

# Artribune

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MEDIA KIT 2026

# 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](http://www.artribune.com)

## Analytics



PAGE VIEWS / MONTH **2.300.000**



VISITORS / MONTH **1.100.000**



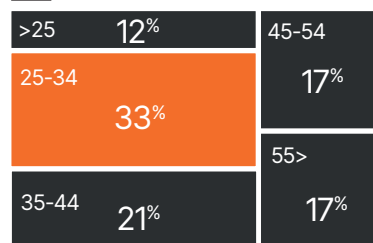
PAGE VIEW FOR SESSION **1,5**



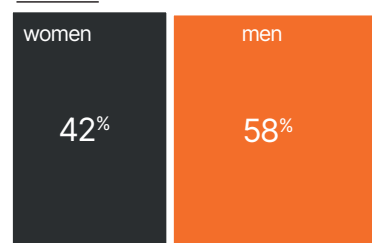
SESSION TIME **1.3 MINUTES**

## Readership

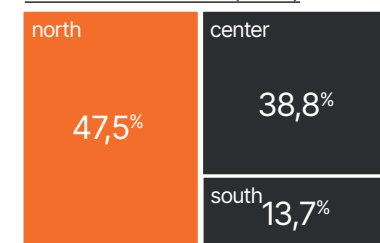
### AGE



### GENDER



### GEOGRAPHIC AREAS (ITALY)



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# Artribune.com

## Display Campaign

Artribune.com banners, available in various formats and placements, ensure maximum visibility and immediate impact for campaigns. Positioned on the homepage and article pages, they offer targeted and customizable communication, enhanced by the editorial prestige of the publication.

## Newsletter

**Artribune Lettera** – 83,000 subscribers, 45% open rate

Daily dispatch featuring a curated selection of the most-read news and articles. An authoritative appointment to stay updated on trends in art and culture.

**Artribune Segnala** – 75,000 subscribers, 42% open rate

Artribune's DEM: a space at the intersection of editorial content and commercial communication.

Ideal for promoting events, projects, exhibitions, or cultural products with an elegant and customizable format.



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# Vertical Newsletters

## **Incanti — The Art Market as Told by Artribune – Over 30,000 Subscribers, 49% Open Rate**

With over 30,000 subscribers, it has become a key reference point for professionals, collectors, and enthusiasts, offering a comprehensive weekly analysis of the economic and strategic dynamics of the art system. Incanti combines news and in-depth insights, featuring updates, data, trends, analyses, and interviews with the market's key players: artists, galleries, auction houses, collectors, banking institutions, and industry leaders. It's a networking and knowledge tool dedicated to those who want to understand and anticipate the evolutions of the art market, from an authoritative and contemporary perspective.

## **Render — Culture and Urban Regeneration – over 25,000 subscribers, 58% open rate**

With over 25,000 subscribers and a biweekly cadence, Render anticipates, analyzes, and narrates urban transformation processes in Italy, with particular attention to projects that intertwine architecture, culture, sustainability, and innovation. Each issue features a selection of short news items, thematic spotlights, interviews, and dedicated columns—from monitoring PNRR funds to event agendas and the latest editorial releases in the sector.

## **Tailor — Fashion, Art, and Culture – over 15,000 subscribers, 51% open rate**

Launched in 2025 and already boasting over 15,000 subscribers, Tailor is designed for professionals, creatives, and enthusiasts who see fashion as a form of cultural and artistic expression. Each issue explores the connections between creativity, craftsmanship, design, and contemporaneity, offering insights into international fashion weeks, reports from the career and academic worlds, and dedicated focuses on the visual languages of lifestyle.

**2026 Coming soon:** PAX, Artribune's newsletter dedicated to cultural tourism as a key to understanding territories and the communities that inhabit them. An observatory on territorial policies that know how to valorize their heritage, but also a platform to aggregate opportunities, best practices, and healthy tourism development projects. Stories from Italy and the world, maps and thematic itineraries, trends, slow mobility, new hospitality architectures. PAX will be released every two weeks on Fridays, to provide guidance to industry professionals, enthusiasts, and original insights to those exploring the world with curious eyes: subscribe and spread the word.

◆ Incanti  
◆ Render  
◆ Tailor  
◆ Pax

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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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# Artribune Focus Moda

Artribune Focus Fashion explores the world of fashion and costume through a global, cultured, and contemporary lens. An editorial project that narrates international trends, while valuing craftsmanship, research, and artisanal skills as central elements of creative language. Through interviews, reports, and in-depth features, Artribune Fashion builds bridges between product, art, and culture, interpreting fashion as a form of identity-driven and innovative storytelling.

Published both in digital format and as a bilingual print edition every six months in English, the section targets an international audience of professionals and enthusiasts. Thanks to a sophisticated visual language and integration with social media, Artribune Fashion combines authoritative analysis with contemporary communication, capable of engaging even younger generations.

# Artribune Focus Design

Artribune Focus Design dedicates space to design disciplines and their connections with the worlds of art, culture, and innovation. Through the Artribune.com platform and its annual international print edition, it narrates the current state of the sector by exploring hybrid territories where creativity, industry, and research engage in dialogue.

From Italian Made in Italy tradition to new technological frontiers—from artificial intelligence to biodesign—Artribune analyzes the present and anticipates trends that redefine the concept of contemporary design. Dedicated formats unite product, art, and culture through a consistent and current visual language. An elegant and authoritative communication style, capable of speaking to designers, curators, collectors, and all those who seek in design a profound and innovative cultural vision.



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# Artribune ART RADAR

**ART RADAR** is a free printed cultural map by Artribune, dedicated to the main art events in Rome and Milan, with quarterly releases (January, April, October 2026, expanding to four).

**Distributed in 100 strategic locations** per city (museums, galleries, luxury hotels, fairs like Artissima and miart) and sent to 15,000 subscribers, it reaches a cultured, curious, and professional audience.

**Pocket-sized format** (100x210 mm closed, 600x420 mm open), it features an interactive map with geolocated exhibitions, event boxes, and exclusive advertising spaces.

**Future expansion to Bologna, Turin, Florence with local synergies.**

**Ideal for targeted visibility in the contemporary cultural landscape.**



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# Social media

Artribune is present on social media with an attentive and lively community, featuring new content published every day. Active on all major social media platforms, Artribune boasts a user base of over 1 million, the largest in Italy for culture-related content.

-  Artribune 452.000 followers
-  347.000 followers
-  123.000 followers
-  Grandi Mostre 115.000
-  13,000 followers 243.000 likes
-  3500 subscribers
-  8000 subscribers
-  113.000 followers
-  12.000 followers
-  1700 subscribers
-  410 subscribers
- total: more than 1 million users

## What we do

Artribune offers tailored digital communication strategies for museums, institutions, companies, and creative businesses. From editorial planning to the creation of sponsored content, every campaign is designed to enhance cultural and creative projects through an integrated, results-oriented approach.

### Services offered:

- Sponsored reports and posts
- Customized campaigns across all social channels
- Collections of stories, reels, and dedicated video content
- Integrated digital communication plans
- A powerful, authoritative, and tailored communication network for every need.



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Artribune Television is the official video section of Artribune: a space where publishing and audiovisual content merge to create high-quality output — reportage, docufilms, interviews, shorts, and spots dedicated to the world of art and culture, available across multiple platforms.

Thanks to a team of specialized professionals, Artribune produces horizontal videos suited for websites and YouTube, as well as vertical reel videos for social media, customized for museums, institutions, companies, and cultural brands.

Every production is accompanied by in-depth editorial coverage and an integrated distribution campaign across the network's digital and social channels.

## Artribune Television and video production

From video reportage to artist's short film, from docufilm to spot, to reel. Artribune provides a team of professional operators, creating customized multimedia content accompanied by dedicated in-depth articles. All multimedia content is published and promoted within the Television section on [artribune.com](http://artribune.com) and disseminated across all social channels (Facebook, Instagram, Vimeo, YouTube).

Video production includes (if required by the activity): a professional operator available to the client, a journalist, a sponsored editorial piece curated by the editorial team to accompany the multimedia content, and a sponsored communication campaign (with target audience selected by the client) across all social networks.

### spot/teaser

Duration up to 5 minutes. Ideal for recounting exhibitions, events, and cultural projects with rhythm and visual impact. Published on Artribune Television and accompanied by an editorial article.

### video reportage

Duration up to 15 minutes. A complete story documenting every phase of a project: from conception to realization. Promoted across all Artribune channels and social media. Watch one of our docufilms.

*Both formats with voice-over in Italian or English, and sponsored targeting to amplify their distribution.*

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# The magazine

Artribune Magazine is Italy's most authoritative and widely followed magazine on contemporary art and culture.

Distributed free of charge, it serves as an essential reference point for the worlds of art, architecture, design, photography, cinema, and major social issues. The magazine stands out for its in-depth journalistic approach and high-level editorial and graphic care.

## Editorial Program 2026

Artribune Magazine's programming follows the calendar of major Italian and international artistic and cultural events, ensuring a constant presence in the sector's most relevant contexts.

Each issue is accompanied by targeted and special distributions, designed to guarantee maximum visibility for the content and featured partners.

### 2026 major events

- Olimpiadi e Paralimpiadi di Cortina 2026
- ArteFiera Bologna
- Miart e MIA Photo Fair Milano
- Salone del Mobile e Fuorisalone Milano
- Biennale Architettura Venezia
- ArtBasel Basilea, ArtBasel Miami, ArtBasel Paris
- Paris Fashion Week, Pitti Immagine, White, Artissima, ArtVerona, Arte in Nuvola Roma



## Circulation

### PERIODICITY



6 ISSUES / YEAR  
+ special numbers

### 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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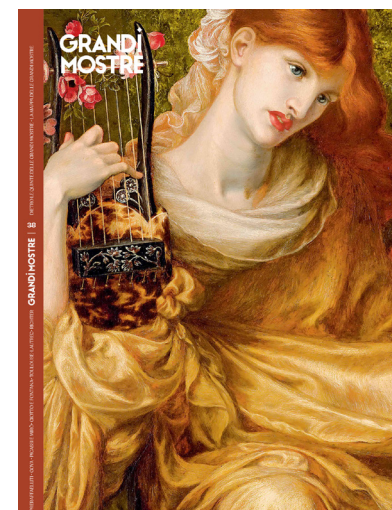
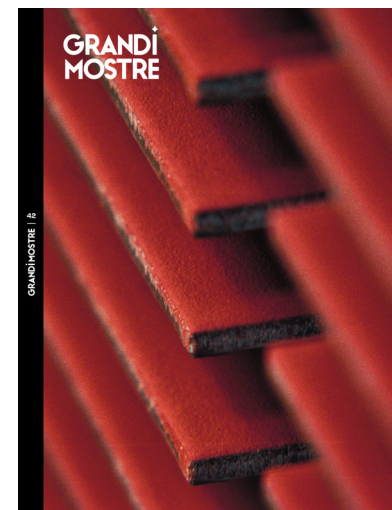
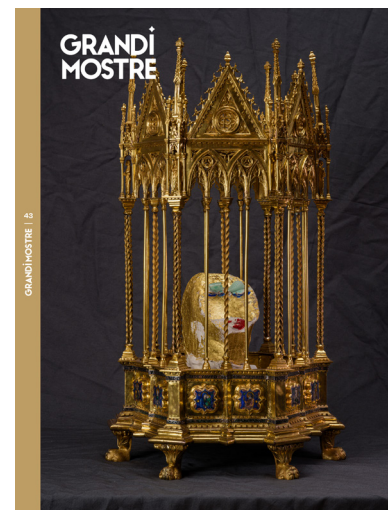


# Grandi Mostre

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 tailored editorial projects for companies, organizations, foundations, museums, and cultural institutions, offering a comprehensive service that combines creativity, journalistic expertise, and graphic care.

From editorial design to content production, through to customized printing and distribution, every publication is crafted to enhance the identity and values of the partner.

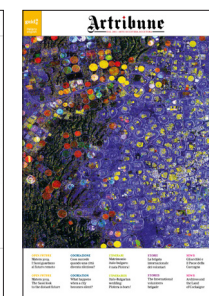
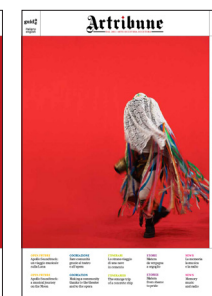
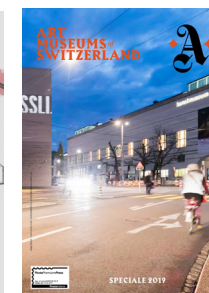
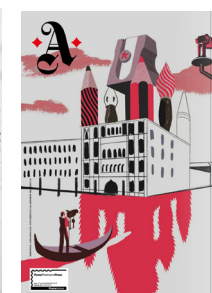
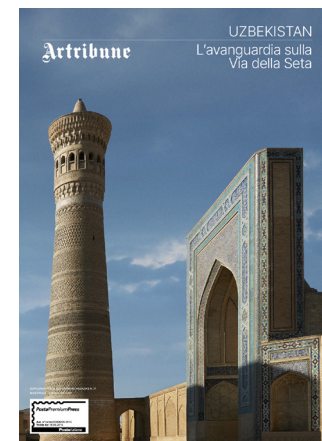
## House Organs and Corporate Focus & Artist Monographs

Artribune oversees the creation of customized house organs — print or digital — featuring original content, a bespoke editorial concept, and distribution through the Artribune Focus network, including internationally.

An exclusive tool for targeted, authoritative communication aligned with the brand's positioning. More than a catalog: a true art magazine dedicated to an artist, capable of narrating their journey and poetics to a broad and qualified audience.

## We have collaborated with:

Tod's, Chanel, Banca Ifis, IED, BPER, Ministry of Foreign Affairs and International Cooperation, Crédit Agricole, Lufthansa, Austria Tourism, High, Foscarini, Acqua Sant'Anna, University of Venice - Ca' Foscari, Banca Cariplo, BAT, Municipality of Montalto, Ministry of Culture, Catawiki.



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# 2026 Artribune Magazine onprint plan

## #88 | out on 15th of January

with diffusion until 4th of March

ArteFiera Bologna 5-8 February  
Olimpiadi e di Cortina (various venues) from 6th February  
Paralimpiadi (various venues TBA)

*graphic material deadline 10th of January 2026*

## #6 Moda&Fragranze Special

out on 19th of February with diffusion until 10th of September 2026

Covered events: Paris Fashion Week, Pitti Immagine Uomo, Biennale Arte di Venezia, Mia Photo Fair, Milan Miart Milano, Festival del Cinema (Campari Lounge), specialized bookstores, Art Basel Basilea, Art Paris (Grand Palais), Art Fair Mosca, Art Basel Hong Kong, Tefaf New York.

*graphic material deadline 10th of February 2026*

## #89 | out on 5th of March

with diffusion until 30 April

MiaFair Milano 19-22 March  
miart 16-19 April

*graphic material deadline 25th February 2026*

## #13 Speciale Design out on 8th of April

with a print run of **40,000 copies** distributed in Milan at **miart** and during the **Salone del Mobile** (Milan 21-26 April) for the Fuori Salone events (Zona Tortona, Brera, Cascina Cuccagna, Isola, Stazione Garibaldi, ADI DESIGN Museum, galleries, studios etc).

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

*graphic material deadline 31th of March 2026*

## #90 | out on 27th of April

with diffusion until 30 June fino al 30 giugno

**Biennale Arte Venezia** from 6 may  
various venues

**ArtBasel** a Basilea 18-21 June

**Photo Basel** 16-21 June

*graphic material deadline 15th April 2026*

## #91 | out on 15th of July

with diffusion until 10th of September

Biennale Arte Venezia, various exhibition venues,  
Festivals and exhibition points TBA

*graphic material deadline 10th July 2026*

## #7 Moda&Fragranze Special

out on 22th of September with diffusion until February 2027

Covered events: Pitti Fragranze, 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.

*graphic material deadline 15th September 2026*

## #92 | out on 15th of September

with diffusion until 1st of November

**ArtVerona** – October

**ArtBasel** Paris

*graphic material deadline 10th of September 2026*

## #93 | out on 22 ottobre

with diffusion until 15th January 2027

**Artissima, The Others, Flashback in Turin in November**  
**Arte in Nuvola in Rome**

*graphic material deadline 20th of October, 2026*

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

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