

MEDIA KIT

EASTTOPICS ADVERTISING SERVICES



About

Easttopics launched in 2013, led by young art professionals based in Hungary and Serbia and dedicated to the promotion of the Eastern European contemporary art field. Working as a think tank for the Eastern European art communities, Easttopics is a genuinely interdisciplinary cooperative which goal is to draw the Eastern contemporary art field and the international art scene closer to each other. Beside our activities, the blog's main focus is the introduction of the contemporary artists, art professionals, galleries, museums, publications and magazines of the CEE region in order to generate greater public interest worldwide.

Contact

easttopics@gmail.com

- USA – 18,44%
- UK – 12,75%
- France – 10,00%
- Belgium – 9,63%
- Germany – 8,67%
- Austria – 3,57%
- Czech Republic – 3,03%
- Poland – 2,73%
- Croatia – 2,70%
- Romania – 2,25%

 **32.400**

 **8:31'**

 **25-34**

 **M: 51,5% F: 48,5%**

Advertising

Easttopics provides advertisers with the opportunity to have an impact on an established readership interested in art exhibitions, museums and galleries, new organizations and more.

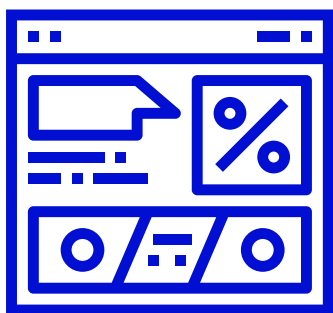
Readership

Our readership is a mixture of gallerists, art professionals, collectors, art dealers, regular exhibition visitors. In our platform, we cover interesting news, exhibitions and interviews about the contemporary life of Central and Eastern Europe.

WWW.EASTTOPICS.BLOG

MEDIA KIT

WEBSITE ADVERTISEMENT
DIMENSION, POSITION AND
RATES



Banners

Ads are placed on the sidebar in two options:

- Header Banner
- Side Banner

Header Banner:

- Specific events like fairs, gallery weekends, annual main sponsors, etc
- The dimension of our banner is:
1920px * 285px
- Position: Homepage and other pages
- Format: JPG

Rates:

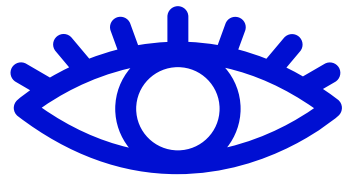
- 1 month: 300 €
- 3 months: 800 €

Side Banner:

- Galleries and exhibition spaces
- The dimension of our banner is: 220px * 320px.
- Position: Homepage and other pages
- Format: JPG

Rates:

- 1 month: 150 €
- 3 months: 400 €



Interview

Promote your exhibition or programme with a personalized interview.

- min 7 questions
- made by Easttopics team

Rates: 450€



Newsletter

A highly targeted message

Newsletter service to our **art mailing list of over 2.500 specific target international contacts** from the art world

It is possible to be present on newsletters;

- a weekly newsletter sent in a period of your choice
- dedicated newsletter, focusing on a single initiative or brand

Size: 800px * 1200px
Format: JPG, GIF

Rates: 200 €

WWW.EASTTOPICS.BLOG

SIDE BANNER

220PX * 320PX

The side banner layout is contained within a blue double-line border. It features a grid of content blocks:

- Top Left:** Logo for 'THE TALLINN BIENNIAL' with 'GLOBAL LANGUAGE' written below it.
- Top Right:** Article title 'First Tallinn Biennial opens in July' with a 'READ MORE' button below it.
- Middle Left:** A photograph of a white, abstract sculpture.
- Middle Right:** Article title 'Dávid Bíró at Trapéz' with a 'READ MORE' button below it.
- Bottom Left:** A horizontal bar with a red segment on the left and a green segment on the right.
- Bottom Right:** A blue rectangular area containing the text 'SIDE BANNER 220px * 320px'.

HEADER BANNER

1920PX * 285PX

The header banner layout is contained within a blue double-line border. It features a blue banner at the top with the text 'HEADER BANNER 1920px * 285 px'. Below the banner is a navigation menu with the following items: EXHIBITION, INTERVIEW, ABOUT, CONTACT. The main content area includes:

- Left:** Logo for 'THE TALLINN BIENNIAL' with 'GLOBAL LANGUAGE' written below it.
- Center:** Article title 'First Tallinn Biennial opens in July' with a 'READ MORE' button below it.
- Right:** A 'FOLLOW US' section with Facebook and Instagram icons, and a small image of a 'flash show' event.

INTERVIEW

The interview layout is contained within a blue double-line border. It features a title 'But, Am I? - Interview with Honza Zamojski' and a paragraph of text. Below the text is a photograph of a person's hands holding a white card in front of a wall with large letters 'C', 'H', and 'O' and vertical lines.

But, Am I? - Interview with Honza Zamojski

Meeting **Honza Zamojski**, one of the most innovative artists of the younger generation in Poland, and whose works are characterized by bold visuals that act as sharply indulgent and sarcastic comments of contemporary culture, we talked about this and that.

Honza Zamojski was born in 1981, lives and works in Poznan. Active as artist, designer, book publisher and curator, he operates with a mediatic diversity that includes illustration, sculptural drawings, infographics of the corporate world, and poetry. This broad range of activity reflects perfectly the wide spectrum of his interests which aim to order and understand the universe all around. Nourished by this fundamentally utopian desire, Honza Zamojski's narratives construct a universal, multilayered world that is minimalist in form but rich in symbolism. His seemingly eclectic repertoire generates a distinctly coherent visual grammar that expresses in both abstract compositions and figurative representations apprehending the world and the artist's situation in it with a bitter sweet sense of humor.

NEWSLETTER

800PX * 1200PX

HEADER BANNER
800px * 1200 px

**EAST CALLS / CURATORIAL RESIDENCY / SPRING
2019**

The first East Calls Curatorial Residency is a unique residency programme for emerging curators to gain a comprehensive insight and network of the local contemporary art scene in focus.