

Artribune

DAL 2011 ARTE ECCETERA ECCETERA

MEDIA KIT 2022

About Us

Artribune is a platform dedicated to culture in the broadest sense possible. Fast, daily, accurate, authoritative, reliable, detailed, viral, and interactive. Artribune is the absolute benchmark for information, 24-hour updates, and communication in the world of art and culture in Italy. Thanks to a printed magazine, a web platform and web TV, a web app, and presence on all social media, Artribune targets a diverse and heterogeneous audience that loves art, creativity, architecture, design, fashion, music, literature, cinema, and experimental theatre, quality travel, food and wine, communication, urban planning.

Under the direction of Massimiliano Tonelli and chaired by Paolo Cuccia, more than 400 collaborators work on it throughout Italy and abroad: a group of professionals, journalists, curators, art critics and historians, bloggers, communication experts, philosophers, university professors, and intellectuals.



Editorial board:
redazione@artribune.com

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Special project:
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Commercial Director
Cristiana Margiacchi
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www.artribune.com




Digital

Its attentive, fast, and lively website, updated every day, is an indispensable tool for all those who work in the world of culture, but also for the entire universe of enthusiasts.


Innovative and contemporary, it is in constant dialogue with social media (Facebook, Instagram, Pinterest, YouTube, TikTok, Twitch, and Twitter) providing critical, journalistic, and opinion content updated and published daily. With an innovative language, artribune.com combines multimedia and information for a reading that unfolds through news, event announcements, current affairs, journalistic reports, previews, interviews, and political stances thanks to the participation of opinion leaders and journalists selected from around the world of culture, politics, and business.

www.artribune.com

Analytics

 VIEWS / MONTH **1,700,000**

 USERS / MONTH **900,000**

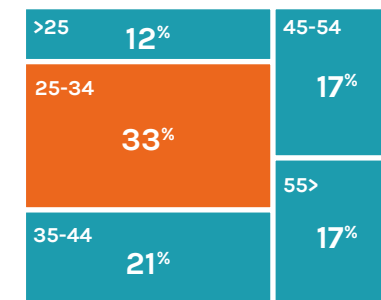
 SESSIONS / MONTH **1,300,000**

 PAGES PER SESSION **1,82**

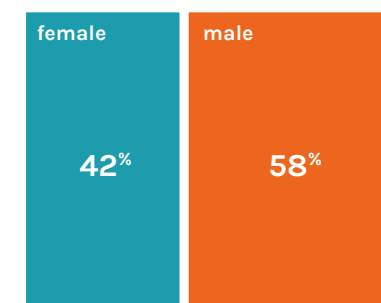
 SESSION DURATION **1'50"**

Readership

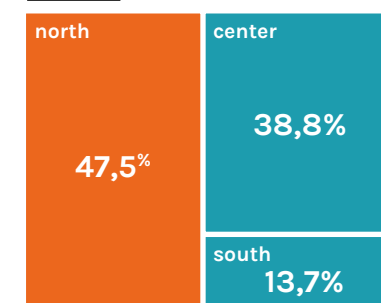
AGE



GENDER



LOCATION



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Artribune banner

The Artribune banners, in different formats, guarantee very high visibility with direct links.

Special features: animated or static gif format of your choice and link.

Digital Services

ARTRIBUNE SEGNALA

The Artribune report on the border between editorial and commercial product.

Special features: presentation text, event data, up to 3 600x470 px images with links and social data, sent to a profiled database of 73 thousand contacts.

LETTERA ATRIBUNE

Newsletter sent daily with all of our content.

Special features: insertion of a 300x250 px or 600x100 px banner dedicated to the client and sent to a profiled database of 73 thousand contacts for one week.



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Social media

Artribune has a strong presence on social media with an attentive and vibrant community. All channels are constantly updated and have over 700 thousand followers: the widest platform of this kind in Italy in the field of culture.

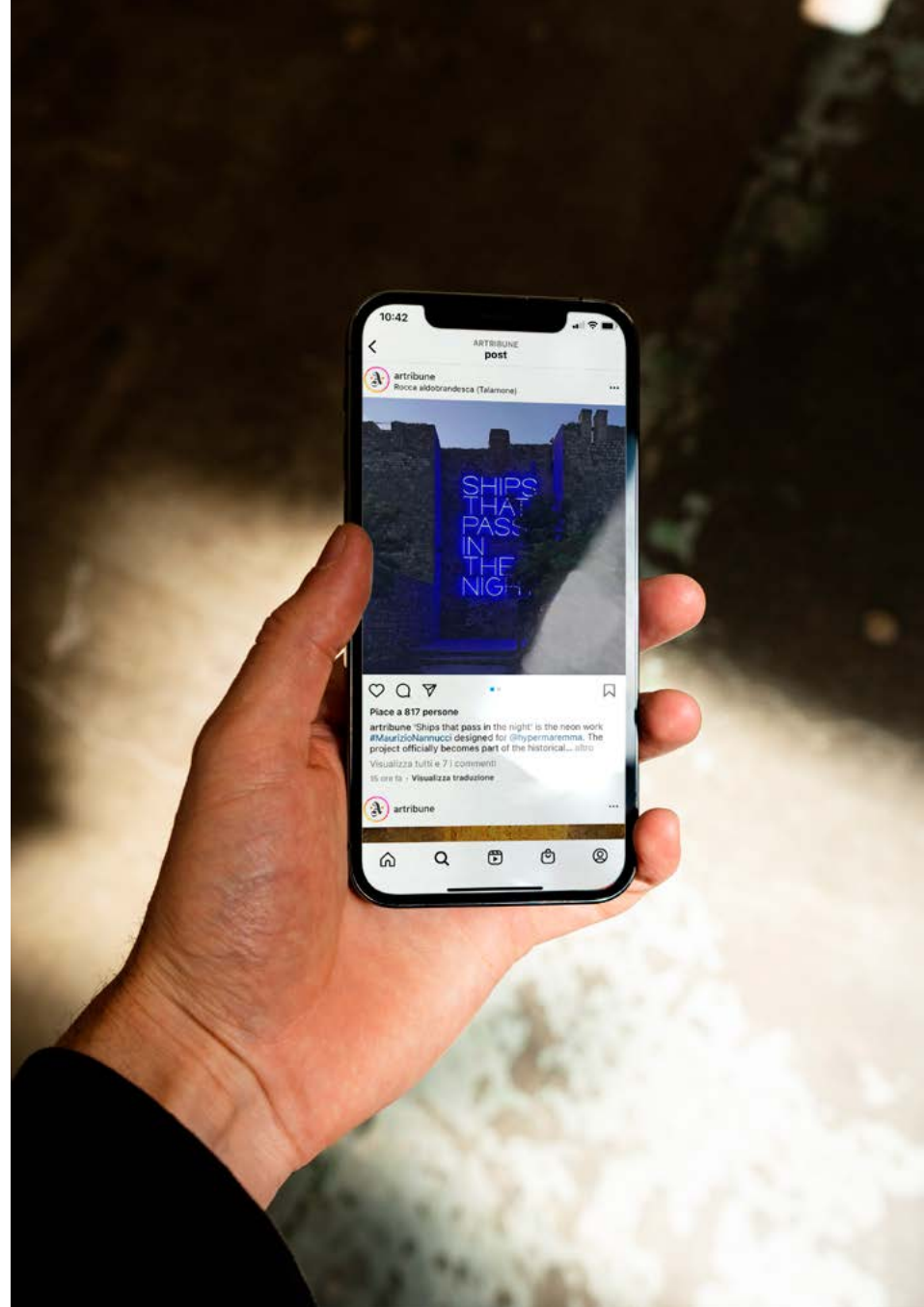
Facebook, Twitter, Pinterest, Telegram, Instagram, TikTok, and YouTube: a synergy of content and images are just a click away.

-  Artribune over **360,000**
-  **Grandi Mostre** over **76,000**
-  **114,000** followers
-  **266,000** followers
-  over **70,000** followers
-  **10,000** followers
-  **5990** subscribers
-  **6000** subscribers
96.000 like
-  **1200** subscribers

total: **909,000** subscribers

Social Services

From strategic planning to consulting, Artribune makes its channels available to support museums, institutions, companies, events, and creative businesses through ad hoc campaigns. From simple reporting to sponsored posts, from the collection of Instagram stories to the creation of an integrated communication plan designed for the entire social network.



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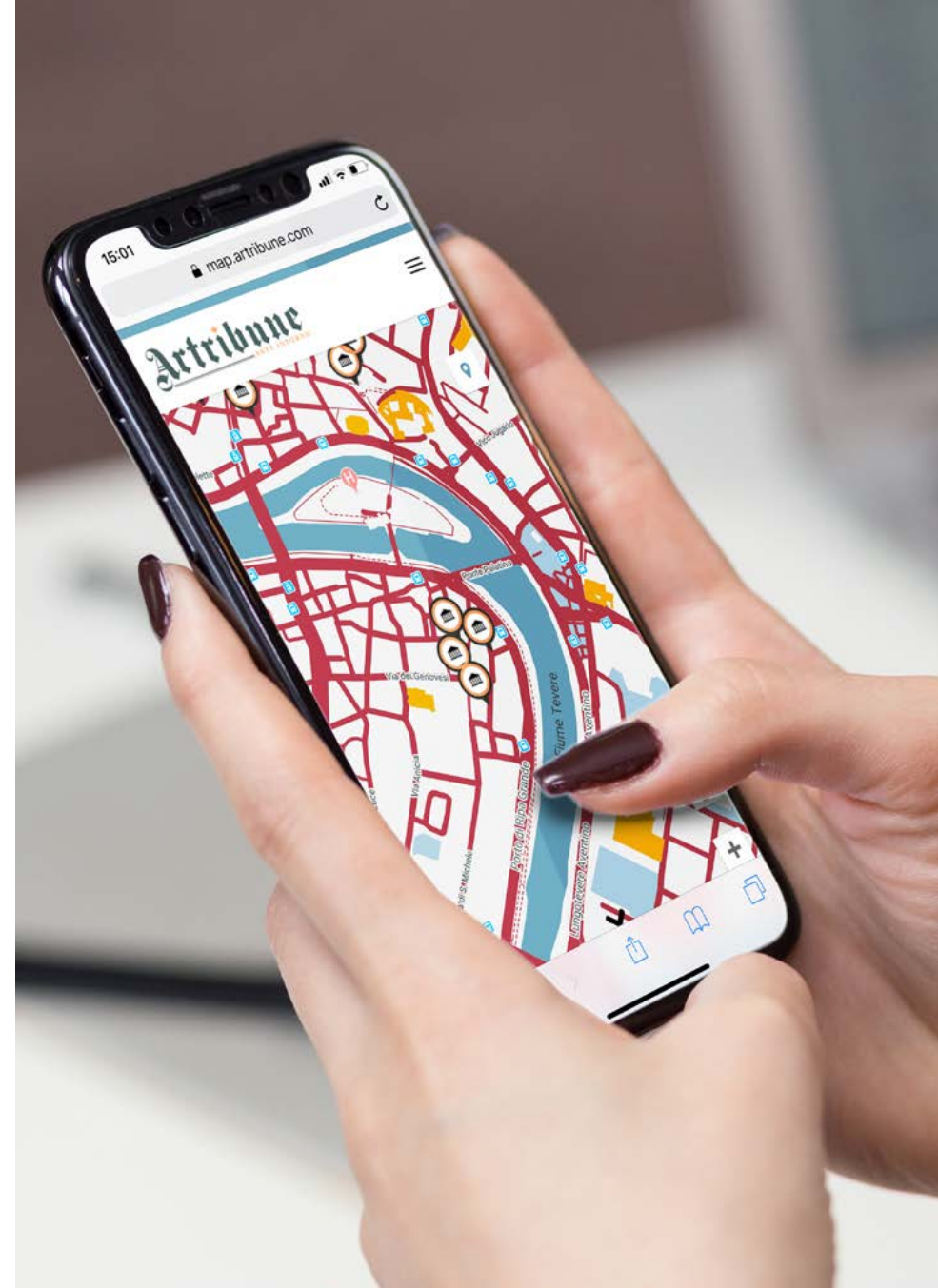


Artribune Web App

Artribune chose to expand the accessibility of its geo-location tool for cultural rendezvous, leveraging the potential of so-called progressive web apps: this "hybrid" digital product is much more than a simple website, and takes advantage of the Internet's typical ability to be accessible regardless of devices and operating systems, without taking up storage space, since you don't even have to download an app. At the same time, it is developed for mobile use to take on the move.

Use is immediate: you open a page and thanks to the points on the map you can discover the places where exhibitions are currently taking place, or the specials dedicated to each city and the inaugurations of the day.

map.artribune.com



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Artribune Television is the channel of artribune.com that broadcasts high-quality videos, docufilms, short films, and audio/video material. All is accompanied with specific editorial analysis. Combining editorial activity and video is a winning card, and Artribune's production expertise provides you a comprehensive service.

Artribune Television and Professional Video Production

From video reportage to art short films, from docufilms to commercials, Artribune puts at your disposal a staff of professionals who create personalized multimedia content accompanied by dedicated insights. Multimedia content is posted and promoted within its channel (Artribune Television) and distributed through all social channels (Facebook, Instagram, Vimeo, YouTube).

The realization of the videos can include a professional operator at client's disposal, a journalist, a sponsored editorial by the editorial team accompanying the multimedia content, a sponsored communication campaign (with the client choosing the target) on all social networks.

SPOT/TEASER

Multimedia content up to one minute long, viral and fast.

The video is a real commercial that can be promoted through all channels: Artribune Television, social networks, and on the artribune.com website in video banner mode.

VIDEO REPORTAGE

Multimedia content with a maximum duration of 5 minutes, ideal for effectively promoting a cultural project, an exhibition, or an event. The video can include an interview, an in-depth study, or a selection of images. Video reportages are published in the Artribune Television section and are accompanied by an editorial.

DOCUFILM

Multimedia content up to 15 minutes in length, suitable for describing a project in all its phases. The conception, design, and development are agreed with the client and tailored to their needs. The content is promoted through all our channels (Artribune Television and social media).

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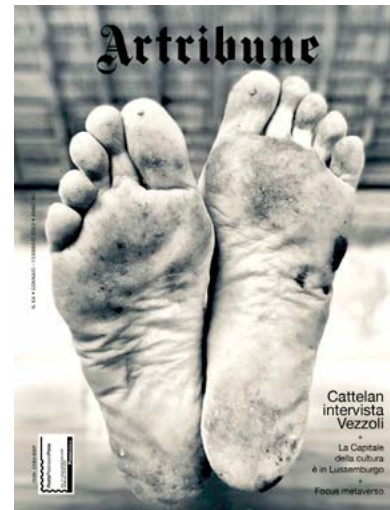


The Magazine

Artribune Magazine is the most influential and respected free press for contemporary art and culture, with wide distribution throughout Italy. It is always present with an additional circulation throughout the landscape of art and culture in Italy and abroad.

The focus is on every form of contemporary creativity, from literature to design, from architecture to cinema, from photography to new digital media, and important social issues.

A deep editorial and graphic restyling, recently completed, has transformed Artribune Magazine into a key platform, with plenty of space for journalistic reports and reportages, combining long-form journalism with ad hoc photographic services commissioned for the newspaper, and infographics developed by specialists and illustrators. Its main feature is free and mass distribution: the only cultural magazine with a sophisticated profile that nevertheless manages to reach an audience of tens of thousands of people without stopping at the usual very small group of professionals.



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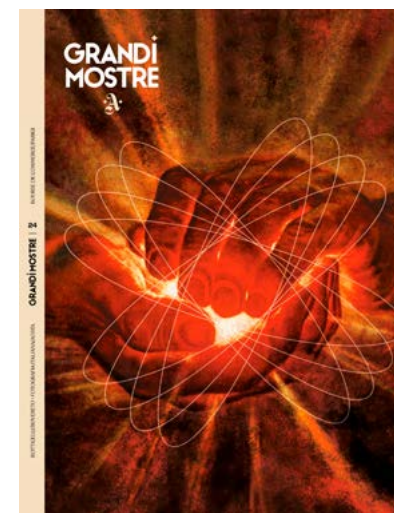


Grandi Mostre

Expertise, critical sense, and attention to the events that animate contemporary exhibition panorama. These are the guidelines of *Grandi Mostre*, the supplement of *Artribune* magazine.

A space where you can explore the themes of the "great exhibitions" around the world. *Grandi Mostre* aims to give voice to the main players in the creative world – from artists to curators, and museum and institution directors, without forgetting those who work "behind the scenes" – and takes a comprehensive look at the universe of great events, covering blockbuster exhibitions and major events.

The mosaic is completed by the opinions of important figures in Italian criticism, by detailed reports from abroad and from the world of photography, by regional itineraries in the name of art and gastronomy and wine, and by references to the latest publications. All in a clear language and with captivating graphics, aimed both at the specialized reader and an audience of enthusiasts.



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Special Editions and Customized Editorial Products

Special Salone del mobile

A special dedicated to the *Salone del Mobile* in Milan and the Fuori Salone events with insights, surveys, interviews, and news about the initiatives and new proposals organized for one of the most important annual rendezvous in Italy.

Customized Editorial Products both online and in printed form

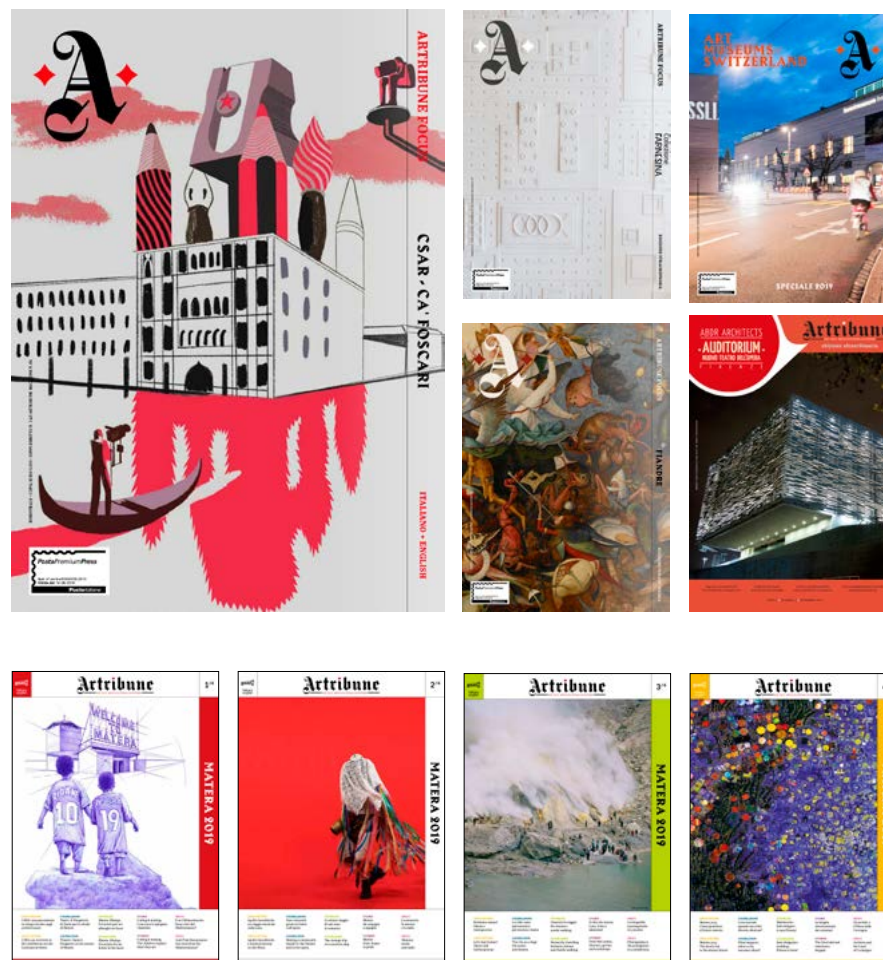
Artribune creates themed editorial products, special editions, printed or digital supplements, in collaboration with companies, organizations, foundations, museums, and institutions.

Artist Monographs

Non un catalogo ma una vera rivista d'arte che racconta l'opera di un artista a un ampio pubblico appassionato di arte

We have collaborated with:

Matera 2019 Open Future, Visit Flanders, Svizzera Turismo, Teatro dell' Opera a Firenze, Ministero degli Esteri, Università di Venezia- Cà Foscari



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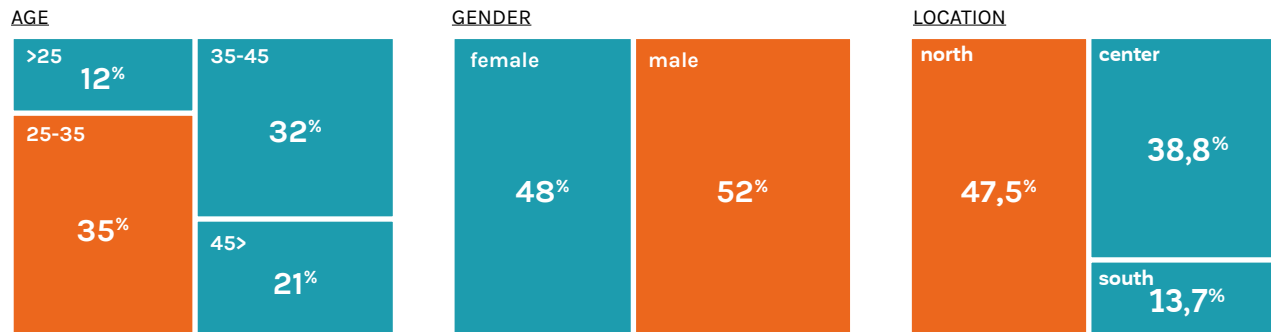
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Readership target



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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Artribune Magazine issues calendar 2022

#64 | coming out in **January 17th**
distributed up to March 24th

#65 | coming out in **March 24th**
distributed up to May 30th

miart April 1st-3rd

Biennale April 20th

Mia Fair April 28th-May 1st

ArteFiera May 12th-15th

Deadline to send graphics March 20th

#66 | coming out in **May 25th**

distributed up to September 10th SUMMER ISSUE

Biennale various exhibition venues

ArtBasel June 13rd

summer festivals and events (to be agreed)

Deadline to send graphics May 20th

Speciale Design | coming out **June 1st** with a circulation of 40,000 copies distributed in **Milano** on the occasion of the **Salone del Mobile** (Milano June 7th-12th), collateral events, Zona Tortona, Brera, Lambrate, Stazione Garibaldi etc.,

Deadline to send graphics May 25th

#67 | coming out in **September 10th**

distributed up to October 28th

Verona per Artverona October 14th-17th

Deadline to send graphics September 5th

#68 | coming out in **October 26th**

distributed up to January 10th

and extra distribution:

Torino per Artissima, The Others, FlashBack

November 4th-6th

Arte in Nuvola November 17th-20th

Deadline to send graphics October 20th

N.B Release dates and extra distributions may vary depending on the health situation

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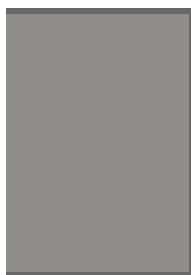
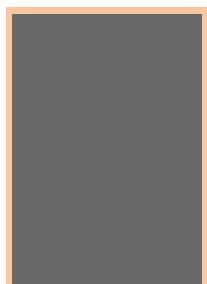
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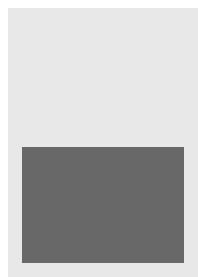
MAGAZINE

Print Advertorial



full page
245x320 mm + 5 mm di abbondanza

double page // center spread
490x320 mm + 5 mm di abbondanza



half page
215x140 in gabbia



bottom
245x70 mm + 5 mm di abbondanza



double bottom
490x70 mm + 5 mm di abbondanza

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@arribune.com** at least 5 days

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MAGAZINE