

exibart



**Mediakit
2023**

Who we are

exibart has made and continues to make history in web information in the art sector. It was founded in 2000 and immediately became the essential point of reference for enthusiasts and professionals.

Today, after over 20 years of history and millions of news items distributed, exhibart has transformed into a multichannel information platform that spreads its content through the web, newsletter, direct email marketing, the print magazine, tablets, smartphones, books, and many other innovations that we are about to present.

www.exibart.com



For advertising

adv@exibart.com
339 7528939

Mediakit 2023



Daniel Gonzalez
ArtVerona, 2021

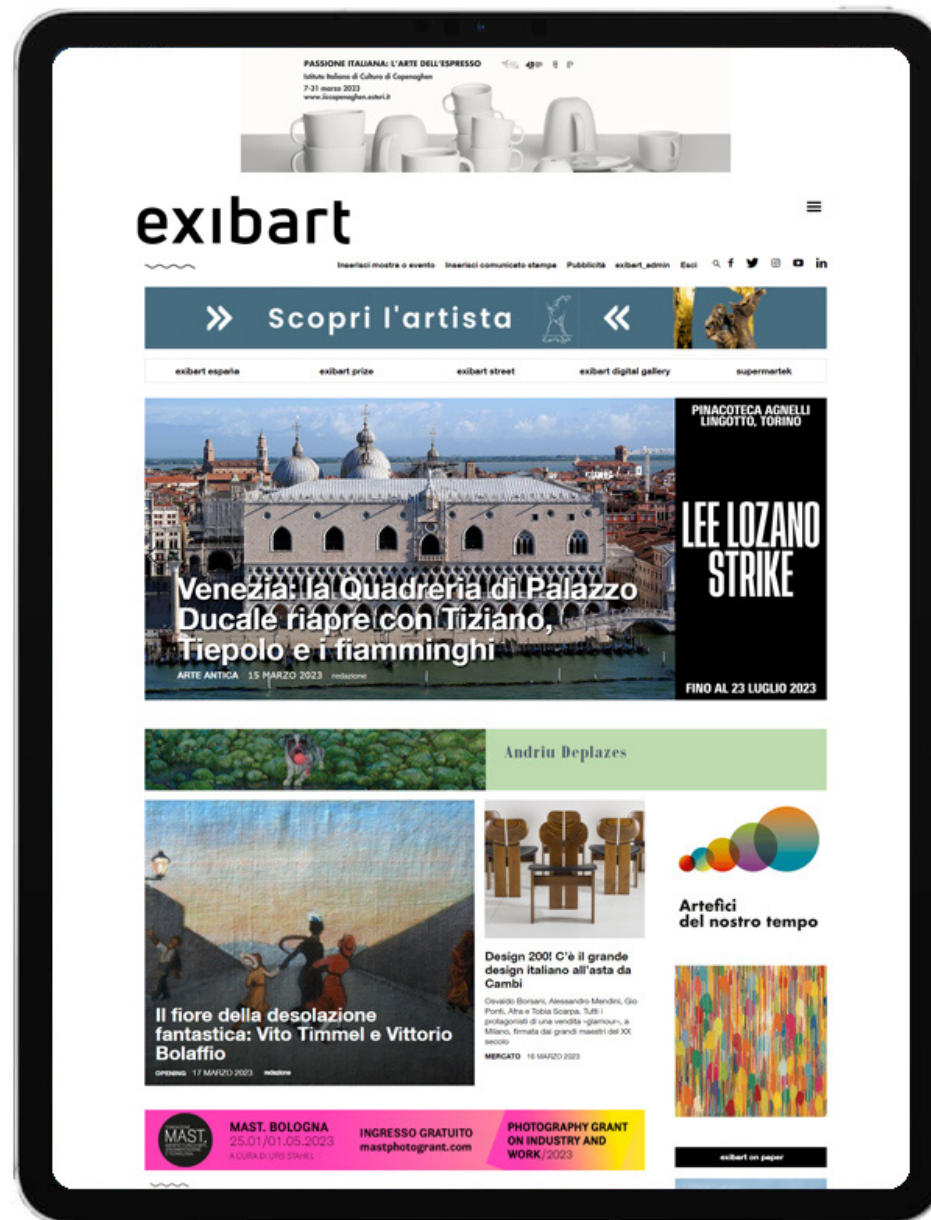
exibart.com

www.exibart.com

It is the most efficient and widespread tool for information and in-depth analysis on art, architecture, design, fashion, education, cultural tourism...

An editorial experience that has no equal, even abroad. With a loyal community for over 20 years that becomes a generator of culture and a movement of opinion.

Exibart.com includes newsletters, mailings, and alerts. A wide range of products and services that reach over 160,000 highly-profiled people every day.



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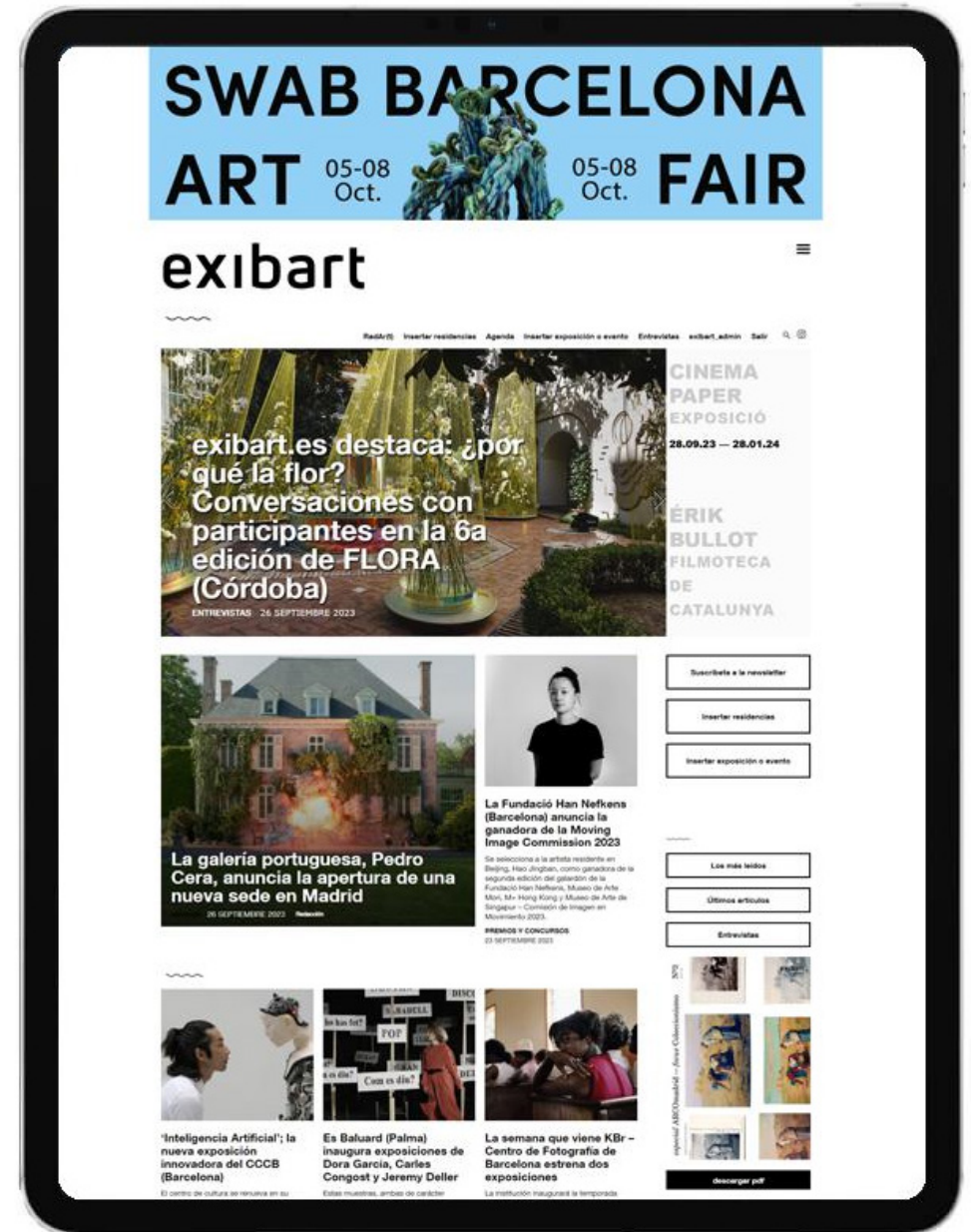
Mediakit 2023

exibart spain

In Spain too, we are the leading online editorial platform in the market.

Every day, we provide news, in-depth analysis, interviews, and a special section dedicated to artist residencies.

www.exibart.com





exibart
exibart

exibart onpaper

Born in 2002, it quickly became the benchmark in the sector of cultural freepress in just a few years.

A carefully planned distribution allows the newspaper to reach a wide and high-profiled audience.

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exibart onpaper digital

Starting this year, by following a green path, you can subscribe to exhibart Onpaper only in its digital version.

Less paper, less diesel, less ink will reduce our environmental impact but not the quality of a newspaper that has been a reference point for culture and art since the last century.

We will renew the design and enrich ourselves with new spaces and columns. The digital subscription includes 8 regular issues plus specials.

You will receive every issue directly in your email, wherever you are, and if you are registered, you can keep all the back issues in your archive. Those who cannot resist the smell of paper can still find exhibart Onpaper at trade fairs, museums, galleries, foundations, and our normal distribution points.

www.exibart.com

Trimestrale - Sped. in A.P. 45% - D.L. 353/2003 (conv. L. 27/02/2004 n.46) art. 1, comma 1 - DCB Firenze - Copia euro 0,0001
POSTE ITALIANE S.P.A. - SPEDIZIONE IN ABBONAMENTO POSTALE - 70% C/RM/05/2018



exibart
115

COVER
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EXIBART 115
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DANIEL GONZÁLEZ X
exibart

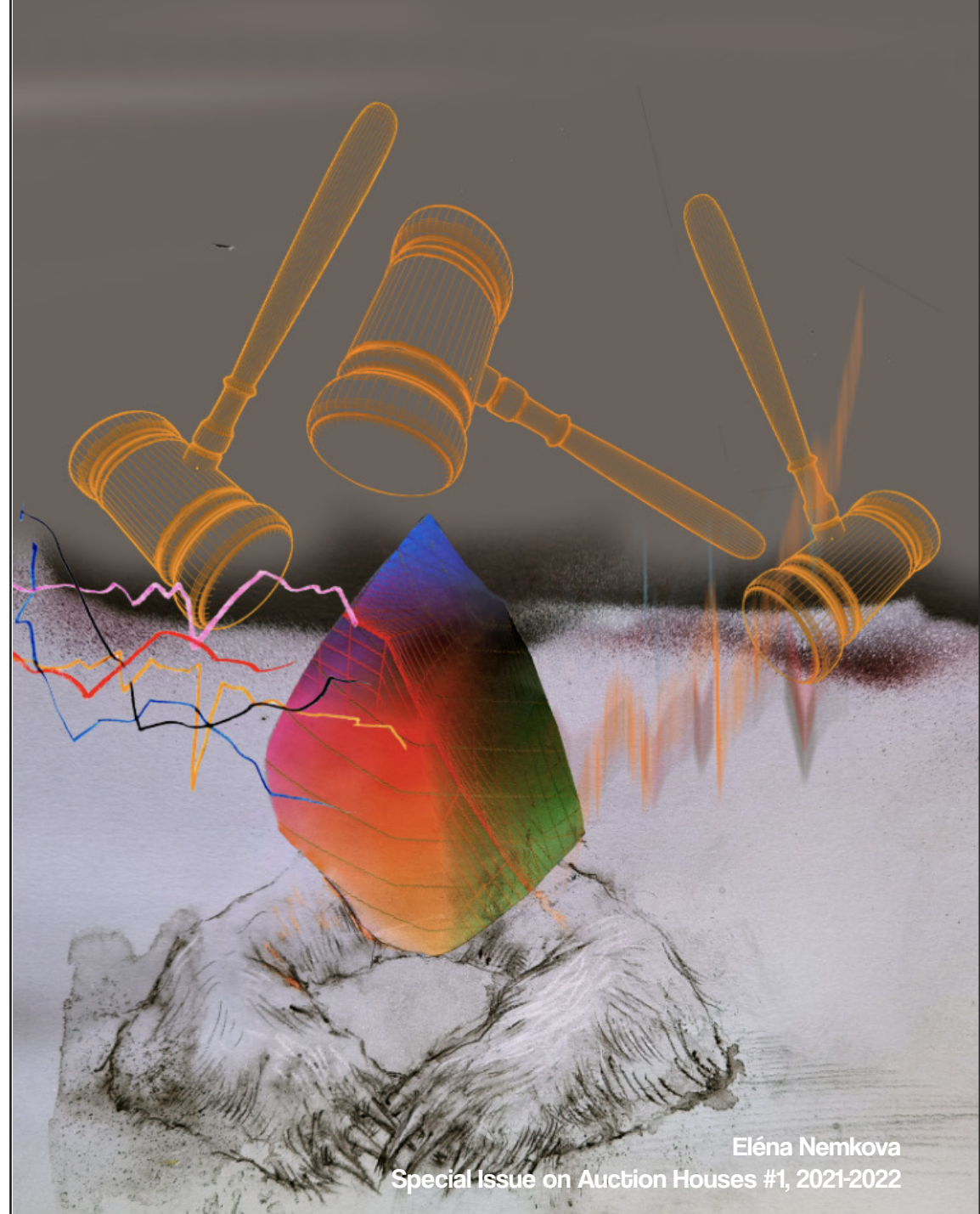
Daniel Gonzalez
Biennale di Venezia, 2022

exibart special issues

Auction houses, awards, corporate museums. To offer greater knowledge and to consolidate relationships with existing entities on a national and international level, Exibart delves into each of these systems with dedicated special issues.

Each special issue offers readers a tool for in-depth analysis and the entities involved a wide-scale diffusion of their image and work. Being present in our special issues is a guaranteed successful investment.

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Eléna Nemkova
Special Issue on Auction Houses #1, 2021-2022

A photograph of a gallery space bathed in a deep blue light. In the distance, a person is walking on a treadmill. The word "exibart" is projected in a large, white, sans-serif font onto the right wall. The floor is dark, and the ceiling has recessed lighting fixtures.

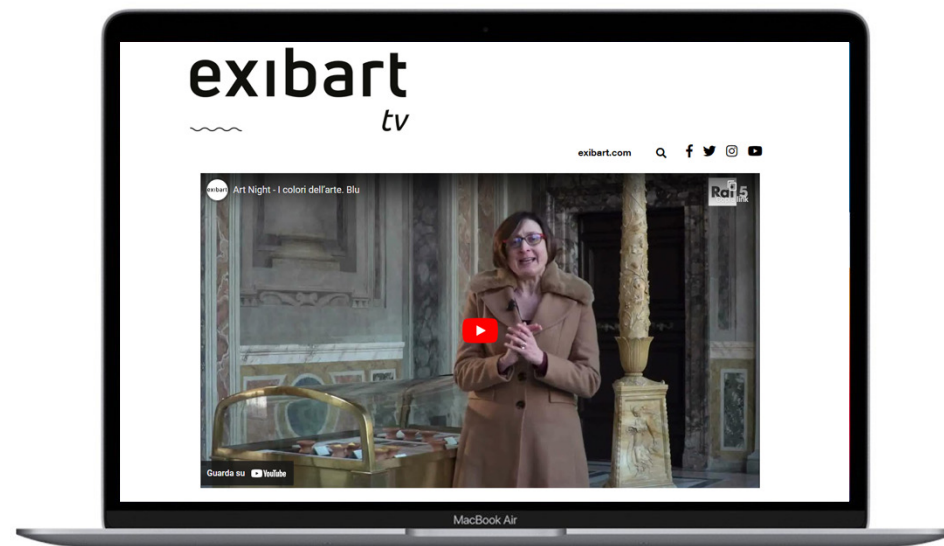
exibart

exibart tv

Debuted in 2006 and is accessible both from the web and any mobile device. It is rich in services on exhibitions, events, and protagonists of the art system.

exibart.tv services allow an event, an exhibition, or a festival to incredibly multiply its visibility while remaining available in the archives of the site and on our YouTube channel.

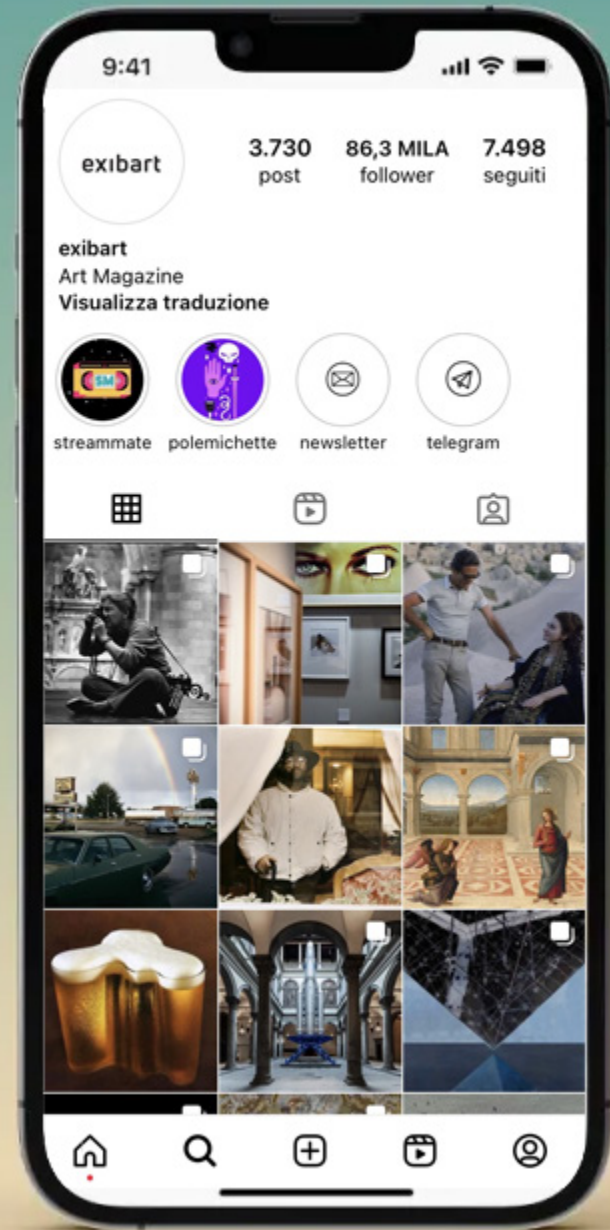
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exibart social

Investing in our Facebook, Instagram, Twitter, YouTube, and LinkedIn channels means reaching over 400,000 people, a unique communication tool.

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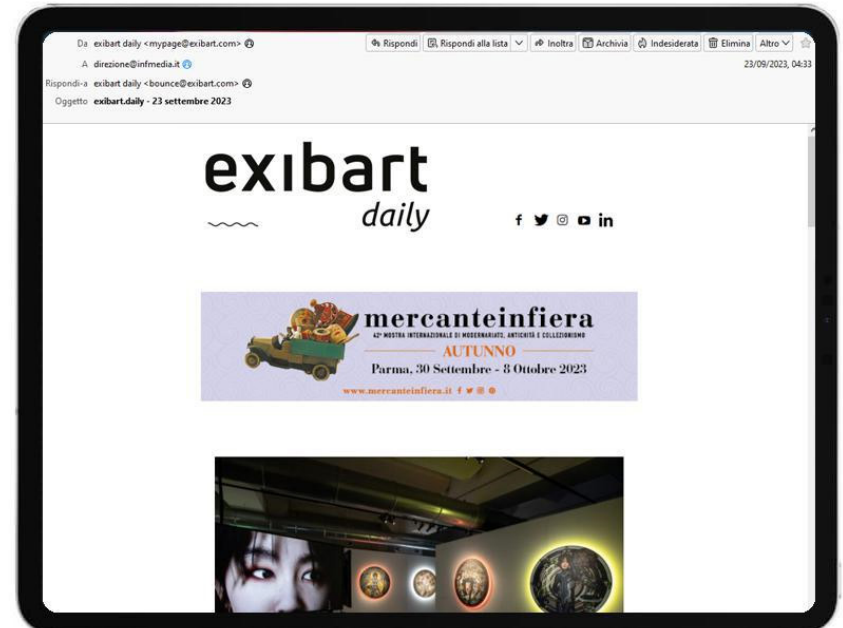
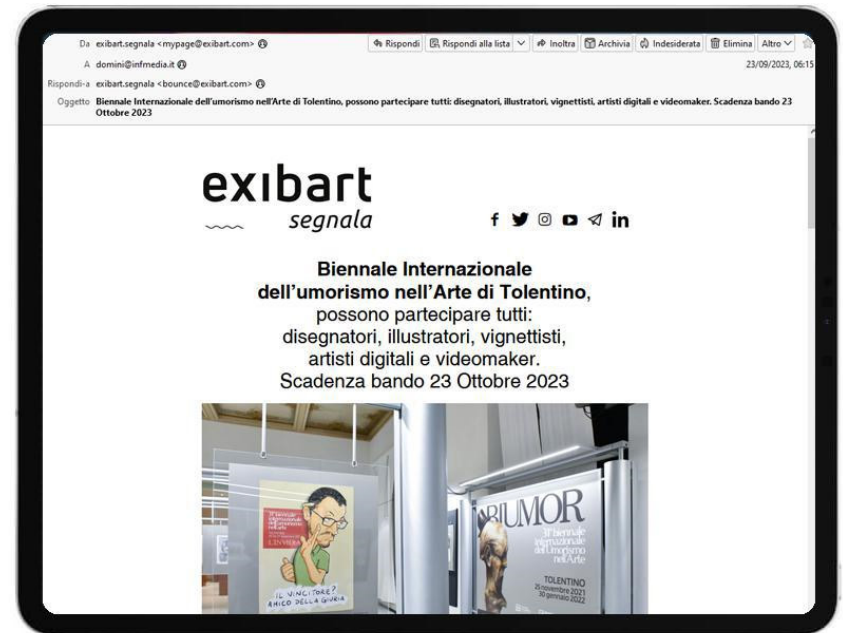
exibart segnala

Targeted information for our database of over 160,000 art enthusiasts and industry professionals.

www.exibart.com

exibart newsletter

Every morning, the best of exhibart's news on the desks of art lovers, art workers, and decision makers.

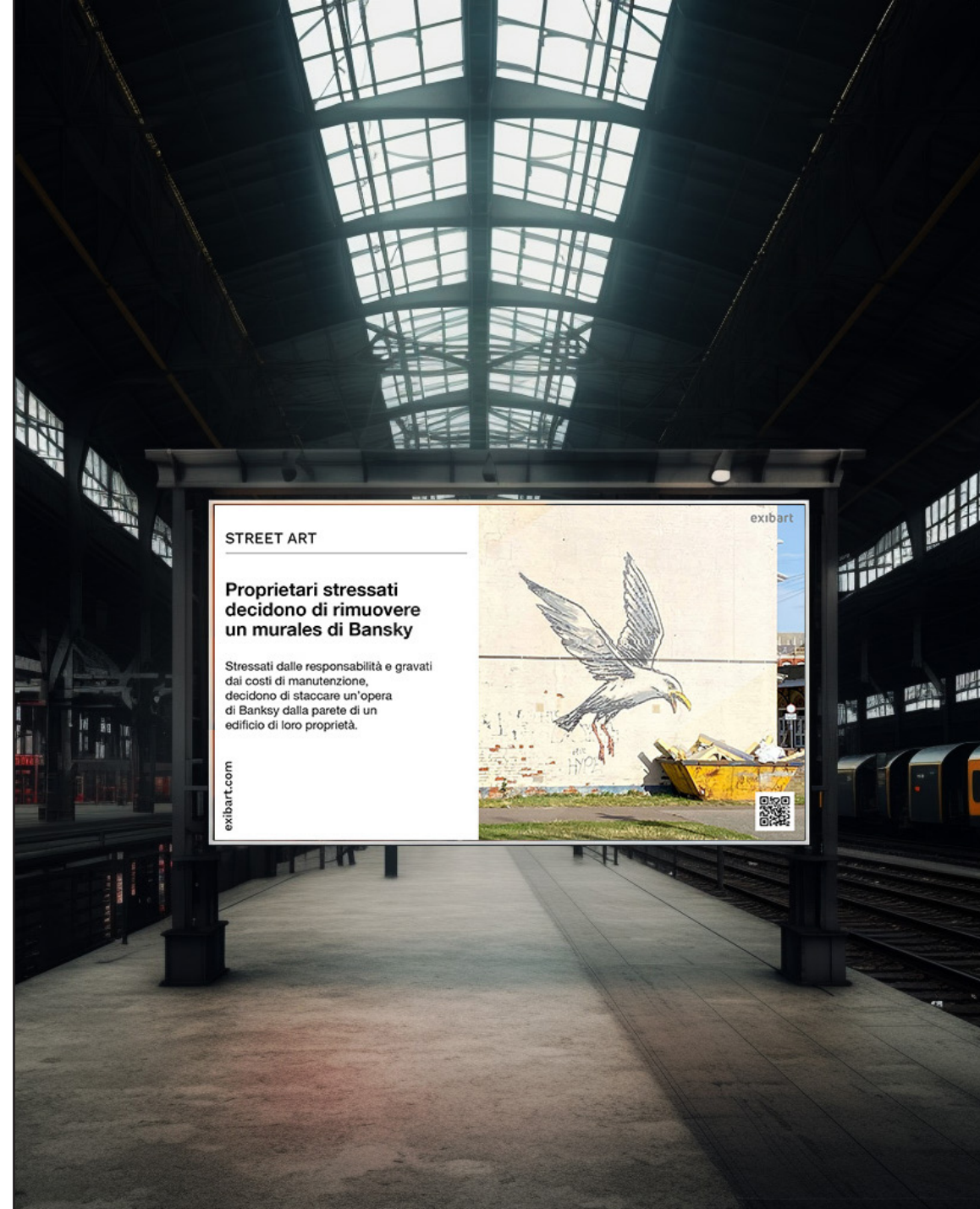


exibart news

Every day, over 2,000,000 users read our art-related news on the screens of the Grandi Stazioni network.

www.exibart.com/repository/media/grandi-stazioni/exibart-edizione-25_09_2023.mp4

www.exibart.com



exibart prize

exibart Prize is aimed at emerging, mid-career, and established artists with no limitations on the medium.

Organized annually with a comprehensive program of benefits and monthly opportunities, the prize allows each registered artist to build their own artistic and biographical presentation to be evaluated by the exhibart editorial staff and ultimately by a jury composed of art critics, curators, collectors, fair directors, and institutions.

The exhibart Prize recognizes the winner with an acquisition prize and one-year coverage in editorial and advertising. It also guarantees visibility, socialization, and opportunities for all participating artists.

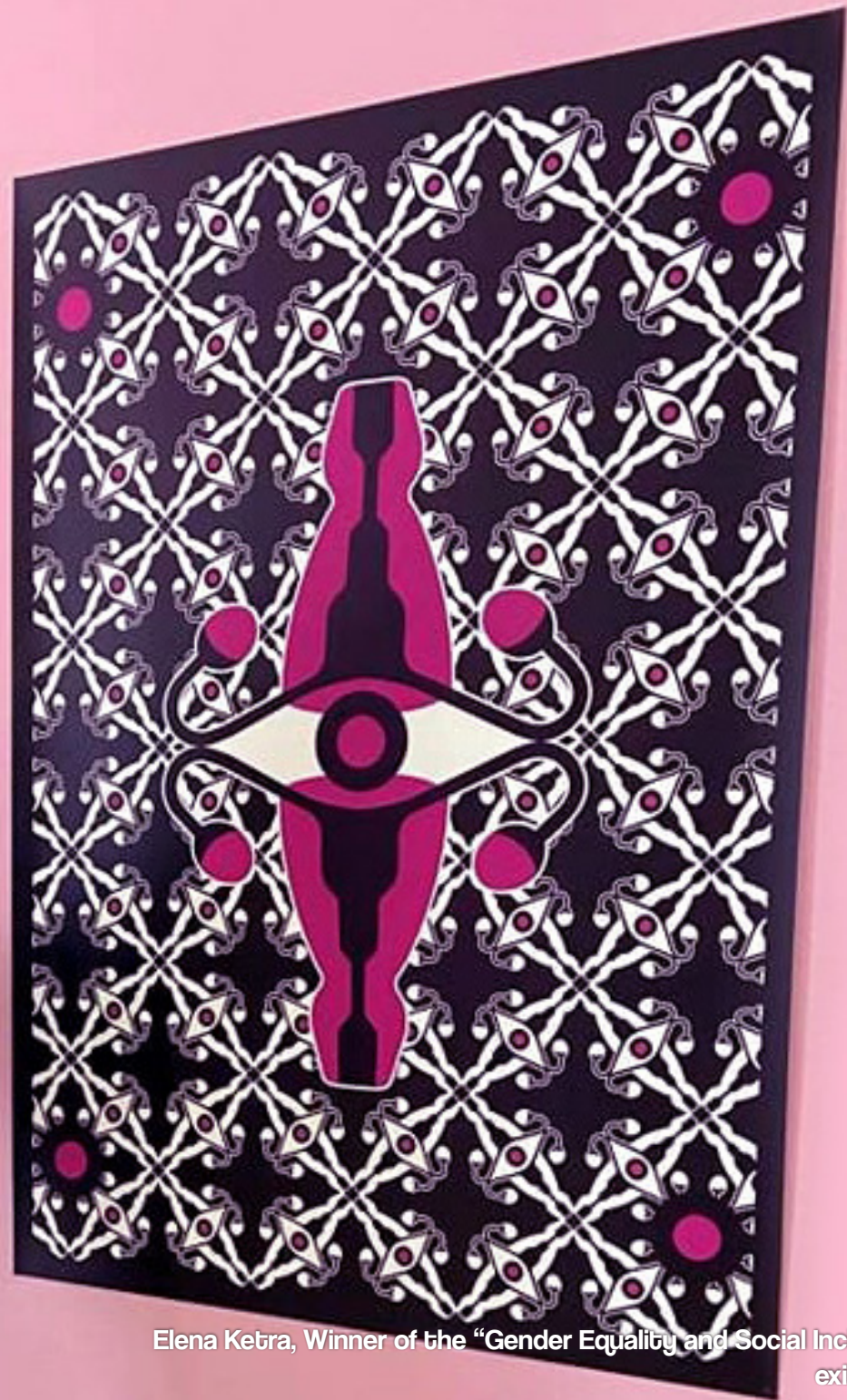
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The screenshot shows the exhibart prize website interface. At the top left is the logo "exibart prize" with a wavy line underneath. To the right of the logo is a navigation menu with links for "home", "benefits", "come funziona", "contatti", and "italiano", followed by a hamburger menu icon. Below the navigation is a large featured image of a black bird's head with a yellow beak, which is pecking at a human's teeth. Underneath this image is the text "Iscriviti a exhibart prize! È una questione di tempo!" followed by a black button with the white text "ISCRIVITI". Below the button is a link "Scopri i benefit e premi". The next section features a collage of images, including a book cover with the text "THIS IS THE" and "exibart 117". Below this collage is the text "exibart prize assegna a Francesca Piovesan la copertina di exhibart on paper 117" and a link "Leggi l'articolo". At the bottom of the screenshot is a partial view of a blue and white patterned object.

Mediakit 2023



Elena Ketra, Winner of the "Gender Equality and Social Inclusion" section
exibart prize 2022

222 emerging artists to invest in

exibart's focus on emerging artistic research in Italy is a guide to knowledge and investment in the vast world of contemporary proposals. "222 emerging artists to invest in" is a group work, shared with a plurality of anonymous and always different selectors (curators and independent spaces that carry out an almost daily practice of studio visits), and inclusive of even less mainstream opinions and critical orientations.

Each artist is dedicated a monographic card, enriched with biography, statement, contacts, and photographic reproductions of one or two significant works so that "222 emerging artists to invest in" is, in addition to being a snapshot of emerging Italian artists or active in Italy, an important tool for study and in-depth analysis within a large platform for meeting, circulating ideas, support, and enhancement.

www.exibart.com



+Target audience

The audience that exhibart targets is worth approximately 10,000,000 people profiled according to their level of interest in the art world.

5%

consists of industry professionals or related fields such as design, architecture, publishing, and more generally, creative professions.

15%

is made up of high school, university, and academy students.

40%

is made up of art enthusiasts. Contacts who continuously follow art, regularly visit museums and galleries, buy artworks, and purchase books and magazines.

40%

is made up of people who follow art in a less in-depth way, only participating in major exhibitions and buying art-related products sporadically.

+Web Analytics

5.000.000

views per month

2.000.000

visitors per month

160.000

registered users in the community

160.000

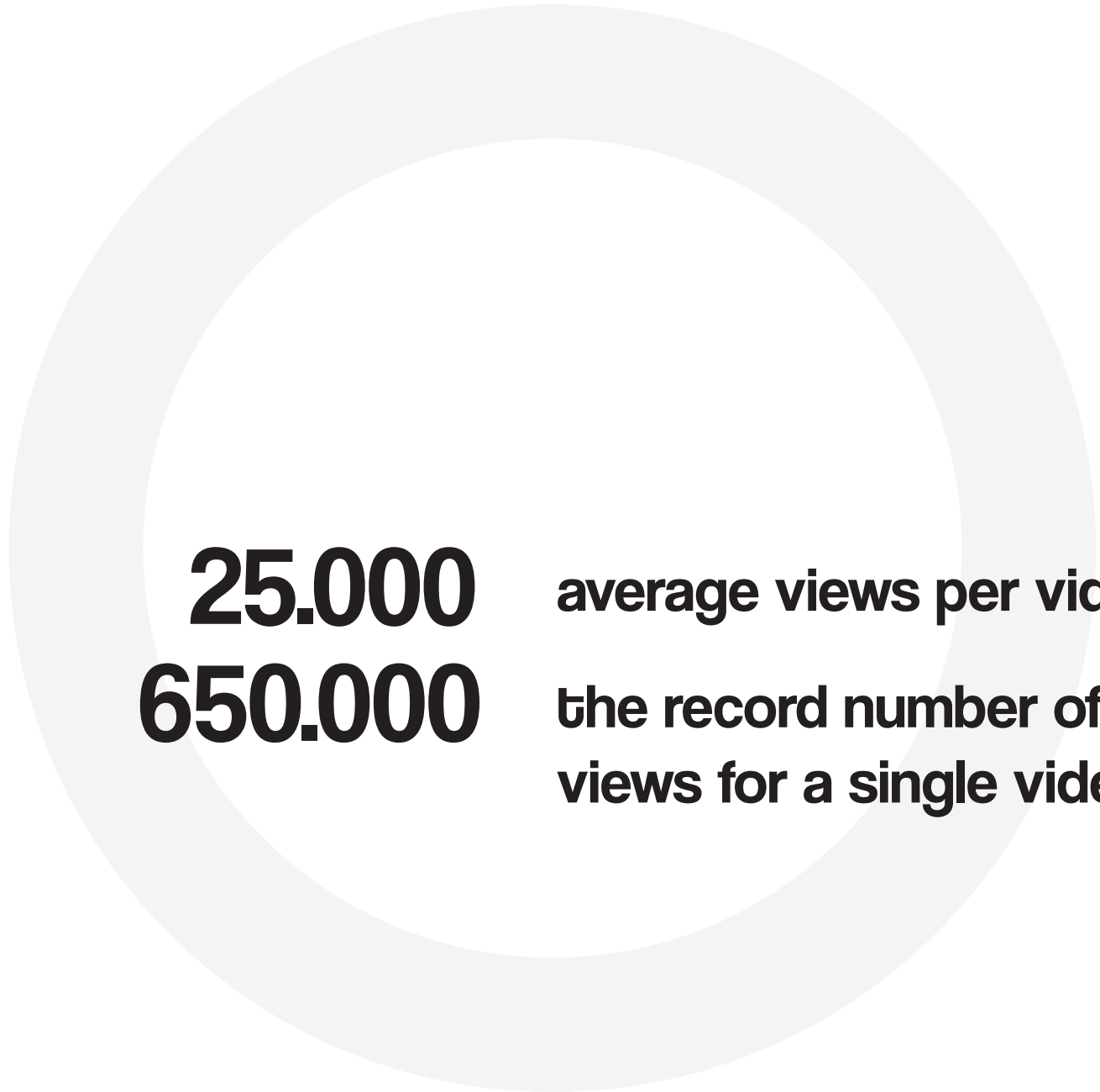
subscribers to the newsletter

160.000

subscribers to the mailing list

+ banner

TIPOLOGIA	CLICK-THROUGH-RATE
Strip under the logo 990x90 px	1,87%
Box slider featured news 300x600	1,87%
Strip under featured news 990x90	1,65%
Strip in second, third, fourth, and fifth position 740x90 px	1,55%
Banner 300x300 px in first position	1,85%
Banner 300x300 px	1,6%
Banner Masthead 970x250 px	1,94%



25.000
650.000

average views per video

**the record number of
views for a single video**

+Magazine (on paper + digital)

5

issues are released every year

50.000

copies distributed per each issue

600

points where it's possible to find it

20.000

subscribers

3.500

are the industry professionals and opinion leaders who receive it

55.000

copies distributed each year at fairs and events

7

major events that exhibart participates in

(Arte Fiera Bologna, Miart Milano, Art Verona, Artissima Torino, Biennale di Venezia, Arte in Nuvola Roma, MIA Fair)