



Artwork Archive

MEDIA KIT

Artwork Archive provides artists & collectors with news, tips and resources about running an art business, collecting art and all things within the art world.

artworkarchive.com | info@artworkarchive.com



350_{k+}

Monthly blog readers

160_{k+}

Weekly opt-in
newsletter subscribers

65_k

Followers across
social media

3.5_M

Annual blog readers

22%

List Open Rate Average

An overview

Artwork Archive provides artists at all points in their careers with valuable resources, guides and articles on how to manage and grow their art practice and business. Our audience is made up of artists, art professionals and art collectors around the world.

Get your message in front of the people who care most.

WHERE IN THE WORLD

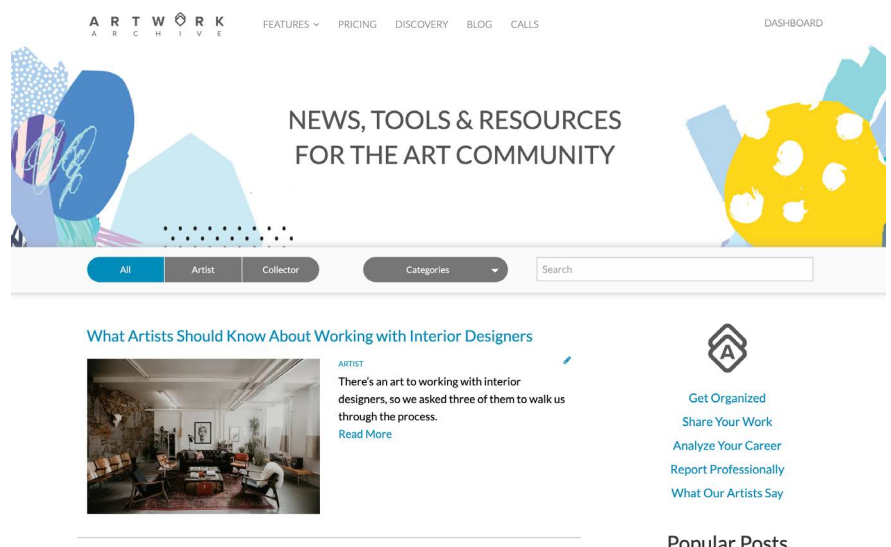
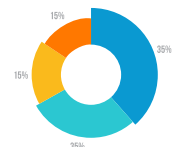
70% of Artwork Archive readers are in North America. 30% of readers are in Europe and Asia.

WHAT THEY LIKE

The Artwork Archive audience is made up of artists, collectors, art patrons, curators, appraisers, conservators, gallerists, museum professionals, archivists, designers and craftspeople.

WHO THEY ARE

35% of monthly readers and newsletter subscribers are between the ages of 25-34. 15% are between the ages of 18-24; 15% ages 35-44; 35% are 45+. 65% of readers are women.



The Artwork Archive blog home page

Ways you can partner

There are multiple ways to connect with and engage with the Artwork Archive community. Find the best option for your organization below or contact us at info@artworkarchive.com for a custom package.

We partner with arts organizations, art suppliers, nonprofits and artists to get their message to their right audience. Contact us to see if your advertising message is the right fit.



Calls-for-entry & artist opportunities

Get your artist opportunities listed in a comprehensive online directory for nationwide grants, residencies, open calls, studio spaces, and more.

- Get listed in the 2022 guide.
- More than 500k artist views on 2020 guide
- Add your call to the call-for-entry page
- Have more than 500k artist views
- Calls are included in the newsletter



Blog, Newsletter & Sponsored Content

There are multiple ways to get your message in front of the Artwork Archive audience through content. Link backs, sponsored articles, ads in the newsletter and ads on the blog are just a few ways to get your opportunity seen.

- Weekly newsletter opportunities
- 300k+ unique monthly readers
- 165k+ newsletter subscribers
- Artwork Archive recently named leading resources in digital innovation for artists



Custom Packages

Let us build tailored online advertising packages to connect your organization, service or product with Artwork Archive's community.

- Build custom social media campaigns
- Combine ad types with content
- Create an ad that works for your brand
- [Brainstorm](#) with our creative team



Sample Advertising Spaces

Advertising on the Artwork Archive blog puts your opportunity or product in front of over 200 thousand artists each month. You can choose from two different ad types to fit your needs. The in-line banner ad is integrated with the articles and provides for a seamless ad experience.


The sidebar ads show up on each article page as well as on the blog home page. You can find pricing for the blog banner and sidebar ads on page seven.

Blog ad placement

AllArtistCollectorCategories

Search

Gifts to Your Collection: Advice and Best Practices




COLLECTOR

A donation to your institution is a wonderful thing, but it also entails a lot of work. Be prepared with these 12 tips.

[Read More](#)

7 Ways to Land More Sales with Your Online Art Portfolio




ARTIST

Wondering why your artwork isn't selling online? Start with your portfolio.

[Read More](#)

Artist's Guide to Pricing for Profit | Free eGuide Download



ARTIST

An artist's guide to how to price consistently and for profit.

[Read More](#)

YOUR AD
HERE

YOUR AD
HERE

YOUR AD
HERE

Newsletter placement

Option 1

INTEGRATED AD PLACEMENT

Include your branding and message in an integrated advertisement in our weekly newsletter.

Include special offers, announcements or build awareness.

600px X 600 px

Option 2


SPONSORED CONTENT

Sponsored content has a greater ability to educate and inform readers about your product and why they need it, bringing you more sales and fans. We accept promototional articles to our blog that will be included in the newsletter as well.

750-1500 words

ARTWORK
ARCHIVE


[View this email in your browser](#)



LAND MORE SALES WITH YOUR ONLINE PORTFOLIO

Wondering why your artwork isn't selling online? Start with your portfolio.

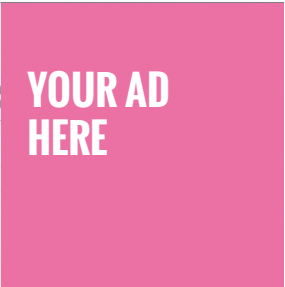
[Read More](#)



5 REASONS YOUR ART BUSINESS IS STRESSING YOU OUT

Plus, five ways to deal with the anxiety.


[Read More](#)



GIFTS TO YOUR COLLECTION: ADVICE & BEST PRACTICES

A donation to your institution is a wonderful thing, but it also entails a lot of work. Be prepared with these 12 tips.

[Read More](#)



DISCOVERY ARTIST OF THE WEEK: GORDON LEVERTON

Gordon Leverton is a contemporary painter of the urban landscape, breaking down the city into component parts. See more of his work on Discovery this week.

[See More](#)



Call-for-entry placements

Option 1

BASIC LISTING

Basic listings on Artwork Archive's Call-for-entry page includes a listing on the calls page up until the deadline date, plus a mention in the newsletter in the month prior to the deadline.

Featured listing includes picture

Option 2

BASIC LISTING + GUIDE LISTING

Get everything included in the basic listing, plus be included in the ultimate guide to 2020 opportunities for artists.

Last year's guide received over 250k downloads and we expect more this year.

Highest circulation option

A R T W O R K
A R C H I V E

FEATURES ▾

PRICING

DISCOVERY

BLOG

CALLS

| [SUBMIT A CALL](#)

DASHBOARD

Have a call to submit? Reach over 100k artists on Artwork Archive.

[Learn More](#)



FIND YOUR NEXT BIG OPPORTUNITY
ARTIST CALLS FOR ENTRY

September 1, 2019 11 Days Left

FILTER

Find your perfect opportunity

OPPORTUNITY TYPE

- ☐ Competition
- ☐ Exhibition
- ☐ Residency
- ☐ Workshop
- ☐ Public Art & Proposals
- ☐ Grants & Fellowships
- ☐ Other

CATEGORY

- ☐ Craft/Traditional Arts
- ☐ Photography
- ☐ Drawing
- ☐ Film/Video/New Media
- ☐ Mixed-Media/Multi-Discipline
- ☐ Painting
- ☐ Sculpture

LOCATION SEARCH

City, State, or Zip



August 31, 2019 5 Days Left

FALL 2020 ARTISTS-IN-RESIDENCE OPEN CALL

For nearly four decades, Bemis Center's core mission has been to provide artists from around the world dedicated time, space, and resources to conduct r...

September 1, 2019 11 Days Left

Your call-for-entry or opportunity here

Description of your organization and the opportunity goes here along with any other details about submission.

**YOUR CALL
HERE**

Organization:
Submission Deadline:
Event Dates:
Entry Fee:
Type:
Eligibility:
Categories:

Newsletter placement

UPCOMING OPPORTUNITIES

2019 AIRE: Annual International Representational Exhibition—August 14

Gettysburg National Park 2020 Residencies with stipend—August 15

FY20 Playable Art DC Design Competition—August 23

FALL 2020 ARTISTS-IN-RESIDENCE OPEN CALL—August 31

3rd Annual Skies Art Competition—September 1

[More Opportunities](#)

Rates & Specs

Blog advertising

1 month side bar ad (250 x 250px)	\$450.00
3 months side bar ad (250 x 250px)	\$950.00
6 months side bar ad (250 x 250px)	\$1400.00

Newsletter advertising

Newsletter banner ad	\$650.00
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Sponsored Content

Sponsored post on blog	\$1200.00
Also distributed in weekly newsletter	included

Classifieds

Standard placement	\$25.00
Highlighted placement	\$45.00

Opportunity Guide

2020 Opportunity Guide placement	\$125.00
Featured listing on Call-for-entry page	included

LOOKING TO BUILD A CUSOM PACKAGE?

We customize advertising and options based on your needs. Let's build something together.

Combine content, traditional ads, call listings and social media posts to create your perfect package.

Reach out to us at the contact info below and let's set up a time to talk about your advertising needs.

GET IN TOUCH WITH US.

We'd love to hear from you.

Let's work together on getting your message out to our readers.



info@artworkarchive.com



www.artworkarchive.com