

# Artribune



# What is Artribune?

Artribune is an editorial platform dedicated to culture in the broadest sense possible. Fast, daily, accurate, authoritative, inclusive and exclusive, detailed, viral, and interactive. Artribune is the absolute benchmark for information, 24-hour updates, and communication in the world of 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, and food and wine.



Under the direction of Massimiliano Tonelli and chaired by Paolo Cuccia, more than 450 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 able to propose interpretations of the past, present, and future of culture meant in an all-embracing sense.



# Vision

Artribune's ambition is to offer civic, cultural, and social enrichment through a sound, intense, and multichannel dissemination of information, training, and insight into the world of culture meant in its broadest sense.







# Mission

Our goal is to create a platform for cultural debate and information that is as broad and accurate as possible while maintaining the greatest possible reliability on the universe of culture and all related fields, such as architecture, design, theatre, cinema, comics, technology, tourism, publishing, video games, advertising, and all developing contemporary languages.



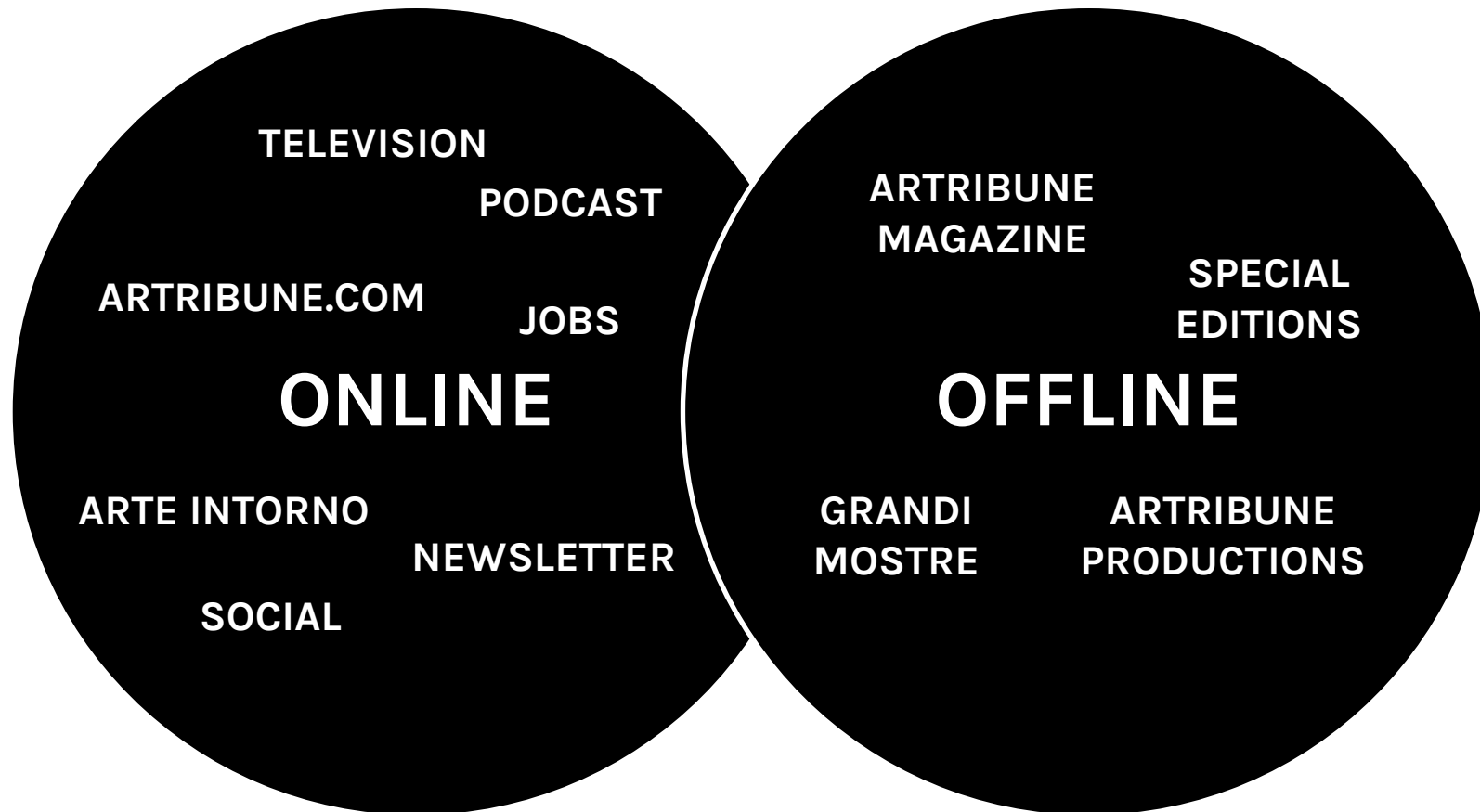
# 400

## The Team

The team working on the project consists of more than 450 people, most of whom are volunteer contributors living in Italy, Europe, and farther afield. There is also a central team of 20 people, including content and commercial development managers, administration, graphic designers, and technicians.



# Our Platform







# Artribune.com

With an understandable and clear language that is at the same time authoritative and reliable, artribune.com combines multimedia and information for an immediate reading through news, current events, current affairs, journalistic reports, previews, interviews, civic initiatives thanks to the participation of opinion leaders and journalists from the world of culture, politics, and economy.

Fresh and contemporary, it is in constant dialogue with social media, Facebook, Instagram, Pinterest, TikTok, YouTube, Telegram, and Twitter with critical, journalistic, and opinion analysis published daily.





# Magazine

## PERIODICITY



**6 ISSUES/YEAR**

+ DESIGN AND TRAVEL  
SPECIAL EDITIONS

## PRINTING



55K COPIES  
+ EXTRA DISTRIBUTIONS

## DELIVERY



FREE DISTRIBUTION  
POINTS IN ITALY

**650+  
POINTS**

IN GALLERIES, FOUNDATIONS, MUSEUMS,  
CONCEPT STORES, BOOKSHOPS, RESTAU-  
RANTS, CLUBS, EVENTS, FAIRS

## SUBSCRIBERS



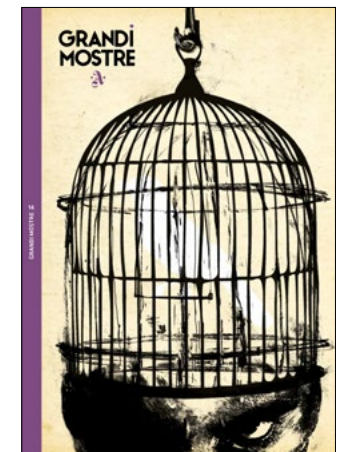
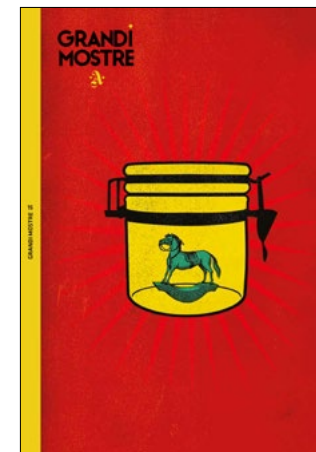
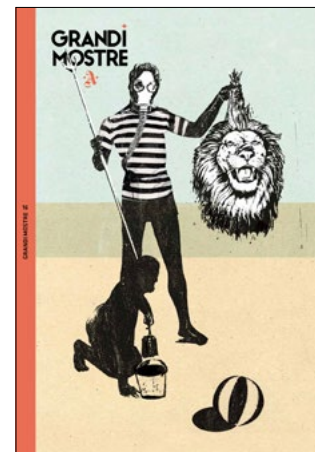
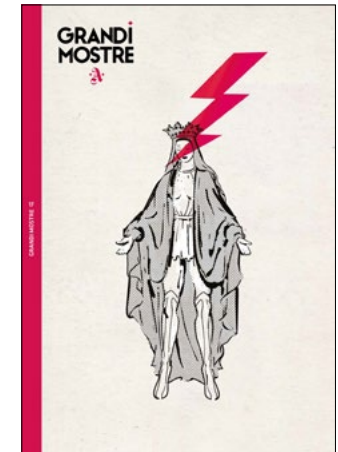
**15K**

8.000 VIP



# Grandi Mostre

Grandi Mostre is a supplement launched in Noember 2016 to complement all the content on major exhibitions and classical and ancient art difficult to place in Artribune Magazine. Its goal is to become independent, no longer as a supplement, with a focus on autonomous distribution and business development.

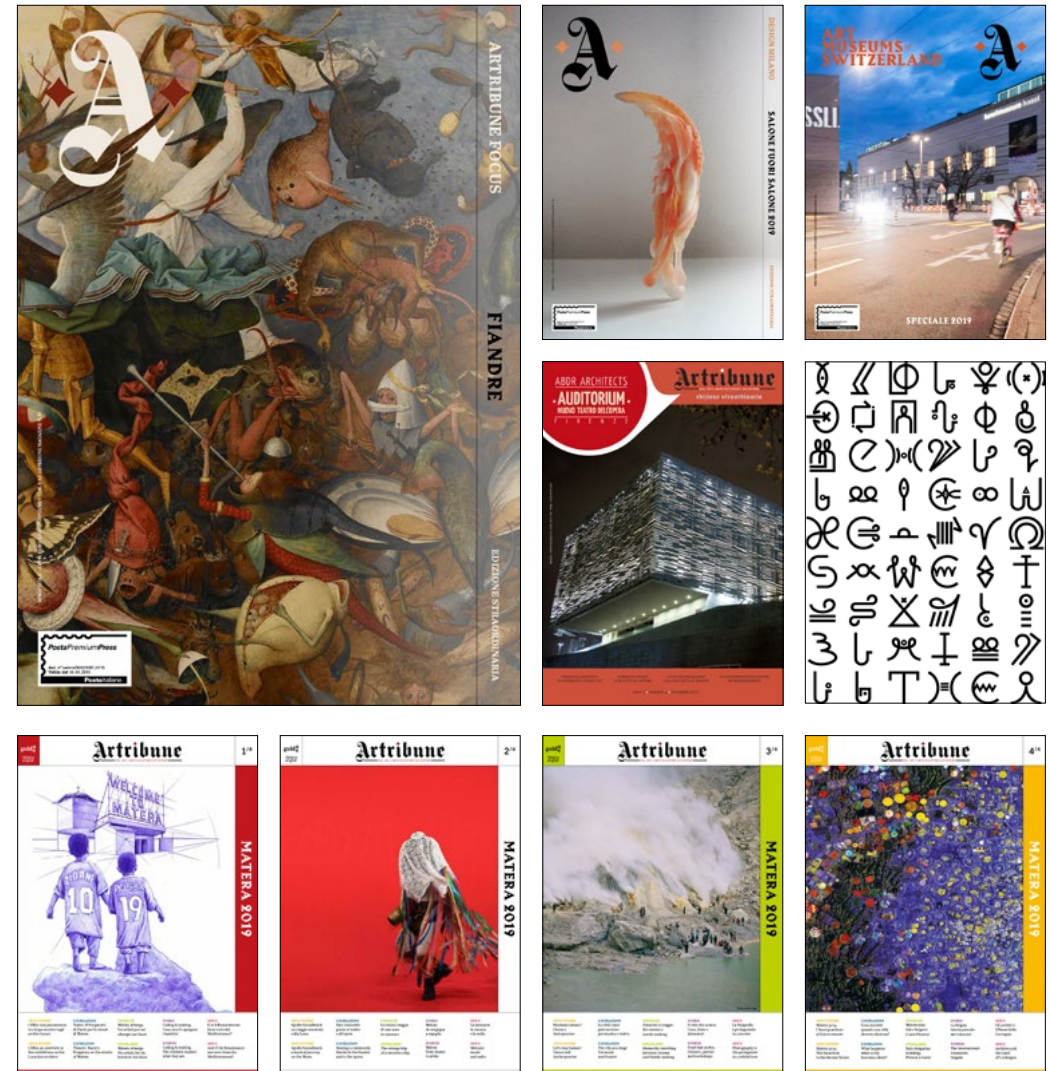


# Special Editions

Artribune has always produced print and online publications in collaboration with businesses, public institutions, and foundations.

From design to graphics, content production, printing, and customized distribution.











Among many others, we have worked with the following companies: Matera 2019 Open Future, Visit Flanders Svizzera Turismo, Teatro dell'Opera a Firenze, Università di Venezia



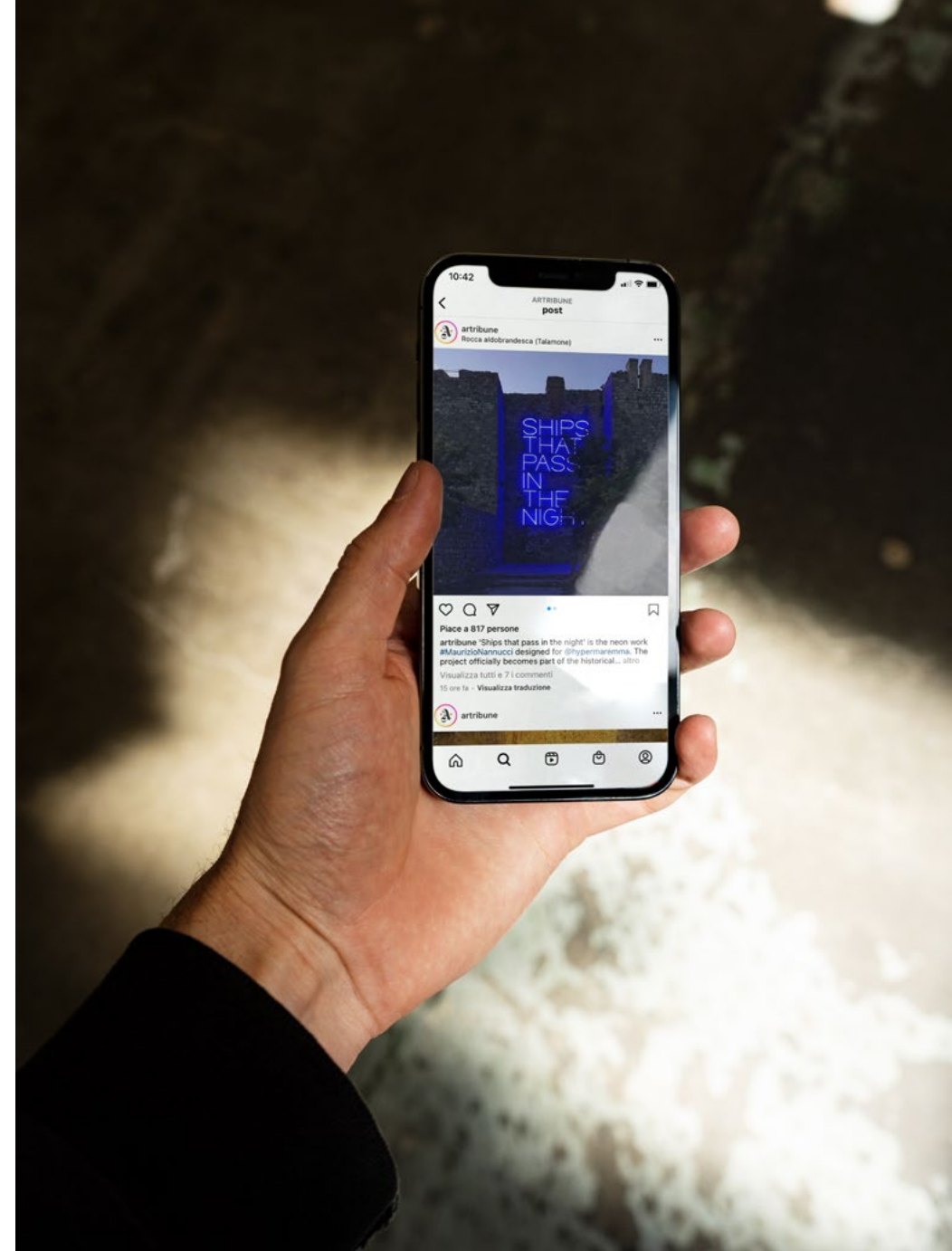


# Social media

Artribune has a strong social presence with an active and vibrant community.

-  Artribune over 367k followers
-  Grandi Mostre over 90k followers
-  114k followers
-  273k followers
-  over 82k followers
-  over 10k followers
-  over 6200 subscribers
-  6900 subs 96.000 likes
-  1200 subscribers
-  330 subscribers
- 950k followers

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.



## ◆ Lettera Artribune



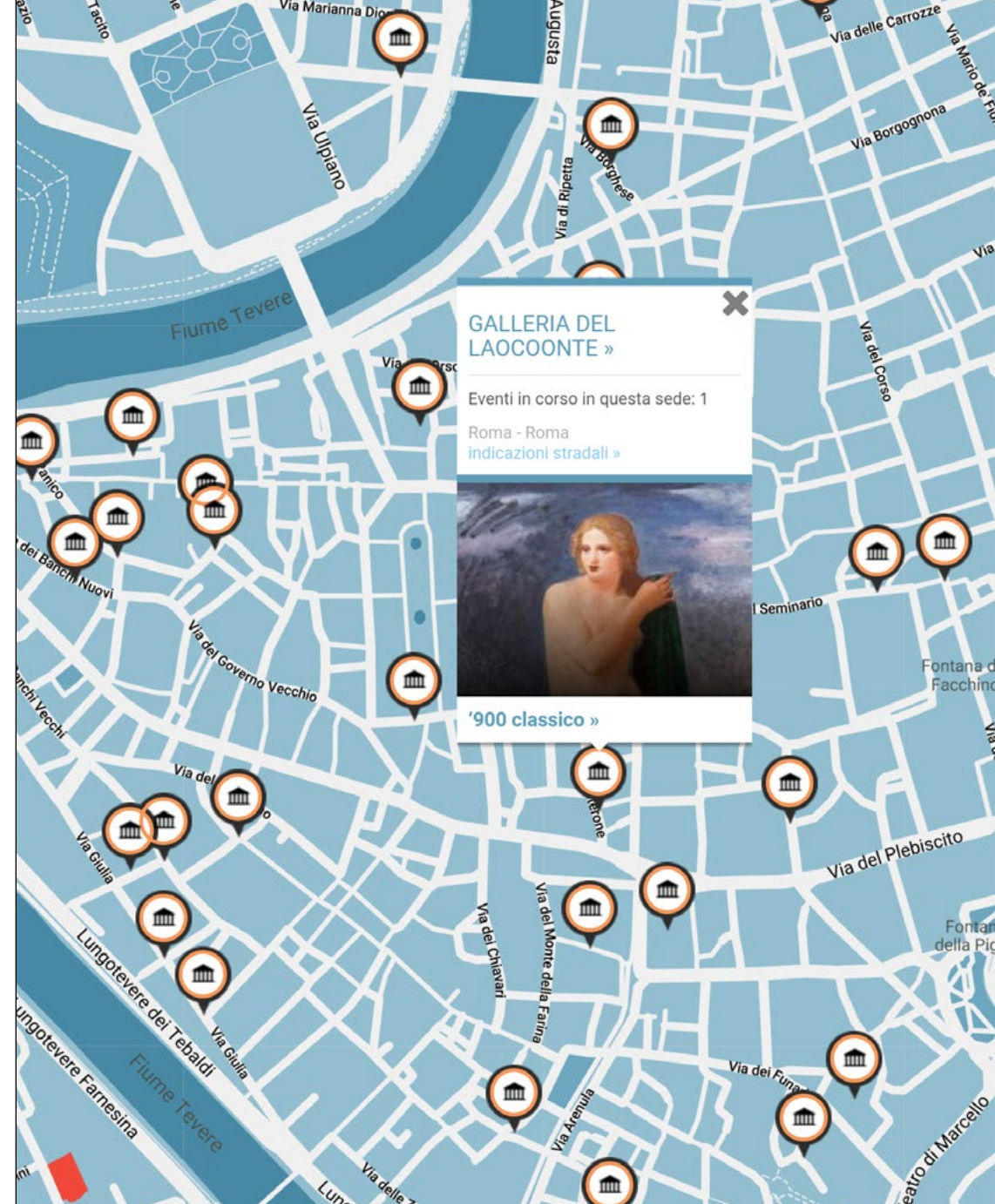
## Newsletter

Our newsletter, Lettera Artribune, is sent to about 79,000 e-mail addresses daily. It contains all the website news from the previous day along with suggestions regarding the day's events throughout Italy. It is considered an indispensable tool for all enthusiasts and professionals; its open rate is indeed considerable.



# Web app Arte intorno

The Arte Intorno (Around Art) web app is a very practical tool for mobile users. It allows you to immediately view a map of inaugurations taking place on a specific day and is the only tool that indicates which exhibitions can be visited around you.





# Television

Artribune web TV broadcasts daily relying on top-level partners in the production and distribution of films and web series.

Among many others, we have worked with the following companies: con Axa, Ministero degli Esteri, Castello Miramare, Collezione Guggenheim Venezia.





# Jobs

A platform for those seeking employment in the creative world. It displays a series of web content and a very active Facebook group (40k) where those interested can find professional offers.







# Podcast

The Artribune podcast service was created in April 2020: a new space to talk about art and culture that is entirely dedicated to listening.

Follow our podcasts and stay up to date and listen to new releases that are available on Spreaker, Spotify, Apple Podcast, and Google Podcast

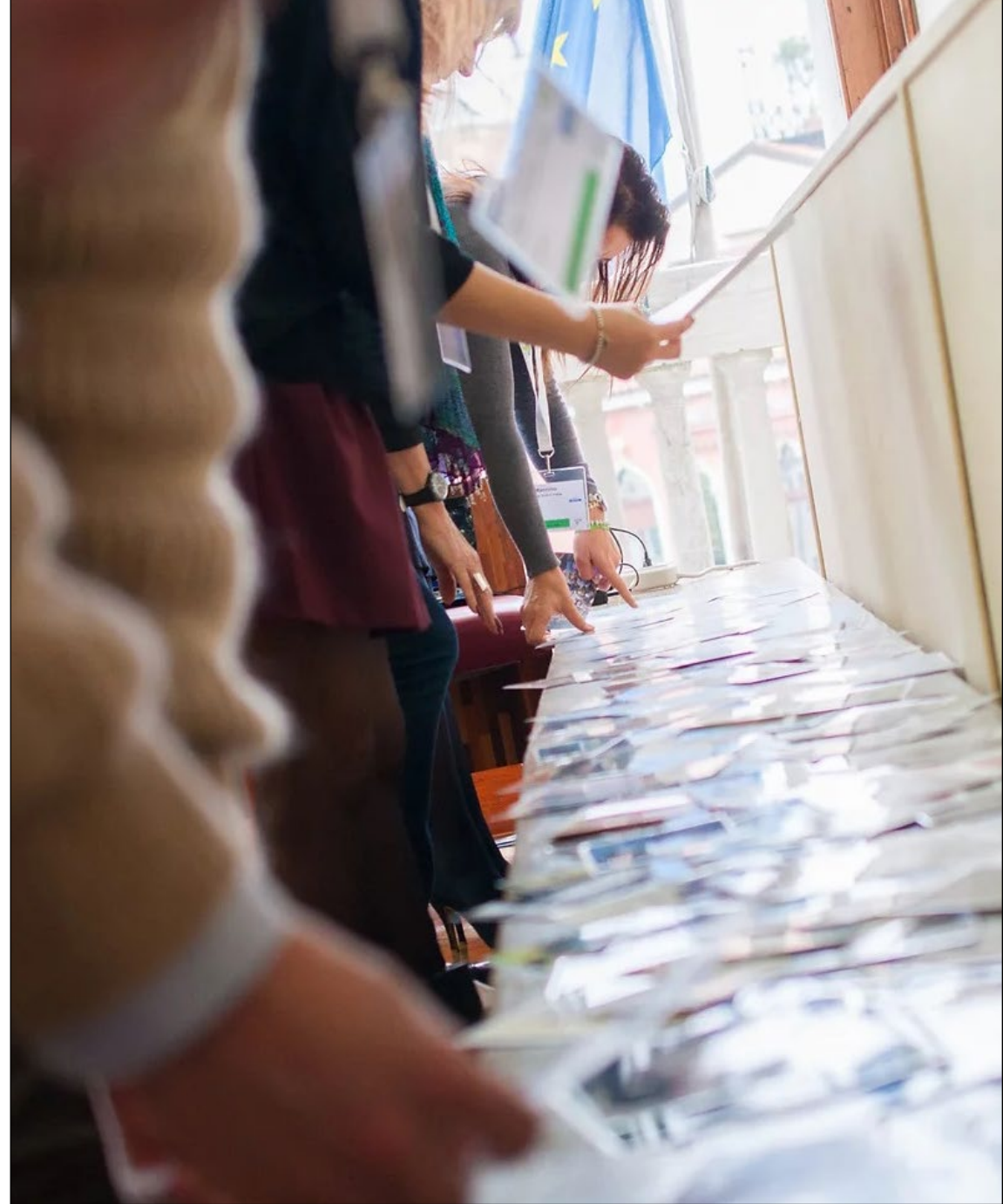




# Formazione

In 2021, the Artribune University project was born in collaboration with the largest Italian online university: UniPegaso.

A series of programs, testimonials by professionals, training classes, and in-depth courses aimed at transforming the Artribune approach into an educational experience.



# Travel

In 2022, the Artribune Travel project was launched. The idea was to transform the contents of Artribune into concrete, real, immersive, and unforgettable experiences. The trips, open only to a select few among our readers, will always be led by an Artribune journalist and organized by industry professionals.

The goal is to offer those who follow Artribune some unusual, particular, enriching travel experiences.







# Agency

In 2022, Artribune is creating a true production and consulting agency for the issues of urban regeneration connected to public art. The pilot initiative for this project was completed with great success in Milan with a light installation by Patrick Tuttofuoco on the renovated Vetra Building in the heart of the city.

We make ourselves available with our expertise, our relationships, and our numbers on the web, social media, printed and e-mail material to produce, and then recount art experiences in the public space, collaborating with design firms, institutions, large urban development and real estate companies.





# Major Clients



Università  
Ca' Foscari  
Venezia



ITSART



**Farnesina**

Ministero degli Affari Esteri  
e della Cooperazione Internazionale

**DSQUARED2**



INTESA  SANPAOLO



**TOSCANA**  
PROMOZIONE TURISTICA



# **Thank you for your attention**

