

exibart



**Mediakit
2024**

Who we are

exibart has made and continues to make history in web information in the art sector. It was founded in 2000 and immediately became the essential point of reference for enthusiasts and professionals.

Today, after over 20 years of history and millions of news items distributed, exhibart has transformed into a multichannel information platform that spreads its content through the web, newsletter, direct email marketing, the print magazine, tablets, smartphones, books, and many other innovations that we are about to present.

www.exibart.com



For advertising

adv@exibart.com
339 7528939

Mediakit 2024



Daniel Gonzalez
ArtVerona, 2021

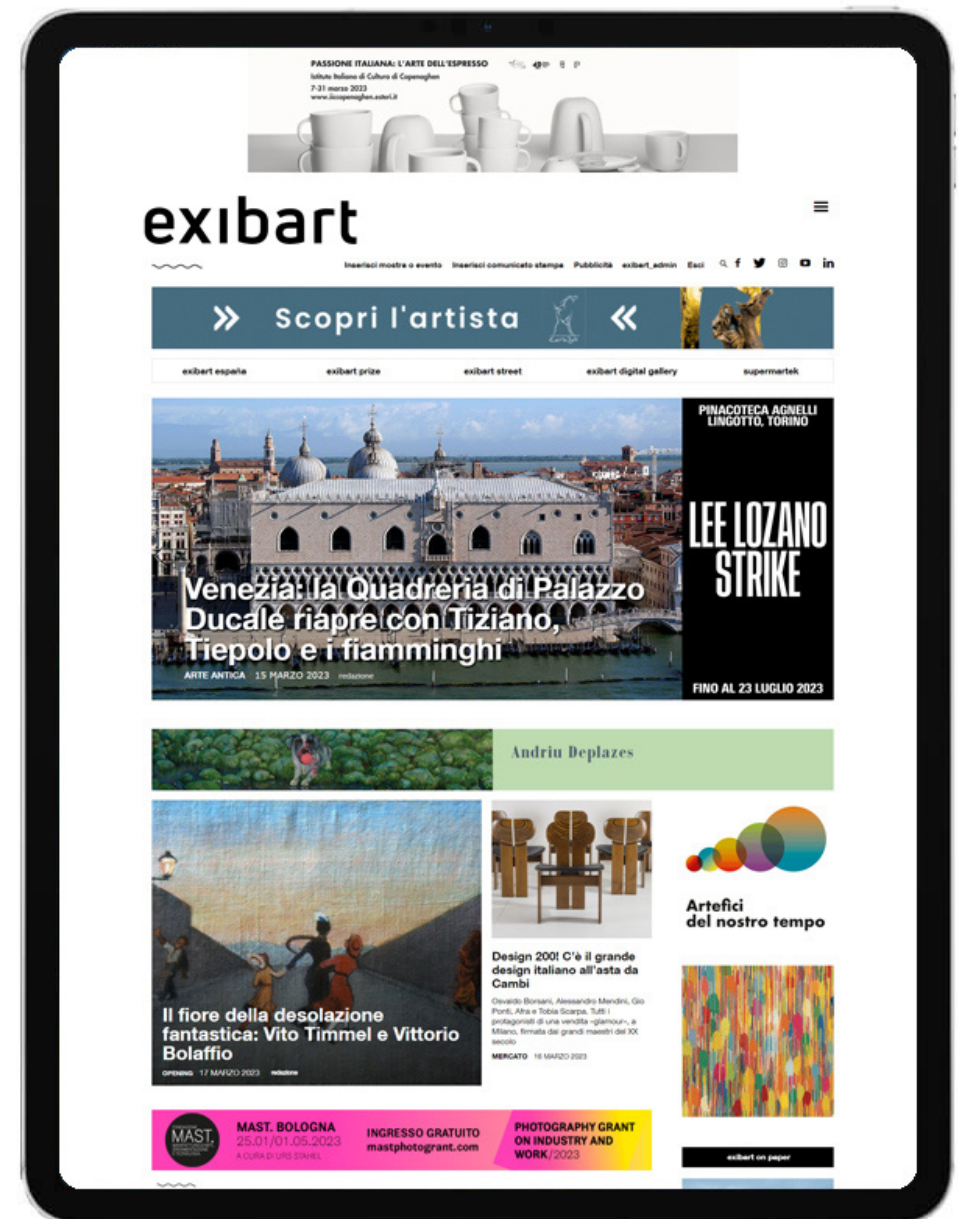
exibart.com

www.exibart.com

It is the most efficient and widespread tool for information and in-depth analysis on art, architecture, design, fashion, education, cultural tourism...

An editorial experience that has no equal, even abroad. With a loyal community for over 20 years that becomes a generator of culture and a movement of opinion.

Exibart.com includes newsletters, mailings, and alerts. A wide range of products and services that reach over 170,000 highly-profiled people every day.



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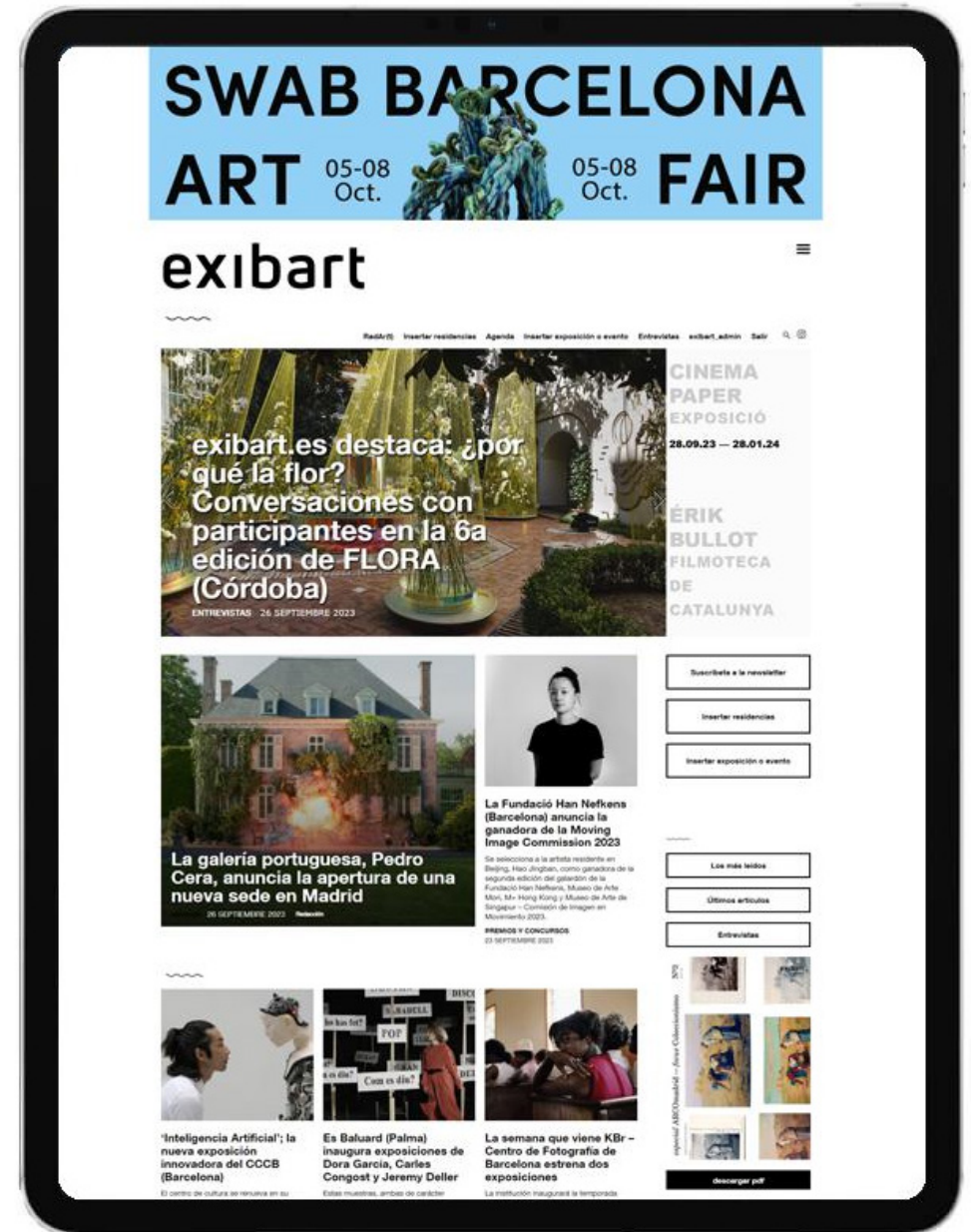
Mediakit 2024

exibart spain

In Spain too, we are the leading online editorial platform in the market.

Every day, we provide news, in-depth analysis, interviews, and a special section dedicated to artist residencies.

www.exibart.com





Cristiano Carotti
Arte in Nuvola, 2021

exibart onpaper

Born in 2002, it quickly became the benchmark in the sector of cultural freepress in just a few years.

A carefully planned distribution allows the newspaper to reach a wide and high-profiled audience.

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For advertising

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exibart
125

COVER
FABIO MAURI
PER EXIBART

EXIBART 125
FREE
ANNO VENTESIMO
SETTEMBRE - OTTOBRE 2024
EXIBART.COM

L'UNIVERSO, COME L'INFINITO, LO VEDIAMO A PEZZI

Trimestrale - Sped. in A.P. 45% - D.L. 353/2003 (conv. L. 27/02/2004 n.46) art. 1, comma 1 - DCB Firenze - Copie euro 0307
POSTE ITALIANE S.P.A. - SPEDIZIONE IN ABBONAMENTO POSTALE - 70% CIRM/SC/2018

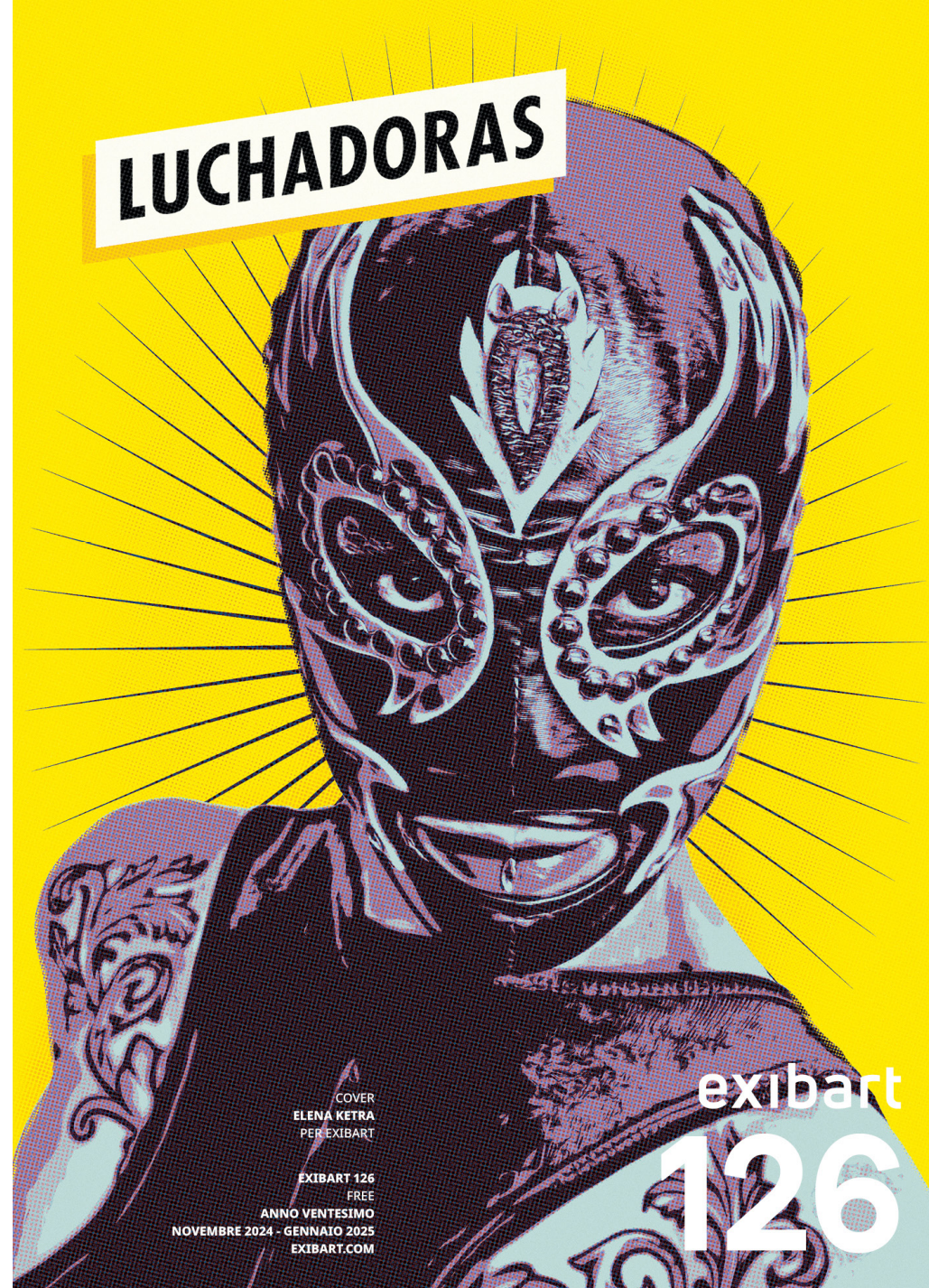
Mediakit 2024

exibart onpaper digital

Following a green path, the exhibart onpaper subscription is going digital. Less paper, less fuel, less ink will reduce our environmental impact without compromising the quality of a magazine that has been a cultural and artistic reference since last century.

For those who can't resist the scent of printed paper, exhibart onpaper will still be available for free at industry fairs, museums, galleries, foundations, and our usual distribution points, as well as for direct order from our website.

www.exibart.com



LUCHADORAS

COVER
ELENA KETRA
PER EXIBART

EXIBART 126
FREE
ANNO VENTESIMO
NOVEMBRE 2024 - GENNAIO 2025
EXIBART.COM

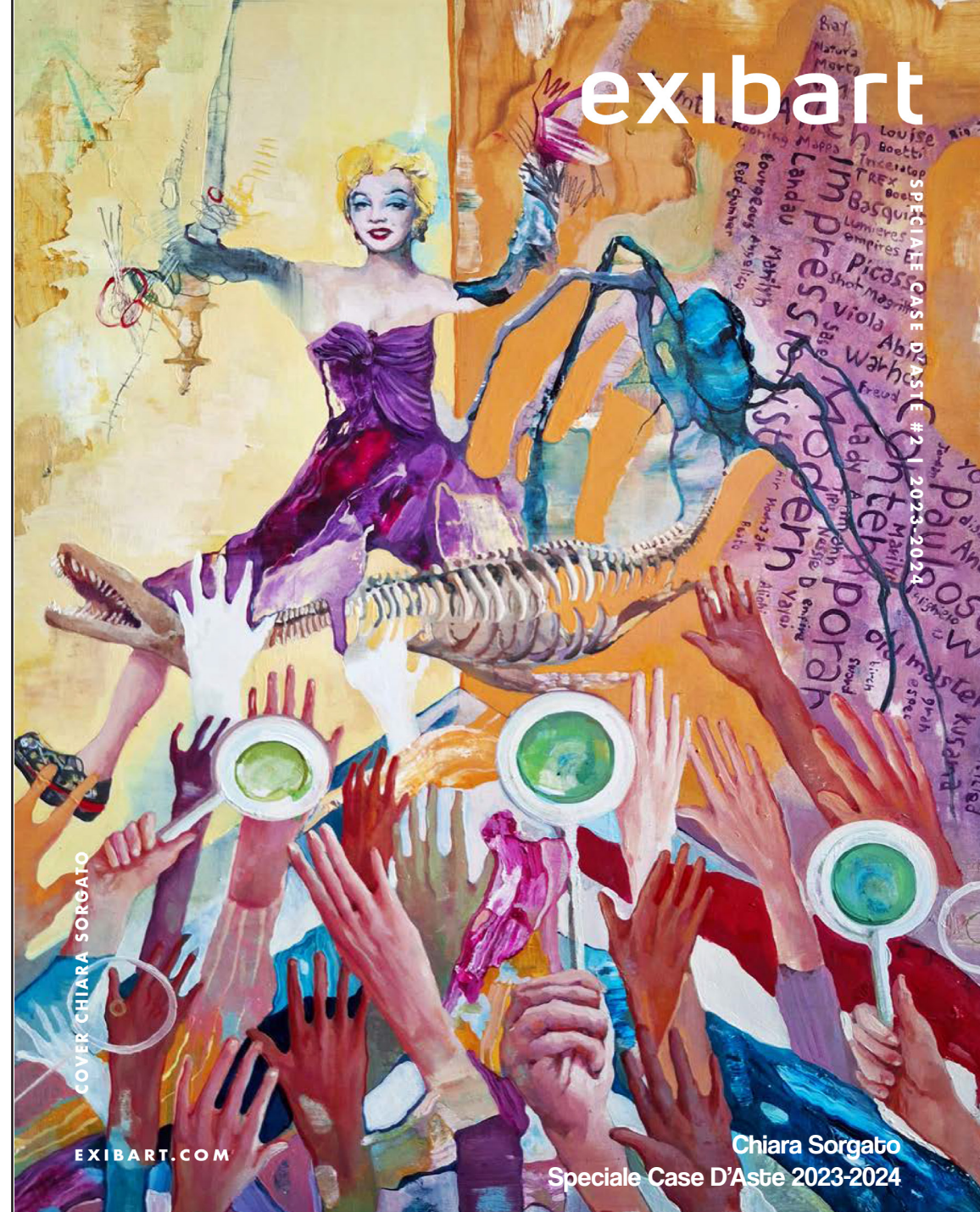
exibart
126

exibart special issues

Auction houses, awards, corporate museums. To offer greater knowledge and to consolidate relationships with existing entities on a national and international level, Exibart delves into each of these systems with dedicated special issues.

Each special issue offers readers a tool for in-depth analysis and the entities involved a wide-scale diffusion of their image and work. Being present in our special issues is a guaranteed successful investment.

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exibart

COVER CHIARA SORGATO

EXIBART.COM

Chiara Sorgato
Speciale Case D'Aste 2023-2024

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Mediakit 2024

A photograph of a gallery space bathed in a deep blue light. In the distance, a person is walking on a treadmill. The word "exibart" is projected in large, white, lowercase letters onto the right wall. The floor is dark, and the ceiling has recessed lighting fixtures.

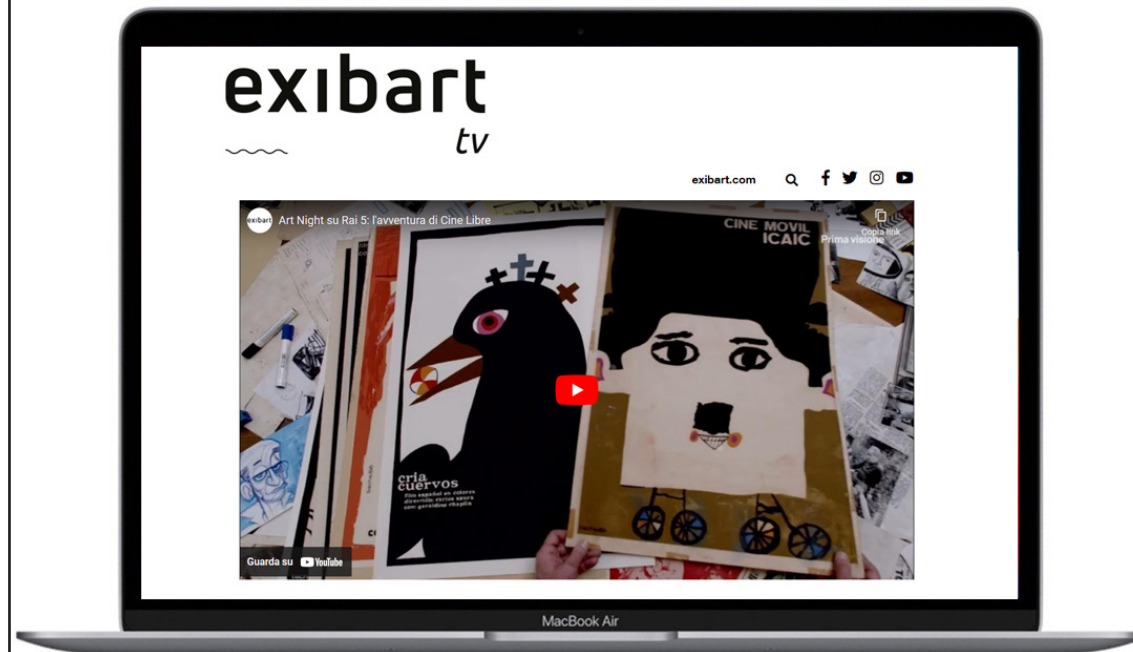
exibart

exibart tv

Debuted in 2006 and is accessible both from the web and any mobile device. It is rich in services on exhibitions, events, and protagonists of the art system.

exibart.tv services allow an event, an exhibition, or a festival to incredibly multiply its visibility while remaining available in the archives of the site and on our YouTube channel.

www.exibart.com



EXIBART

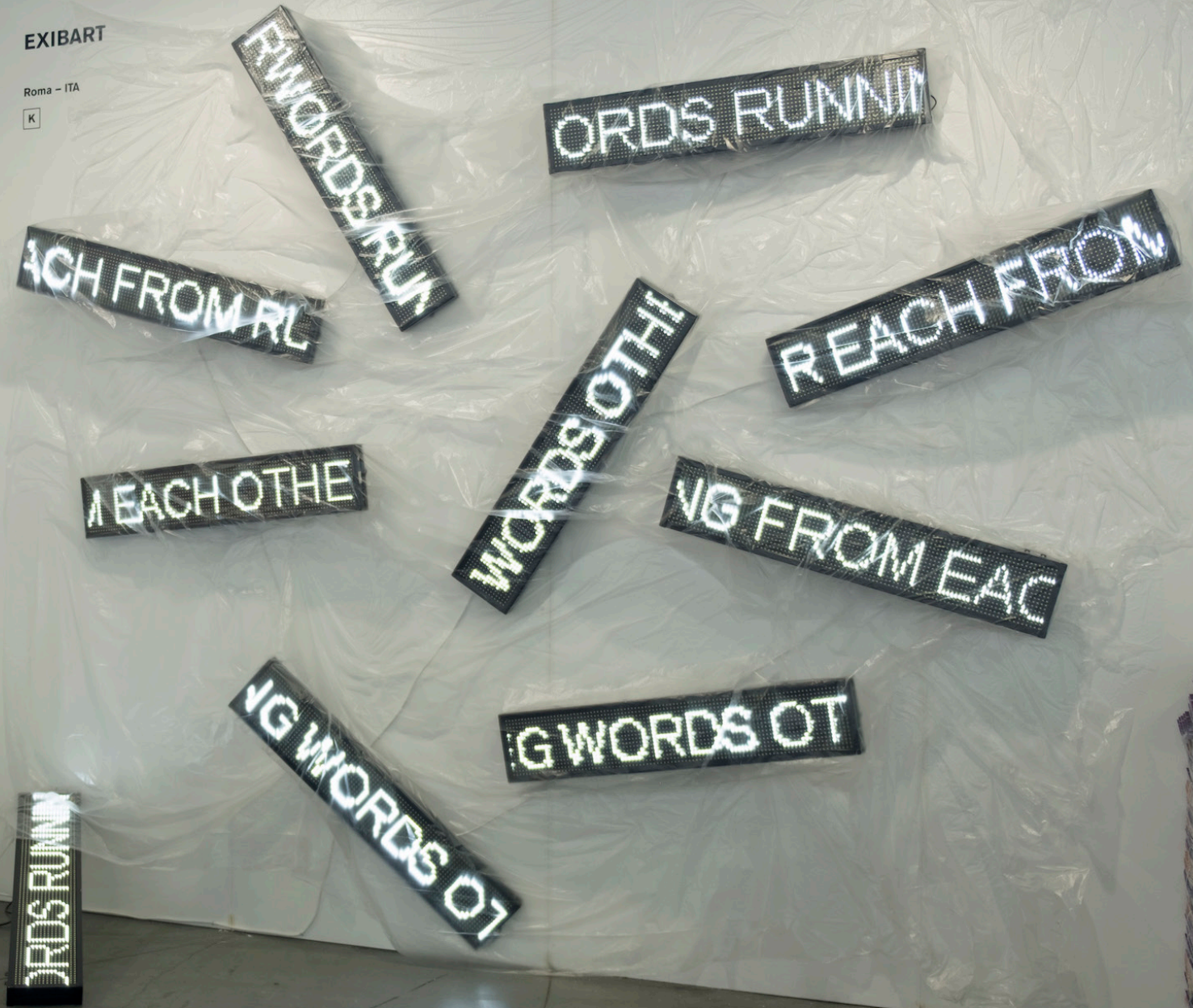
Roma - ITA

K

A Change of Meaning is a
Change of Being, 2023

EDSON LULI
per EXIBART

Artissima 2023

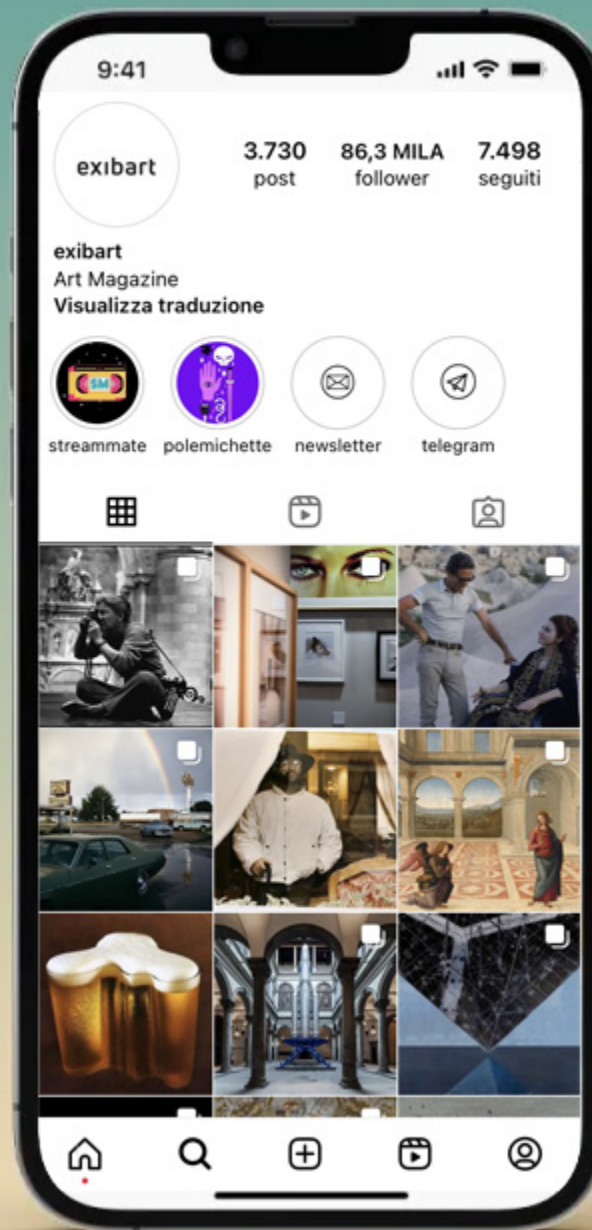


Exhibition stand at Artissima 2023
Edson Luli winner of the 2023 edition of the exhibart prize

exibart social

Investing in our Facebook, Instagram, Twitter, YouTube, and LinkedIn channels means reaching over 400,000 people, a unique communication tool.

www.exibart.com



exibart segnala (DEM)

Targeted information for our database of over 170,000 art enthusiasts and industry professionals.

www.exibart.com

exibart newsletter

Every morning, the best of exhibart's news on the desks of art lovers, art workers, and decision makers.

exibart
~~~~ segnala

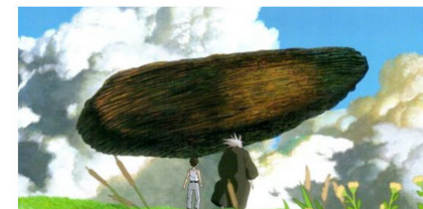
f t i p a in

Ultimo mese  
per il grande fotografo  
André Kertész  
a CAMERA Torino



exibart  
~~~~ daily

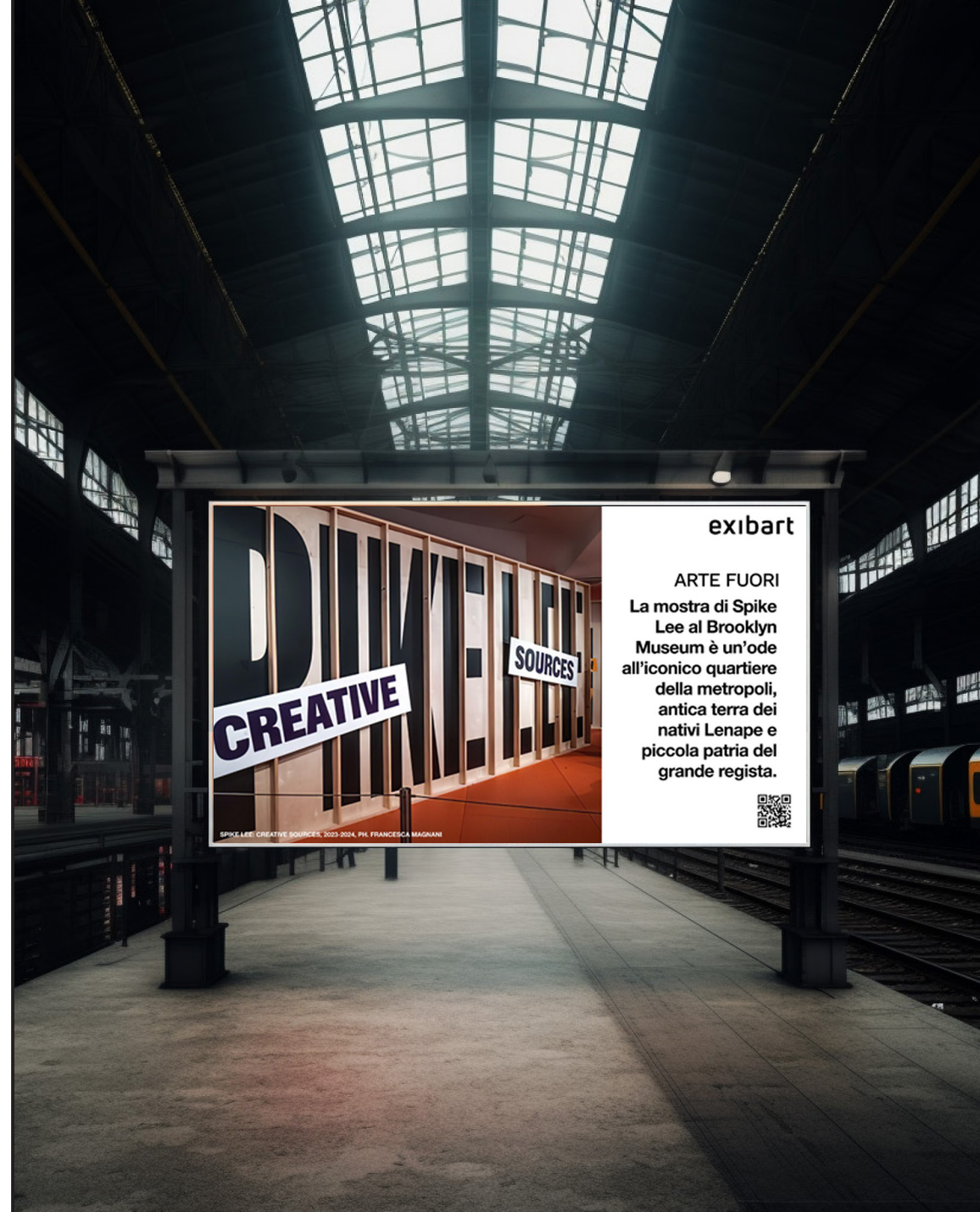
f t i p a in



exibart and Grandi Stazioni

Every day, over 2 million people read our news dedicated to art on the screens of all the major Italian railway stations.

www.exibart.com



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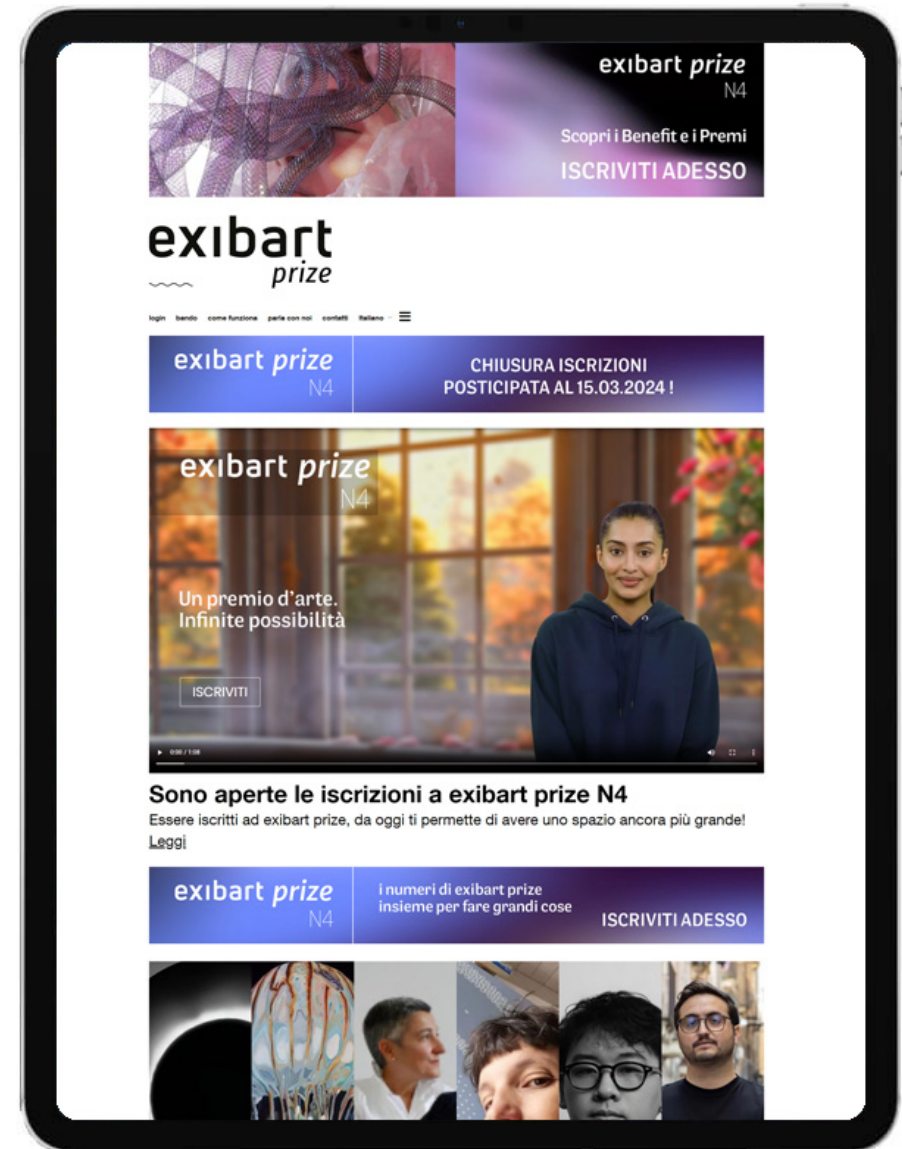
exibart prize

exibart prize is aimed at emerging, mid-career, and established artists with no limitations on the medium.

Organized annually with a comprehensive program of benefits and monthly opportunities, the prize allows each registered artist to build their own artistic and biographical presentation to be evaluated by the exhibart editorial staff and ultimately by a jury composed of art critics, curators, collectors, fair directors, and institutions.

The exhibart Prize recognizes the winner with an acquisition prize and one-year coverage in editorial and advertising. It also guarantees visibility, socialization, and opportunities for all participating artists.

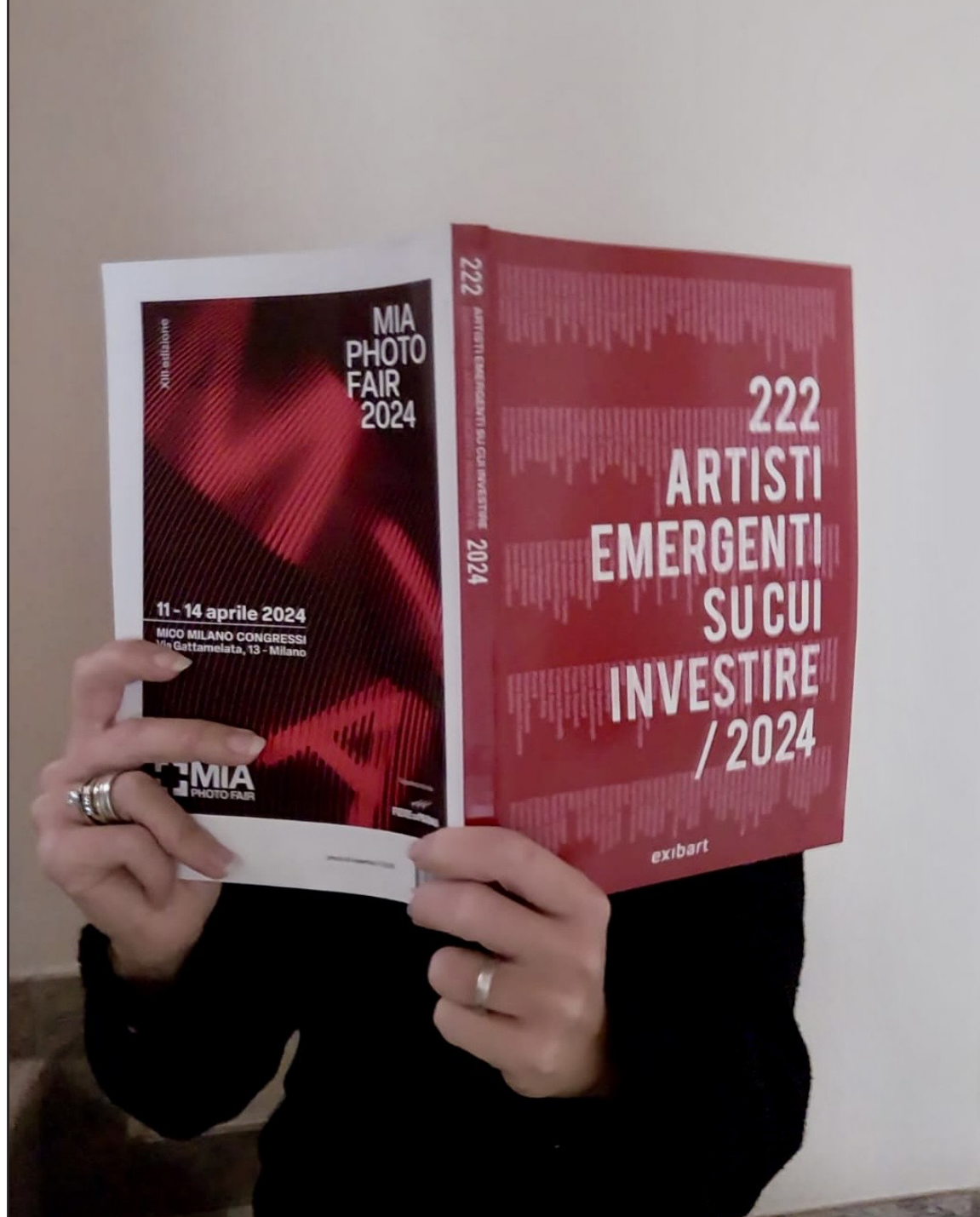
www.exibart.com

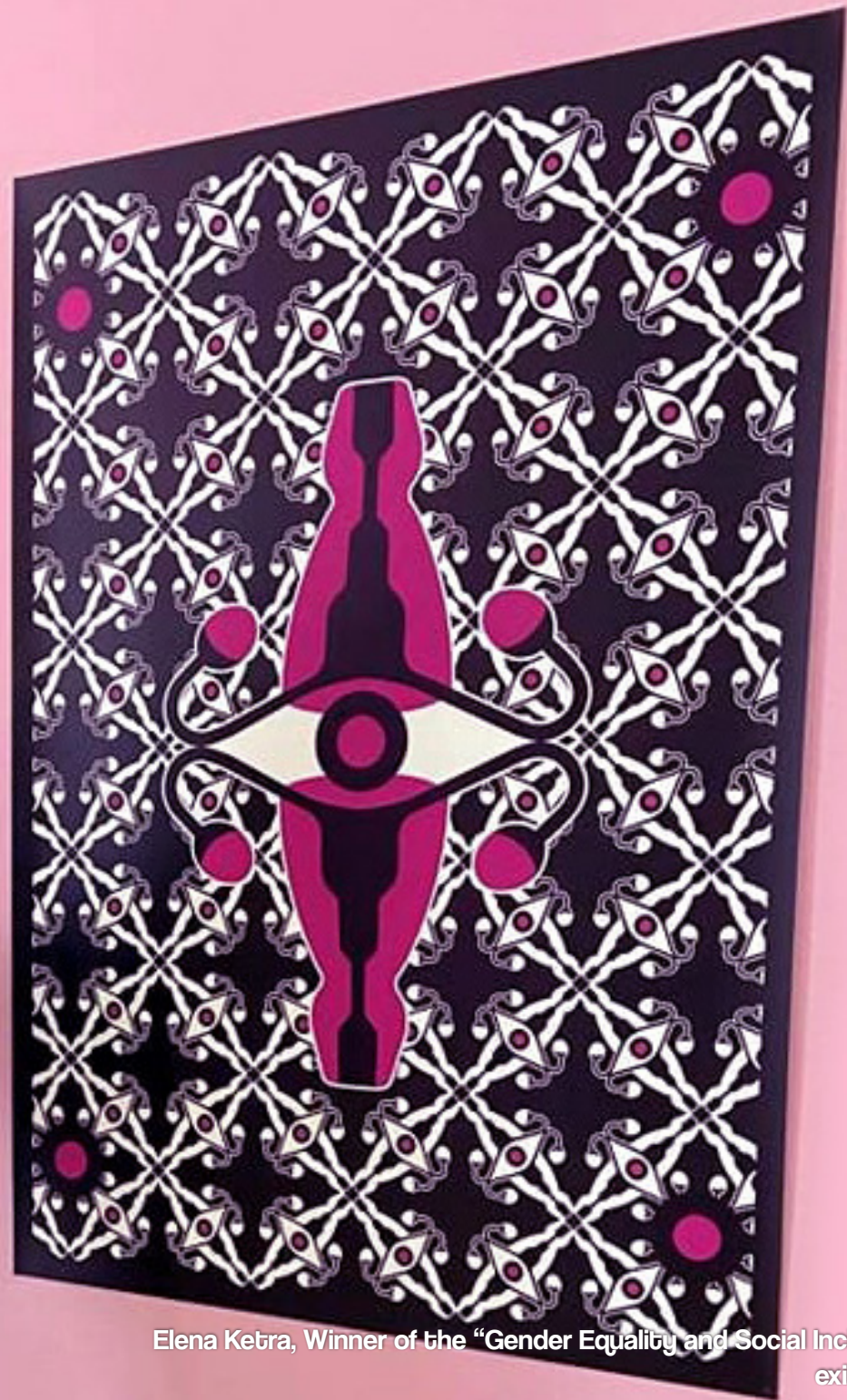


222 artisti emergenti su cui investire

exibart's focus on emerging artistic research in Italy is a guide to knowledge and investment in the vast world of contemporary proposals. "222 artisti emergenti su cui investire" is a group work, shared with a plurality of anonymous and always different selectors (curators and independent spaces that carry out an almost daily practice of studio visits), and inclusive of even less mainstream opinions and critical orientations.

Each artist is dedicated a monographic card, enriched with biography, statement, contacts, and photographic reproductions of one or two significant works so that "222 artisti emergenti su cui investire" is, in addition to being a snapshot of emerging Italian artists or active in Italy, an important tool for study and in-depth analysis within a large platform for meeting, circulating ideas, support, and enhancement.





Elena Ketra, Winner of the "Gender Equality and Social Inclusion" section
exibart prize 2022

+Target audience

The audience that exhibart targets is worth approximately 10,000,000 people profiled according to their level of interest in the art world.

5%

consists of industry professionals or related fields such as design, architecture, publishing, and more generally, creative professions.

15%

is made up of high school, university, and academy students.

20%

is made up of art enthusiasts. Contacts who continuously follow art, regularly visit museums and galleries, buy artworks, and purchase books and magazines.

60%

is made up of people who follow art in a less in-depth way, only participating in major exhibitions and buying art-related products sporadically.

+Web Analytics

5.000.000

views per month

2.000.000

visitors per month

170.000

registered users in the community

170.000

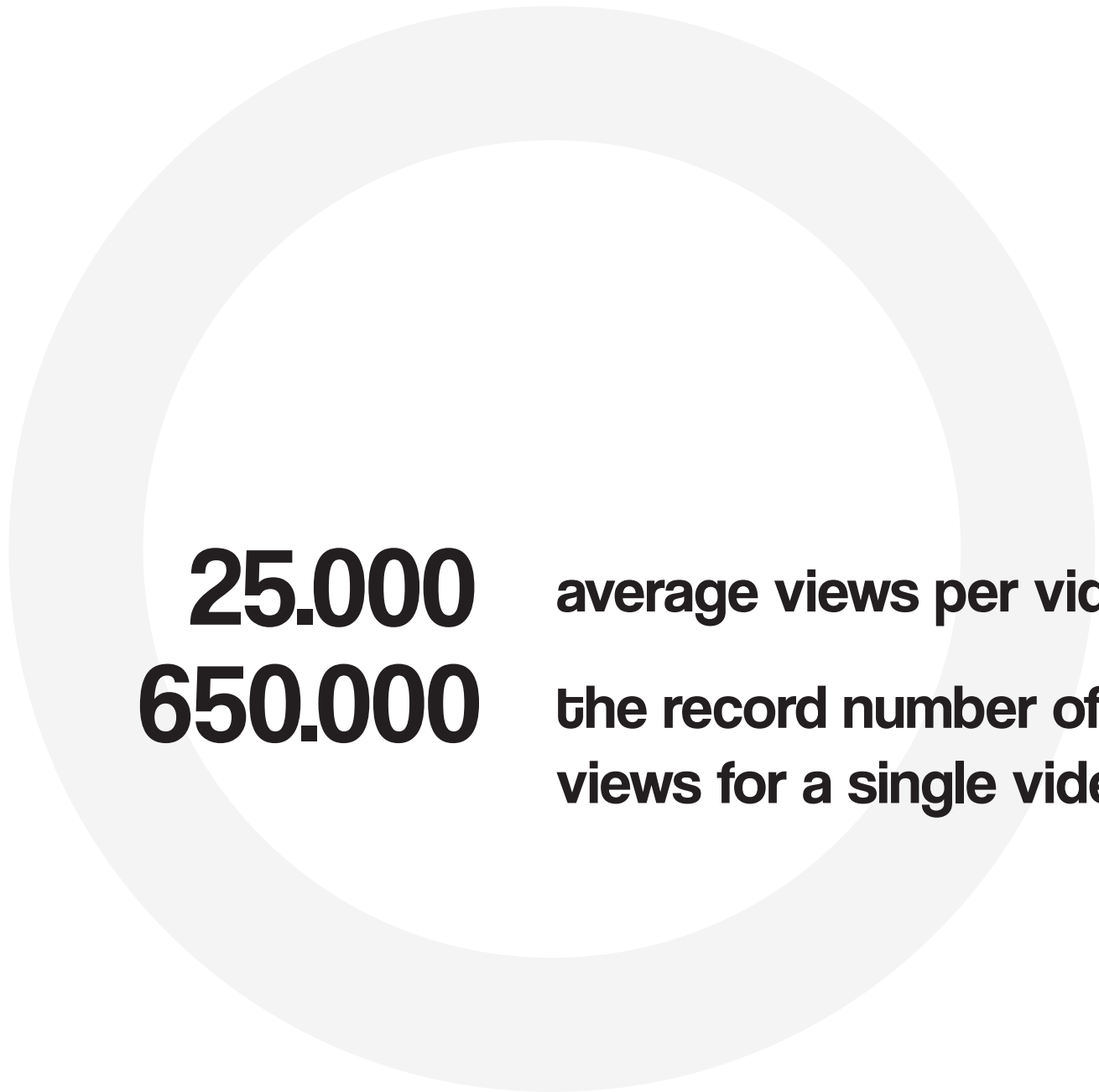
subscribers to the newsletter

170.000

subscribers to the mailing list

+ banner

| TIPOLOGIA | CLICK-THROUGH-RATE |
|--|--------------------|
| Strip under the logo 990x90 px | 1,87% |
| Box slider featured news 300x600 | 1,87% |
| Strip under featured news 990x90 | 1,65% |
| Strip in second, third, fourth, and fifth position 740x90 px | 1,55% |
| Banner 300x300 px in first position | 1,85% |
| Banner 300x300 px | 1,6% |
| Banner Masthead 970x250 px | 1,94% |



25.000
650.000

average views per video

**the record number of
views for a single video**

+Magazine (on paper + digital)

5

issues are released every year

3.500

are the industry professionals and opinion leaders who receive it

50.000

copies distributed per each issue

60.000

copies distributed each year at fairs and events

600

points where it's possible to find it

7

major events that exhibart participates in

(Arte Fiera, Miart, MIA Fair, Biennale di Venezia, Art Verona, Artissima Torino, Arte in Nuvola Roma)

20.000

subscribers