

THE PHOTO GRAPHY SHOW

PRESENTED BY AIPAD

ASSOCIATION OF INTERNATIONAL
PHOTOGRAPHY ART DEALERS
MEDIA KIT 2026



The Association of International
Photography Art Dealers

Organized in 1979, **The Association of International Photography Art Dealers (AIPAD)** and its current members across the globe has become a collective voice for dealers and others in the medium responsible for fine art photography dealing and collecting.

The Photography Show presented by AIPAD is the longest-running exhibition dedicated to the photographic medium in the world. The art fair transforms one of New York's most notable architectural landmarks, the Park Avenue Armory, into an immersive photography experience, transcending eras, attitudes, and artistic styles.

The 2026 edition will celebrate the 200th anniversary of photographic evolution, featuring the renowned AIPAD Talks programming slate and special activations hosted by cultural, corporate, design, and media partners worldwide.

Opening Night celebration will be **April 22, 2026**, and the show runs from **April 23 – April 26, 2026**, at the iconic **Park Avenue Armory on the Upper East Side**.





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AIPAD Exposure is a monthly newsletter featuring AIPAD member exhibitions and new member announcements. Each month highlights AIPAD members and the larger photography scene in a particular city or region.

AIPAD Focus is a new monthly newsletter, a companion to AIPAD Exposure, which will feature announcements and upcoming events organized by AIPAD. This includes, but is not limited to, AIPAD Talks and registration and monthly updates on The Photography Show presented by AIPAD.

AIPAD newsletters are distributed digitally and live in perpetuity on AIPAD's website:

www.aipad.com/media.

AUDIENCE

23,000+ Newsletter Subscribers

28,600+ Instagram Followers

11,000+ Facebook Followers

62,600+ Total Subscribers/Followers

Engagement

54% Open Rate

12.1% Click Rate (Unique)

1.7% Click Rate (Advertisers)

Past issues: www.aipad.com/newsletters

aipadexposure

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MEMBER NEWS



Christina Leslie, *Galang*, 2025. © Christina Leslie. Courtesy Stephen Bulger Gallery

MAY 2025

On the heels of a sunny and successful Photography Show, which drew sizable crowds to the elegant Park Avenue Armory, the May issue of Exposure is highlighting a selection of standout exhibitions on view at AIPAD member galleries this month and focusing on the photography scene in London.

A RETURN TO PHOTOGRAPHY'S ANALOG ROOTS

MEDIA RATES

Show Months (March, April)

\$2,000 Banner Ads

\$3,250 Editorial Feature

Off-Show Months

\$1,500 Banner Ads

- Ad banner dimensions: 1200x300px
- Editorial feature: graphic of 1200x600px and 100 words
- Insertion orders due by the first of the month; content is reviewed and approved by AIPAD's Editorial Team

aipad FOCUS

THE ASSOCIATION OF INTERNATIONAL
PHOTOGRAPHY ART DEALERS



Michael Stipe

**THE PHOTOGRAPHY SHOW
PRESENTS 2025 AIPAD
LIVE TALKS PROGRAM**

EXAMPLES



Courtesy of Subtext and Discourse

Subtext and Discourse

"The art world and associated market are famously opaque and can at times be exclusive. Michael Dooney speaks with artists, curators and other professionals who share their personal experiences of this unique field. In this series, Member Galleries will explore AIPAD's history and evolution over the last 40 years while discussing the most important topics in both the photography market and the broader world of photography."



Alvin Fournier, Untitled (Red Rose), 2024
Courtesy of Monism

The New York Times

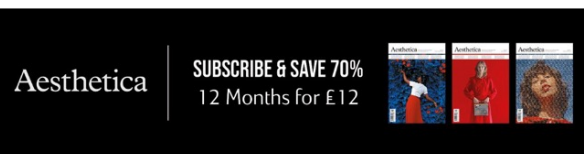
It's Springtime on Polaris-9b, and the Exoflowers Are Blooming

"Imagine setting out for a springtime stroll. Not here on Earth but on some distant planet orbiting a distant star. Even light-years from home, you recognize some familiar pleasures: The sun (albeit a different sun) is shining. The roses are in bloom. A breeze is blowing. Vincent Fournier's images will be on view at The Photography Show presented by the Association of International Photography Art Dealers, April 23 through 27, at the Park Avenue Armory in New York."

HOURS & LOCATION

Thursday, April 24, 12pm – 8pm
Friday, April 25, 12pm – 7pm
Saturday, April 26th, 12pm – 7pm
Sunday, April 27th, 11am – 5pm

Park Avenue Armory
643 Park Ave
New York, NY 10065



On View 22 April – 9 May 2025

Photographs from the Polaroid Collection

501 W. 20th St New York NY 10011 ragoarts.com



RAGO

AIPAD IN THE PRESS

The New York Times

8 Standouts at the AIPAD Photography Fair

"Photography may be the perfect medium for an art fair. This year's colorful and wide-ranging edition of the Association of International Photography Art Dealers fair is a bursting capsule history of the medium."



Tim Walker, Kiss (oil on canvas), 2011. Walker's latest series of portraits, 'Kiss', is on view at the AIPAD Photography Fair, April 23-27, 2025. Courtesy: Tim Walker and Michael Nagler Gallery



Sara Abbaspour, Untitled (Lighting Cigarettes), 2024

aperture

Announcing the 2025 Aperture Portfolio Prize Shortlist

"Selections of work by the five shortlisted artists will be presented at the Association of International Photography Art Dealers, April 23–27, with an opening reception on Wednesday, April 23."

artnet

The Photography Show Returns With a Longer Run and Star-Studded Programming

"The diverse range of exhibitors hailing from around the world presents visitors with a wealth of photography—both historic and contemporary—to explore and discover. Together, the 2025 edition of the fair promises to reaffirm why the Photography Show has maintained its stature as a premier destination for collecting and learning about the medium."



Casper Faassen, Modoko XIV V, 2024. Courtesy of Blüthner, Amsterdam



The Association of International
Photography Art Dealers

Lydia Melamed Johnson | Executive Director
AIPAD + The Photography Show presented by AIPAD
Lydia@aipad.com | +1 510 326 8797

NJ Xiong | Partnerships Manager
AIPAD + The Photography Show presented by AIPAD
nj@aipad.com | +1 805 765 5494

Irene Papaefthemiou | Associate Director, AIPAD
Martijn van Pieterse | President, AIPAD

www.aipad.com

