

# Artribune

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MEDIA KIT 2025

# 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.



**Editorial:**  
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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](http://www.artribune.com)

## Analytics



PAGE VIEWS / MONTH **2.300.000**



VISITORS / MONTH **1.100.000**



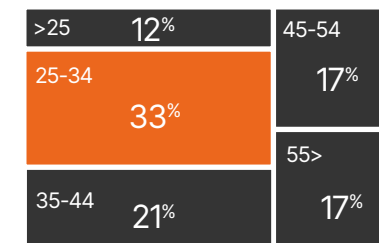
PAGE VIEW FOR SESSION **1,5**



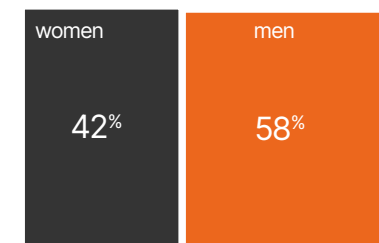
SESSION TIME **1.3 MINUTES**

## Readership

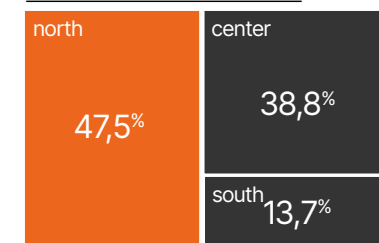
### AGE



### GENDER



### GEOGRAPHIC AREAS (ITALY)



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# Artribune.com

## 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 83,000 subscribers every day with an Opening Rate of 32/35%.

### ARTRIBUNE LETTERA

Our daily newsletter sent with a selection of the most read news and articles.

### ARTRIBUNE SEGNALA

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



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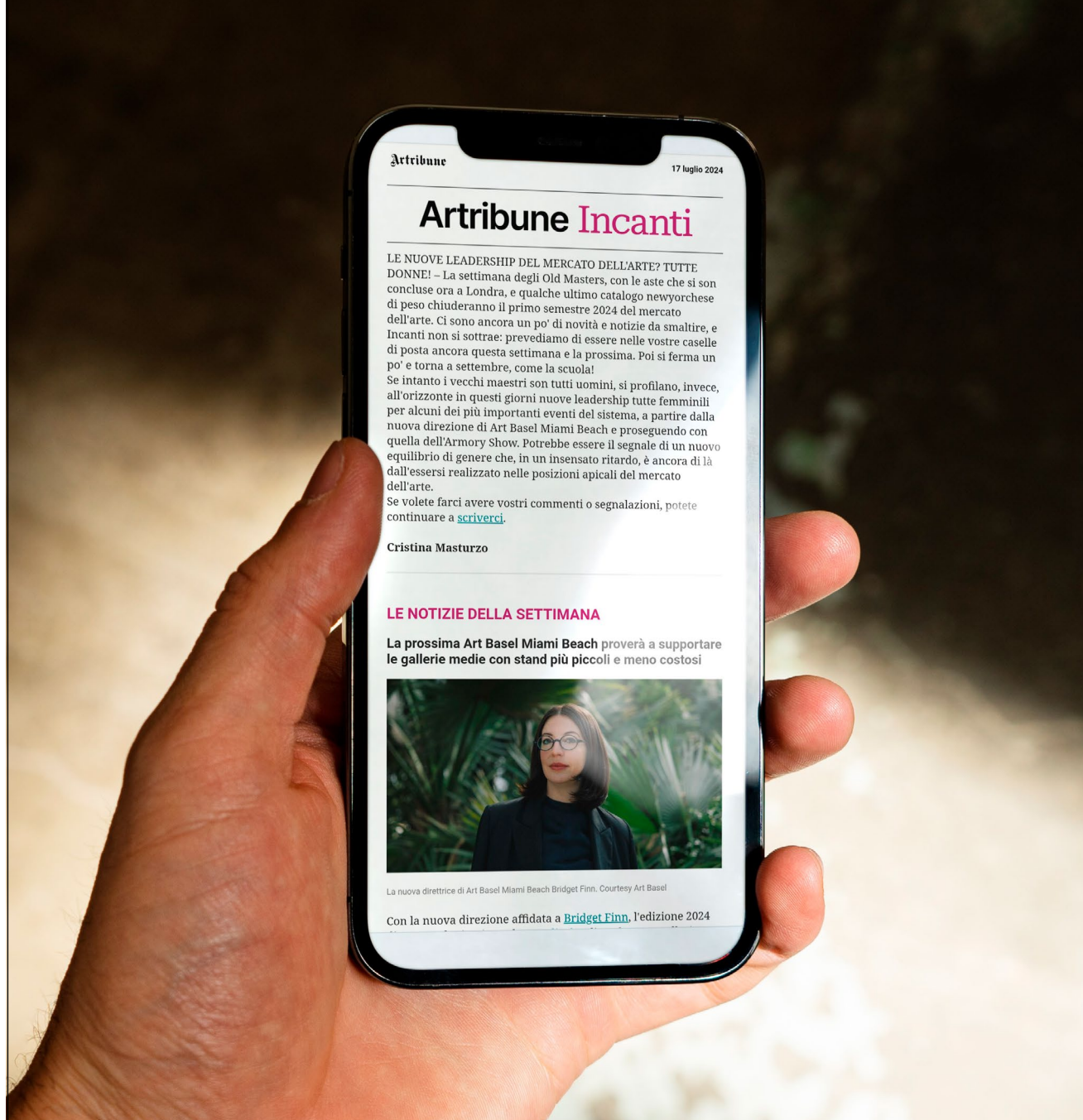
# Artribune.com

## 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



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## Render

The second vertical newsletter produced by Artribune, Render immediately became a reference for the world of culturally based urban regeneration.

Released twice a month on Mondays, Render is proposed as an information tool capable of anticipating, monitoring, analyzing and commenting on processes and paths linked to urban transformations, with particular attention to those underway in Italy. Conceived not only for a specialist audience, Render accompanies a robust and updated section of short news, a thematic focus, an interview and columns, including those dedicated to the monitoring of investments linked to the PNRR, the agenda of events and the selection of sector publishing news.

Render has had its attention since its creation, for the architectural discipline, its protagonists, and the dynamics that pass through it in Italy and around the world. Finally, this editorial project supports Artribune Produzioni, the Artribune business unit which since 2021 has been operating in the consultancy, curatorial and communication of artistic projects in urban regeneration contexts for large real estate companies.



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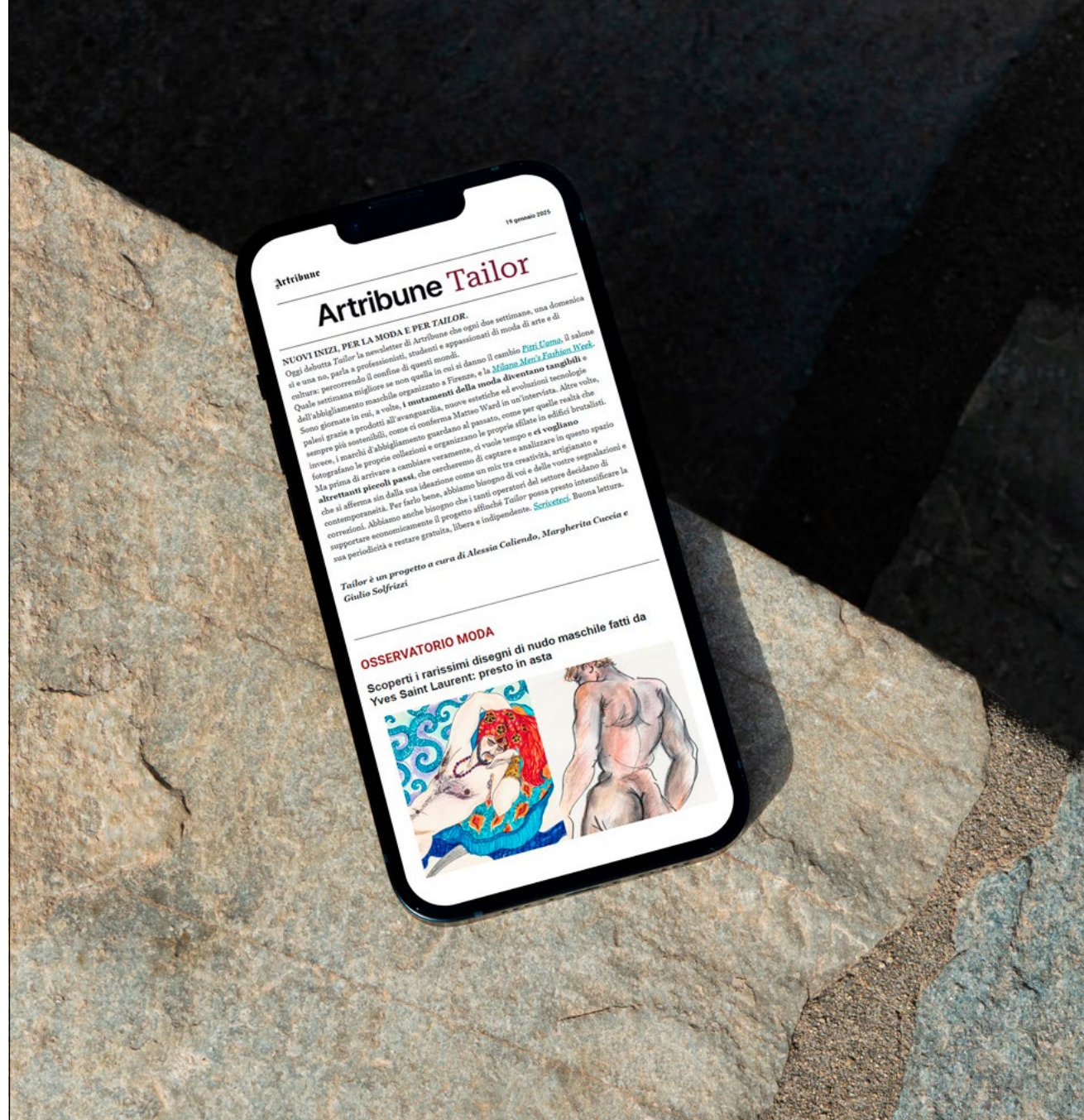
# Artribune.com

## Tailor

Artribune enriches fashion and culture in the new Artribune newsletter

The offer of periodic thematic newsletters in the Artribune media ecosystem is further enriched. After INCANTI dedicated to the art market, and RENDER, focused on culturally-based urban regeneration, in January 2025 TAILOR will debut, the newsletter that talks about fashion when it intertwines with art and culture. With around 10k subscribers, TAILOR will become a regular appointment for all enthusiasts, experts, and operators in the fashion sector who consider art and culture as fundamental areas of operation and inspiration.

TAILOR aims to explore the links between creativity, art, craftsmanship and contemporaneity. The newsletter will include thematic insights, focuses on international fashion weeks, specials on the career and academic world. The new Artribune vertical newsletter stands out for its attention to visual storytelling: images, graphics and storytelling are the fulcrum of a narration that combines art and culture with the worlds of lifestyle. Designed to inspire and inform, TAILOR addresses professionals, enthusiasts and students, offering fresh, authoritative content that is always up to date with global developments.



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# Artribune

## FOCUS MODA

Artribune explores the world of fashion and costumes with a global and innovative approach. The project investigates international trends through insights, interviews, and focuses on know-how and craftsmanship.

Exhibitions and archives are protagonists in both digital version and six-monthly English-language paper version, edited by Alessia Caliendo.

The fashion section of Artribune proposes new formats capable of creating a bridge between product, art and culture. The goal is to involve both fashion enthusiasts looking for an original and profound perspective, and those close to the world of culture, lifestyle, beauty and fragrances. Thanks to a contemporary visual language and with different platforms integrations and social audiences, the contents combine careful analysis and fresh communication, capable of speaking to even the youngest.



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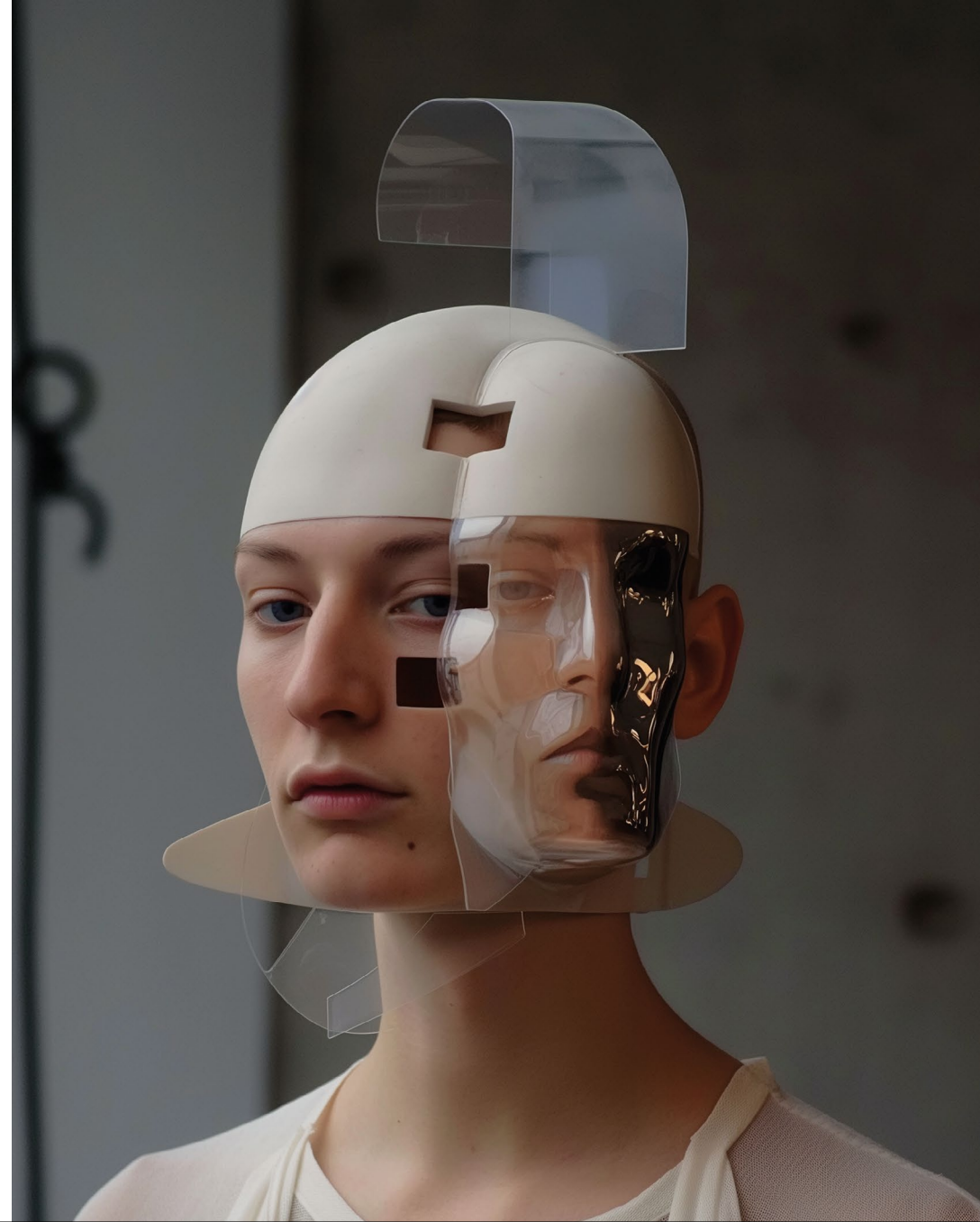
## FOCUS DESIGN

Artribune obviously also dedicates space to the disciplines of design, alongside the visual arts and culture in general. Through web sections on artribune.com and an annual international paper edition, curated by Alessia Caliendo, we follow the current affairs of the sector, exploring hybrid territories where art and design meet, combining large industrial productions with craftsmanship and unique pieces for collectors.

Between Made in Italy tradition and innovation, editorial research also touches on emerging themes such as artificial intelligence and biodesign.

The design section of Artribune presents formats capable of uniting product, art and culture, addressing both design enthusiasts looking for a deep perspective and those interested in experimental and research realities.

A contemporary visual language and communication adapted to different platforms accompany analytical articles that carefully address the topics covered.



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# Social media

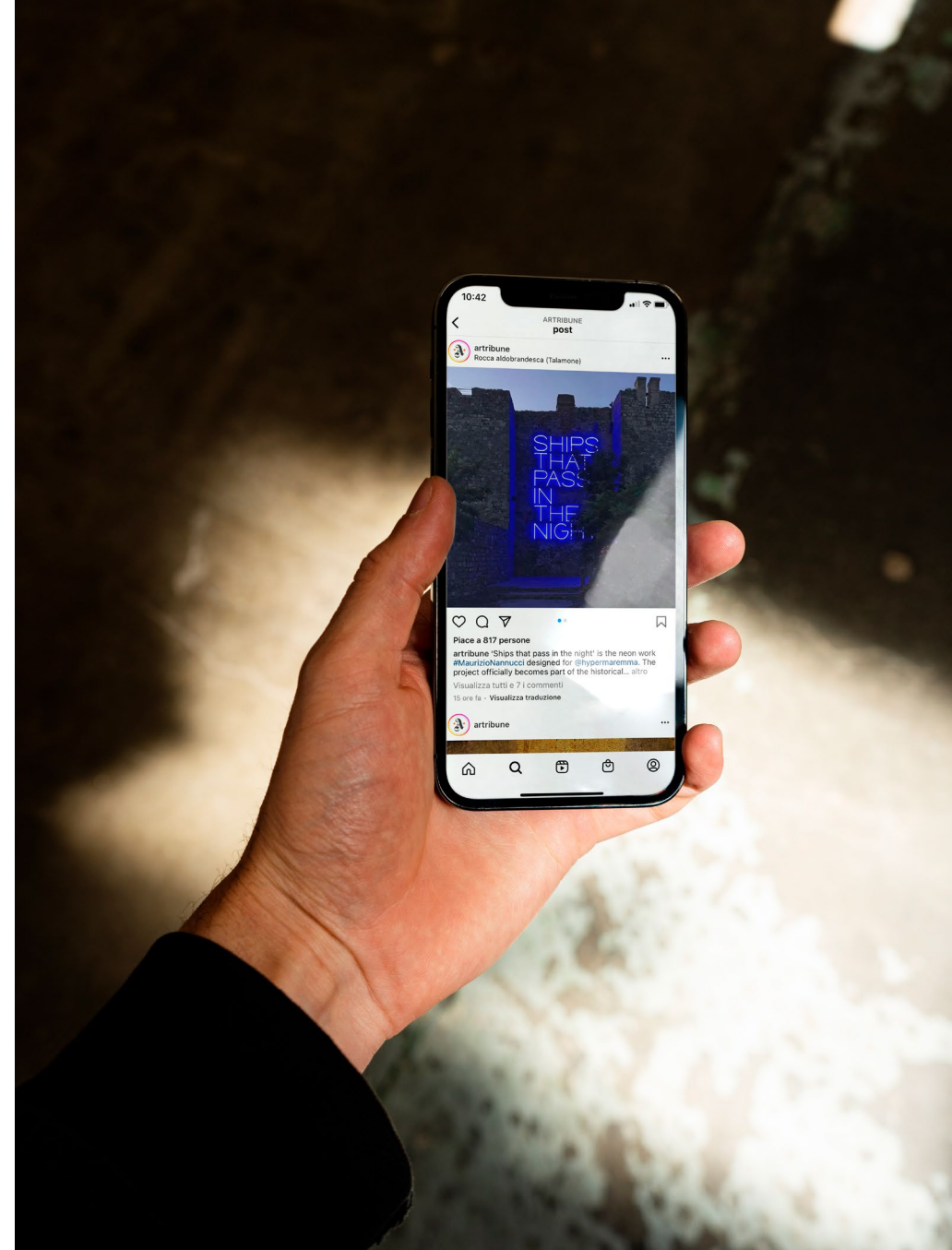
Artribune has a strong social presence with an active and vibrant community. All channels are constantly updated and have almost 1 million followers: it is the widest platform of this kind in Italy in the field of culture. Facebook, LinkedIn, Instagram, Twitter, Pinterest, Telegram, Instagram, TikTok,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

-  Artribune 440.000 followers
  -  317.000 followers
  -  116.000 followers
  -  Grandi Mostre 104.000
  -  10.500 followers 150.000 likes
  -  3500 subscribers
  -  6900 subscribers
  -  115.000 followers
  -  11.600 followers
  -  1300 subscribers
  -  400 subscribers
- total: more than 1 million users

## 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

*For both reportages and documentary films, a narrator or speaker can be provided as a background to the images. Both in the Italian version and with voice-over in English or with subtitles*

*For both reportages and documentary films, a video reel is also planned for publication on social media profiles.*

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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 its 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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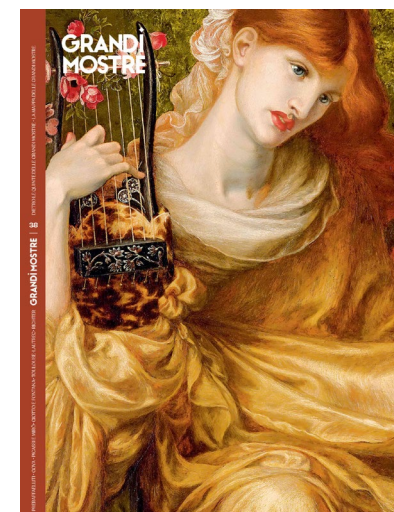
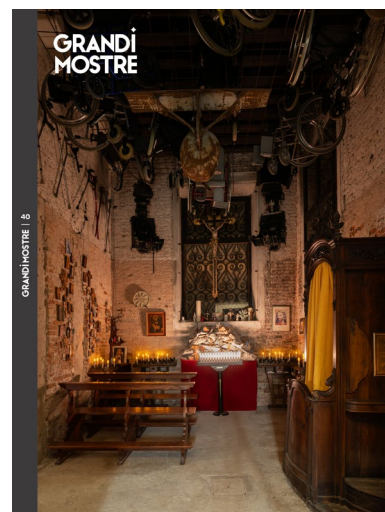
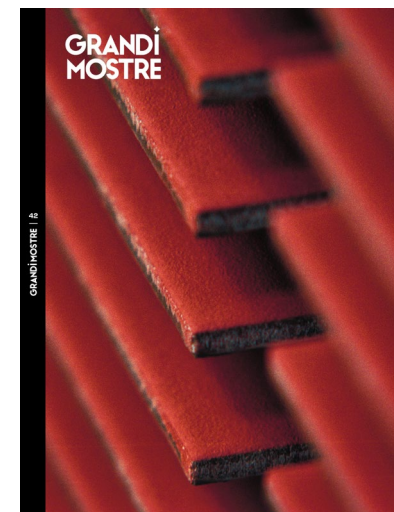
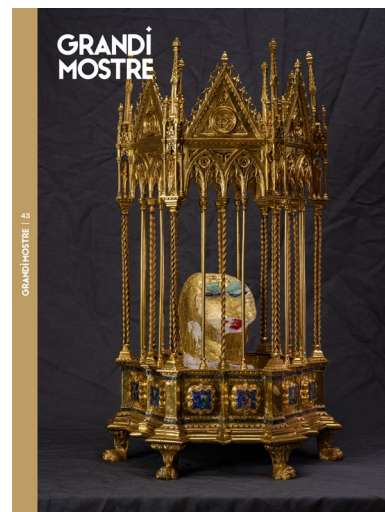


# Grandi Mostre

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

## 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.

## Artribune House organ Focus

The creation of customized house organs for clients and brands. These corporate publications, curated down to the smallest details, are distributed through the Focus distribution network, with an international extension.

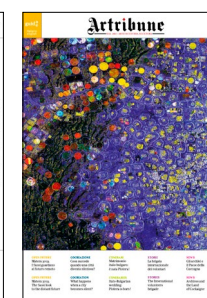
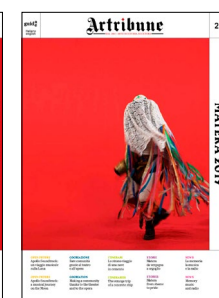
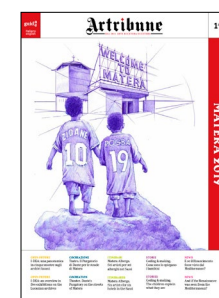
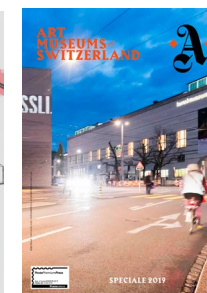
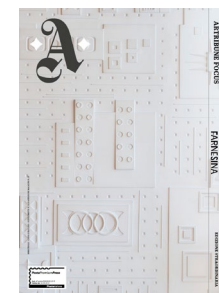
The contents of the house organs are entirely original and created ad hoc, ensuring effective and personalized communication for each client. This service aims to provide exclusive and high-quality communication tools, responding to the specific needs of each brand.

## 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:

Tod's, Chanel, Banca Ifis, IED, BPER, Ministero degli Affari Esteri e della Cooperazione Internazionale, Credite Agricole, Lufthansa, Austria Turismo, High, Foscarini, Acqua Sant'Anna, Università di Venezia - Cà Foscari, Banca Cariplo, BAT, Comune di Montalto, Ministero della Cultura, Catawiki.



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# 2025 Artribune Magazine onprint plan

**#82** | print on **15th of January**  
with diffusion until 4th of March

**ArteFiera Bologna** 6-9 February  
**UN FAIR Milano** from 29 March

*graphic material deadline 20 december 2024*

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**#4 Focus Moda**  
out on 27th of February

distribution: Paris Fashion Week, Pitti Immagine Uomo, Biennale Architettura di Venezia, Mia Photo Fair, Miart a Milano, Festival del Cinema (Campari Lounge), bookstore specializzati, Art Basel Basilea, Art Paris (Grand Palais), Art Fair Mosca, Art Basel Hong Kong, Tefaf New York

*graphic material deadline 15th of January 2025*

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**#83** | print on **5th of March**  
with diffusion until 30th of April

**MiaFair Milano** 19-23 march  
**miart** 3-6 april

*graphic material deadline 20th of February 2025*

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**#12 Focus Design** in uscita il 3 aprile

with a print run of **40,000 copies** distributed in Milan at **miart** and during the **Salone del Mobile** (Milan 18-13 April) for the Fuori Salone events (Zona Tortona, Brera, Cascina Cuccagna, Isola, Stazione Garibaldi, ADI DESIGN Museum, galleries, studios etc).

**Biennale Architettura di Venezia**, at Paris Design week, at Savoir fair in Knokke (Belgium) and at ArtBasel (Switzerland)

*deadline for graphic material 15th of March, 2025*

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**#84** | print on **24th of April**  
with diffusion until 30th of June

**Biennale di Architettura Venezia** various exhibition venues  
**ArtBasel** in Basel 19-22 June  
**Photo Basel** 17-22 June

*deadline for graphic material 20th of April 2025*

---

**#85** | print on **5th of July**  
with diffusion until 5th of September

**Biennale di Architettura Venezia** various exhibition venues, Videocittà, Sant'Arcangelo Festival, Cortona on the move, Giffoni festival

*deadline for graphic material 30th of June 2025*

---

**#5 Focus Moda**

out on September 4th and available until February 26th 2026

distribution: Pitti Frangranze, White, Paris Fashion Week, Pitti Immagine Firenze, Artissima Torino, Arte in Nuvola Roma, Exsence, specialized bookstores, Paris Photo and Art Basel Paris, Art Basel Miami.

*deadline for graphic material 20th of August, 2025*

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**#86** | print on **15th of September**  
with diffusion until the 1st of november

**Biennale di Architettura Venezia** various exhibition venues  
Venezia sedi espositive varie  
**ArtVerona** – october  
**ArtBasel** Paris

*graphic material deadline 5th of September, 2025*

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**#87** | print on **23th of October**  
with diffusion until the 15th of January 2025

**Artissima, The Others, FlashBack** november  
**Arte in Nuvola** november

*graphic material deadline 20th of October, 2025*

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

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