

ARTINFO

Media Kit 2009

ARTINFO

WHAT IS ARTINFO.COM?

ARTINFO.com is the online destination of Louise Blouin Media, the world's leading cultural media group. Each day, ARTINFO.com offers breaking news, stories about collectors and collecting, profiles of top and emerging artists, gallery round-ups, market trends and analysis, and detailed coverage of art fairs around the world. Our daily e-Newsletters help art enthusiasts worldwide keep up with the changing and forever evolving market.

OUR FEATURES

Art News

Domestic and International Daily News and Daily News Roundups.

Extensive Editorial Features and Coverage

Featured collections, collecting advice, artist interviews, weekly columns, coverage of art events. *Art+Auction*, *Culture+Travel* and *ModernPainters* web exclusives!

Artists

Comprehensive listings highlighting artists and artworks; auction house, gallery and museum events.

Gallery Guide

Worldwide directory that features galleries, artists, artworks, and exhibition calendars.

Art Market

Search the latest insider auction and art fair data and reports, as well as market trends and analysis.

Museums

Ability to search museums and exhibitions around the world.

Events

Calendar of openings, special exhibits, performances and art fairs.

Education

A complete list of art schools worldwide.

Classified

Find or sell services, opportunities and jobs.

Art Sales Index – NOW FREE

A newly expanded searchable archive of lots at auction from more than 500 auction houses worldwide, 3.5 Million works of art from over 200,000 artists.

ARTINFO.com Daily e-Newsletters

Must-read daily update of news and feature stories.
Special daily alerts during Art Fair Weeks.

ARTINFO

THE ARTINFO.COM AUDIENCE

ARTINFO.com reaches an engaged audience of art enthusiasts worldwide. Seasoned and new collectors, private dealers, gallery owners, art aficionados, and market influencers use our site as an essential resource to search information and expand their interest in the cutting edge worlds of art, culture, luxury, and design.

Our readers are tastemakers and market influencers who depend on ARTINFO.com to actively pursue their passions.

ARTINFO.COM TRAFFIC

ROS pageviews/month: 1,000,000
Uniques/month: 300,000
e-Newsletter subscribers: 21,000
Registered members: 21,000

ARTINFO.COM DEMOGRAPHICS

54% male; 46% female
HHI Average: \$150,000
93% between 25 and 64; 55% between 25 and 44

ARTINFO

A HIGH NET WORTH AUDIENCE

Reader Habits

95% own a passport

85% consider art exhibitions and cultural attractions essential

83% receive magazines related to arts, culture and/or travel

77% travel frequently on vacation

75% eat out regularly

72% have visited another country

57% will purchase art within the year

51% intend to purchase furniture

43% will likely attend an auction

82% purchased couture jewelry in the past year

85% purchased fashion/accessories in the past year

89% purchased wine or spirits in the past year

68% plan to purchase a new luxury vehicle in the next 12 months

87% discuss art with friends on a regular basis

Education

Attended college 93%

Post graduate study 52%

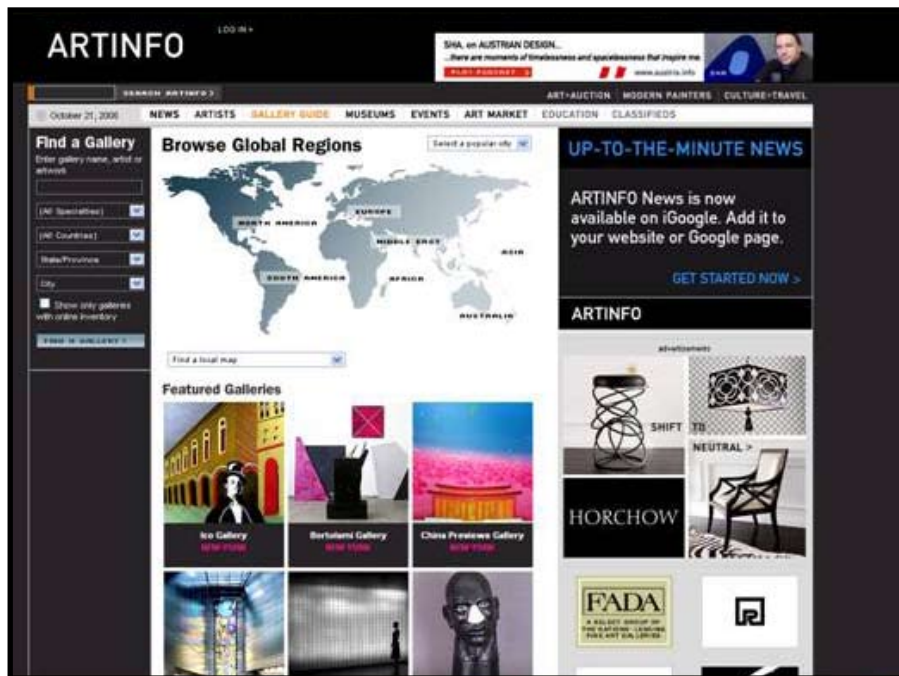
*source: august 2008 online reader survey

ARTINFO

NUMBER ONE EDITORIAL AUTHORITY ON THE MARKETPLACE

ARTINFO.com offers readers access to exclusive online content, and connects art enthusiasts worldwide in the leading online destination of shared information in today's art market.

ARTINFO.com is the definitive online voice of the art world and is a trusted source for its industry knowledge and insider coverage of galleries, museums, auctions, fairs, and artists.



ART+ AUCTION CULTURE +TRAVEL GALLERYGUIDE MODERN PAINTERS

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ARTINFO.COM STRATEGIES

Investing financially: Top priority of LBM business

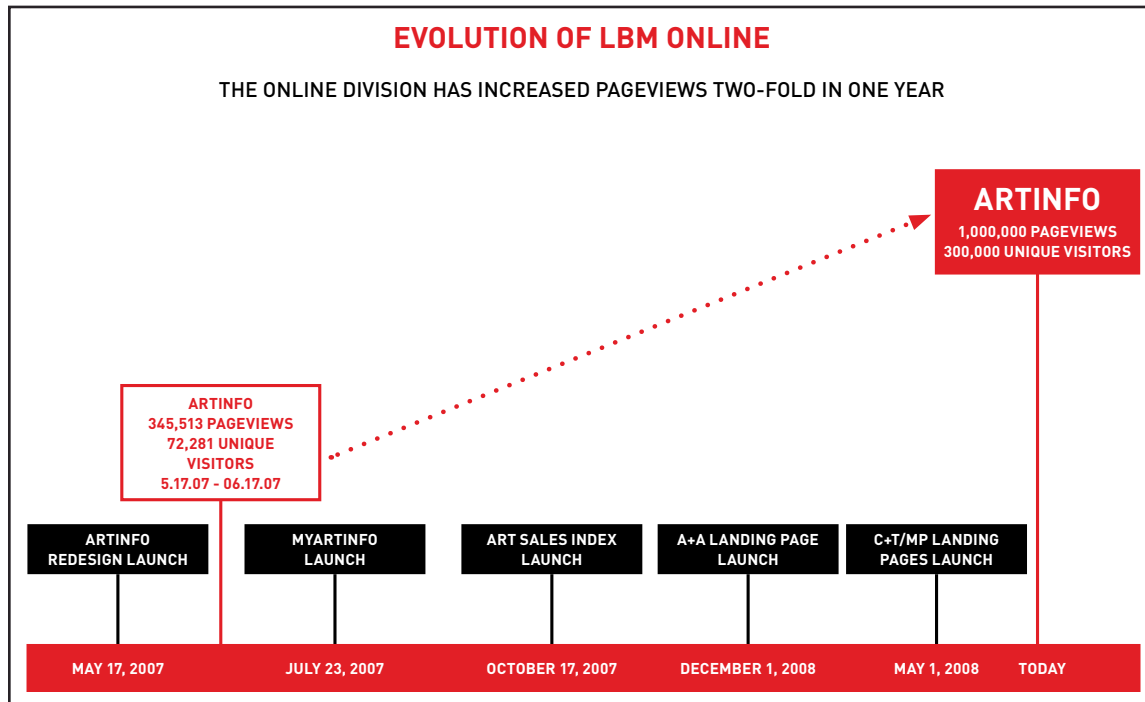
Editorial Staff: Exclusive to online

Cross marketing: Coherency across LBM brands / Web Exclusives

SEO & SEM: Google; organic google, igoogole, ad sense

Wikipedia: Product landing pages / strategic article placement

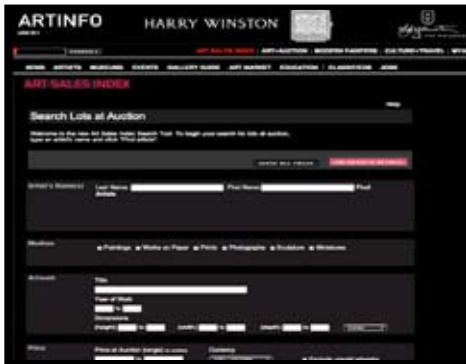
Content/Widget/Link exchanges: Luxury and Gallery Sites / RSS feeds



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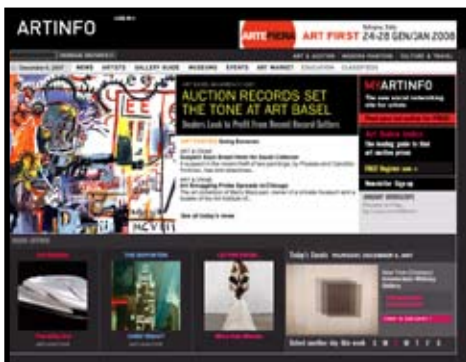
ART SALES INDEX

A searchable archive of fine art auction results from more than 500 auction houses worldwide, including over 3.5 million auction records dating back to the 1920s. Art Sales Index has the most accurate auction data in the market, compiled from Hislop's Art Sales Index -- available, free, only on ARTINFO.com.



ART FAIR COVERAGE

There are art fairs, and then there is the extravaganza that is Art Basel Miami Beach, a five-day mega buying and selling opportunity for lovers of contemporary art; at its most over-the-top, it's a classy see-and-be-seen bacchanalia by the beach. The New York Times, 11/24/2006



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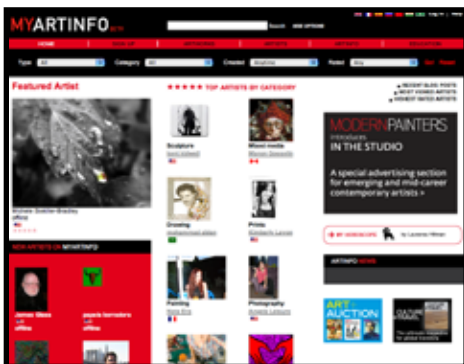
GALLERYGUIDE

Gallery Guide provides the most comprehensive information about current art exhibitions from over 2500 galleries and museums in four domestic geographic editions covering seven territories and one international edition covering Europe and Asia. Gallery Guide includes detailed maps locating galleries and museums and features news on selected exhibitions.



MYARTINFO

Is a global, creative community, where artists can explore and evolve their networks and is a who's who of the emergent arts scene on the web. MYARTINFO showcases thousands of artists and 10,000+ artworks from all corners of the globe and offers a localized point of view, with multiple language versions.



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ARTINFO.COM ADVERTISING OPPORTUNITIES

For the advertiser, ARTINFO.com associates its brand with what is most compelling about global art, culture, travel, and luxury today. As the premiere online authority for breaking news, emerging art and collectors, global reporting, investments in fine art, antiques and other collectibles, ARTINFO is the source of knowledge and market analysis. Original editorial content written for our art world reader, ARTINFO provides the latest news and insider intelligence on the art market and is the resource for market trends and inspirational stories.

Banners on ARTINFO.com ensure that your message will reach over 300,000 unique visitors per month. Your ad may be targeted to reach specific areas of the site. Advertisers can run regular banner ads (728x90 and 300x250), and (120x90 and 300x100) placements.

Our e-Newsletter reaches more than 21,000 opt-in subscribers daily. Advertisers may run a standard 728x90 banner ad, or a text ad, which includes logo, text, and a link.

Special e-Newsletter Opportunities

February

The Art Show

March

TEFAF Maastricht

The Armory Show

May

Art Moscow

June

Art Basel

October

Frieze Art Fair

Art Forum Berlin

FIAC

December

Art Basel Miami Beach

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HOMEPAGE

1. **Leaderboard:**
Top page (728x90 pixels)
2. **Premium Rectangle:**
Top right-hand side (300x250 pixels)
3. **Content Sponsorship:**
Headline of content boxes (text link + logo)
4. **Logo Button:**
Bottom right hand side (120x90 pixels)



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NEWS

Art+Auction/Culture+Travel/ModernPainters

EDUCATION/DESIGN/EVENTS/MUSEUMS/ARTISTS

1. **Leaderboard:**
Top page (728x90 pixels)
2. **Premium Rectangle:**
Top right-hand side (300x250 pixels)
3. **Logo Button:**
Bottom right hand side (120x90 pixels)
4. **Rectangle:**
Bottom right hand side (300x100 pixels)



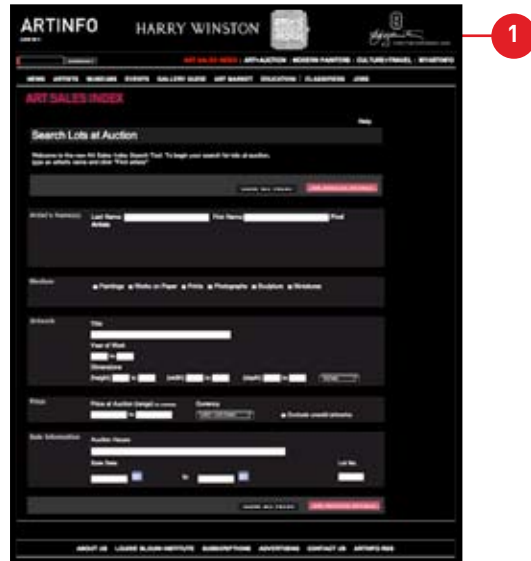
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ART SALEX INDEX

Free archive of fine art auctions, pre and post sale results from more than 500 auction houses worldwide.

1. Leaderboard:

Top page (728x90 pixels)



CUSTOM SITES

Affiliate your brand with ARTINFO.com via highly targeted, customized programs.

SPONSORSHIP OPPORTUNITIES

Editorial Sponsorships

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DAILY E-NEWSLETTER

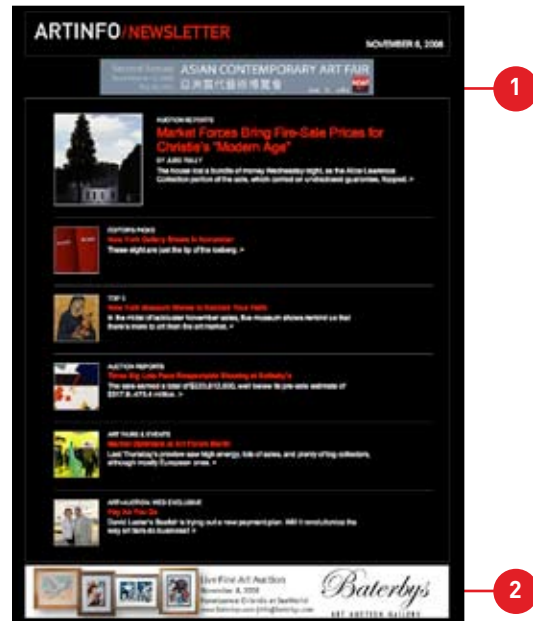
The ARTINFO.com daily newsletter is a must read daily update of news, features, and inspirational stories.

1. Leaderboard:

Top page (728x90 pixels)

2. Leaderboard

Bottom page (728x90 pixels)



TARGETED E-NEWSLETTER

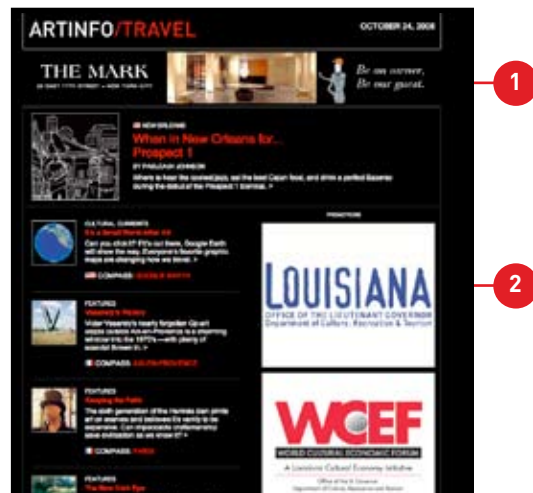
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1. Leaderboard:

Top page (728x90 pixels)

2. Premium Rectangle:

Top right-hand side (300x250 pixels)



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LUXURY ADVERTISERS CONNECT WITH ARTINFO'S CULTURED CLASS

The Mark Hotel
Shutters on the Beach
Casa del Mar
Canary Hotel
Leading Hotels of the World
Millennium Hotels
One & Only Resorts
Jumeriah Essex House
The Halekulani
Crystal Cruises
Amtrak
Regent Seven Seas

Harry Winston
Cartier
Nooka

Santa Monica Auctions
Sotheby's Institute
Bloomsbury Auctions
Poly Auction
RAGO Arts and Auction
J & G Antiques
Ivey Selkirk Auctioneers
Bonhams & Butterfields
Katherine T. Carter & Associates
Syndicat National des Antiquaires

Other Criteria
Urban Glass
Five Franklin Place
One Sixty Glass
Moooi

Bridge Art Fair
Asian Contemporary Art Fair
Cornice Art Fair
Scope Basel Art Fair
The Johannesburg Art Fair
Arte Fiere Bologna
20/21 International Art Fair
Artfairs Inc
Olympia Art and Antiques Fair

Andy Warhol Foundation for Fine Arts
Fine Art Society
New Art Center
Rehs
Fine Art Dealers Association
Westchester Arts Council
OCS Art Service

Forbes
HSBC
UBS
AIG
Genelman Insurance

Canson USA
City Crate
Mixed Greens

Peggy Guggenheim Museum
Chelsea Art Museum
Indianapolis Museum of Art
St. Louise Art Museum
Cadogan Tate Fine Art
Fabric Workshop and Museum
Museum of Bermuda Art

University of the Arts
Stanford University
College for Creative Studies
Yale Center for British Art
School of Visual Arts

Netherlands Board of Tourism
Belgian Tourist Office
Holland Board of Tourism
Ireland Board of Tourism

Gallery at Park Avenue Bank
Gallery of Art and Design
Noho Gallery
Gelabert Studios Gallery
Stux Gallery
Dallas Auction Gallery
Robilant + Voena
55 Mercer Artists
Nedra Matteucci

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