

# exibart



**Mediakit  
2026**

# Who we are

exibart has shaped—and continues to shape—the history of online information in the art sector. Founded in 2000, it quickly became an essential point of reference for both enthusiasts and professionals.

Today, after more than 20 years of history and millions of news items published, exhibart has evolved into a multichannel information platform that distributes its content through the web, newsletters, DEMs, a printed magazine, tablets, smartphones, books, and many other new initiatives that we are about to present.

For advertising

adv@exibart.com  
339 7528939

Mediakit 2026







Daniel Gonzalez  
ArtVerona, 2021

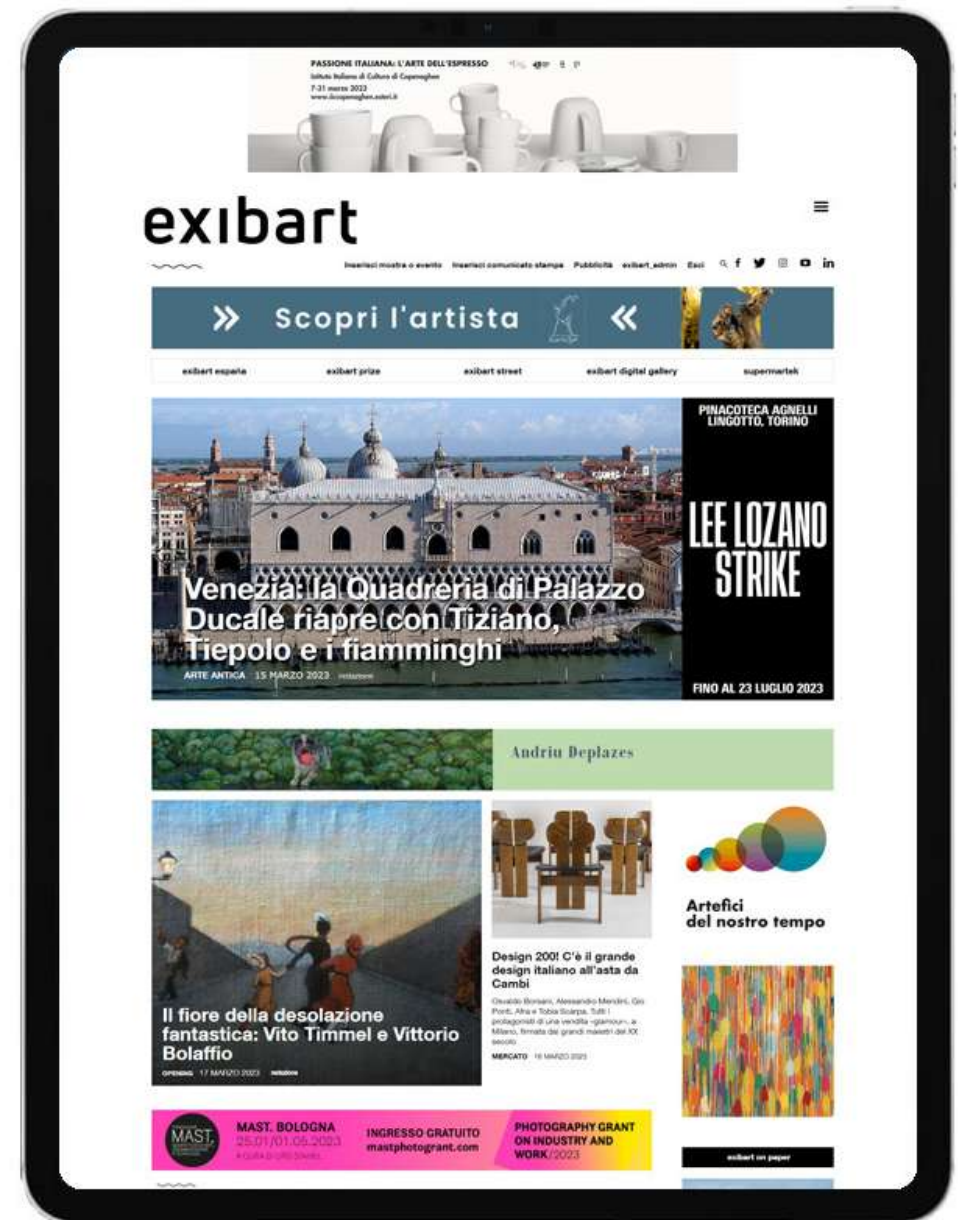


# exibart.com

It is the most efficient and wide-reaching source of information and in-depth coverage on art, architecture, design, fashion, education, and cultural tourism.

An editorial experience with no equal, even internationally. Backed by a loyal community built over more than 20 years, it acts as a generator of culture and a driver of public opinion.

Exibart.com includes newsletters, mailings, and alerts. A very broad range of products and services that reach more than 180,000 highly profiled people every day.



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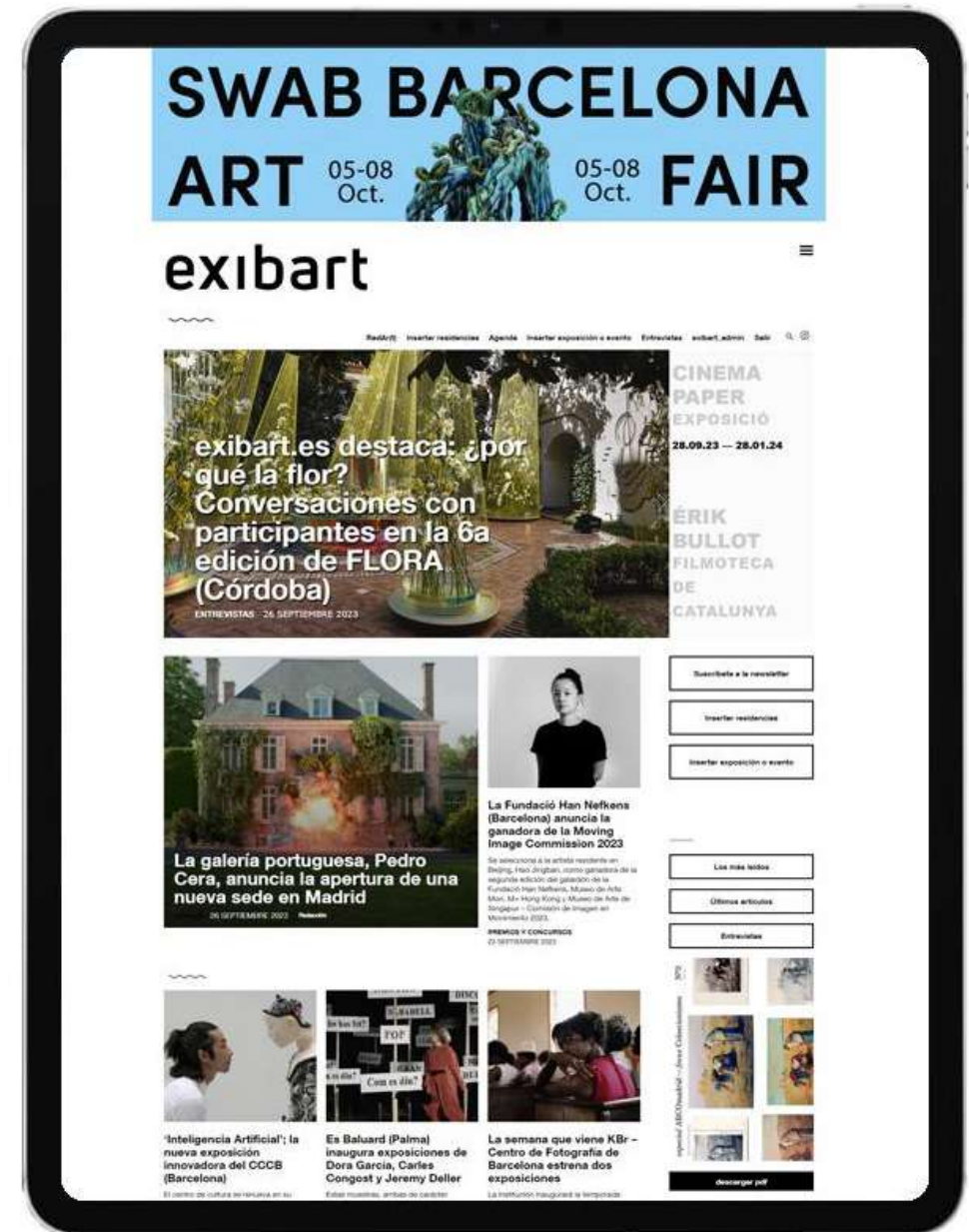
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# exibart spain

In Spain as well, we are the leading online editorial platform in the market.

Every day we publish news, in-depth features, interviews, and a special section dedicated to artist residencies.

www.exibart.com



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## exibart onpaper

Founded in 2002, it became within a few years the benchmark in the cultural free press sector.

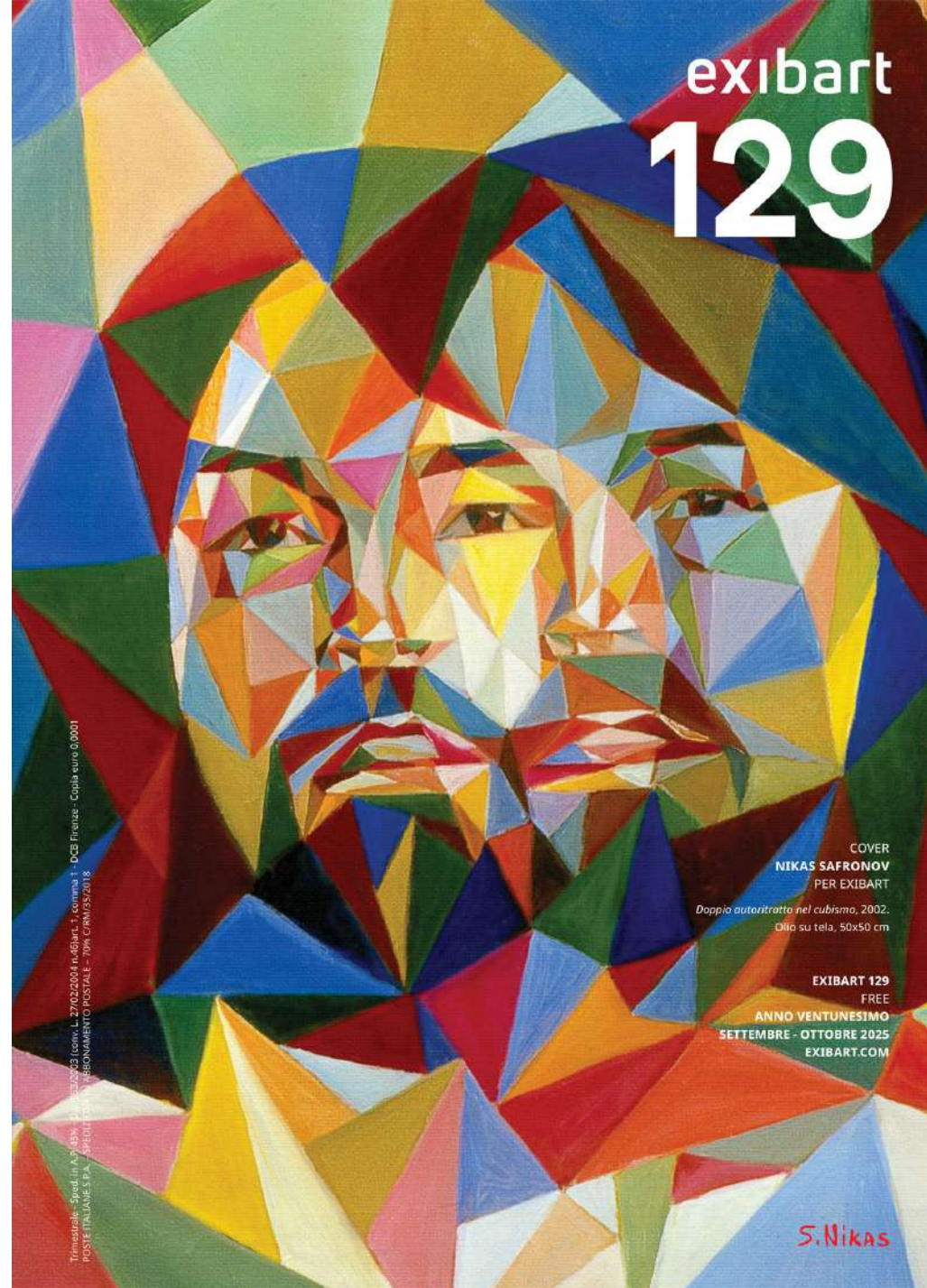
A carefully planned distribution strategy allows the magazine to reach a broad audience with a high-end profile.

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# exibart 129



COVER  
NIKAS SAFRONOV  
PER EXIBART

*Doppia autoritratto nel cubismo, 2002.  
Olio su tela, 50x50 cm*

EXIBART 129  
FREE  
ANNO VENTUNESIMO  
SETTEMBRE - OTTOBRE 2025  
EXIBART.COM

S. NIKAS

Mediakit 2026

## exibart onpaper digital

Following a green path, the subscription to exhibart onpaper is going digital. Less paper, less fuel, less ink—these will reduce our environmental impact without compromising the quality of a magazine that has been a cultural and artistic reference since the last century.

For those who can't resist the smell of printed paper, exhibart onpaper is available for free at industry fairs, museums, galleries, foundations, and our regular distribution points, and a copy can also be ordered directly from our website.

www.exibart.com

Trimestrale - Sped. in A.P. 45% - D.L. 353/2003 (conv. L. 27/02/2004 n.46) art. 1, comma 1 - DCB Firenze - Copia euro 0,0001  
POSTE ITALIANE S.p.A. - SPEDIZIONE IN ABBONAMENTO POSTALE - 70% GRM/25/2018

# exibart 130

COVER  
VALENTINA GELAIN  
PER EXIBART

EXIBART 130  
FREE  
ANNO VENTUNESIMO  
NOVEMBRE 2025 - GENNAIO 2026  
EXIBART.COM

For advertising

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## exibart special issues

Auction houses, awards, corporate museums. To provide greater insight and strengthen relationships with existing institutions both nationally and internationally, Exibart explores each of these systems through dedicated special issues.

Each special issue offers readers an in-depth resource and provides the organizations involved with wide-scale visibility and promotion. Being featured in our special issues is a sure investment in success.

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exibart

SPECIAL CASE D'ASTE #3 | 2025-2026

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A photograph of an art installation. The scene is a long, narrow gallery space bathed in a deep blue light. On the right wall, the word "exibart" is projected in a large, white, sans-serif font. In the distance, on the left side of the hallway, a person is walking on a treadmill. The person is silhouetted against a brighter light source at the end of the hallway. The floor is dark and reflective, showing the blue light and the person on the treadmill. The ceiling is also visible, with some technical equipment like lights and cables.

exibart

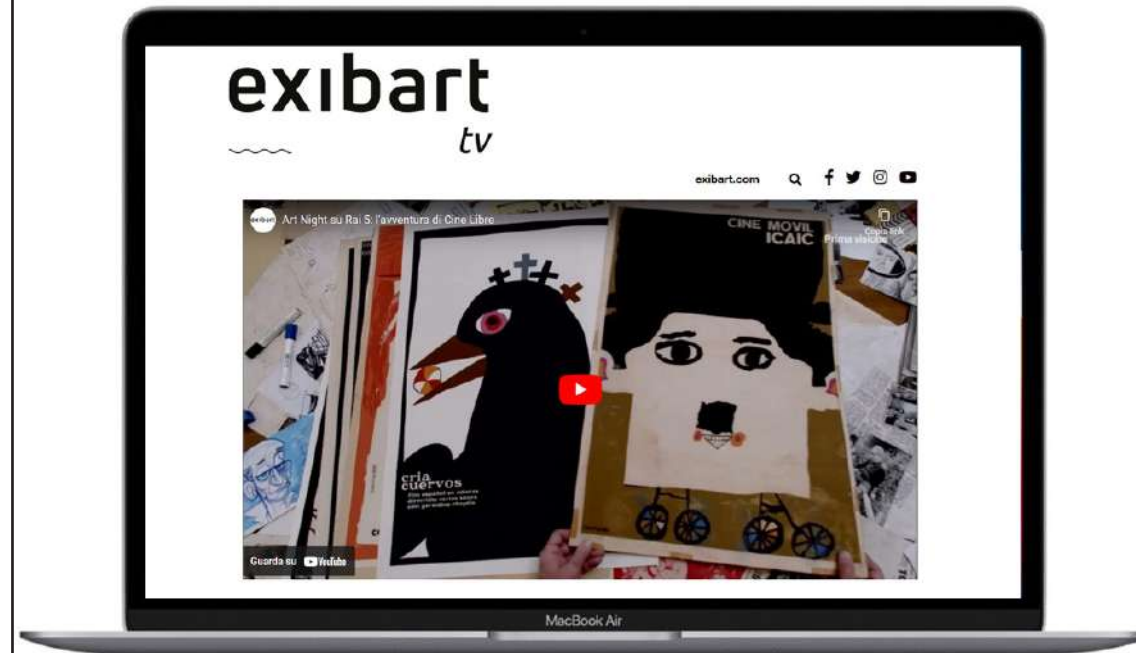


# exibart tv

Launched in 2006, it is accessible both via the web and on any mobile device. It is packed with coverage of exhibitions, events, and key figures in the art system.

exibart.tv's services allow an event, an exhibition, or a festival to dramatically multiply its visibility, remaining available in the site's archives and on our YouTube channel.

www.exibart.com



EXIBART

Roma - ITA

K

A Change of Meaning is a  
Change of Being, 2023

EDSON LULI  
EXIBART

EDSON LULI  
EXIBART



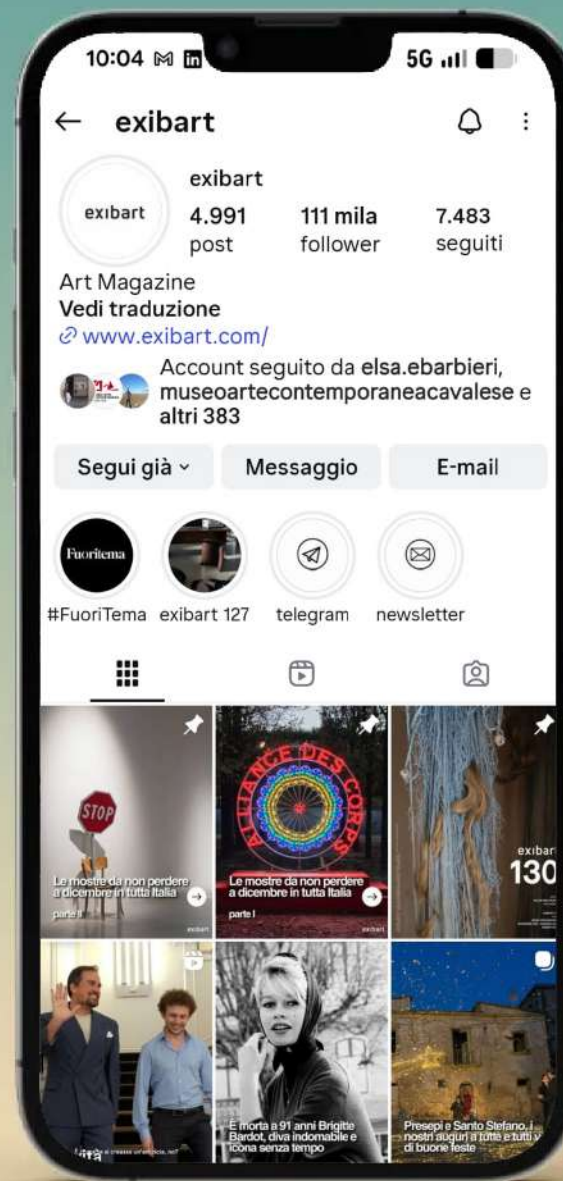
Stand exhibart Artissima 2023  
Edson Luli, winner of the 2023 edition of the exhibart prize



# exibart social

Investing in our Facebook, Instagram, X, YouTube, and LinkedIn channels means reaching over 400,000 people—a unique communication tool.

www.exibart.com



For advertising

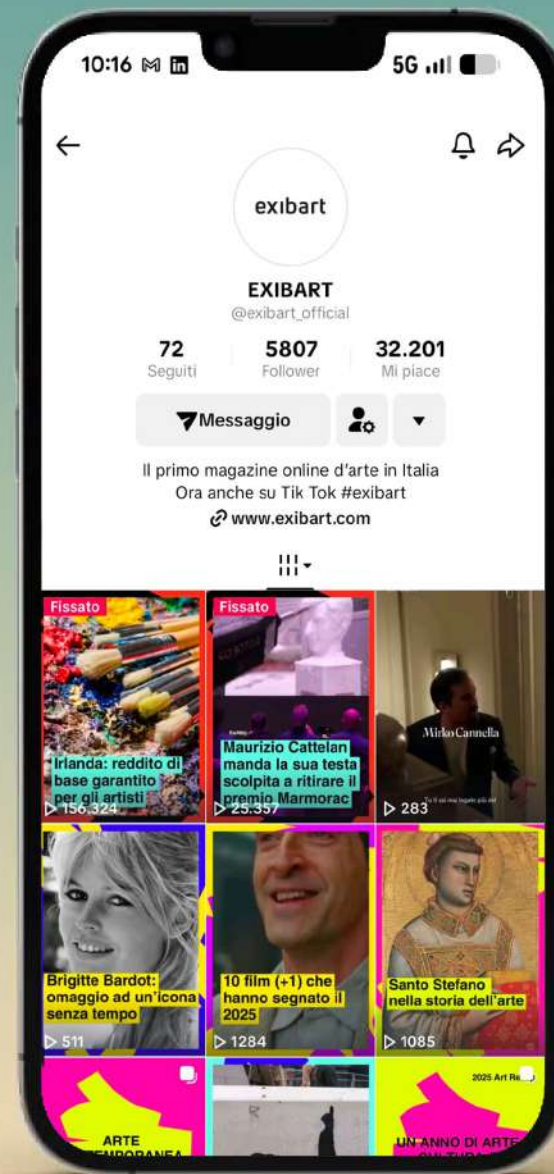
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# exibart Tik Tok

exibart has launched a new TikTok profile to spread Art and Culture among the younger generations as well.

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## exibart segnala (DEM)

Targeted information for our database of over 180,000 art lovers and industry professionals.

www.exibart.com

## exibart newsletter

Every morning, the best of exhibart news delivered to the desks of art lovers, art workers, and decision-makers.

exibart  
~~~~ segnala

f t i o v in

Ultimo mese  
per il grande fotografo  
André Kertész  
a CAMERA Torino



exibart  
~~~~ daily

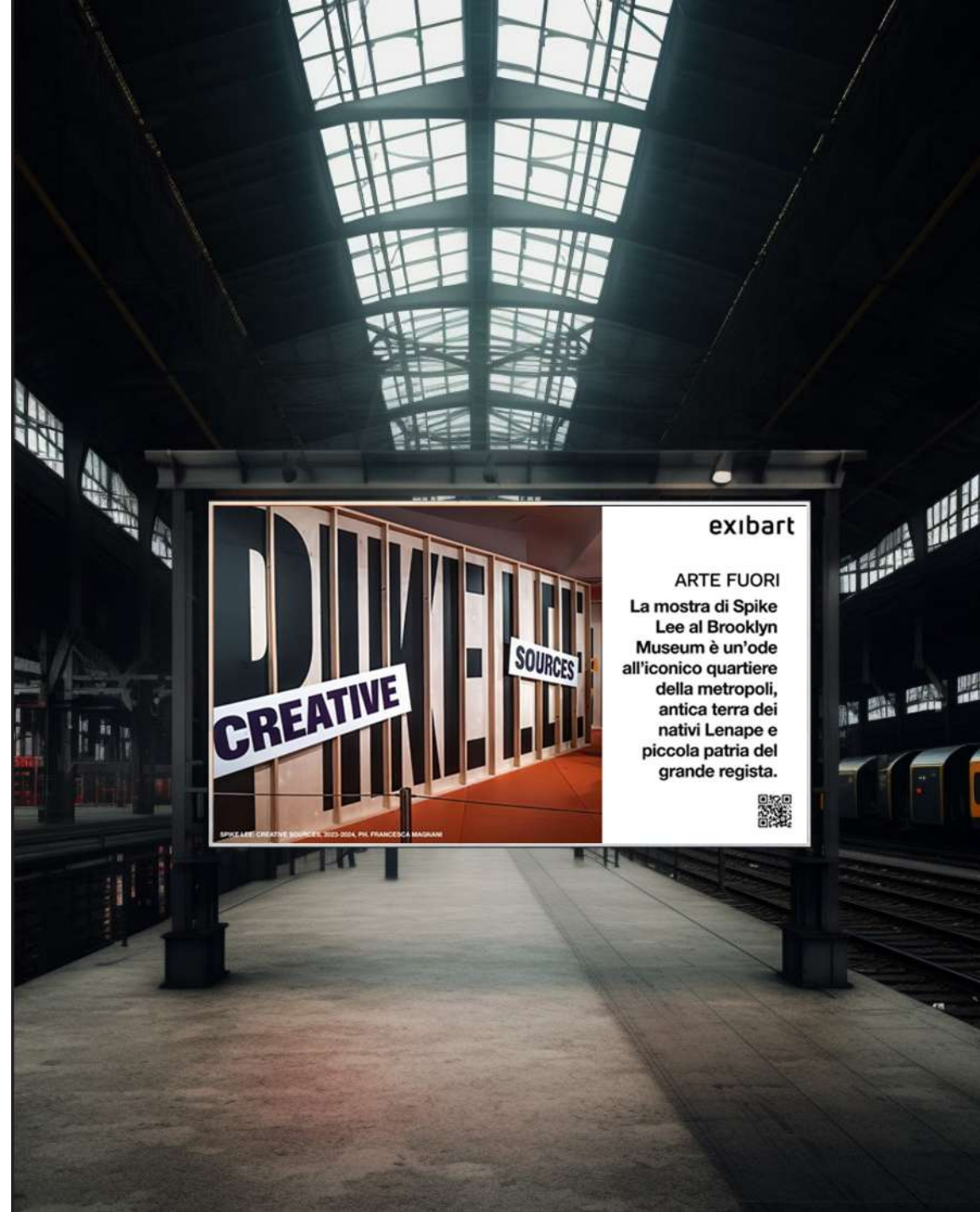
f t i o in



# exibart e Grandi Stazioni

Every day, over 2 million people read our art news on the screens of all major train stations in Italy.

www.exibart.com



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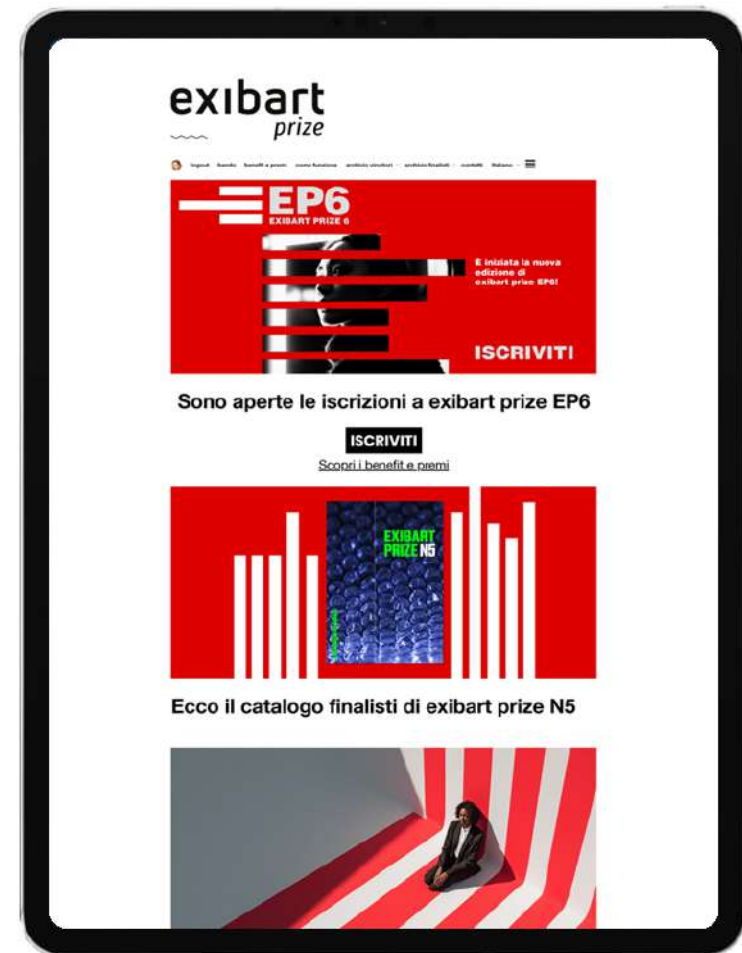
# exibart prize

The exhibart prize is open to emerging, mid-career, and established artists with no restrictions on medium.

Organized annually with a full program of monthly benefits and opportunities, the prize allows each entrant to create their own presentation, both biographical and artistic, which—after evaluation by the exhibart editorial team—will be submitted in the final phase to a jury composed of art critics, curators, collectors, and directors of fairs and institutions.

The exhibart prize awards the winner an acquisition prize along with editorial and advertising coverage for one year, while guaranteeing all participating artists visibility, networking, and opportunities.

www.exibart.com



# 222 artisti emergenti su cui investire

exibart offers a focus on emerging artistic research in Italy, serving as a guide for understanding and investing in the vast world of contemporary artistic production.

*222 artisti emergenti su cui investire* is a collective effort, developed with the input of a diverse and ever-changing group of anonymous contributors (curators and independent spaces who carry out an almost daily practice of studio visits), and it also embraces less mainstream critical opinions and perspectives.

Each artist is featured in a dedicated monographic profile, enriched with biography, statement, contacts, and photographic reproductions of one or two significant works. In this way, *222 artisti emergenti su cui investire* is not only a snapshot of emerging Italian artists or those active in Italy, but also an important tool for study and in-depth research within a broad platform for networking, idea exchange, support, and promotion.







Valentina Gelain, winner of the exibart prize 2025  
Fall-Translucid Skins, Valentina Gelain & Bekim Hasaj - art film / Translucid skins~strands~of~us project 2024-2026



# +Target audience

**The audience targeted by exhibart amounts to approximately 10,000,000 people, profiled according to their level of interest in the art world.**

**5%**

It consists of professionals from the art sector or related fields such as design, architecture, publishing, and, more broadly, the creative professions.

**15%**

It consists of students from high schools, universities, and academies.

**20%**

It consists of avid enthusiasts—contacts who follow art consistently, regularly visit museums and galleries, purchase artworks, and buy books and magazines.

**60%**

It consists of people who follow art in a less in-depth way, attending only major exhibitions and purchasing art-related products occasionally.



# +Web Analytics

**5.000.000**

monthly views

**2.000.000**

monthly visitors

**180.000**

community members

**180.000**

newsletter subscribers

**180.000**

mailing list subscribers

# + banner

| TYPE  | CLICK-THROUGH-RATE |
|---|--------------------|
| Strip under logo 990x90 px                                    | 1,88%              |
| Featured Slider Box 300x600 px                                | 1,88%              |
| Strip under Featured 990x90 px                                | 1,66%              |
| Strip in second, third, fourth, and fifth positions 740x90 px | 1,56%              |
| Banner in first position 300x300 px                           | 1,86%              |
| Banner 300x300 px   | 1,61%              |
| Masthead Banner 970x250 px                                    | 1,96%              |





**25.000**  
**650.000**

**Average views per video**

**Record views for a single  
video**

# +Magazine

(on paper + digital)

4

Annual issues

20.000

Subscribers

1

Biennale Arte Special

3.500

Industry professionals and opinion leaders who receive it

50.000

Copies distributed  
per issue

60.000

Copies distributed annually at fairs and events

600

The points where it  
can be found

7

Major events in which exhibart participates

**(Arte Fiera, Miart, MIA Fair, Biennale di Venezia,  
Art Verona, Artissima Torino, Arte in Nuvola Roma)**