

# **exibart**

**mediakit 2019**

## **Who we are**

We are the ones who made the history of web information in the art sector. Exibart was established in 2000 and immediately became an essential point of reference for enthusiasts and professionals. Today, after 19 years of success and widespread news, exibart has become a multi-channel information platform, that spreads its contents through the web, emails, newspapers, tablets/ smartphones, books and many other new ways that we are about to present.

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## **Exibart.com**

This is the most efficient and detailed source of extensive information on art, architecture, design, fashion, didactics, cultural tourism... an editorial experience that cannot be compared, even overseas. A loyal community of over 18 years, that has become an initiator for culture and opinion exchange. Exibart.com has a newsletter, e-mailing and alert system; a vast range of products and services that reach over 135,000 highly profiled people every day.

## **Exibart.onpaper**

It began in 2002, and in a few years has become a benchmark for the cultural freepress sector. A studied distribution allows the newspaper to reach a wide and highly profiled audience. exibart.onpaper also provides a home-based subscription combining the advantages of freepress and those of the paid magazine, giving readership a strong characterization.

## **Exibart.mobile**

An app launched in 2005 and renovated in 2017, which is specifically designed for all smartphones and tablets. You can share your favourite articles on the most important of social networks, and find maps of cities indicating exhibitions and inaugurations on the day. A real guide updated in real time, ready at hand, to be used by professionals, enthusiasts and tourists attentive to art.

## **Exibart.tv**

Debuted in 2006 and is accessible both from the web and from any mobile device. A rich service for exhibitions, events and protagonists of the art industry. The services of exibart.tv allow an event, exhibition, or review, to incredibly multiply their visibility while remaining available in the archives of the site and in our YouTube channel.

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## Reference target

The target audience is around 10,000,000 profiled people, according to their level of interest in the art world.

5% (500,000 units) is made up of professionals in the sector or related sectors such as design, architecture, publishing and, generally, that of creative professions.

15% (1,500,000 units) consists of high school students, universities and academies.

40% (4,000,000 units) is made up of great enthusiasts. Contacts that follow art on an ongoing basis, who regularly frequent museums and galleries, buy works, books and newspapers.

40% (4,000,000 units) consists of people who follow art less intensely. Participating only in large exhibitions and occasionally buying products related to art.

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## **Web**

850.000 views per month  
450.000 unique visitors per month  
470.000 visitors per month  
135.000 community subscribers  
135.000 newsletter subscribers  
135.000 e-mailing list subscribers

## **TV**

25.000 average views per video  
650.000 record views per single video

## **Magazine**

4 editions per year  
50.000 distributed copies  
600 sales locations  
12.000 memberships  
3500 industry personnel and opinion leaders who receive it  
35.000 distributed copies each year at exhibitions and events  
5 important exhibitions at which exibart participates: Arte Fiera, Miart, Biennale, ArtVerona e Artissima.

**For advertising on exibart you can contact Federico Pazzagli**

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