

**WIDEWALLS**

# Widewalls Advertising

WIDEWALLS ADVERTISING

# A leading and global online contemporary art platform

Widewalls delivers a comprehensive online access to information about contemporary art galleries and artists. Dedicated to art lovers and collectors alike, widewalls.ch offers a comprehensive, year-round coverage of top exhibitions, festivals, events and art fairs worldwide, alongside breaking news and tips, elaborated featured articles on various trending topics in arts and the art market, interviews with today's most intriguing contemporary artists, latest from art auctions and much more.

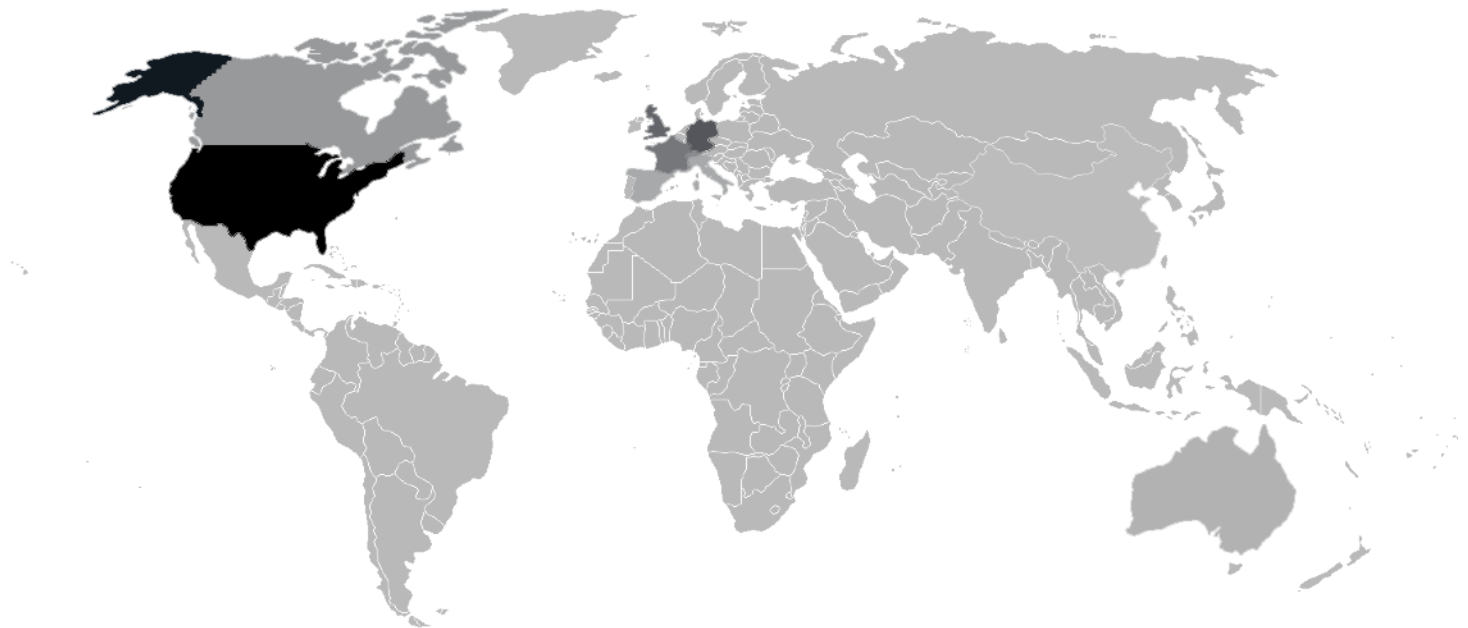


# Our Reach and Audience

Widewalls provides **global reach** across the most important markets, targeting an affluent audience of collectors and art lovers.

Established 2013 and valued for its content, usability and in-depth access to the programs of leading contemporary art galleries around the world. Widewalls`s users come from over 190 countries. Significantly almost 70% are from the epicenters of the art-world. Annual page views currently approach 45 million.

This ensures our audience sees your message wherever they are.

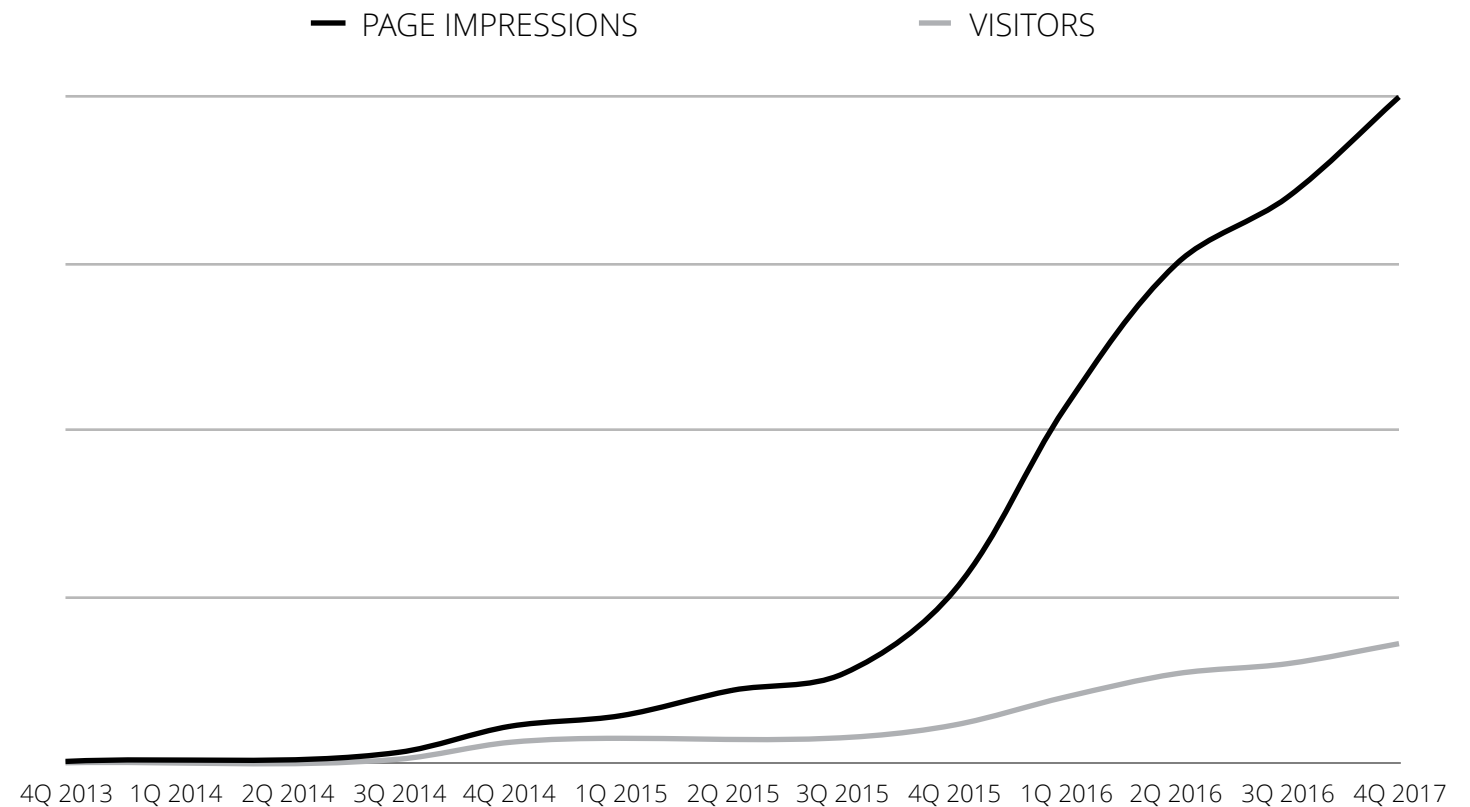


USA	UK	FR	DE	CA	AUS	IND	IT	NL	CH
35 %	20 %	9 %	9 %	6 %	4 %	4 %	3 %	2 %	2 %

# Worldwide Visibility

Widewalls reaches your audience through multiple channels and media. This includes, **widewalls.ch** (+4.000.000 page views monthly), **Facebook** (+65.000 followers), **Instagram** (+19.000 followers), **Twitter** (+13.000 followers), **G+** (+5.000 plus one`s), **Pinterest** (+10.000 followers) and our daily **newsletters** with 10.000 subscribers.

Widewalls offers an effective and engaging platform from which galleries, art museums, art fairs, biennales and related services can reach an influential demographic with high levels of discretionary income.



**+ 4.000.000**  
PAGE IMPRESSIONS MONTHLY

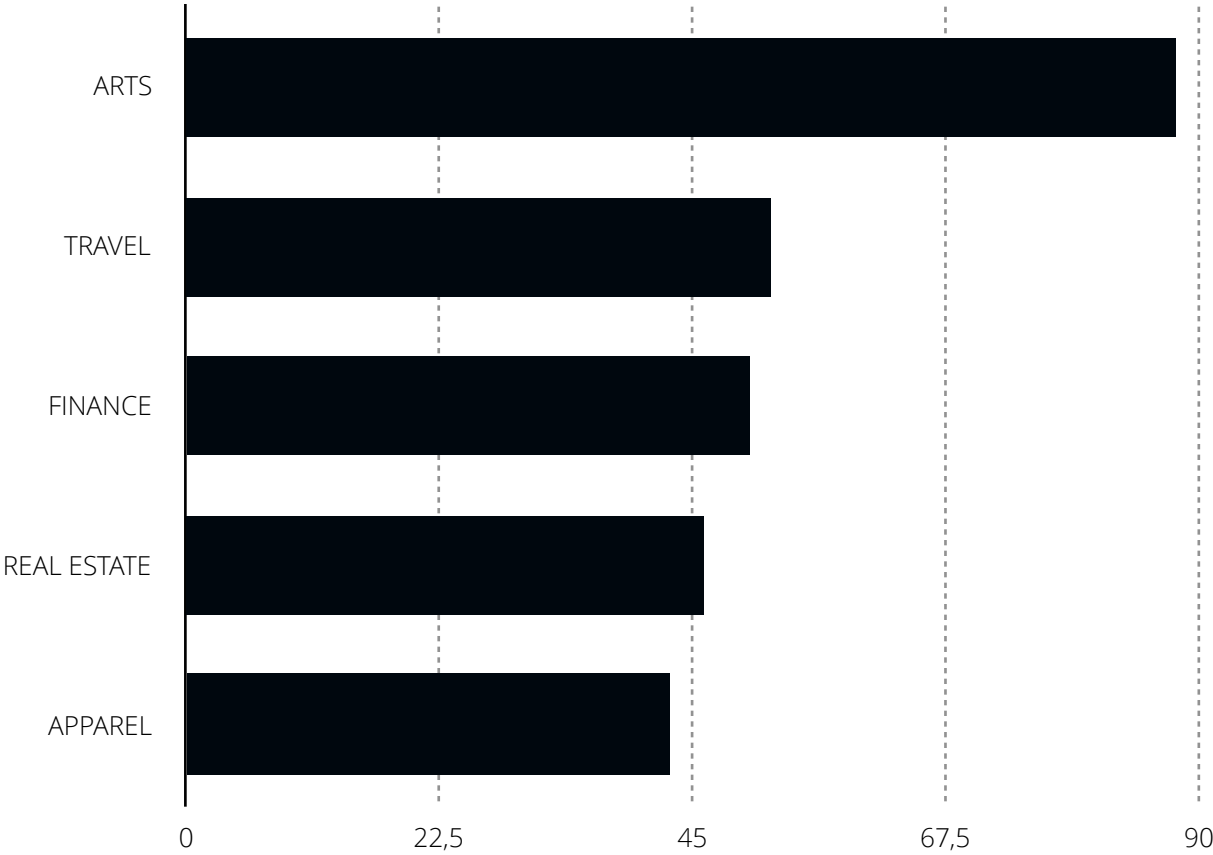
**+600.000**  
USERS MONTHLY

**7.1**  
PAGE IMPRESSIONS  
PER USER

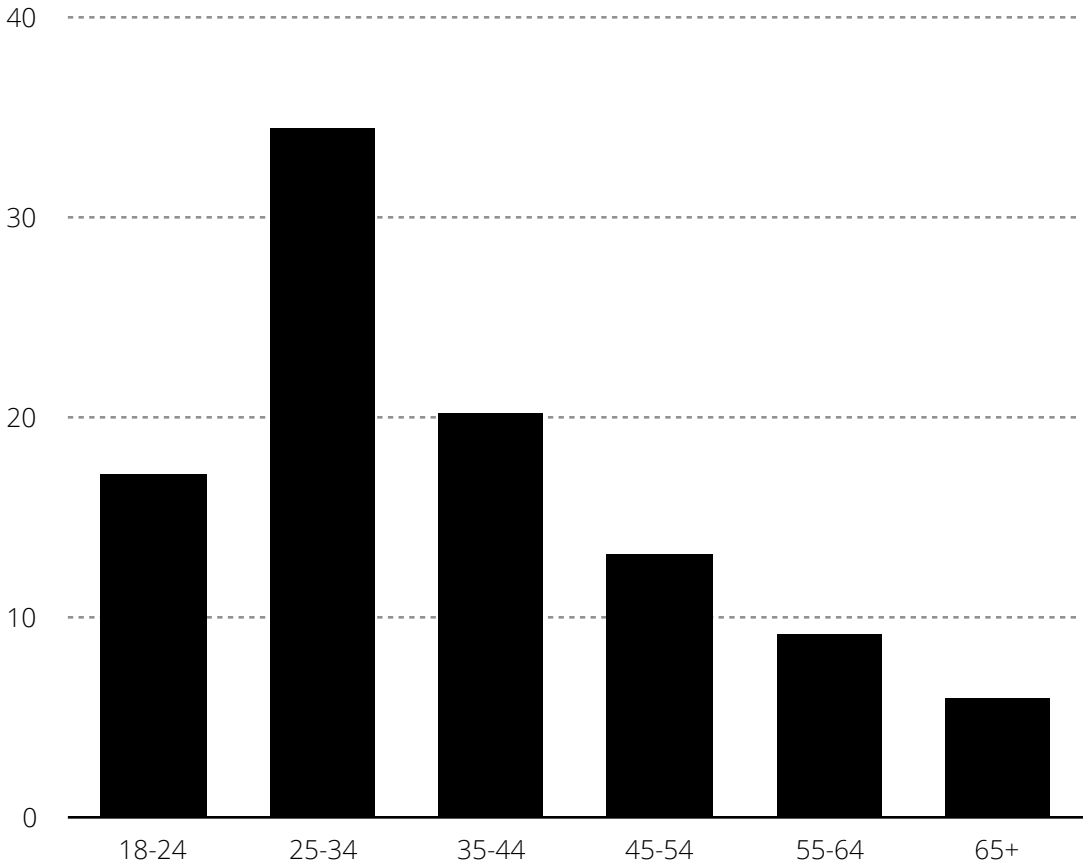
**2:12**  
TIME ON SITE

# Demographics

INTEREST



AGE



Average Household Income: \$108.000

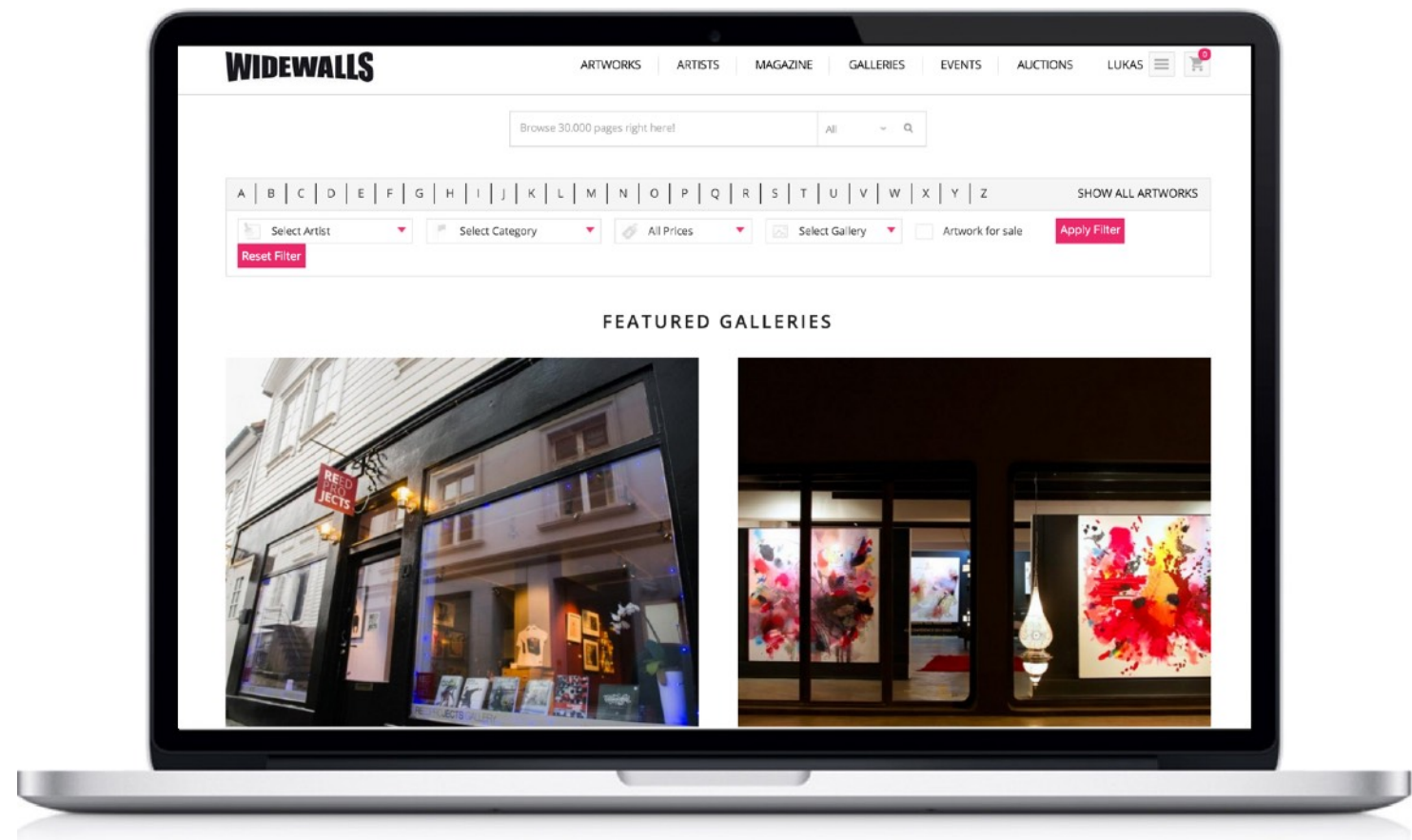
# Advertising Rates 2017

# Widewalls Advertising

Widewalls provides collectors and cultural explorers the inspiration and information they need. Galleries can make sure that **thousands of new clients** will find them.

Stand out of the competition and take advantage of 600.000+ visitors/monthly from key-influencers in the **most important markets** with more than 4.000.000 page impressions each month.

Gallery Network partners receive **prioritized placements** in high traffic areas of the site, such as homepage or articles. Additional banner advertising throughout Widewalls is included.





## Dynamic Header & Footer

With our **unique technology** Widewalls offers an **extraordinary placement** for your brand. The full width Ads above the header and below the footer of the site deliver click through rates **far above average banners** and cannot be blocked by Adblockers. Your ad runs site wide though all departments and delivers the best exposure for you.

### Specifications

#### Dynamic Header

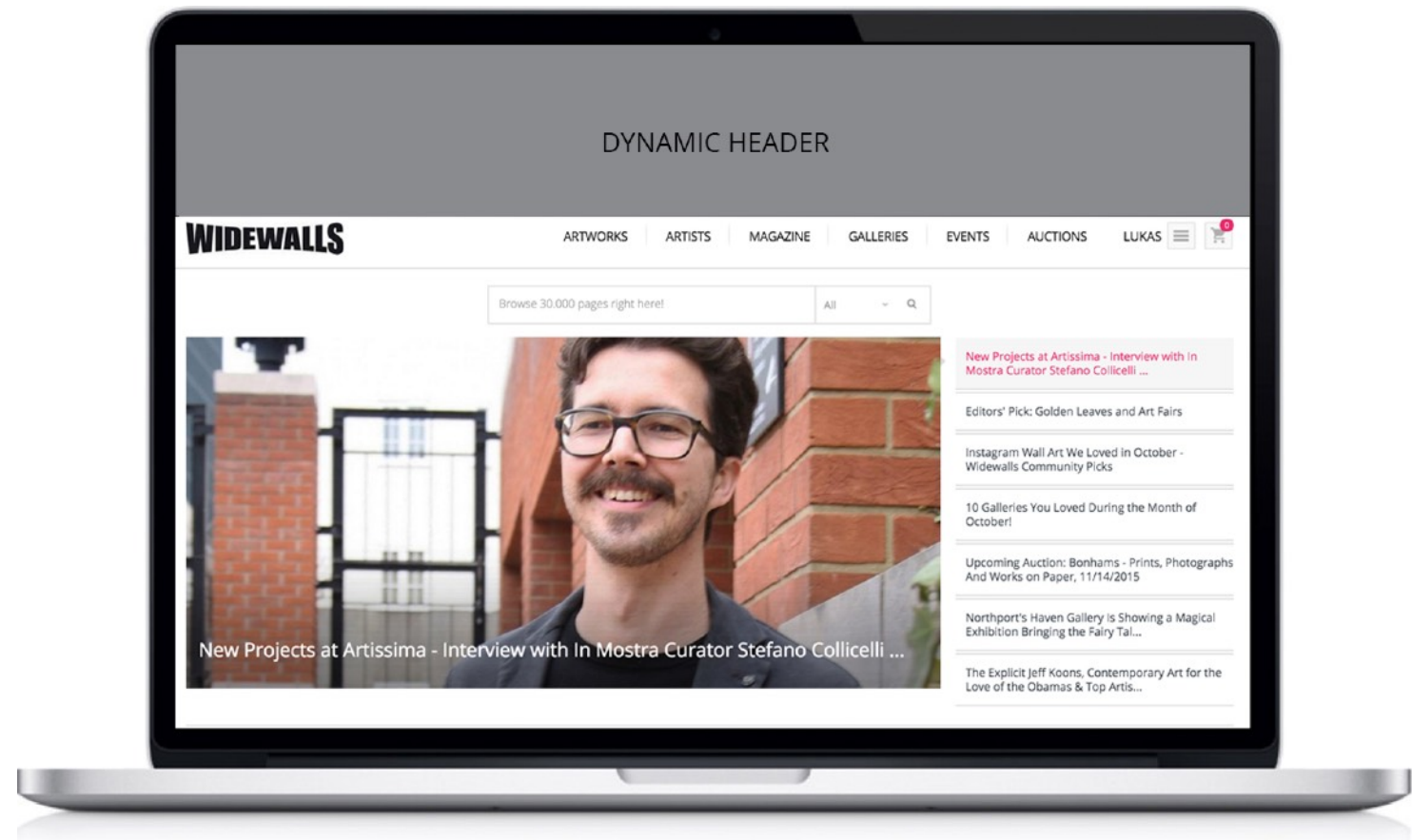
1200 x 400 px

.jpg and .gif

#### Dynamic Footer

1200 x 800 px

.jpg and .gif





# Half Page Banner & MPU

All Content Pages include two to three Half Page Banners and one MPU above the fold. The Bottom Half Page Banner stays in the visible area of the user as long the user is scrolling down. On the mobile mobile version of Widewalls the MPU`s run also on the Homepage. All Ads can be targeted and deliver ctr`s above industry average.

## Specifications

### Half Page Banner

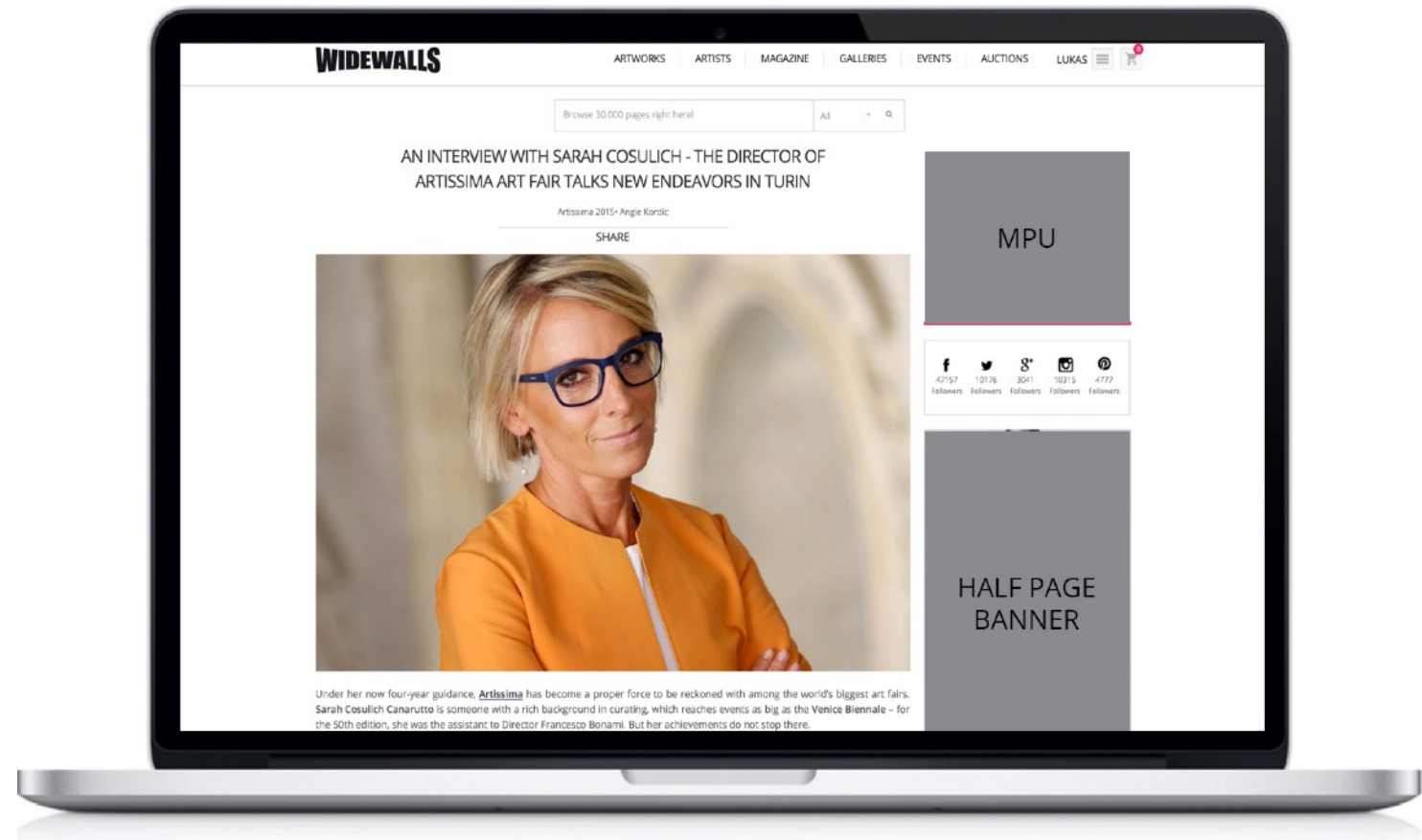
300 x 600 px

.jpg, .gif, third party code

### MPU

300 x 250 px

.jpg, .gif, third party code



# Widewalls Advertising Prices

	CPM (COST PER 1000 AD IMPRESSIONS)
Dynamic Header	60,-€
Dynamic Footer	50,-€
Half Page Banner	30,-€
MPU	20,-€

## Contact

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