

Advertising Services

I. Audience

CAI—the abbreviation of Contemporary Art Issue—is a leading hybrid contemporary art platform founded in 2020. Starting from tabula rasa, CAI rethinks the traditional art platform by focusing on targeted content creation. In just four years, CAI has surpassed the reach and audience of numerous renowned art platforms worldwide, reaching 5 million people per year across three media channels; the website contemporaryartissue.com, the CAI YouTube channel, and CAI Instagram. Today, CAI is one of the leading online magazines actively contributing to the written canonization of art, publishing articles, interviews, exhibition features, and artist features, having its finger at the pulse of the art world and an authority when it comes to industry-approved career advice for artists. As a result, our audience predominantly consists of avid exhibition visitors, art professionals, art collectors, curators, critics, gallery directors, artists, and art enthusiasts in general.

Website

Reach: 150K monthly views
Geolocation: 40% US-CA-AU — 30% EU-UK
Age: 27,5% -24 — 61,5% 25-54 — 11% 55+
Gender: 45% female — 55% male

YouTube

Reach: 110K subscribers & 300K views/month
Geolocation: 40% US-CA-AU — 30% EU-UK
Age: 10% -24 — 53% 25-54 — 37% 55+
Gender: 40% female — 60% male

Instagram

Reach: 60K followers & 25K monthly views
Geolocation: 25% US-CA-AU — 40% EU-UK
Age: 12,5% -24 — 70% 25-54 — 17,5% 55+
Gender: 40% female — 60% male

II. Website advertising

All ad placements on contemporaryartissue.com are carefully curated. With our advertising partners, we aim for synergetic collaborations, accepting only relevant advertisements to achieve both a positive return on investment for our advertisers and add value for our loyal and strongly engaged audience by sharing advertisements from art-related projects, products, organizations, and brands. We provide two ad locations, visible on all post pages receiving +95% of all traffic. The ad cannot be closed by the user, nor can it be obstructed by ad blockers. The ad loads with the first shown content. Please note that only the content banner appears on mobile.



Wide content banner

Dimensions: w 936 x h 120 pixels
Duration: 4 weeks
Price: €700,00



Square sidebar banner

Dimensions: w 600 x 600 pixels
Duration: 4 weeks
Price: €800,00



Vertical sidebar banner:

Dimensions: w 600 x h 1200 pixels
Duration: 4 weeks
Price: €1.000,00

III. Website features & advertorials

Features and advertorials are carefully curated, appear on the CAI homepage, and become part of the searchable archive. All submissions are thoroughly reviewed by the editor and advisory board. In the case of the features—showcasing a specific artist or exhibition—the submitter must provide a press release, biography, or curatorial text, including six to twelve high-resolution images, including metadata or photo credits. In the case of the advertorial interviews and essay articles, an editorial team member will be assigned to write, direct, and edit the advertorial. All content includes a do-follow link, boosting the domain authority and rankings of the submitter's website, and is featured in the CAI Instagram feed and story, tagging the submitter's profile. Please note that we do not accept any paid inclusions for our top-list and emerging-list articles.

Features (artist/exhibition)

Content: provided by the submitter
Length: 500-1.000 words
Price: €200,00

Interviews

Content: In collaboration with an assigned author
Length: 1.500-3.000 words
Price: €400,00

Articles

Content: created by the assigned author
Length: 1.500-3.000 words
Price: €600,00

IV. YouTube advertising

All ad integrations are carefully curated. CAI's YouTube platform has proven to be tremendously powerful since day one, reaching hundreds of thousands of people every single month and a very strong engagement and personal interaction with the audience, resulting in high conversion rates. Even more, the power of integrated YouTube advertising is also in the longevity, as a single ad integration continues to receive hundreds of daily views for years to come. Therefore, we offer three different types of YouTube advertising; the mentioned integration, a 10-second ad opener, and targeted content creation—building around a topic to specifically promote an art-related project, product, service, brand, or organization.

Mentioned integration

Integration: A spoken mention by the host
Location: At the end of the introduction
Length: ca. 5 seconds
Price: €200,00

Ad opener

Integration: Full-screen audio and video
Location: At the start of the video
Length: 10 seconds
Price: €250,00

Content creation

Integration: Specifically targeted content creation
Location: In the middle of the video
Length: +60 seconds
Price: €500,00

V. Instagram advertising

The power of Instagram seems to be over the hill, with decreasing activity, engagement, and above all, quality in terms of art-related content. As a result, due to the underwhelming results, we no longer provide the Instagram advertising service. Instead, we use Instagram to boost our other newly-created content. For instance, when your submission for a feature, interview, or article has been accepted, we promote the publication in question the manner of a story and a post on our Instagram. Notwithstanding, if you would have any further requests, feel free to write us to explore the possibilities.

VI. Contact

All advertising requests are carefully curated, and submitted by email to info@contemporaryartissue.com, specifying the desired platform, type of advertisement, and duration.

Contact details

Mail: info@contemporaryartissue.com
Address: Burgemeester Lanneastraat 8
8530 Harelbeke, Belgium

Business details

Company name: Contemporary Art Issue
Contact person: Julien Delagrang (owner)
VAT/EORI: BE0748553849

Useful links

Website
YouTube
Instagram