



Discover Something Beautiful

ROCKS AT THE LIGHTHOUSE, BIARRITZ
1906
JOAQUÍN SOROLLA Y BASTIDA

2024 ADVERTISING INFORMATION

Art & object

DIVERSE WAYS TO REACH COLLECTORS

Partner
E-mails

Sponsored
Articles

Website
Banners

Gallery & Auction
Slideshows

Social Media
Engagement





Get more information:
Promotions@ArtandObject.com

We tell their stories. We can tell yours. Join us in *Art & Object*.

"Themes can be art history, natural history, and climate. We like these open themes where we can get a variety of works of art, to show work that has a rapport with a hundred years of modern art..."

Jeffrey Deitch, Gallerist

**AN INTERVIEW WITH DEITCH ON THE
OPEN-THEMED EXHIBITION
"ONE HUNDRED YEARS"**

DECEMBER 12, 2022

"I think anybody who makes a conscious decision to fight for ideology, they're quite conscious it will cost them. Going back to China, I had to ask myself what's the worst that can happen? I end up in jail? I thought, yeah, I can take that. It was easy thinking it, but not in reality."

Ai Weiwei

**AN INTERVIEW WITH AI WEIWEI ON JAIL
TIME, ACTIVISM, & "TRACE"**

JUNE 2, 2021

"Seeing people coming in that were rich and wanted to buy our work gave it a feeling, like, hey I finally might actually be able to exist selling my paintings. As long as this keeps going, I'll be able to continue my life as an artist."

George Condo

**"PEOPLE ARE STRANGE": A CONVERSATION
WITH GEORGE CONDO**

MAY 12, 2023

"I didn't grow up around the arts. I didn't go to a museum until I was in the fifth grade. And then I didn't go to another museum after that 'till I was in college. So, this work is what really lives inside of me. And I feel like it chose me."

Amy Sherald

**AMY SHERALD OPENS UP ABOUT HER CAREER
AND NEW WEST COAST SHOW**

MARCH 22, 2021

"After we've dropped ink on paper, we wonder about all of the things it could be. It's an exercise in holding things loosely enough that they could be more than one thing, not to foreclose on form, and then discuss what they could be--it's about forms collaborating aspects and influencing each other."

Rosy Keyser

**ROSY KEYSER ON SOUND, COLLABORATION,
AND "ARP 273"**

JUNE 7, 2021

An Affordable Way to Build New Customers

Art & Object recognizes that in our increasingly digital world, the art news business has to adapt if it wants to reach a tech-savvy 21st century collector. *Art & Object* uses the power of the internet and cutting edge techniques to drive new customers and new sales to your business. *Art & Object* is more than a website—it is a suite of art-related opportunities that allows you to reach our very engaged audience.

Art & Object helps you promote your business—affordably, with taste, and with success!

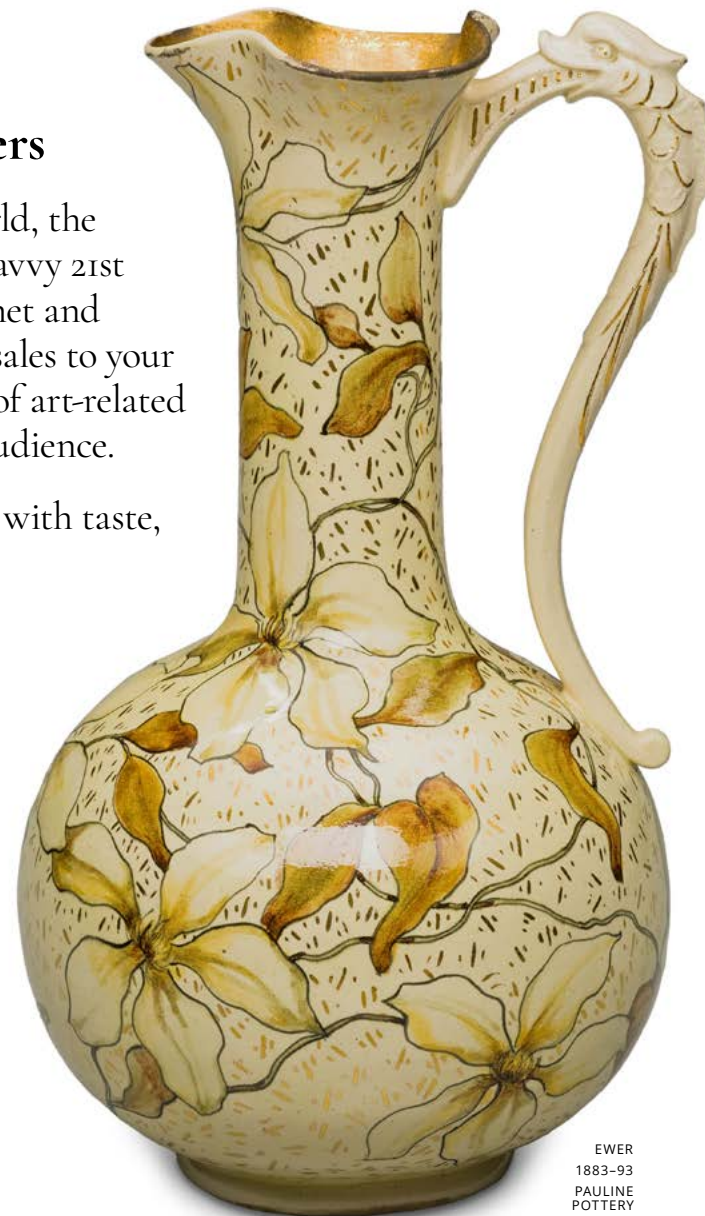
About our Audience

- **72%** obtained Bachelor's Degree or higher
- **66%** of readers have bought art in the past year
- **43%** visit more than 5 art galleries or museums per year
- **60%** visited at least one art fair in the last year

Noteworthy Metrics

- E-Letter Open Rate: Highs **32%**
- Click-Through Rates: Highs **43%**
- **Rapid Growth** with Millions of Annual Readers!

(SURVEY: JULY 2020)



EWER
1883-93
PAULINE
POTTERY

“I love the site. Aesthetically it’s very nice, and I love the interesting articles.”

Art & Object
Reader,
Reader Survey


Sponsored Articles




With this cornerstone digital native content, we tell a story that matches our audience's interests with your marketing aims. We write about a topic that is germane to your business. We'll work with you to find just the right topic. Sponsored articles take many forms. Examples include: a profile of an independent artist; a review of a new gallery show; a Q&A with an auction specialist about an upcoming sale.

- Appears alongside editorial content on the website
- Value-added retargeted message to "click-thrus"
- Featured in *Art & Object* newsletter and on *Art & Object* social media
- Topic mutually agreed upon by client and publisher
- Written by our award-winning custom editorial team
- [See an example of a Sponsored Article here!](#)

Cost: \$2,500

SEE AD SPECS




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SPONSORED | APRIL 30, 2021 | CHARLIE POGACAR

SCAD Hosting Virtual Open Studio Sale

Spring 2021 Open Studio Sale features over 1,000 works from SCAD students and alumni.



"Cliffside Portal," by Jeremiah Jossim. Painting—Oil on Canvas. 15" x 15". \$500.

Savannah College of Art and Design (SCAD) is virtually hosting a SCAD Open Studio art sale this weekend, beginning Friday, April 30, and concluding on Sunday, May 2. The online portal features 345 student, alumni, and faculty artists, with over 1,000 jury-selected works available, including paintings, photographs, prints, sculptures, and illustrations.

The semiannual event has become a destination for collectors, art enthusiasts, and interior decorators looking to find cutting-edge art and design. The limited-run event presents the opportunity to acquire works from SCAD's accomplished network of professional artists and creatives.

"We are so excited for this spring's Open Studio event and to invite collectors from around the world to preview and shop the best of the best from SCAD's uber-talented students, alumni, and faculty," says Victoria Gildersleeve, associate director of SCAD Art Sales. "The diverse range of artworks featured in this season's Open Studio truly showcases the excellence of SCAD's network and will appeal to all types of collectors."

An exciting new element of this year's event is the formation of an expert panel that will select and curate top picks from the thousands of available works. The panel consists of interior designer John Gidding, designer Ghislaine Vilas, art curators Sam Bardooui and Tili Fellrath, as well as contemporary artist MOJO, and their curations will be shared across SCAD's social media platforms, including the @scadartsales Instagram channel.

The Open Studio art sale also offers a "View in Room" feature—available through the ArtCloud mobile app—that allows a simulated preview of what a work would look like inside a collector's home.

Three Artist Highlights

Discover Something Beautiful

Subscribe here to the Art & Object e-letter. It's free!

MOST READ

Robert Doisneau Is the Fisherman of Moments at Palazzo Roverella

Exploring the Curious Doodles of Famous Non-Artists


Hans Holbein the Younger's Timelessness Visible at the Getty

Marjorie Welsh asks, "Can Art Think?"

NCMA's Dazzling Alphonse Mucha Show Lauds Art Nouveau Visionary

Click here and subscribe to our weekly E-Letter. It's free!

FEATURES



WILLIAM EDMONDSON IMMORTALIZED THE BLACK COMMUNITY IN TOMBSTONES & SCULPTURE

SUBSCRIBE FOR FREE ART NEWS UPDATES

Your Email Address

Website Banner Rates

The *Art & Object* website is updated daily with current news and features from the world of art collecting. Get your message in front of our readers today!

BANNER	DEVICE	SIZE	FILE SIZE	CPM* NET
Square	Desktop Tablet Mobile	300 x 250 (ONE AD SIZE FITS ALL)	40k	\$38
Sticky Footer	Desktop Tablet Mobile	728 x 90 468 x 60 320 x 50	40k	\$60
Rectangle	Desktop Tablet Mobile	300 x 125 (ONE AD SIZE FITS ALL)	40k	\$35

*CPM: COST PER THOUSAND

About Sticky Footers

The Sticky Footer rides at the bottom of the screen but stays in place as the user scrolls up and down, so that the ad message is viewable through the entire experience. Sticky Footers are visible for 30 seconds—a lifetime for time on a page. This dynamic banner is remarkable in its ability to attract and hold attention. **SEE AD SPECS**

The screenshot shows the Art & Object website layout. At the top is the header with the logo and navigation links. Below the header is a large banner featuring a portrait of Salvador Dali with a cat, titled "8 Bizarre Facts About Salvador Dali". To the right of the banner is a "RECTANGLE 300 X 125" ad. Below the banner is a "TRENDING" section with three articles: "Lydia Chan: Your Ship Has Landed", "Noguchi Foundation Collaborates with Objects of Common Interest", and "Christmas Lights: Photographing a Very American Tradition". To the right of the trending section is a "MOST READ" section with three articles: "Robert Doisneau is the Fisherman of Moments at Palazzo Roverella", "Exploring the Curious Doodles of Famous Non-Artists", and "Hans Holbein the Younger's Timelessness Visible at the Getty". Below the trending section is a "SPONSORED" section with three articles: "SCAD Museum of Art Celebrating 10th Anniversary", "6 Exquisite Items from Hermann Historica June 2021 Sales", and "SCAD Hosting Virtual Open Studio Sale". To the right of the sponsored section is a "SQUARE 300 X 250" ad. Below the sponsored section is a "LATEST NEWS" section with one article: "MoMA's 'Greater New York' Captures the Good & Bad of NYC". To the right of the latest news section is a "PRESS RELEASES" section with one article: "Lydia Chan: Your Ship Has Landed". At the bottom is a "STICKY FOOTER 728 X 90" ad.



Art & Object Eletters

Our multi-weekly e-letters include fresh content relevant to the entire art space.

We have two e-letters: *Trending Now*, which arrives weekly, and *News Alert*, which is sent whenever there is noteworthy news in the art world—usually several times a week.

TRENDING NOW BANNERS

Square (300 x 250 PIXELS)

1X: \$350 / issue

4X: \$300 / issue

8X & more: \$275 / issue

NEWS ALERT BANNERS

Square (300 x 250 PIXELS)

1X: \$375 / issue

4X: \$325 / issue

8X & more: \$300 / issue

*We invite you to inquire about our open and click-thru rates.

SEE AD SPECS

TRENDING NOW



News from the
World of Art & Object



Gauguin and His Circle in the Ordrupgaard Collection

Gauguin and the Impressionists: Masterpieces from the Ordrupgaard Collection, is one of the most impressive collections of Impressionism outside of France. While the museum undergoes a renovation, the stunning collection has traveled to London. See some of the works on display here!



Have a Laugh with the Comedy Wildlife Photo Awards

If, like us, you could use a little humor in your life right now, look no further than the Comedy Wildlife Photography Awards, an annual contest showcasing the funniest snapshots in nature photography.



Lost Hokusai Drawings find home at British Museum

The British Museum has proof that the artist never slowed his pace, having recently added 103 previously unknown drawings to their Hokusai collection, which includes a version of *The Great Wave*.



Marking Time: Art from Behind Bars at MoMA PS1

How would you fill your days behind

NEWS ALERT



NEWS ALERT

The Masterpieces Rarely Seen Outside Buckingham Palace



For the first time in forty-five years, the Royal Collection is being rehung in a new location. Usually, the paintings are on view for those attending private events our taking in the palace tour, but with an extensive renovation closing portions of the palace to the public for the next few years, the stunning collection is being shown in the nearby Queen's Gallery, a setting more like a standard museum gallery than the large pink hall the works are usually shown in.

[READ MORE](#)

SQUARE
300 X 250

CONNECT WITH US



ALL BANNERS HAVE A LINKING URL. **ASK US HOW TO GET THE MOST OUT OF YOUR MESSAGE.**



Partner E-Blasts

Sent via email, E-Blasts are targeted specifically for your business and emailed to our subscriber list. With high open and click-thru rates, there is no better way to reach our engaged collectors online.

- \$2,400 per mailing

Advertiser Provides

- Camera-ready art and copy: 590 pixel wide image with click-thru URL


Art & Object Provides

- Email proof prior to mail date
- Delivery of email to our entire list of opt-ins
- Open and click-thru numbers provided after mailing, upon request

Materials are due 5 business days before the mail date.

SEE AD SPECS

SOFA sculpture objects
functional art and design



Moriyon Yuchi, TAI Modern

SOFA CHICAGO Returns to Navy Pier this Fall
Opening Night Preview October 31

The annual Sculpture Objects Functional Art and Design fair (SOFA) returns this fall to Chicago's Navy Pier October 31 to November 3. Differentiating SOFA from other art events is its unique focus on three-dimensional artworks, crossing the boundaries of fine art, decorative art and design. With a strong educational emphasis, SOFA includes a robust Lecture Series and Special Exhibits program exploring the artworks on view and surveying new trends in the art world.

For more information, please visit www.sofaexpo.com

BUY TICKETS

Dates and Times

Opening Night Preview
Thursday, October 31 | 5 - 9pm
VIP Ticket Holders Only

General Admission
Friday, November 1 | 11am - 7pm (10 - 11am VIP hour) | All Ticket Holders
Saturday, November 2 | 11am - 7pm (10 - 11am VIP hour) | All Ticket Holders
Sunday, November 3 | 12 - 6pm | All Ticket Holders

Location

Festival Hall, Navy Pier
600 East Grand Avenue
Chicago, IL 60611

Sculpture Objects Functional Art and Design (SOFA)

24% open rate



THE PHOTOGRAPHY SHOW

April 4 - 7, 2019
Opening Preview, April 3
Pier 94
New York City

PRESENTED BY AIPAD

BUY TICKETS

EXHIBITORS AIPAD TALKS SPECIAL EXHIBITION

Association of International Photography Art Dealers (AIPAD)

37.6% open rate

“I enjoy your site and the variety of stories. It exposes me to things I never would have explored on my own”

*Art & Object Reader,
Reader Survey*

Auction and Catalog Slideshows

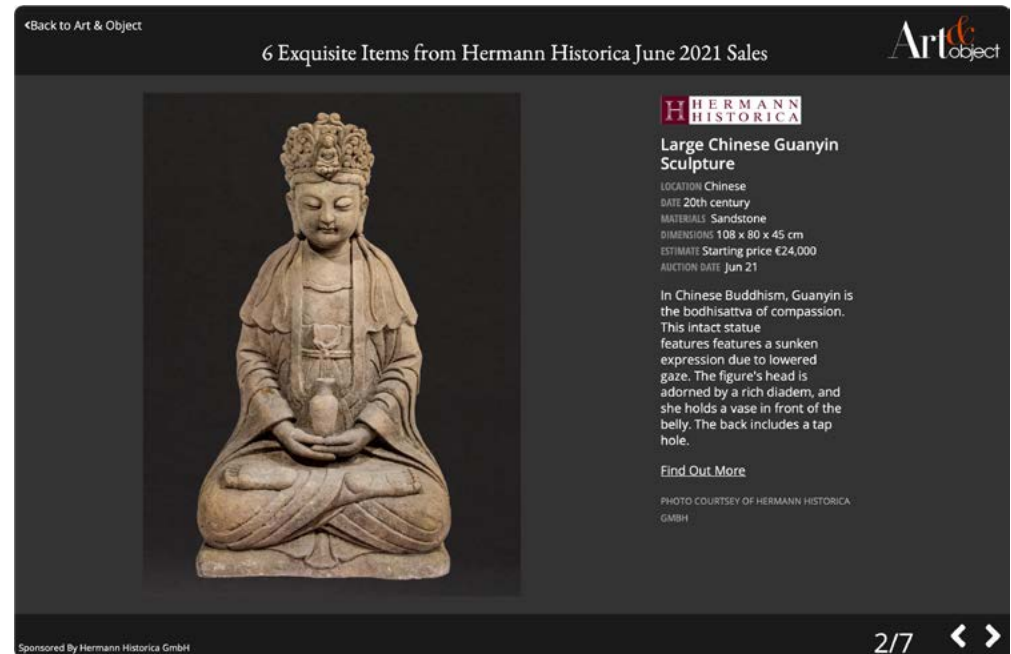
These single sponsored slideshows are an immersive experience. Advertisers can present up to 10 art objects for sale in a slideshow that is featured on our website and marketed throughout our various outlets.

A auction or catalog slideshow provides the following benefits:

- Up to 10 items and descriptions
- Drives traffic to your sale or business
- Inclusion on the *Art & Object* website indefinitely
- Promotion through ad banners, story links, and on Facebook
- Easy production; we need only images and descriptions
- Complete brand inclusion (logos, etc.)

Cost: \$2,200 / slideshow

Materials are due 10 business days before the start date.



5,000+ page views

20% clickthrough

SEE AD SPECS

VIEW AN EXAMPLE OF THE SLIDESHOW [HERE!](#)

“Art & Object is the number one art site that I visit. It has the best art content online!”

Art & Object Reader, Reader Survey

Press Release & Event Listing Package

For advertisers with a limited budget who would like to have a presence on *Art & Object*, we offer a press release and event listing package:

The Press Release & Event Listing package includes the following:

- One press release posted to the press release section of our news page
- An event listing generated from that press release on our event calendar
- Enquire about having your press release promoted in our eletters and on social media

Cost: \$350 / Press Release

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PRESS RELEASE | DECEMBER 15, 2021

Carrie Mae Weems' Largest Show in the Last 10 Years at Armory

Carrie Mae Weems, *The Shape of Things* at Park Avenue Armory, 2021. Carrie Mae Weems, *It's Over - A Diorama*, 2021. Elements courtesy of Dienst + Dotter Antikviteter.

New York, NY - One of the most eminent image-makers and social commentators in America, MacArthur Fellow Carrie Mae Weems opens today a major new commission and the largest, most significant exhibition of her multidisciplinary artistic practice in the last decade. Throughout her career, Weems has produced a prolific and complex body of work, pushing the boundaries of photography and blurring the line between art and activism. Her new work, *The Shape of Things*, builds on the convening of the same name and accompanying public programming that Weems hosted at the Armory during her residency in 2017, using art as a lens to probe the political and social issues of the day. Reflecting the "circus-like" quality of contemporary American political life, Weems conjures a dark setting in the Armory's Wade Thompson Drill Hall with an exhibition that encompasses the breadth of her artistic output—including new multimedia installations and iconic works from the past decade, as well as a performance series and convening of artists. This timely project, which will be situated in the Drill Hall from December 2 through December 31, 2021, was conceived as a platform for collective investigation and reflection on the complexity of the American experience.

Building on the convening and public programming developed as part of the 2017 collaboration between Weems, Curator Avery Willis Hoffman, and the Armory, *The Shape of Things* incorporates a three-day convening in a nod to what has become a trademark of Weems' practice. This gathering of performers, thinkers, and activists, entitled *Land of Broken Dreams* will explore what it is to be American in this time of turmoil and disruption through conversation, interventions, and engagements throughout the exhibition and the building. Spanning three days, the convening will feature a robust lineup of discussions and performances including Sarah Elizabeth Lewis, Jawwad Taylor, Deborah Willis, and Agnes Gund. Over the course of these three days, renowned artists, poets, thinkers, singers, dancers, musicians, such as Raddcliffe Bailey, Nona Hendryx, Jason Moran, Julie Mehretu, Shirin Neshat, and Tyler Mitchell, will activate the Armory with spirited discussions and performances, including concerts with Sona, Vijay Iyer, and Terri Lynne Carrington with Lisa Fischer.

"I am fascinated by nineteenth century media, so for the Drill Hall I created a cyclorama that contains a new film that pits the rise of the right along with its puppeteers, downs, jokers and two-faced speakers & spies, charlatans & prophets of fake news, conspiracy theorists against the emerging forces of progress. In this world, 'normal' is turned on its head and all bets are off," said Carrie Mae Weems. "It is a time of murder, mayhem and mass protest and when covert operators of corruption bear their heads for all to see. My work centers on what happens when all facades are stripped away, and the people are left standing face to face with the realities of our time."

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MOST READ

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FEATURES

WILLIAM EDMONDSON IMMORTALIZED THE BLACK COMMUNITY IN TOMBSTONES & SCULPTURE

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Become Social

Art & Object enjoys an engaged social media audience that helps drive traffic to your business or event.

Currently, “A&O on Facebook” is where engagement begins. A&O on Facebook mirrors the *Art & Object* online audience with the benefit of social tools that facilitate direct response to your message.

Art & Object is also expert in building a “look-alike” audience that expands our reach. It reflects the *Art & Object* audience on Facebook so you’ll receive bonus traffic.

Social media programs from *Art & Object* have several elements including:

- Us creating your content message
- Up to a 2-month campaign
- Management of your campaign
- Comment management
- Fulfillment of predetermined impression goals

Rate: Campaign: \$1,750 plus \$9/M impressions

PERFECT FOR
REGIONAL
MARKETING



*A social budget of \$2,500 would realistically generate the messaging, access, and management of your campaign, and produce approximately 100,000 impressions with hundreds of click-thrus.



Online Specifications & Policies

Online Ad Requirements

A GIF or JPG should be provided by email to *Art & Object* no later than the ad deadline.

The click-through URL is the website to which users will be directed when clicking a banner ad. The advertiser must submit the click-through URL with the ad. Advertisers are responsible for maintaining a working click-through URL. *Art & Object* does not guarantee any click-through rates.

Banners are not to exceed 25kb maximum for standard banners (GIF, animated GIF, or JPG). Banners may not have animation in any way.

Please allow 72 hours for new banners and click-thrus to appear online.

Partner E-Blast An image 590 pixels wide and any length should be provided five business days in advance of mail date. Advertiser should also provide a click-thru URL.

If you have questions or concerns about your ad production, please contact us at info@ArtandObject.com before your ad is due.

*"I really enjoy Art & Object.
Bravo!"*

*Art & Object Reader,
Reader Survey*

Ad Policies

TERMS The publisher assumes no liability for errors or omissions in the publication or any advertisement beyond the value of the contracted space rate. On multi-issue contracts, ads will be picked up from the previous issue unless instructed otherwise and ad materials are furnished by the materials deadline. Invoices are issued at the time of publication. Terms are Net 30. The publisher makes no warranty on the space provided and assumes no liability or makes any representation about the products advertised. The publisher reserves the right to reject any advertisement it deems unsuitable for its audience.

CANCELLATION Advertisers must inform the publisher of their intent to cancel an ad 3 business days before the online publication date. Advertisers canceling after the space deadline and failing to furnish materials will have their most current ad run and will be billed for that contracted space. If no ad is available, publisher is authorized to run any content to fill the space and such space will be billed to the advertiser at the contracted space rate. In the event the publisher has provided interviews or editorial coverage for a client, that ad will be deemed non-refundable at the time of service.

NON-PAYMENT Any advertiser failing to pay for advertising within 30 days of billing is subject to a finance charge at an annual percentage rate of 18% plus loss of discounts when applicable. Any advertising unpaid within 60 days is subject to collections, and advertiser agrees to pay any collection and legal fees including but not limited to a 30% collection agency fee. This agreement is subject to the laws of North Carolina.



Art & Object

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NATURAL ARCH AT CAPRI
1871
WILLIAM STANLEY HASELTINE