

Artribune

MEDIA KIT 2023

About Us

Artribune is a platform which is 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 communications in Italy's art and culture scene. Through its printed magazine, a web platform and web TV, a web app, and social media presence, Artribune is aimed at a diverse and heterogeneous audience with a love for art, creativity, architecture, design, fashion, music, literature, cinema, and experimental theater, quality travel, food and wine, communication, urban planning.

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



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Artribune.com

Artribune's focused, fast, and dynamic website is updated every day and is an indispensable tool for those who work in culture, as well as cultural enthusiasts.

Innovative and contemporary, Artribune is in constant dialogue with social media (Facebook, Instagram, Pinterest, YouTube, TikTok, Twitch, and Twitter) providing critical, journalistic, and opinion contents which are updated and published daily.

Through its 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 positions thanks to the participation of opinion leaders and journalists selected from around the cultural, political, and business world.

www.artribune.com

Analytics



PAGE VIEWS / MONTH **1.800.000**



VISITORS / MONTH **900.000**



SESSIONS / MONTH **1.400.000**



PAGE VIEW FOR SESSION **1,5**



SESSION TIME **50"**

Readership

AGE

>25	12%	45-54	
25-34	33%		17%
35-44	21%		17%
		55>	

GENDER

donne	42%	uomini	58%
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GEOGRAPHIC AREAS

nord	47,5%	centro	38,8%
		sud	13,7%

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Banner

Artribune's banners with direct links guarantee high visibility for all campaigns. Banners come in different formats, on the homepage and content pages.

Newsletter

Artribune's Newsletter has over 73,000 subscribers every day with an Opening Rate of 32/35%.

ARTRIBUNE LETTERA

La newsletter inviata quotidianamente con la selezione delle news e degli articoli più letti.

ARTRIBUNE SEGNALE

Artribune Direct Email Marketing, editorial product but of a commercial nature



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Incanti

Artribune is now producing the first Italian newsletter entirely dedicated to the art market.

Incanti is designed and based within the best international examples. Artribune's Incanti will be the first vertical newsletter in Italy with an entire and exclusive focus on the art market. Incanti is dedicated both to professionals and art lovers and will focus on the economic impact of the art industry, qualifying and positioning Artribune as a reference platform for specialized information and strategic readership targets.

A strategic and functional opinion tool for networking, for building an extensive and solid network of contacts and for its consolidation. News and insights on: artists, galleries, collections, art fairs, auction houses, economic and financial art players, including banking institutions, family office, service companies for art collecting. Information, numbers, trends, analyses, expertise, strategies, investments, etc. and the auction's calendar



Artribune

FASHION & FRAGRANCES

Since 2022, Artribune opened up a space to the culture of fashion's and custom's with a new hybrid editorial staff within Millennial and Generation Z, focused on exploring the international scene. insights, trends, interviews, know-how and craftsmanship but also exhibitions and archives to be discovered.

Formats

NEW!

With the restyling of Artribune's fashion and frangrances section has come the creation of new formats (articles, interviews, social campaign, video etc..) suitable for every reality and aimed at finding a meeting point between the product and art/culture.

The aim is to reach both fashion and fragrances lovers, who are looking for a different and deeper approach, as well as those within the world of culture/more broadly associated with the world of culture. These formats are characterised by a contemporary visual language in dialogue with the different platforms, and their respective social audiences, together with articles analysing the particular characteristics of the sectors and topics covered. This is done through innovative communication that draws not only the younger generations.



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Social media

Artribune has a strong social presence with an active and vibrant community. All channels are constantly updated and have almost 1 million followers: it is the widest platform of this kind in Italy in the field of culture. Facebook, LinkedIn, Instagram, Twitter, Pinterest, Telegram, Instagram, TikTok, and YouTube: a synergy of content and images.

 Artribune over 415k followers

 Grandi Mostre 96k followers

 115k followers


 281k followers


 over 90k followers

 over 10k followers

 over 6200 subscribers

 6900 subs 96.000 likes

 1200 subscribers

 400 subscribers

950k followers

What we do

From strategic planning to consulting, Artribune's channels are available to support museums, institutions, companies, events, and creative businesses through personalised campaigns.

From simple reporting to sponsored posts, to a collection of Instagram stories or the creation of an integrated communication plan designed for the entire social network.



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Artribune Television is artribune.com tv channel that streams videos, documentary films, shorts films and audio material/ quality videos with specific editorial insights.

Publishing and video come together in a winning solution, offering a comprehensive service thanks to Artribune's know-how production.

Artribune Television and video production

From video reportage, reels, short art films, documentaries and commercials, Artribune puts at your disposal a staff of professionals who create personalised multimedia content with dedicated insights. Multimedia content is posted and promoted on the tv channel (Artribune Television) and distributed through all social channels (Facebook, Instagram, Vimeo, YouTube).

The production of videos includes a professional service provider, who is at the client's disposal, a journalist, a sponsored editorial by our editorial team with multimedia content and a sponsored communication campaign (with the client choosing the target) across all social networks.

spot/teaser

Multimedia content up to one minute long, viral and fast. A commercial video that can be promoted through all channels: Artribune Television, social networks, and on the artribune.com website with video banner mode.

video reportage

Multimedia content can last up to a maximum of 5 minutes, ideal for promoting cultural projects, exhibitions, or events. The video can include an interview, a journalistic insight, a selection of images. Video reports are published on Artribune Television and come with an editorial

docufilm

Multimedia content lasts up to 15 minutes, 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 followed free press of contemporary art and culture, with a wide distribution throughout Italy. Ever present, Artribune covers all the events of the art and cultural scene with an additional distribution throughout the landscape 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, digital 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 reports, combining long- form journalism with photographic services specially commissioned for Artribune, and infographics developed by specialists and illustrators. Characterised by it's free and wide distribution, it is the only cultural magazine with a sophisticated profile that manages to reach an audience of tens of thousands of people without stopping at the usual very small group of professionals



Circulation

PERIODICITY



6 ISSUES / YEAR
+ special numbers
dedicated to design
and travels

PRINT RUN



55k copies
+ extra distributions



DISTRIBUTION

OVER 650

free distribution
points in Italy

in galleries, foundations, museums,
concept stores, bookshops,
restaurants, clubs, events, fairs,
festivals

SUBSCRIBERS



15K

8k vip

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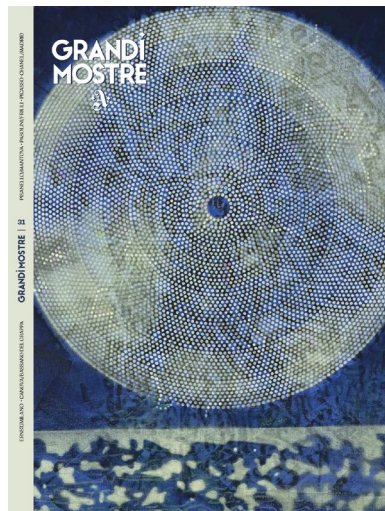


Grandi Mostre

Expertise, critical sense, and attention to the events that animate the contemporary exhibition scene. These are the guidelines of Grandi Mostre, Artribune's magazine insert.

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 a comprehensive look at the universe of great events, covering blockbuster exhibitions and major events.

You will find opinion pieces from important Italian critics, detailed reports from abroad and from the photography scene, regional itineraries of art and gastronomy and references of the latest editorial publications. All in a clear language and with captivating graphics, aimed both to the specialised reader and enthusiasts audience.



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Special Editions and Customized Editorial Products

Speciale MODA&FRAGRANZE

new!

The new Artribune's six-monthly, first issue will be released in September and in conjunction with art fairs, as well as international fashion weeks. The number will be a paper extension of the incubator born on the digital edition. Insights, trends, interviews, heritage but also unmissable exhibitions and appointments.

Special Salone del mobile

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 organised for one of the most important annual appointments in Italy. Customised Editorial Products both online and in printed form Artribune creates themed editorial products, special editions, printed or digital supplements, in collaboration with companies, organisations, foundations, museums, and institutions.

Graphics, content production, printing and customised distribution.

Customised Editorial Products both online and in printed form

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

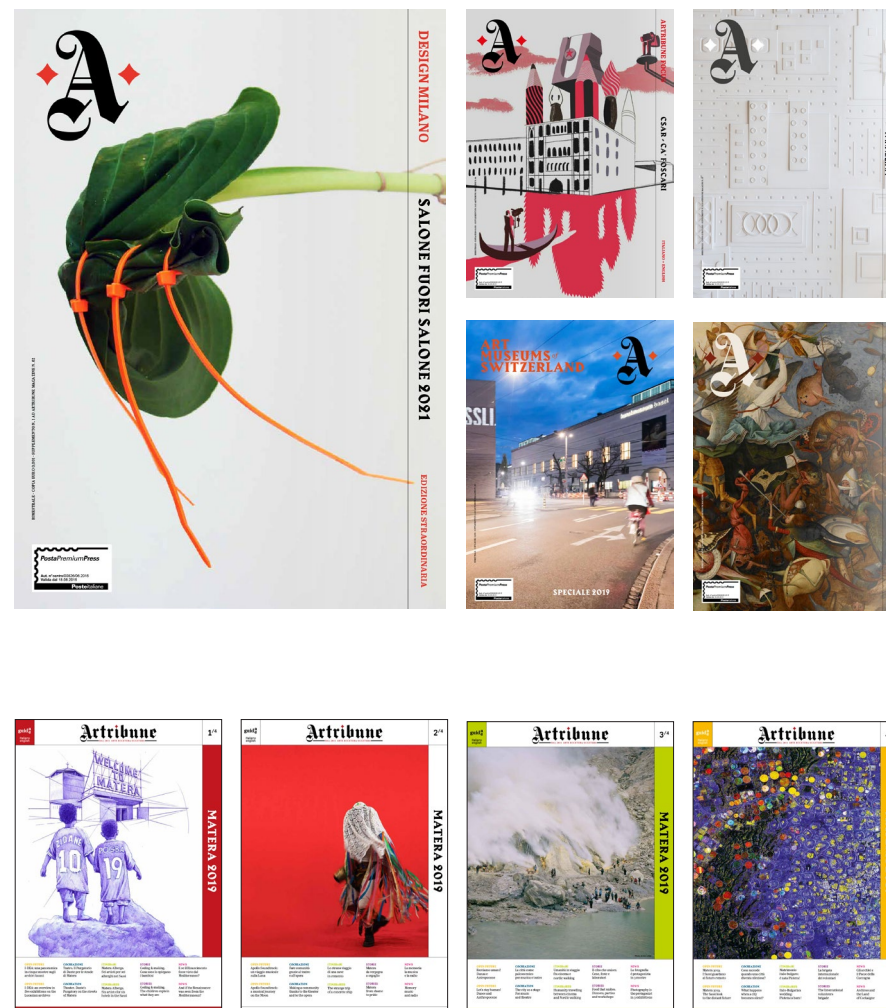
Graphics, content production, printing and customised distribution.

Artist Monographs

Not a catalogue, but a real art magazine that tells the work of an artist to a large art-loving public

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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2023 Artribune Magazine onprint plan

#70 | print on **20th of January**
with diffusion until 4th of March

ArteFiera Bologna 2-5 February
UN FAIR Milan 3-5 March
graphic material deadline

#71 | print on **10th of March**
with diffusion until 1st of May

MiaFair Milano 23-26 March
miart 14-16 April
Salone del Mobile 18-23 April
graphic material deadline
28th of February, 2023

Speciale Design out on 12th of April

with a circulation of 40,000 copies distributed in Milan during the Salone del Mobile (Milan 18-23 April), collateral events, Zona Tortona, Brera, Lambrate, Garibaldi Station etc.,
deadline for graphic material
8th of April, 2023

#72 | print on **4th of May**
with diffusion until 20 June

Biennale di Architettura Venezia,
various exhibition venues from 18th of May
Pitti Immagine in Florence 13-16 June
ArtBasel in Basel 15-18 June
Photo Basel 13-18 June
graphic material deadline
29th of April, 2023

#73 | print on **20th of June**
with diffusion until 1st September

Biennale di Architettura Venezia,
various exhibition venues
graphic material deadline
15th of June, 2023

#74 | print on **10th of September**
with diffusion until the 1st of November

ArtVerona October
graphic material deadline
5th of September, 2023

Speciale Moda&Fragranze out
on 4th of September

with a circulation of 40,000 copies
distributed until 10 January
White, Exsence, Pitti Fragranze,
Micam, Homi, Pitti Immagine,
Artverona, Artissima, Artefiera
deadline for graphic material
20th of August, 2023

#75 | print on **28th of October**
with diffusion until 10th of January

Turin for: Artissima, The Others,
FlashBack November
Arte in Nuvola 17-20th of November
graphic material deadline
20th of October, 2023

*N.B. Release dates and extra distributions
may undergo changes*

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