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## **A&F Markets presents *aw!*, the first weekly publication on the French art world**

PARIS, France – 15 January 2015 – A&F Markets has set the ball rolling with the first weekly magazine dedicated to art world news. Presented in a playful, youthful and richly illustrated format, *aw!* provides the most relevant news of the week every Saturday; available exclusively from the App Store and Google Play.

“Having created Art Media Agency (AMA), we are continuing to innovate, launching the first weekly art news publication which is also the first art magazine exclusively for tablets,” declares Pierre Naquin, Founder of A&F Markets and publication manager for *aw!*. “The market for art press in France is particularly lively and we are proud to be part of that with a magazine that says so much with just two letters!”

“Our publication looks to be dynamic, colourful, youthful, easy to read, thought provoking, visually engaging, original and fun. The magazine is directed towards anyone with an interest or a curiosity for art,” announces Clément Thibault, Chief Editor of *aw!* “The editorial stand will remain free and fresh and above all, informative and relevant.”

Including interviews with artists and art professionals, each edition will cover French and international news, complete with visual illustrations, as well as a weekly detailed report. The magazine concludes with a calendar of current exhibitions across the globe.

“For an organisation such as ours, to produce a weekly magazine is a true feat, especially given that the art market in France, as well as abroad, is not at all accustomed to such short periodicities,” explains Carine Claude, Director of Information at A&F Markets. “However we have succeeded and for more than a month now the publication of each issue has run smoothly.”

*aw!* can be downloaded for free on the Apple’s App Store and on Google Play on <http://aw-mag.com/go.php>.

The price of each issue is €2.99. Attractive subscriber packages are also available: €9.99 per month (~4 editions: ~16% reduction) or €49.99 for six months (~25 editions: ~33% reduction).

***aw!* is the first French weekly magazine to specialise in art. It is also the first tablet-exclusive publication to focus on the art world. The application can be downloaded for free at <http://aw-mag.com/go.php>.**

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