

# exibart



**Mediakit 2019**

# exibart



## 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, exhibart 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. exhibart.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. exhibart.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 favorite 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 exhibart.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

**1.000.000** views per month

**650.000** unique visitors per month

**670.000** visitors per month

**140.000** community subscribers

**140.000** newsletter subscribers

**140.000** e-mailing list subscribers

Tipologia banner	Click-through-rate
Leaderboard under logo 728x60 px	1.4%
Strip under logo 990x90 px	1.53%
Box slider Highlight 300x600 px	1.72%
Strip under Highlight 990x60 px	1.4%
Strip in second, third, fourth and fifth position 740x90 px	1.35%
Banner 300x300 px	1.4%
Banner 300x500 px	1.53%
Banner Masthead	1.74%

## 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

**12000** 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 exhibart participates

*(Arte Fiera Bologna, Miart Milano, Art Verona, Artissima Torino,  
Biennale Venezia)*

For advertising on exhibart you can contact Federico Pazzagli

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