

MEDIA KIT

2020

www.artribune.com
adv@artribune.com

Artribune
DAL 2011 ARTE. ECCETERA ECCETERA



Artribune is a platform devoted to the arts and to contemporary visual culture. Fast, accurate, authoritative, inclusive and unique, widespread, viral and interactive, Artribune is the absolute point of reference for information and communication in the world of art and culture in Italy, with updates 24/7. Thanks to the print magazine, the digital platform with its web TV and its app, as well as its presence on all social media platforms, Artribune is aimed at a transversal and heterogeneous audience that loves art, creativity, architecture, design, fashion, music, literature, cinema, theater, quality travels, food and wine. Directed by Massimiliano Tonelli and chaired by Paolo Cuccia, it has over 400 collaborators throughout Italy and abroad, including professionals, journalists, curators, critics and art historians, bloggers, communication experts, philosophers, academics, and thinkers.



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ABOUT US



Accurate, fast and lively, updated daily and throughout the day, the website is an essential tool for those working in the world of culture as well as for the whole universe of art enthusiasts. Innovative and current, it constantly interacts with social media platforms such as Facebook, Instagram, Pinterest, Flickr, YouTube and Twitter, with critical insights, journalistic content and challenging opinions published daily. With its innovative language, artribune.com combines news and multimedia to create an immediate and interactive reading experience on topics such as events, current affairs, investigative journalism, previews, interviews, political opinions and more, engaging a selected group of opinion leaders and journalists from around the world of culture, politics and economics.



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DIGITAL



ANALITYCS

 VIEWS / MONTH **1,410,000**

 USERS / MONTH **733K**

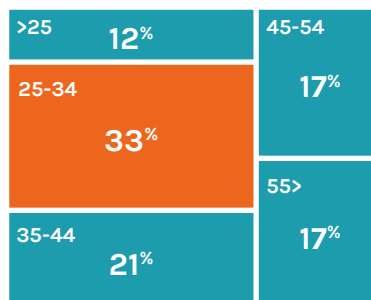
 SESSIONS / MONTH **1,027K**

 PAGES PER SESSION **1,82**

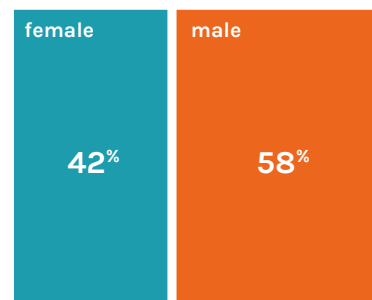
 SESSION DURATION **1'50"**

READERSHIP

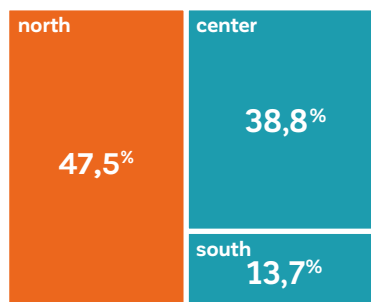
AGE



GENDER



LOCATION



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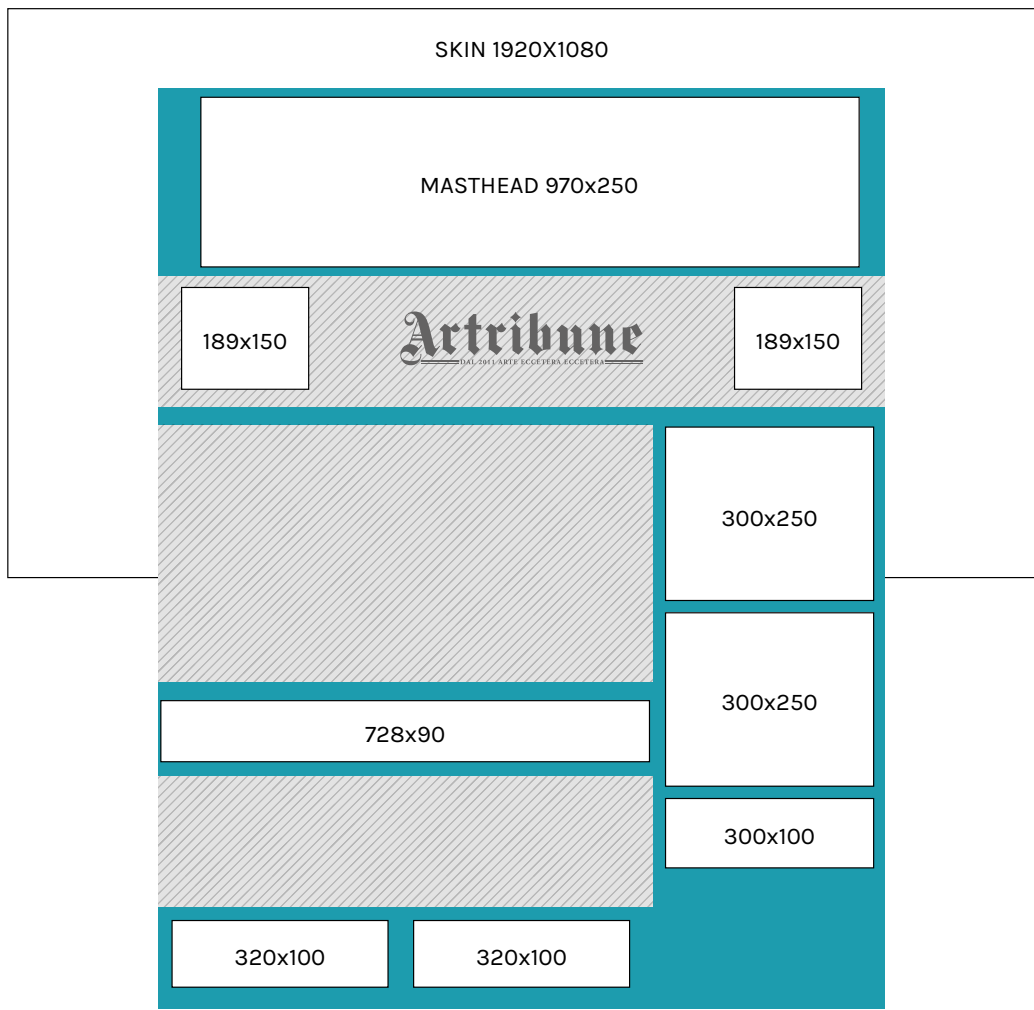
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Fonte: google analytics

DIGITAL





ARTRIBUNE RECOMMENDS

Artribune's Direct Email Marketing - the fine line between editorial content and commercial communication.

Specs: introductory text, event's details, graphics 600 x 470px, including hyperlink and social media information, to be forwarded to a database of 73 thousand selected contacts.

ARTRIBUNE LETTERA

Daily newsletter featuring selected news and the most popular articles.

Specs: 300 x 250px or 600 x 100px banner in the newsletter to be forwarded to a database of 73 thousand selected contacts for one week.

GRANDI MOSTRE (GREAT EXHIBITS)

DEM Grandi Mostre

Specs: introductory text, event's details, graphics 600 x 470 px including hyperlink and social media information, to be forwarded to a database of 73 thousand selected contacts.

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All sizes are to be intended in pixels, base times height. Graphics should be static images or GIF, including the hyperlink to the landing page.

DIGITAL ADVERTISING



SOCIAL MEDIA

Artribune has a strong social media presence, with an attentive and lively community and pages that are constantly updated, attracting over 526 thousand followers.

With pages on Facebook, Twitter, Pinterest, Instagram and YouTube, Artribune has been able to build a user friendly experience based on the synergy between words and images.



over **280k**



103k follower



5700 follower



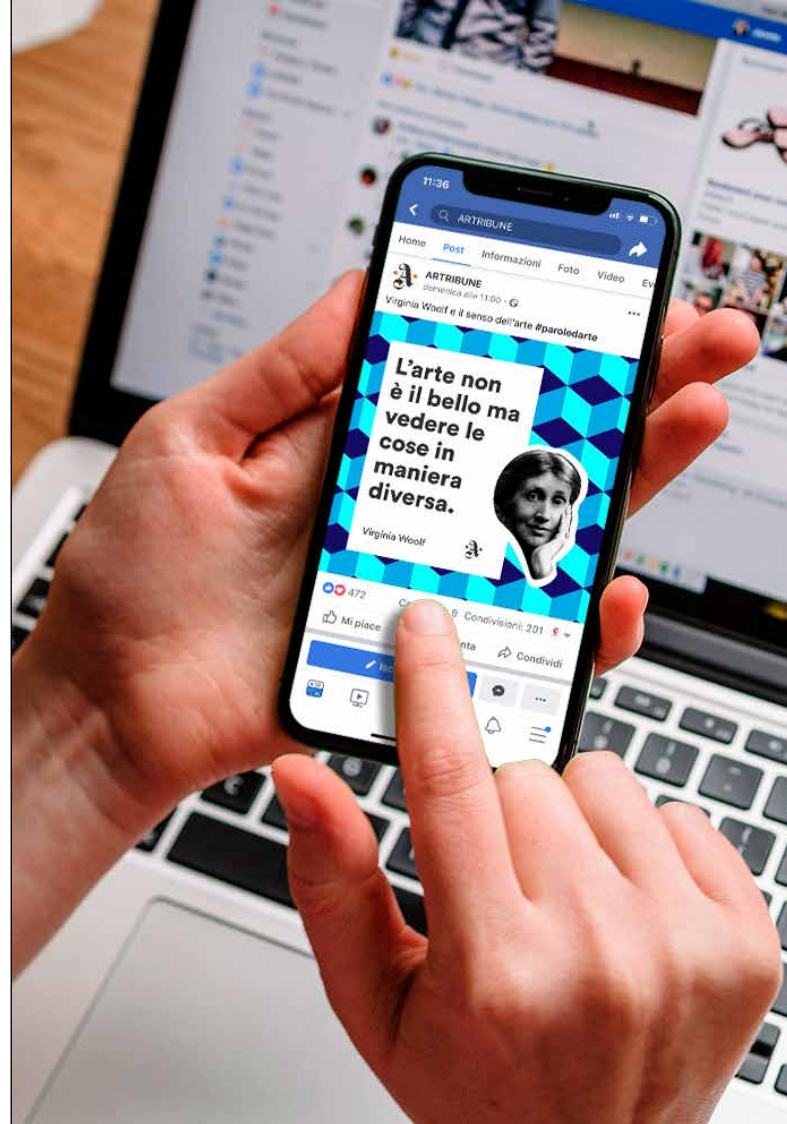
127k follower



3600 subscribers

SOCIAL MEDIA SUPPORT

From strategic planning to consultancy, Artribune makes its channels available to support museums, cultural events and creative companies through customized campaigns, ranging from recommendations to sponsored posts, live tweeting and integrated communication plans designed throughout social media networks.



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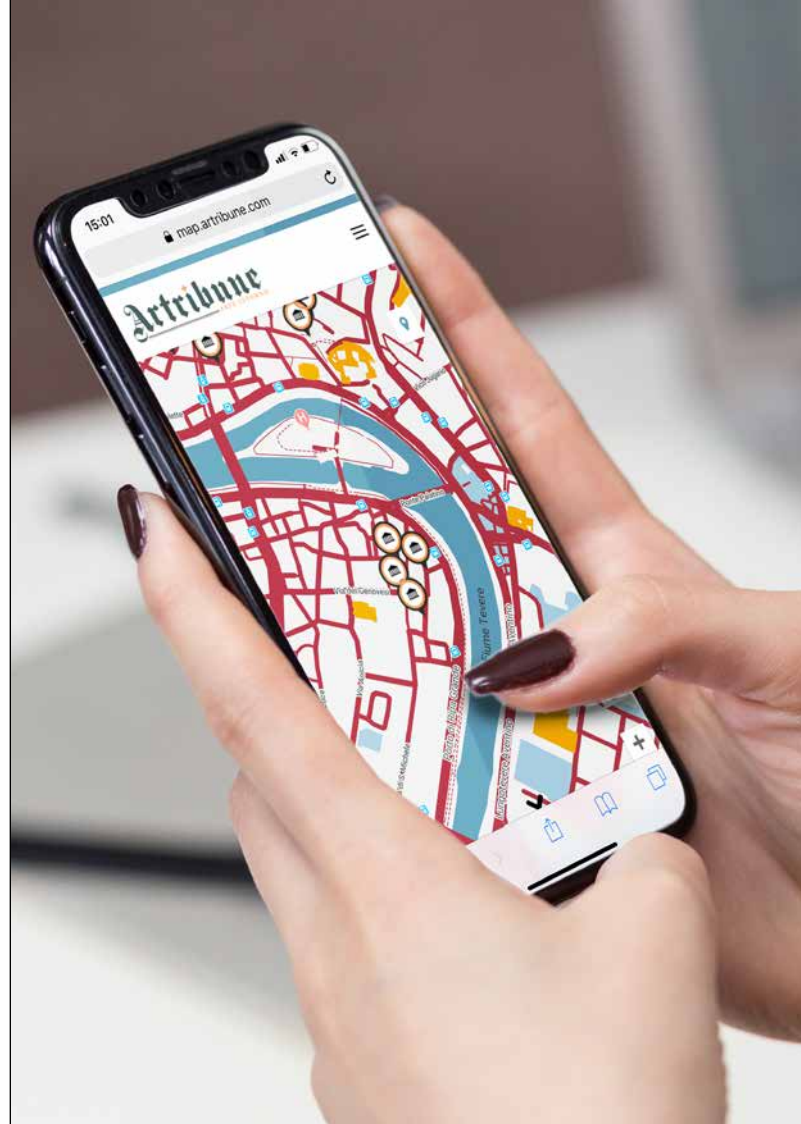
DIGITAL MEDIA



ARTRIBUNE WEB APP

Taking advantage of the progressive web app technologies, Artribune delivers a more accessible geolocalization service of cultural events. Much more than simple web pages, these digital "hybrids" allow for a mobile friendly experience without the need to download an application and take up memory space. The immediate usability makes it easy for visitors to enter the homepage and navigate a map of events using a few, intuitive commands.

Straight from the homepage of the web app, big cities can be viewed as individual independent maps, with a different format for graphics and scale. City Guides are identified by a palette of colors linked to the institutional colors of the Municipality, a feature that has proven particularly useful on the occasion of fairs, art weeks and large exhibitions.



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DIGITAL





Artribune Television is the 2.0 channel of artribune.com that conveys high quality videos, docufilms, shorts and audio-video material, complete with an individual editorial in-depth analysis. Publishing and broadcasting come together in a winning and innovative solution that delivers a complete experience to the users.

From news reports to video art, from documentary films to commercials, Artribune provides a team of professionals, creating customized multimedia content along with dedicated in-depth articles. All multimedia content is published and promoted within the channel (Artribune Television) and distributed through all social media pages (Facebook, Twitter, Vimeo, YouTube).

Production of the videos includes: professional cameraman, professional reporter, advertorial content curated by the editorial staff, sponsored campaign delivered to the client's target of choice on all social media pages.

SPOT/TEASER

Up to one minute of multimedia content, fast, light and potentially viral. This is an actual commercial to be promoted through all the channels: Artribune Television, social networks and on the artribune.com website as video banner.

VIDEO REPORTAGE

Up to 5 minutes of multimedia content, ideal for effectively promoting cultural projects, exhibitions, and events. The video can include interviews, in-depth analysis, photo galleries. The video reportage will be published in the Artribune Television section accompanied by an advertorial.

DOCUFILM

Up to 5 minutes of multimedia content, ideal to show all the stages of a project. The conception, design and development of the film is agreed upon with the clients and customized to their needs. The content will be promoted through all our channels, including Artribune Television and social media.

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ARTRIBUNE TELEVISION AND PROFESSIONAL VIDEO SERVICES



Led by editor in chief Massimiliano Tonelli and deputy editor Marco Enrico Giacomelli, Artribune Magazine is the most innovative and popular free press covering art and contemporary culture, with a widespread distribution throughout Italy. Thanks to a special distribution system, Artribune magazine can be found at all major art and cultural events in Italy and abroad.

Though contemporary art remains at the heart of the project, Artribune Magazine is concerned with every form of contemporary creativity, from literature to design, from architecture to cinema, from photography to new media. A profound editorial and graphic restyling, completed at the end of 2018, has transformed Artribune Magazine into an ever essential platform, with ample space dedicated to surveys and news reports that combine long-form journalism with photo features and infographics created by skilled illustrators.



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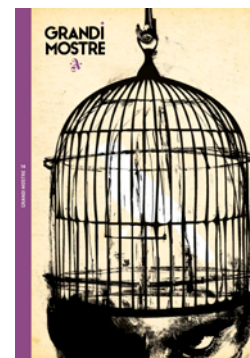
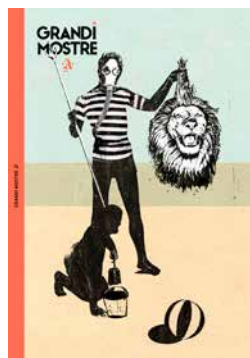
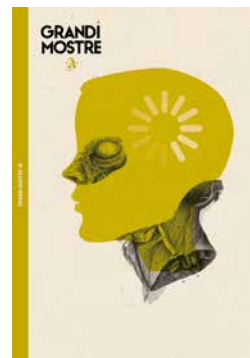
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MAGAZINE



GRANDI MOSTRE

Being authoritative, with a strong critical sense and a sharp eye towards the trends of today's exhibition landscape is what makes Grandi Mostre effective. Grandi Mostre is the special issue of Artribune Magazine, managed by Arianna Testino under the general direction of Massimiliano Tonelli. This is a space where to explore large shows in Italy and across the border, ranging from classical art to the most contemporary production. Grandi Mostre provides a broad look at the universe of "big events", with the aim of giving voice to the main players in the creative world, from artists to curators to museum and institution managers, not forgetting those who work "behind the scenes". Rounding up the mosaic are the opinions of important personalities of Italian art criticism, detailed reports from abroad, feature articles focused on photography (a discipline that deserves a revival and greater visibility), regional itineraries dedicated to art and food & wine and advice on the latest book releases. All conveyed by a clear language and captivating graphics, suitable both for specialized readers and for an audience of enthusiasts.



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MAGAZINE



SPECIAL ISSUES AND CUSTOMIZED EDITORIAL PRODUCTS

SALONE DEL MOBILE SPECIAL

At its 8th year, Artribune's Design Special dedicated to Milan's Salone del Mobile and Fuori Salone events is rich in in-depth analysis, investigative journalism pieces, interviews and news reports focusing on events and latest initiatives during one of the most important design events in Italy.

CUSTOMIZED EDITORIAL PRODUCTS ONLINE AND IN PRINT

In cooperation with brands, companies, institutions and foundations, Artribune produces online and in print editorial products, curating the whole process, from design to printing and customized distribution.

PAST COLLABORATIONS:

Matera 2019 Open Future

Visit Flanders

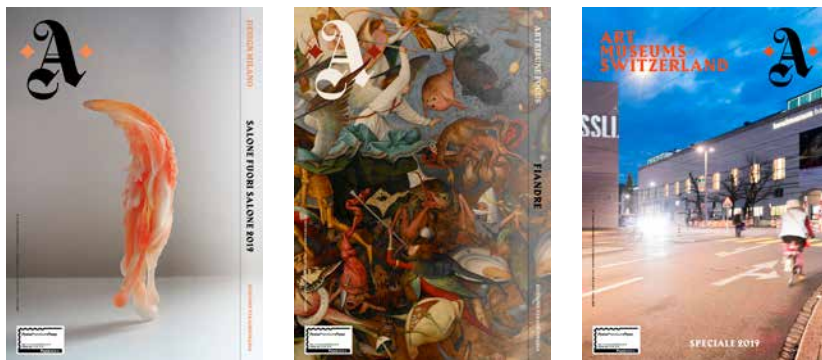
Switzerland Tourism Board

Teatro dell'Opera, Florence

Intesa Sanpaolo's new museum

Open Museums. Network of Italian and Slovenian museums

Art fairs and art shows catalogues



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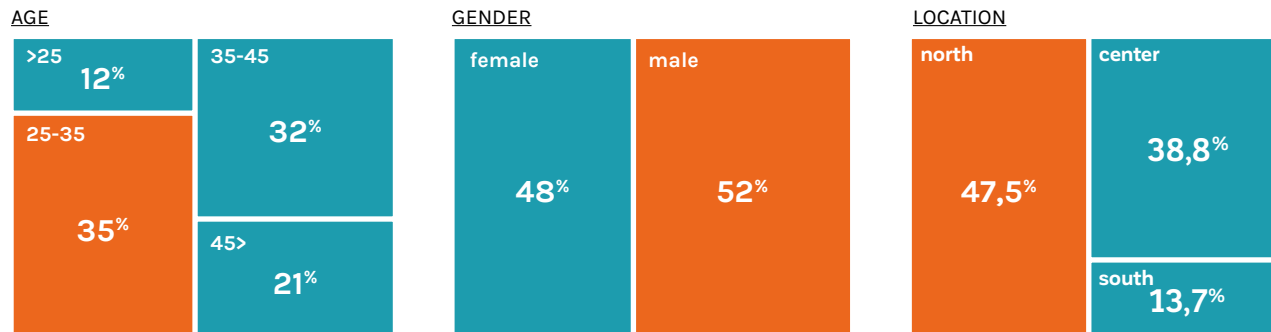
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MAGAZINE



READERSHIP TARGET



SEGMENTATION

Artribune addresses professionals from the world of art, design and architecture -- such as collectors, gallerists, dealers, designers and creatives in general -- as well as from the publishing industry, from cultural institutions and private foundations; students, scholars and academics are also in target.

FIGURES

PUBLICATION SCHEDULE



6 ISSUES/YEAR
+ special issues on
design and travels

CIRCULATION



55k
+ special distribution

DISTRIBUTION



OVER 650
FREE DISTRIBUTION
POINTS IN ITALY

including galleries, foundations,
museums, concept stores,
bookstores, restaurants, clubs,
events, fairs, festivals.

SUBSCRIBERS



15k
including
8.000 vip

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MAGAZINE



SPECIAL ISSUES CALENDAR

#53 | Coming out on **January 17th**, distributed up to February 29th

Special distribution:

Bologna at **Artefiera** (January 23rd-26th)

Bergamo at **BAF** (to be defined)

Milan at **Affordable Art Fair** (February 6th-9th)

Deadline to send graphics: January 10th.

#54 | Coming out on **March 10th**, distributed up to April 30th.

Special distribution:

Milan **Mia Fair** (March 18th-22th) & **miart** (April 16th-19th)

Deadline to send graphics: February 28th.

Speciale Design | Coming out on **April 10th** with a circulation of

40k, distributed at the official venue of the **Salone del Mobile** in

Milan (April 21st-26th) and during collateral events in the areas of Tortona, Brera, Lambrate, Stazione Garibaldi and more.

Deadline to send graphics: April 6th.

#55 | Coming out on **May 4th**, distributed up to June 30th.

Special distribution:

Venice at **Biennale di Architettura**

(May 23rd - November 28th) during the inaugural day at Giardini and/or Arsenale.

Basel at **ArtBasel** (June 18th-21st)

Marseilles Manifesta (June 7th - November 1st)

Deadline to send graphics: April 27th.

#56 | Coming out on **July 6th**, distributed up to September 14th.

Special Distribution

Marseilles Manifesta (June 7th - November 1st)

Summer festivals and Events (to be decided with the client)

Deadline to send graphics: June 29th.

#57 | Coming out on **September 15th**, distributed up to October 26th.

Special distribution:

Verona at **ArtVerona** (October)

Naples during **Artecinema** (October)

Ferrara at **Salone del Restauro** (September 18-20)

Marseilles Manifesta (June 7th - November 1st)

Deadline to send graphics: September 10.

#58 | Coming out on **October 26th**,

distributed up to January 7th 2021 & Special distribution:

Turin at **Artissima**, **The Others**, **FlashBack**, **Club to Club** (November) and different locations throughout the city

Padua at **Arte Padova** (November)

Deadline to send graphics: October 20th.

N.B extra distribution may be subject to change.

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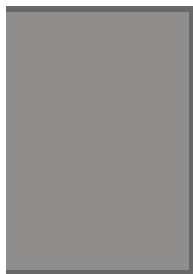
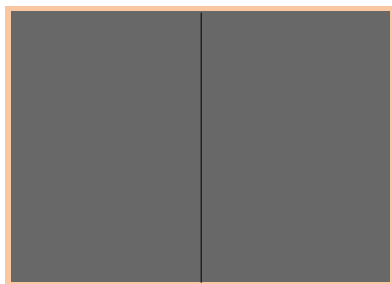
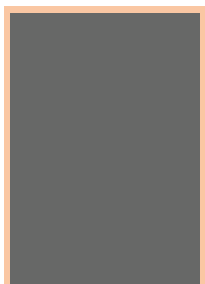
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MAGAZINE



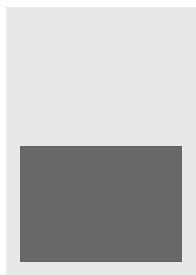
PRINT ADVERTORIAL



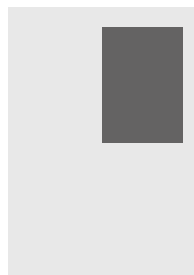
COVER AND FULL PAGE
245x350 mm + 5 mm leeway

FULL PAGE ON GRANDI MOSTRE
238x337 mm inside a grid

DOUBLE PAGE // CENTER SPREAD
490x350 mm + 5 mm leeway



HALF PAGE
215x155 mm
inside a grid



QUARTER PAGE
105x160 mm
inside a grid



BOTTOM
245x100 mm + 5 mm leeway



DOUBLE BOTTOM
490x100 mm + 5 mm leeway

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All sizes are to be intended base times height

Specs: Graphics should come as **pdf, jpg** or **tif** files with a resolution of **300 pixels/inch**.

Our staff is available to design your graphics. All graphics should be sent to **adv@artribune.com** at least 5 days

MAGAZINE

