

Media Kit 2023

Advertising price list Nr. 5, valid from January 1, 2024

on art
PRESSREVIEW

on art
MAGAZINE





on aRt

PRESSREVIEW

Our **art press review** is published as a **6-times weekly** newsletter.

- **4,500** subscribers and growing.
- Links to the most current German-language and international press coverage of art topics.
- **Free of charge** for our subscribers.
- **Ad banner** for your project **from 432 euros** per week.

go on with **on aRt**
PRESSREVIEW

on aRt

MAGAZINE

Online art magazine with new articles as often as twice per week.

- As many as **70,000** impressions per article.
- Exhibition news and reviews.
- **Free of charge** for our subscribers.
- Ad banner on start page for 218 euros.
- **Announcement** for **278 euros**.

go on with **on aRt**
MAGAZINE

"Best German art newsletter" and "indispensable" say our subscribers

on art PRESSREVIEW

- Delivered **6-times weekly** (Mo-Fr, Sun) as email.
- Pleased to have more than **4,500 subscribers**.

With **on art PressReview** you reach the **art market**, private and public **collections**, our **museums** and other exhibition institutions, as well as a growing number of art-interested individuals.

Moreover, the fact that some **800 art journalists** use "on art PressReview" could also be of special interest regarding your projects.

Open and Click Rates

Our press review sees intense usage: Its open rate is stable at over 40 percent, often exceeding 45 percent. On average, **on art PressReview** is opened more than **50,000 times per month**.



Our click rate also exceeds industry averages on a daily basis, fluctuating between **8 and 12 percent**.

Advertising with on art PressReview

on art PressReview has as many as 8 "slots" that can be filled with ad banners.

We charge higher rates for use of the first slots, which see especially high user access numbers.

Banner placement is awarded on a first-come, first-served basis.

What does it cost to advertise with on art PressReview?

on art PRESSREVIEW

Fees for ad banners:

- 432.00 euros per week (6 editions).
- That comes out to 72.00 euros per edition.

Rebates

| | |
|------------------------|---------------------|
| 2 ad placements 5%: | 410.40 euros weekly |
| 3 ad placements 7.5%: | 399.60 euros weekly |
| 4 ad placements 10%: | 388.80 euros weekly |
| 5 ad placements 12.5%: | 378.00 euros weekly |
| 6 or more: | upon request |

Placement agencies receive a 15 percent commission (AE).

All prices plus VAT.



Premium placement

Placement in the top banner slot comes with a 100 percent surcharge. Placement in this slot is only possible after consultation and requires express confirmation.

Frequency of publication

- Daily except Saturdays, each at 11:15 p.m. the previous evening.
- Valid until 12/22 and not on Easter Monday or Pentecost Monday.

Changing motifs and graphics

We charge a 25.00 euros fee for a change of motif. An hourly fee of 65.00 euros is charged for revising or redesigning banners.

Online since November 1, 2022: Our young art format "on art Magazine"

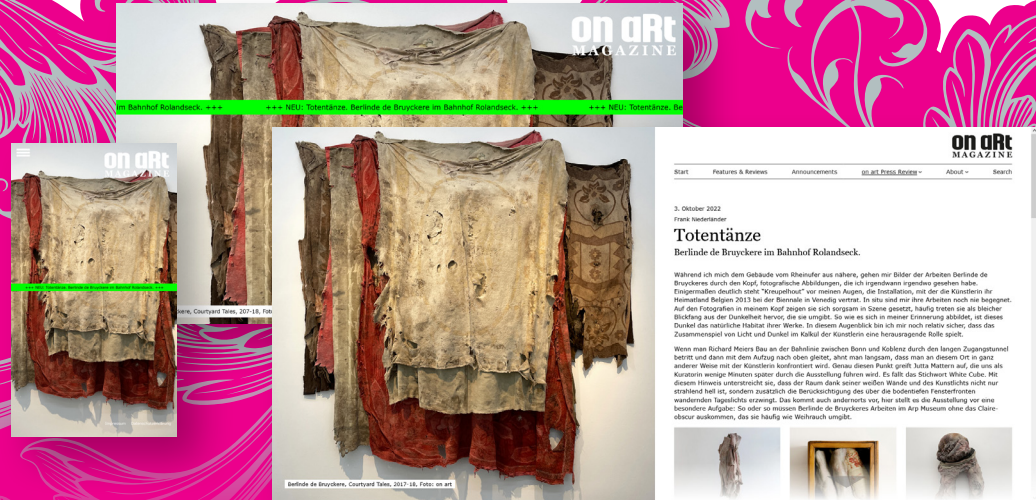
on art MAGAZINE

"Announcements"

Our **on art Magazine** features an "Announcements" section in which we offer art dealers, museums and other art market institutions the opportunity to publish their pertinent information.

Start Page Banner

Additionally or alternatively, your banner can be prominently placed as a gateway ad to the **on art Magazine** start page.



Performance

For a purely online format, **on art Magazine** boasts excellent performance.

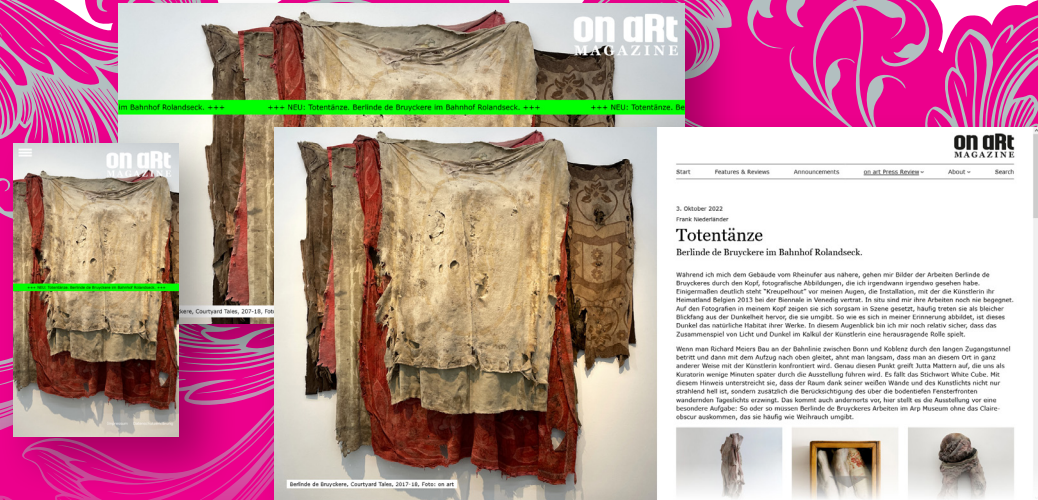
That has a lot to do with the fact that we can use our newsletter to advertise **on art Magazine**, both for our editorial contributions as well as new announcements. That way you profit from the great popularity of our press review.

Social Media

Furthermore, our Social Media Channels (Instagram, X, TikTok, YouTube Shorts) offer additional support.

What does it cost to advertise with on art Magazine?

on art MAGAZINE



Our rates for your "Announcement"

- **278.00 euros** per publication.
- Special rates for Kunstvereine and Off-Spaces. Simply call us.
- Price includes parallel support with posts and stories on Instagram as well as TikTok, Facebook and X.

We publish "Announcements" with texts of up to 4,000 characters maximum, plus 1 to 4 images.

All prices plus VAT.

Our rates for your Start Page Banner

- 218.00 euros per week.
- Here, too, we offer special rates for Kunstvereine and Off-Spaces.
- Price includes parallel support with posts and stories on Instagram, as well as TikTok, Facebook and X.

All prices plus VAT.

Delivering your ad banner ...



on art

PRESSREVIEW

You deliver us a file with layout completed. Your file contains graphics in JPEG, PNG or GIF format with a width of 728 pixels, a height of 300 pixels and a resolution of 72 dpi.

Banner format: *Expandable Super-Banner* or *Large Leaderboard* with an aspect ratio of 2.427:1.



Measurements: 728 × 300 px (W × H)

Resolution: 72 dpi

Format: *.jpg, *.png, *.gif

on art

MAGAZINE

Please mail your banner file to **sales@on-art.news**

Bitte beachten Sie bei der Datenanlieferung, dass sämtliche Schriften eingebunden sind, und verwenden Sie bitte keine Schriften, die kleiner sind als 8 pt.

A few tips for designing your banner: You will attract more clicks by using quickly deciphered, attention-grabbing images, and bold, striking typeface. Make sure to keep text information succinct and intriguing. (Banners feature links to your website, where you can offer viewers more detailed information.) We are more than happy to offer assistance regarding all aspects of the design of your ad.

When delivering your file please make sure that all fonts are embedded and please do not use text smaller than 8 point.



Contact:

re-book.de

on-art.news or on-art-magazine.de

booking for

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