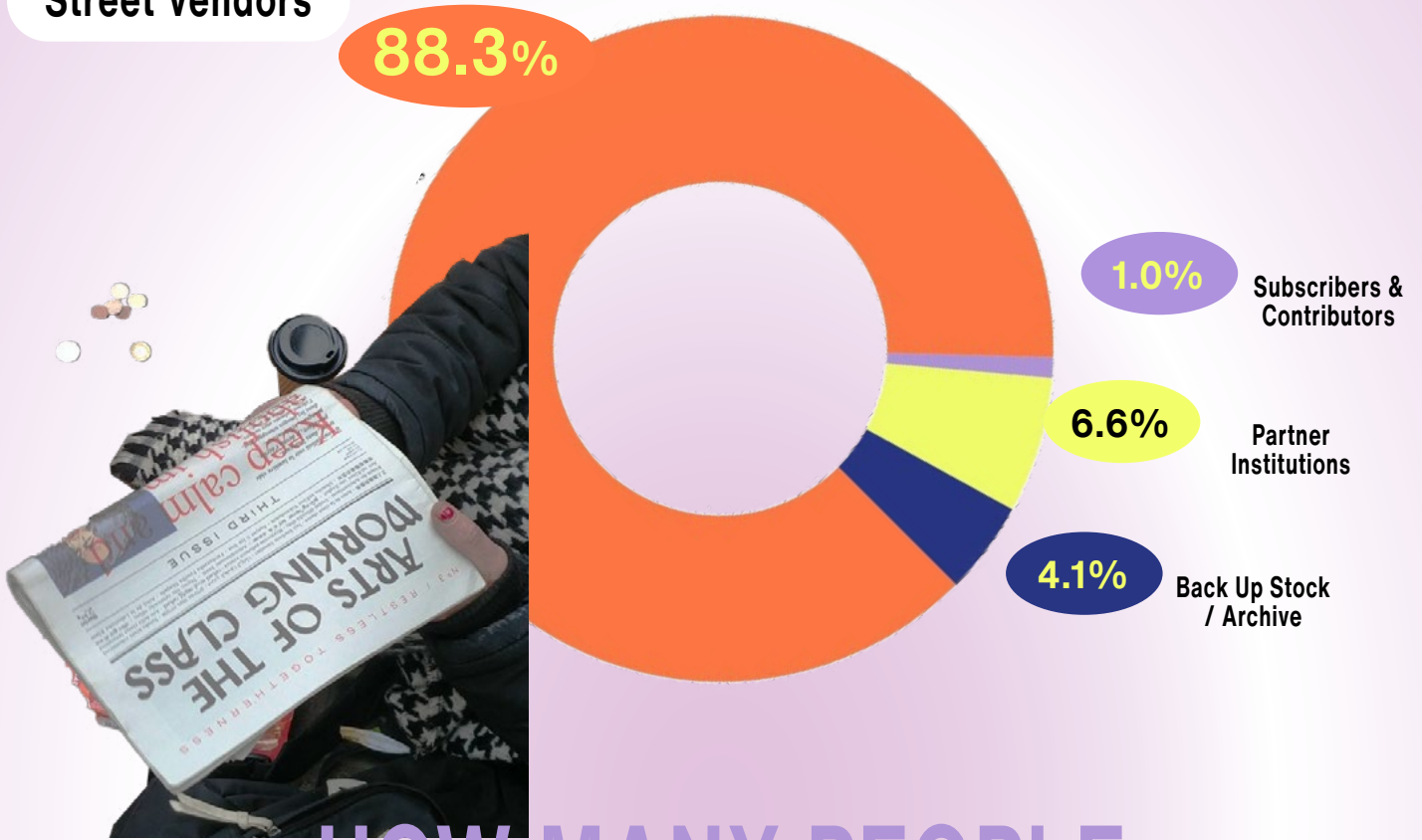


OUR RUNNING COSTS AND EXPENSES



HOW AWC IS DISTRIBUTED AND CIRCULATED

Street Vendors



HOW MANY PEOPLE ARE BEHIND AWC



ARTS OF THE WORKING CLASS

TRANSFORMERS MediaKit 2026

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Thank You