

art BUSINESS NEWS
SPRING 2016 • THE ART INDUSTRY'S NEWS LEADER SINCE 1977



BUSINESS NEWS

THE ART INDUSTRY'S NEWS LEADER SINCE 1977

INTRODUCING
LaunchPad Artist

Renuka
Adhikari

BUSINESS
SMARTS
for Artists

THREE-DIMENSIONAL
The Season's Best
Sculpture Exhibits

DECOR
The Pros of
Polystyrene
History of
Frames, Part I

MEDIAKIT

COMPREHENSIVE COVERAGE OF THE ART BUSINESS FOR 35 YEARS.

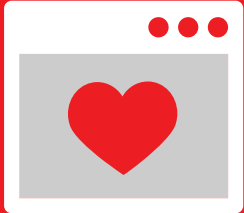
ABOUT ABN



As the art industry's news leader since 1977, *Art Business News* stays true to its mission of reporting the latest industry news and emerging trends driving the fine art market. The magazine's editors collaborate with industry leaders to develop cutting-edge content that will keep readers ahead of the curve.



REGULAR FEATURES



- **Art Beat:** From galleries to museums—news on what's happening in the art industry today.
- **In the Know:** In-depth articles on art marketing, social media, and artist career tips.
- **Meet the Artist:** Get up close and personal—interviews with emerging, mid-career, and established artists.
- **Events:** A retrospective of this year's top events, exhibitions, and featured art shows.
- **Work of the Week:** Featured works by today's top innovative artists.
- **DECOR Resources:** New and archived articles with a framing industry focus, including custom matting and framing, supplier tips, design trends, and more.

BY THE NUMBERS



Website Stats:

Page views: **228,850**

Desktop = **72.09%**

Mobile = **18.38%**

Tablet = **9.53%**

Pages / Session: **4.52**

Largest demographic group is:
25-34 year-olds

Female = **60%** Male = **40%**



Newsletter Subscriptions: **24,884**

SOCIAL REACH

Facebook likes:
13,494

Twitter followers:
2,173

Total social reach = **15,667**



ADVERTISING ON ABN

Top Ad: 300x80px
\$120 per month.

Large Banner: 970x135px
\$150 per month.

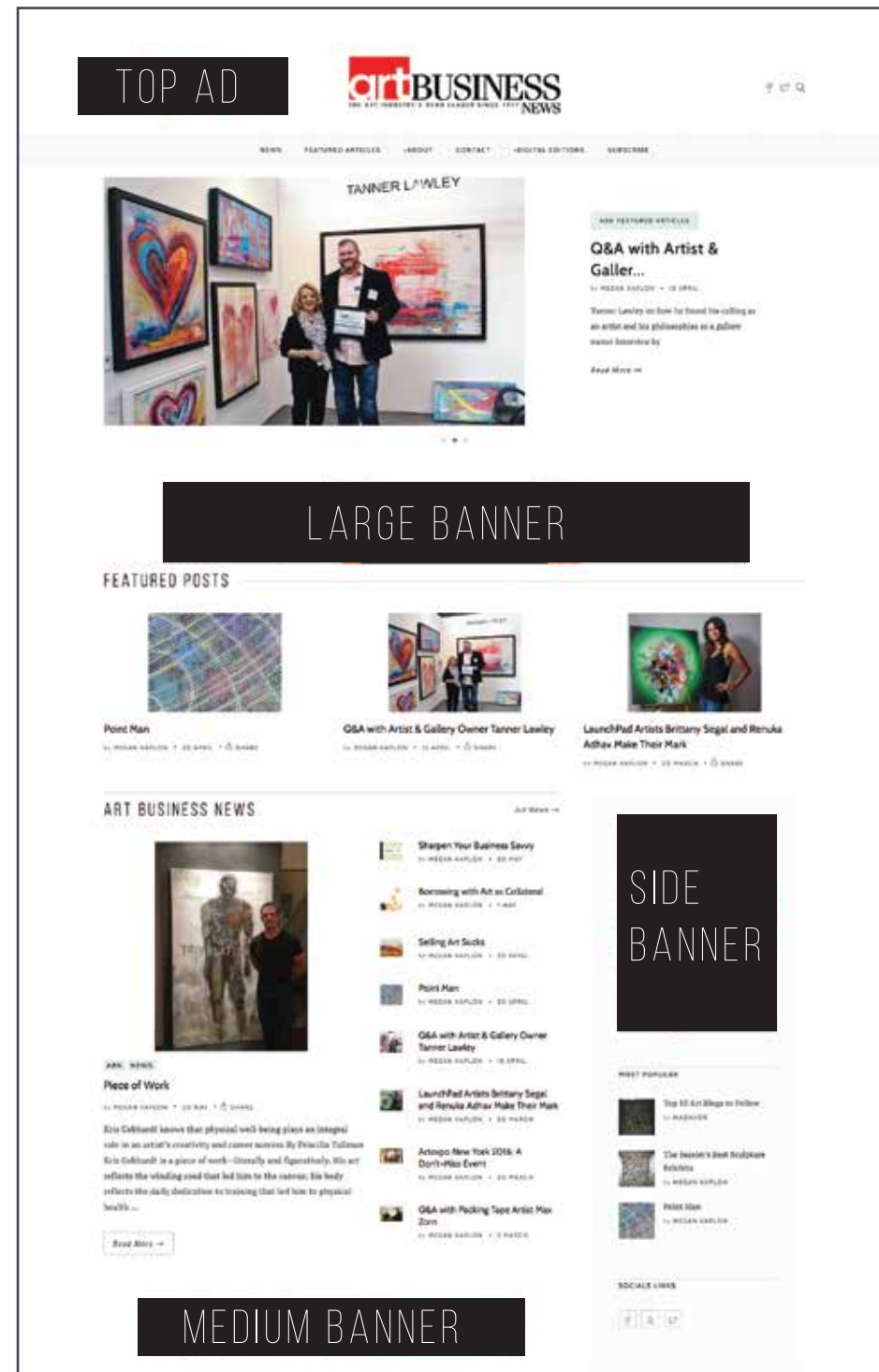
Medium Banner: 630x90px
\$90 per month.

Square (Side and Bottom Banner):
250x250px
\$90 per month.

Rectangle (Side Banner): 270x360px
\$125 per month.

Please note each image must be less than 50kb and must be in jpeg, gif, or png format and optimized for display on the ad.

Please submit ads to:
ads@artbusinessnews.com.





Four years ago, I came in as the underdog and by augmenting my exhibit with advertising in both the Show Guide and Art Business News, people actually recognize my name and my artwork. It's such a feeling of accomplishment! -- Advertiser Socrates Marquez

CONTACT US:

Email or call us today for information on all of our ad packages and start maximizing your exposure in this important industry publication!

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