



MEDIA KIT

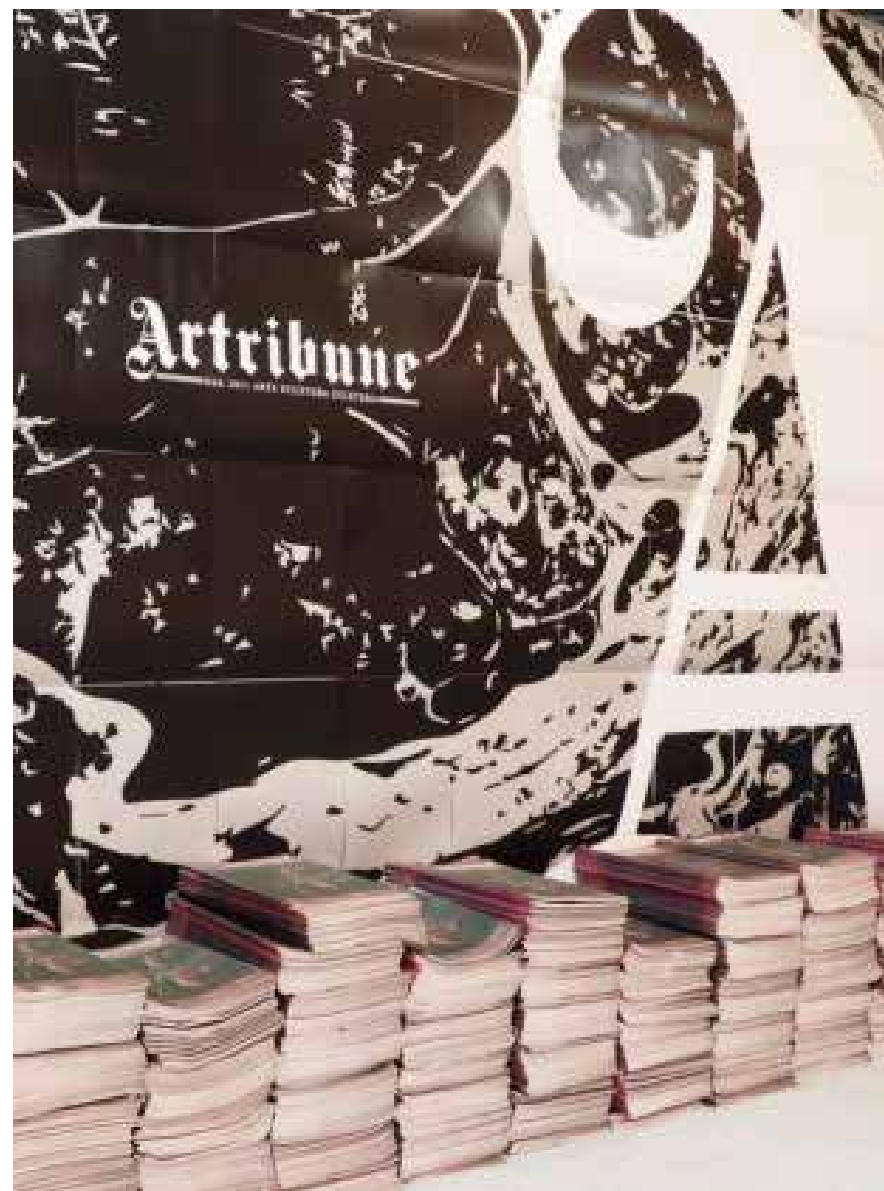
2018

WHO WE ARE

Artribune is a platform dedicated to art and contemporary culture. Quick, daily, accurate, authoritative, inclusive and exclusive, universal, viral and interactive.

Artribune is the ultimate point of reference for information, 24/7 updates and communications in the world of art and culture in Italy. Through the print magazine, the web platform with its web TV, an app of its own and presence through all the social media, Artribune reaches a heterogeneous cross-section of the public that loves art, creativity, architecture, design, fashion, music, literature, cinema and experimental theatre, fine travelling and fine wining and dining.

Directed by Massimiliano Tonelli and chaired by Paolo Cuccia, it has over 250 collaborators in Italy and abroad. The group includes professionals, journalists, curators, art historians and critics, bloggers, communications experts, philosophers, university professors and intellectuals.



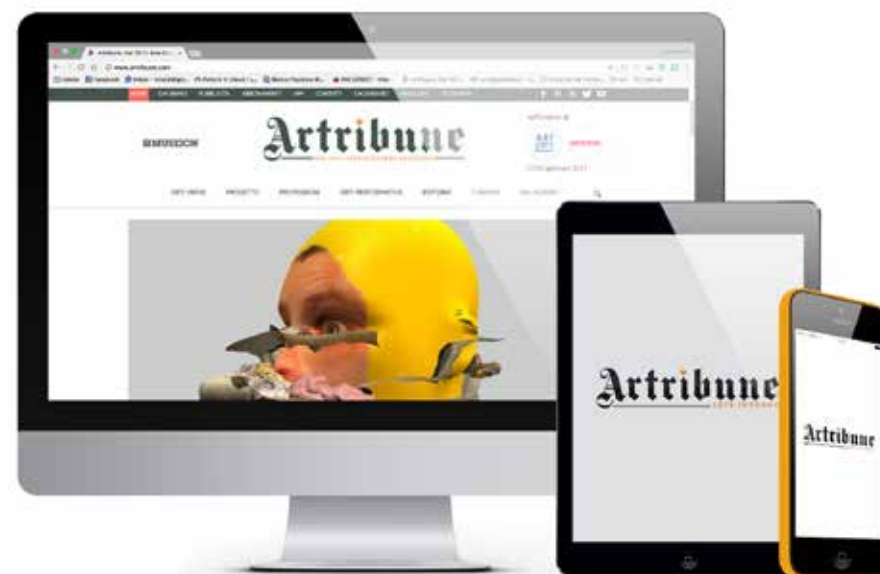
WEB

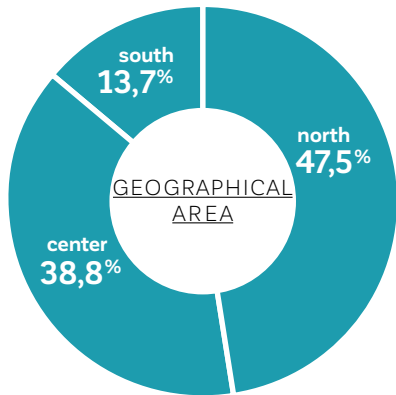
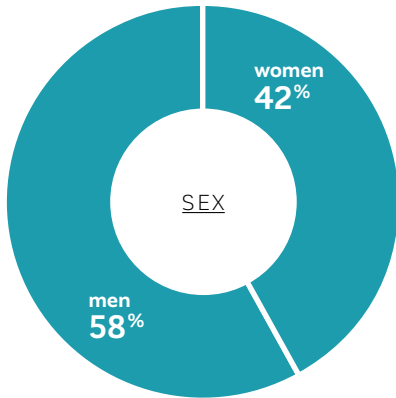
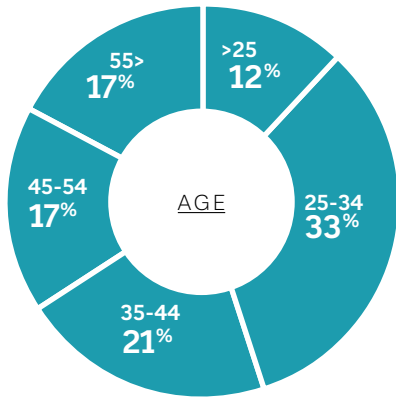
Focused, fast and lively; updated all day, every day: a web site is an indispensable instrument for anyone working in the world of culture.

Innovative and contemporary, always chatting with the social media -

Facebook, Instagram, Pinterest, Flickr, YouTube and Twitter

With in-depth critical insights, reporting and opinions edited daily with an innovative language, artribune.com unites multimedia and information for immediate, interactive absorption of themes such as news, events, announcements, reporting, revelations and interviews thanks to the commitment of an honours committee composed of opinion leaders and journalists in the worlds of culture, politics and the economy.





ANALITYCS

VISUALISATION / MONTH



1.410.000

UNIQUE VISITORS / MONTH



450K

VISITS - SESSIONS / MONTH



820K

AVERAGE PAGE VIEWS PER VISIT



1,82

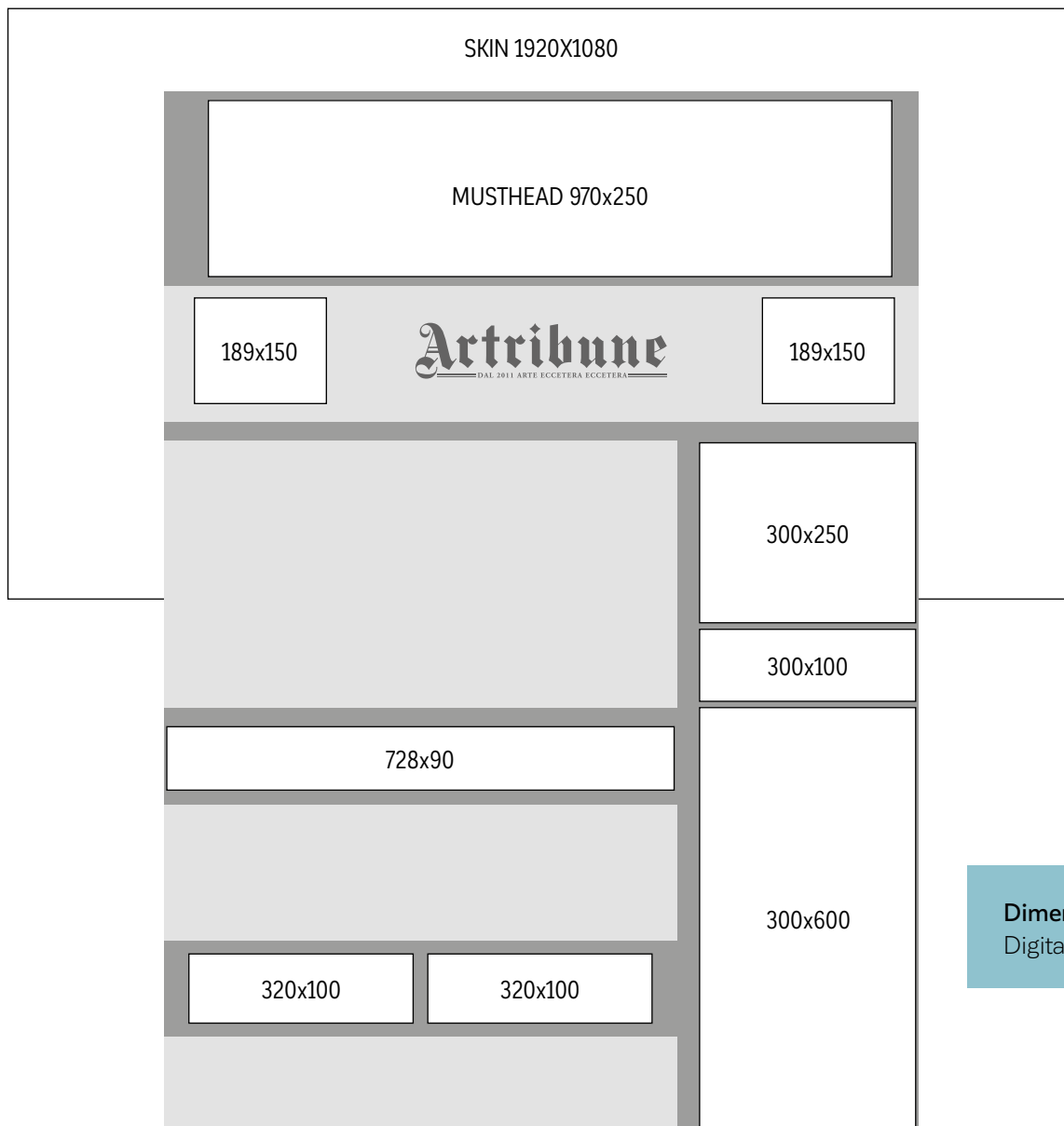
AVERAGE VISIT DURATION



1'50"

Source: google analytics, average updated from 1 January 2015 to 31 December 2016

DIGITAL SERVICES



ARTRIBUNE SEGNALA & ARTRIBUNE SEGNALA GRANDI MOSTRE

THE ARTRIBUNE NEWSLETTER DEDICATED TO THE CUSTOMER
specs: Presentation text with technical sheet of the event complete with image for mailing to a profiled data base of 73,000 contacts

ARTRIBUNE LETTERA

THE NEWSLETTER SENT OUT EVERY DAY WITH A SELECTION OF THE BEST-READ NEWS ITEMS AND ARTICLES.

specs: Insertion of a 300x250px or 600x100px banner dedicated to the customer for mailing to a profiled data base of 73,000 contacts for one week

Dimensions are quoted base x height (pixel)
Digital image specs: Static or animated GIF with target link

SOCIAL NETWORKS

Artribune has a lively community of followers on the social networks. All channels are updated continuously and reach out to a user base of over 200,000 fans Facebook, Twitter, Pinterest, Instagram and YouTube: the synergy of content and image is just a click away

FACEBOOK



234,000 FAN

TWITTER



88,000 FOLLOWER

PINTEREST



3000 FOLLOWER

INSTAGRAM



51,000 FOLLOWER

YOU TUBE



2500 MEMBERS

SOCIAL PRESENCE

From strategic planning to consulting, Artribune makes its channels available to museums, events and creative enterprises through campaigns developed for the specific occasions. From a simple notice to a sponsored post, from live twitting to development of an integrated plan of communication encompassing all the social networks.

ARTRIBUNE TELEVISION AND PRODUCTION OF PROFESSIONAL VIDEOS

Artribune Television is the 2.0 channel of Artribune.com that proposes videos, docufilms, shorts and high-quality audio-visual material accompanied by specific background editorial content. Publishing and video bind together into a winning and innovative solution that provides the customer with a complete service.

From a video report to an artist's short, from a docufilm to an advertisement, Artribune has a staff of professional operators who can produce personalised multimedia content accompanied by dedicated in-depth reports. All multimedia contents are published and promoted through the channel (Artribune Television) and diffused through all the social media channels (Facebook, Twitter, Vimeo and YouTube).

Production of videos includes: a professional operator at the service of the customer, a professional journalist, a sponsored editorial comment accompanying the multimedia content, a sponsored communications campaign (target identified by the customer) conducted on all the social networks.

SPOT/TEASER

Multimedia content for a maximum duration of one minute, viral and fast the video is really an advertising spot for promotion through all channels: Artribune Television, social networks and on the artribune.com web site in video banner mode.

VIDEO REPORTAGE

Multimedia content for a maximum duration of 5 minutes, ideal for effective promotion of a cultural project, an exhibition or an event. The video can contain an interview, a report or a selection of images. The video reportage will be published in the Artribune Television section, accompanied by an editorial comment.

DOCUFILM

Multimedia content for a maximum duration of 15 minutes, ideal for presenting all phases of a cultural project. The concept, design and development of the activity are defined jointly with the customer and fitted to the customer's requirements. The contents is promoted through all our channels (Artribune Television and the social networks).

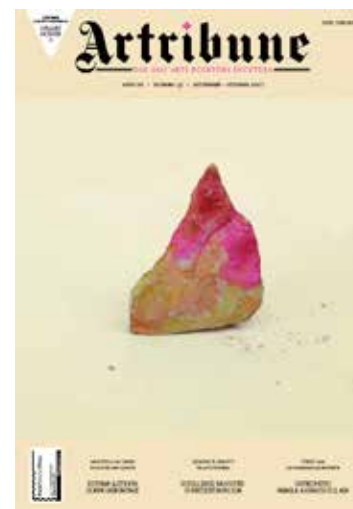


THE MAGAZINE

It is the most innovative, universally distributed and best-read freepress review of art and contemporary culture in Italy.

Always on the scene with extra distribution at all occasions and events dedicated to the sector of art and culture in Italy and abroad.

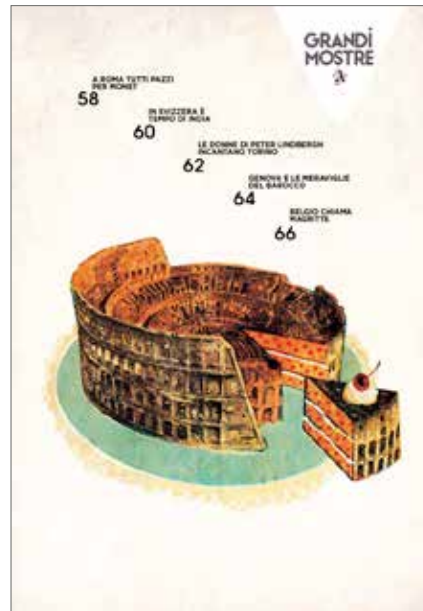
Agile with its tabloid format, all issues are dedicated to cultural events from news to major in-depth reports from Italy and abroad, from the art market to journalism and interviews, from design to architecture, from publishing to cinema and music.

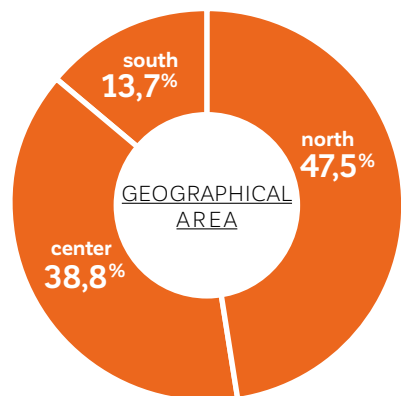
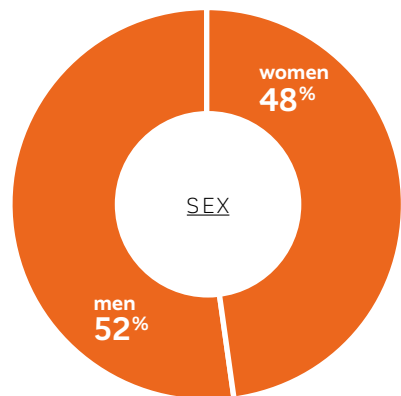
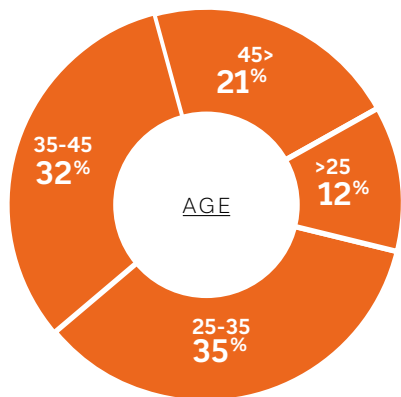


GRANDI MOSTRE

Grandi Mostre is the new Artribune editorial section about the most attractive exhibitions with a particular focus on ancient and modern art. The new project with Massimiliano Tonelli as the editor and Arianna Testino as the publishing co-ordinator is intended to provide to all readers new keys to read, understand, deal with and follow the most successful exhibitions.

In every *Grandi Mostre* edition, the readers will find event's advances that will give them the opportunity to plan a visit to, with large photobooks and advices to enrich it with territorial, cultural and food&wine suggestions. The column has a newsletter and a Facebook profile with 45000 followers.





SECTOR OF ORIGIN

professionals in the world of art, design, architecture and publishing of the creative professions

foundations // public institutions // creative students and classes

teachers and university researchers // corporate

collectors and gallery owners // the general public

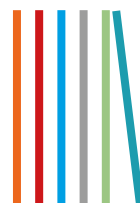
DIFFUSION AND MAGAZINE DATA

CIRCULATION



55.000

FREQUENCY



6 ISSUE PER YEAR
+ special issues
on design
and fine travelling

DISTRIBUTION



FREE DISTRIBUTION
POINTS IN ITALY
in galleries, foundations,
museums, concept stores,
book stores, restaurants, clubs,
events, fairs and festivals

SUBSCRIBERS



15.000

CALENDAR OF THE ISSUES | SPECIAL ISSUES

JANUARY/FEBRUARY publication on January, 16th

EXTRA DISTRIBUTION ON FAIRS AND EVENTS: Milano for Affordable Art Fair (25th-28th January) and Mia Fair (9th-12th March), Bologna for Artefiera and Setup (1st-5th February). This issue will be available and distributed on all strategic points in Bologna city center.

Deadline for delivery of digital image: January, 10th.

CIRCULATION 55,000 + 15,000 EXTRA + 15,000 subscribers.

MARCH/APRIL publication on March, 15th

EXTRA DISTRIBUTION ON FAIRS AND EVENTS: Ferrara for Salone del Restauro (21th-23th March) Milano for miart (12th-15th April)

Deadline for delivery of digital image: March, 10th.

CIRCULATION 55,000 + 15,000 EXTRA

MARCH publication on March, 29th

SPECIAL DESIGN EDITION FOR SALONE DEL MOBILE AND MILANO DESIGN WEEK

bilingual Italian/English. Extra distribution on fairs and events: Salone del Mobile (Milano April 17th-22th), design districts: Zona Tortona, Brera, Lambrate, Stazione Garibaldi.

Deadline for delivery of digital image: March, 26th

This issue will be available and distributed on all strategic points in Milan city center. CIRCULATION 40,000

MAY/JUNE publication on May, 10th

EXTRA DISTRIBUTION ON FAIRS AND EVENTS: Venice 16. Mostra Internazionale di Architettura (from May 26th), Manifesta 12 (from June

to November, Palermo), Basilea for ArtBasel (June 16th-21th).

Deadline for delivery of digital image: May, 3rd.

CIRCULATION 55,000 + 15,000 EXTRA

JULY/AUGUST publication on July, 2nd

EXTRA DISTRIBUTION ON FAIRS AND EVENTS:

Venice 16. Mostra Internazionale di Architettura (from May 26th), Manifesta 12 (from June to November, Palermo), festivals and summer events (to be decided).

Deadline for delivery of digital image: June, 25th.

CIRCULATION 55,000 + 15,000 EXTRA

SEPTEMBER/OCTOBER publication on September, 15th

EXTRA DISTRIBUTION ON FAIRS AND EVENTS:

Manifesta 12 (until November, Palermo), Artverona (from 12th to 15th October, Verona), Artecinema (from 19th to 22th October Naples).

Deadline for delivery of digital image: September, 10th.

CIRCULATION 55,000 + 15,000 EXTRA

NOVEMBER/DECEMBER publication on October, 31th

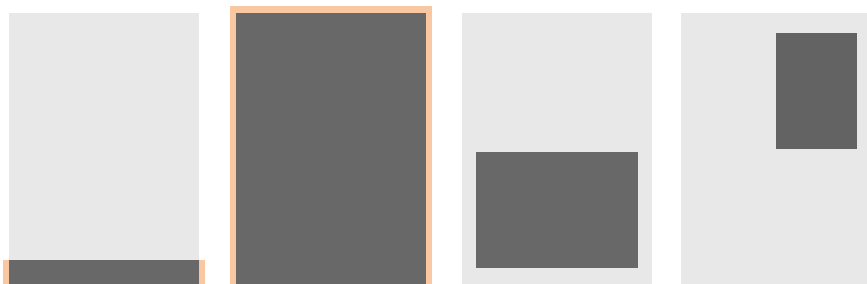
EXTRA DISTRIBUTION ON FAIRS AND EVENTS: Artissima (November, Turin) The Others, FlashBack, Club to Club (Turin, November). This issue will be available and distributed on all strategic points in Turin city center. Arte

Padova (November, Padova), Milano per Grandart (November, Milan)

Deadline for delivery of digital image: October, 20th.

CIRCULATION 55,000 + 15,000 EXTRA

ON PAPER SPACES



ADV SPACE IN COVER
245x30 mm + 5 mm bleed area

WHOLE PAGE // INSIDE FRONT COVER // PAGE 3 // INSIDE BACK COVER // BACK COVER
245x350 mm + 5 mm bleed area

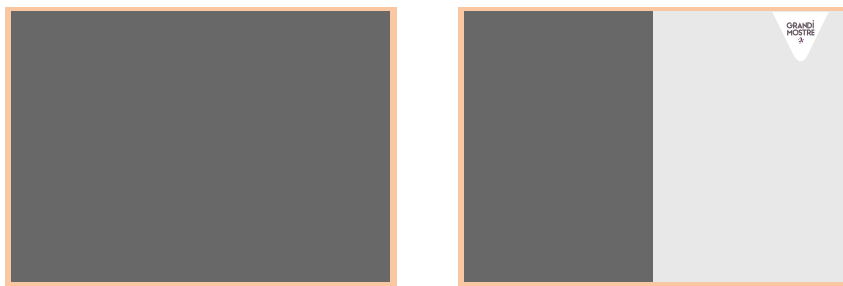
½ PAGE
215x155 mm



¼ PAGE
105x160 mm

ADV SPACE IN SUMMARY PAGE
245x100 mm + 5 mm bleed area

DOUBLE ADV SPACE IN SUMMARY PAGE
490x100 mm + 5 mm bleed area



DOUBLE PAGE // CENTRAL PAGE
490x350 mm + 5 mm bleed area

SIDE COVER GRANDI MOSTRE
245x350 mm + 5 mm bleed area

Dimensions are quoted base x height

Image file formats: JPG, TIF OR PDF. **CMYK** colour space with 300 dpi resolution. Our staff can handle preparation of image files.

Deliver image files to adv@artribune.com at least 5 days before the publication date of the magazine.

SPECIAL EDITIONS AND PERSONALIZED PUBLISHING PRODUCTS

"SALONE DEL MOBILE" SPECIAL

The design special edition, already at the seventh edition, dedicated to the "SALONE DEL MOBILE" in Milan and to the "FUORI SALONE" events is enriched by insights, interviews and news about initiatives and new proposals held for one of the biggest annual date in Italy.

PERSONALIZED PUBLISHING PRODUCTS: ONLINE AND PAPER FORMAT

Artribune produces publishing products, online and on paper format. It works together with firms, institutions and foundations from planning to graphic design, from content production to personalized dissemination.

WE HAVE COOPERATED WITH:

Switzerland Tourism

Ticino Tourism

Teatro dell'Opera, Florence

Intesa San Paolo for the new Museum

Cassa di Risparmio, Bolzano e Kunststart

Open Museums with Italian Museums and Slovenian Museums

Edition of catalogs for exhibitions

