on aRt

Media Kit 2027

Advertising price list Nr. 8, valid from January 1, 2027

on aRt PRESSREVIEW on aRt MAGAZINE on aRt megaphone

In the evening at 11:15 p.m. or in the morning before work begins: Since 2020, professionals in the art world have been kicking off their day with **on art PressReview**.

on aRt PRESSREVIEW

Six times a week, **on art PressReview** compiles news and opinions from the art world—from German-language and international media.

...continue with on aRt PRESSREVIEW

In November 2023, we expanded our portfolio: **on art Magazine** tells stories about art, is published online—without a paywall—and has been reaching an ever-growing readership since its launch.

on aRt MAGAZINE

With one to two articles per week, **on art Magazine** combines independent art journalism with an exclusive section for your **announcement**.

continue with on aRt MAGAZINE

NEW

on art Megaphone opens up new opportunities for you to further develop your public relations efforts. Take advantage of our expertise to boost media coverage of your projects.

on aRt megaphone

With an additional **press release**, **on art megaphone** reaches the most important art media outlets in Germany, Austria, and Switzerland, as well as selected international art editorial offices.

continue with on aRt megaphone

"Best German art newsletter," "indispensable," or "excellent, broad overview"—that's what our subscribers say about on art PressReview.

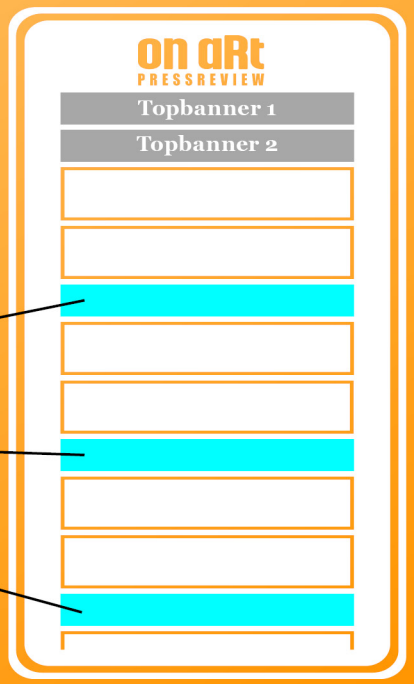
on aRt
PRESSREVIEW



- **published 6 times a week (Mon–Fri, Sun)**
- **about 6,000 subscribers**
- **including numerous art journalists**
- **current open rate of 46.4% (11/26)**
- **16,000 to 17,000 views per week**

Premium Placement	**1,020 euros***
Second Placement	**765 Euro***
Standard placement	**510 Euro***

* Rate per week (= 6 days)



Rebates:

- 2 ad placements 5 %
- 3 ad placements 7,5 %
- 4 ad placements 10 %
- 5 ad placements 12,5 %
- 6 or more 15 %

Black Friday Special Discount: 50% off on Fridays from 9 a.m. to 12:00 p.m. for the following week.

15 % **commission (AE)** for media agencies.

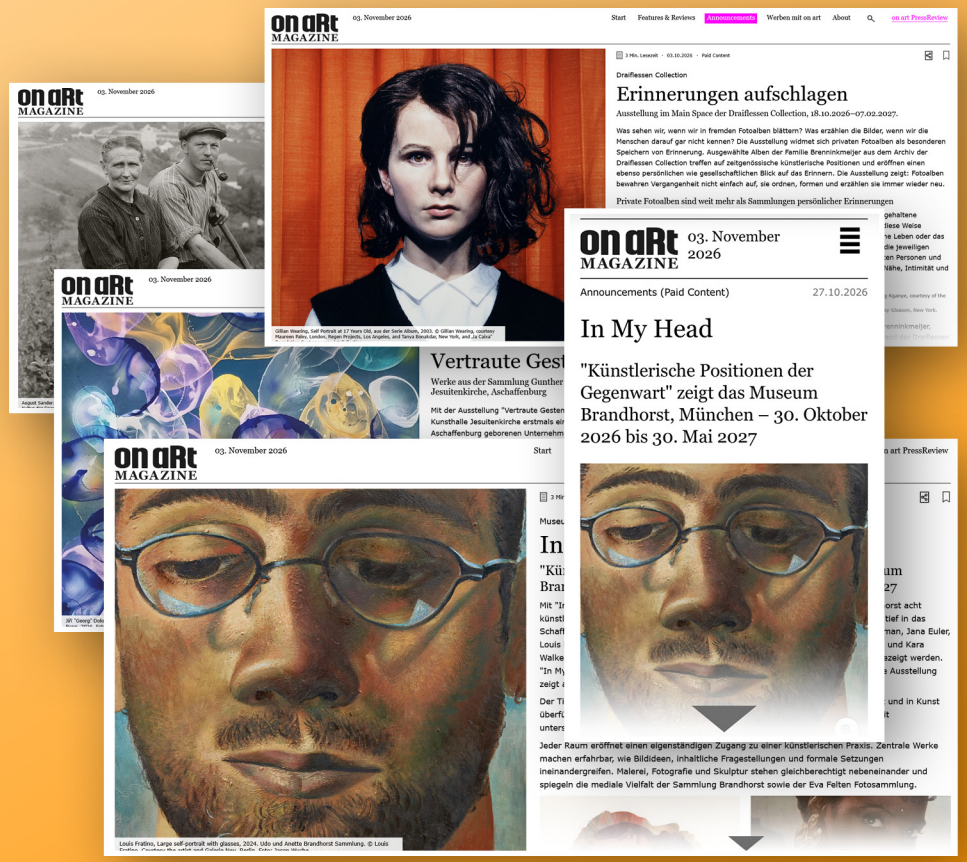
Publication frequency:

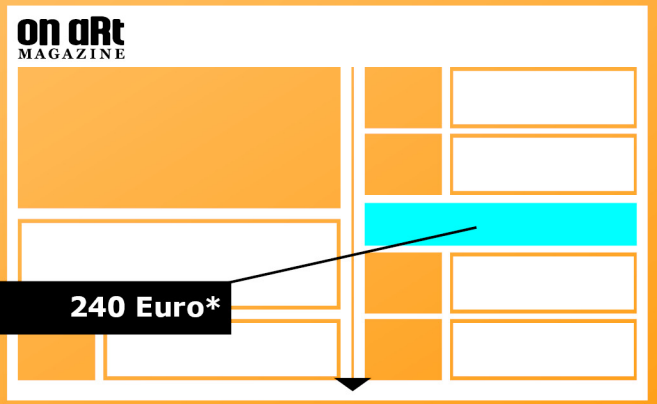
- Daily except Saturdays at 11:15 p.m.
- Valid until 12/22 and not on Easter or Pentecost Monday.

Continuous growth, attractive terms: With **on art Magazine**, your project's visibility will also grow—in a budget-friendly and sustainable way.

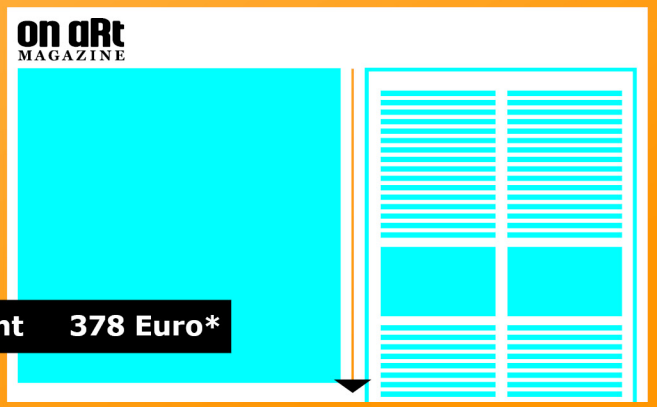
on aRt MAGAZINE

- **140.000 Page Impressions**
- **80.000 Unique Users**
- **63% growth in page impressions last year**





* Rate per week



* 30-Day Plan

Rebates:

- 2 ad placements 5 %
- 3 ad placements 7,5 %
- 4 ad placements 10 %
- 5 ad placements 12,5 %
- 6 or more 15 %

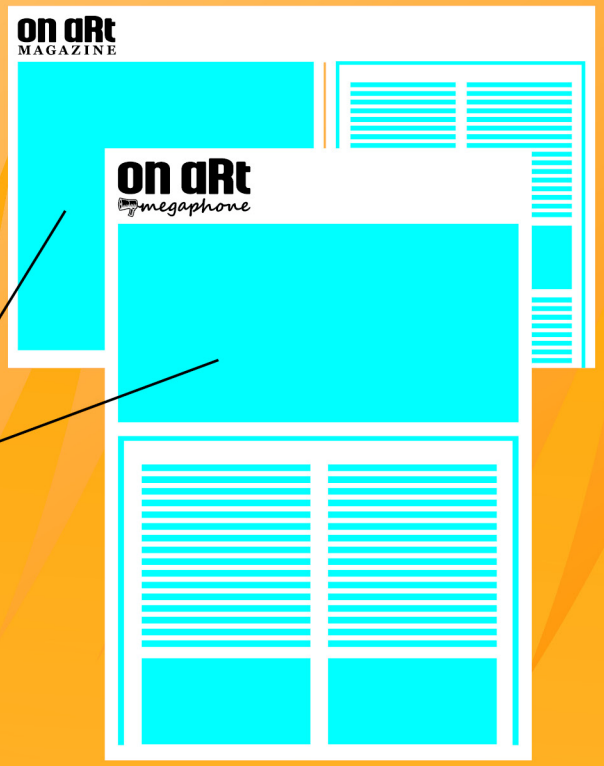
We have something new for you: **on art megaphone** enhances your communication with the media—in addition to your own efforts in this area.

on aRt megaphone

Announcement	**378 Euro**
megaphone	**678 Euro**

- Of course, you can book both offers separately.
- When purchased as a bundle, **megaphone** and **announcement** are significantly more affordable for you.

for the bundle only	**878 Euro**



Dual presence, double the effectiveness:

The idea is simple: Take advantage of our many years of experience in public relations in two ways.

- Publish your **announcement** in on art Magazine.
- Use it at the same time as an additional **press release** to complement your own media outreach.

This additional press release is intended for leading art editorial offices in German-speaking countries, as well as a selection of relevant international media outlets.
This will help you expand the reach of your announcement, strengthen your public relations efforts, and generate additional attention for your project.

Delivering your ad banner or announcement ...

on aRt PRESSREVIEW

on aRt MAGAZINE

on aRt megaphone

Your Banner

Please provide us with **one file** containing. It doesn't matter whether you've booked a banner with us for on art PressReview or on art Magazine. **One banner format works for both purposes**:

Measurements: 728 × 300 px (B x L)

Resolution: 72 dpi

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

Since we frequently hear from our readers that they find high-frequency GIFs distracting, we advise against using them.

Your Announcement

"**Announcement**" is the name of the section in on art Magazine where we offer art dealers, museums, and other institutions in the art world the opportunity to publish announcements.
As an "Announcement", we publish a text of up to 4,000 characters plus 3 to 4 images, at least one of which must be in portrait orientation.

Your megaphone-Mailing

It won't create any extra work for you. That's because we use **the same data** for megaphone that you provided to us for your announcement.

Please send your materials (your banner, text files, or image files) to **r.eising@re-book.de**.

Wir freuen uns auf das **Gespräch** mit Ihnen.

re-book.de
on-art.news oder **on-art-magazine.de**

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