

Mediakit 2017

AMBIT MEDIA, A. S. PUBLISHER

www.artplus.cz



BASIC INFORMATION

traffic rate

- more than 1,300 unique users every day

target group

- not limited by age or sex
- socio-economic classification A-C1 (mostly above-average socio-economic background)
- collectors of art and antiques, investors in art, dealers, gallerists, experts, specialist museum and gallery staff, economists, lawyers, doctors and students of professional schools

ART+ portal aims

- long-term monitoring, description and analysis of the Czech art market from the perspective of trends and prices
- reacting to current events in the field
- offering a unique tool that allows even non-experts to invest in this area with insight

basic information on ART+ portal

- collaboration with 20 leading auction houses
- constantly updated database of more than 180,000 items auctioned at Czech auctions
- the news section contains more than 1400 articles, comments and specific analyses by experts
- esteemed art market index, quoted by the Czech media
- calendar of planned auctions
- announcement of upcoming sales of popular artists
- synoptic charts and statistics
- regular publication of the art market Yearbook in partnership with the art + antiques magazine
- Annual membership price – CZK 1,990

CHARACTER

www.artplus.cz is an exclusive tool for effective orientation in the Czech art and antiques market. The site has an extensive database and news-analysis section, responding to current events in Czech and foreign markets.

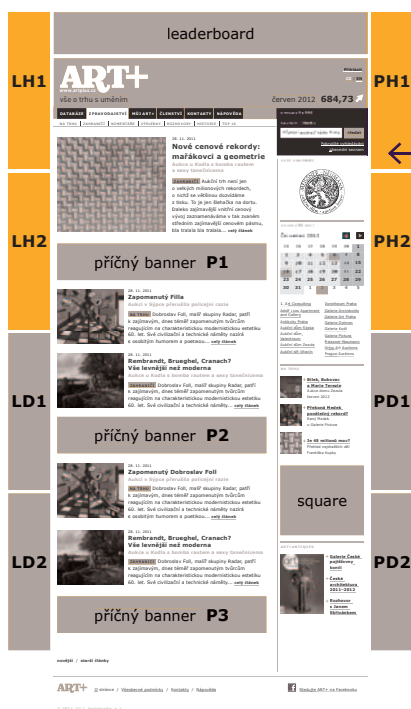
The website was created in close collaboration with art + antiques magazine, the only monthly magazine in the Czech Republic providing important news in art, architecture, design and antiques, with fifteen years of publication behind it.

ART + is a unique source of specifically aimed information, regularly drawn upon by ČTK (Czech Press Agency) and the most-popular domestic media, and often quoted on prestigious sites providing information on the foreign art market.

REGULAR PROMOTIONAL EVENTS

- mailing campaign to authorities in the field and cooperation with them (art gallery owners, antique dealers and auction houses, art historians, universities, public museums and galleries, Association of Galleries of the Czech Republic, authorised experts, collectors, economists ...)
- regular press conferences summarizing events on the Czech market for art and antiques
- regular promotions in partner auction houses' auction catalogues
- NEWSLETTER sent monthly to more than 15,000 interested persons
- privileged access for art + antiques magazine readers

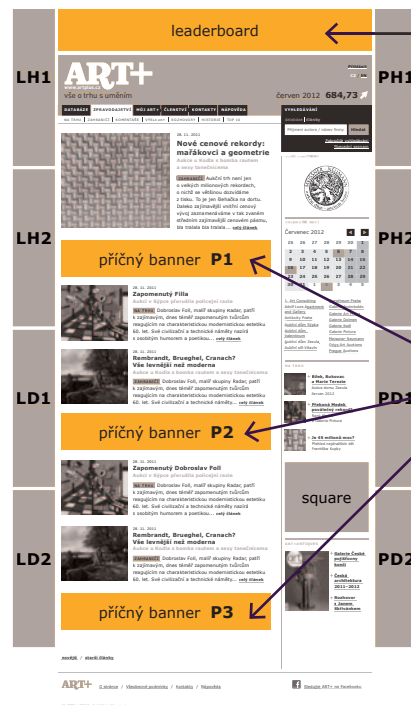
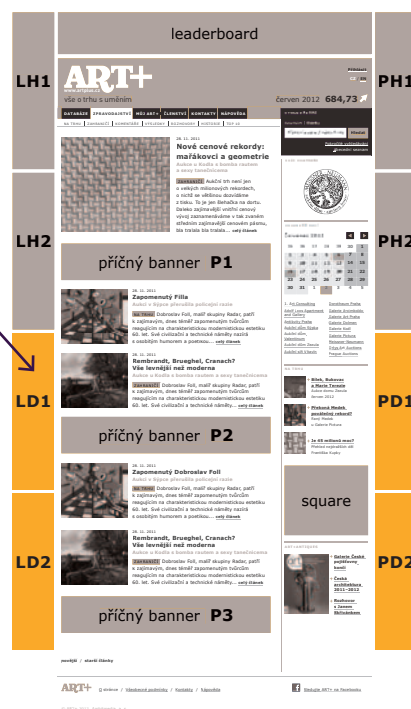
FORMATS



VERTICAL BANNER 120 × 450 px

a) upper (left or right)

b) lower (left or right)

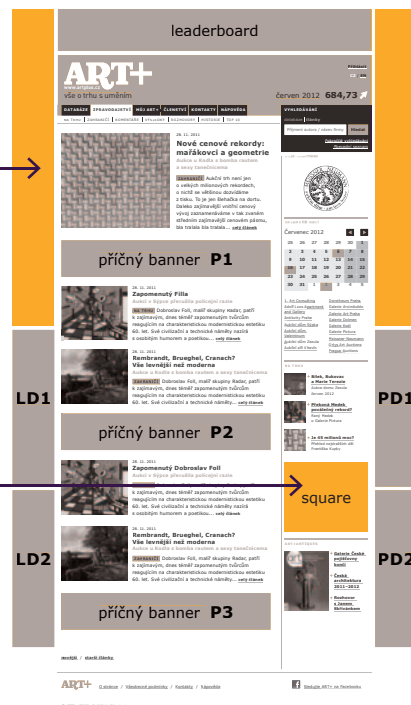


LEADERBOARD 900 × 120 px

DOUBLE VERTICAL BANNER (left or right) 120 × 910 px

HORIZONTAL BANNER 600 × 105 px

SQUARE 240 × 240 px



PRICE LIST FOR ADVERTISING

BANNER TYPE		PRICE IN CZK (incl. agency commission – 20%, not incl. VAT)*
leaderboard		60,000
vertical upper left 1	LH 1	25,000
vertical upper left 2	LH 2	20,000
vertical upper right 1	PH 1	25,000
vertical upper right 2	PH 2	20,000
vertical lower left 1	LD 1	16,000
vertical lower left 2	LD 2	14,000
vertical lower right 1	PD 1	16,000
vertical lower right 2	PD 2	14,000
double banner left	LH 1 + LH 2	50,000
double banner right	PH 1 + PH 2	50,000
square		20,000
horizontal banner 1	P 1	30,000
horizontal banner 2	P 2	20,000
horizontal banner 3	P 3	18,000

* Price in all cases applies for two weeks' advertising.

ART+ NEWSLETTER

- Information about current news on www.artplus.cz
- Hot topics from local and foreign art markets, investment tips
- Regular sections:
 - Artwork of the month
 - Editorial
 - Comment on the current state of the ART+ Index
 - Calendar of upcoming auctions of fine arts and antiques
- Published monthly during the auction season
- Now with a new, visitor-friendly visual and functional layout
- Currently some 15,000 subscribers with a clear interest in the issues of the art market
- Effective opportunity of placing static horizontal banners 680 x 200 pixels in size (price CZK 10,000)

ADVERTISING

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