



ART India

About *ART India* :

ART India is India's premier art magazine: over the last twenty-six years, it has been responsible for the promotion of a critical discourse around diverse art forms, activities and disciplines. It has been considered to be an Important forum for appreciating and interrogating art practices in India and abroad.

ART India has been responsible for giving a platform to artists and critics to engage in a mutually replenishing intellectual dialogue with each other. This has led to the fostering of a vibrant atmosphere of sustained debate around crucial issues linked to the theory and practice of painting, sculpture, installation art, new media art, photography, performance art and architecture.

In the year 1998, **ART India** was selected by **Beaux Arts** , Paris as one of the **25 leading Art Magazines** to represent the **emerging trends in International Art**. **ART India** has also been awarded with **1st prize at the National Awards for Excellence in Printing (2002)** in the magazine section. This is a national award hosted by the '**All India Federation of Master Printers**'.

About ART *India* :

To keep itself independent of market trends and develop an honest forum for appreciating contemporary. Some of the themes that have been explored inter-disciplinarily by ART *India* over the years include: Censorship, Pedagogy, Printmaking, Realism in Art, The Object, Architecture, Heritage Issues, Video Art, Art In Pakistan , The Festival Aesthetic, Popular Culture, Identity, The Art Market, The Decorative Impulse, Humour in Art, Imaging the City, Net Culture, Curation, Museums, Art and Craft, Art and Technology, Abstraction, Home/Nation, Photography etc. ART *India* has been invited to various important international art events and in its informal capacity as the national art magazine, it has managed to interest and excite readers from different countries. Some of the events we have participated in are: The Dubai Art Fair; Art Basel Miami ;Contemporary Istanbul ; Art Brussels ; Art Basel ; Asia Hotel Art Fair are among others.

Website: Google Analytic Re

Users

2,692



New Users

2,620



Sessions

3,450



Number of Sessions per User

1.28



Pageviews

14,454



Pages / Session

4.19



Avg. Session Duration

00:02:44

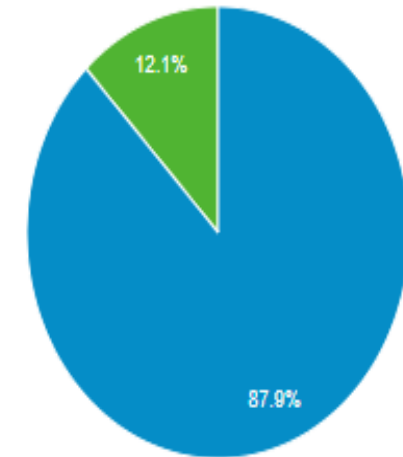


Bounce Rate

4.99%

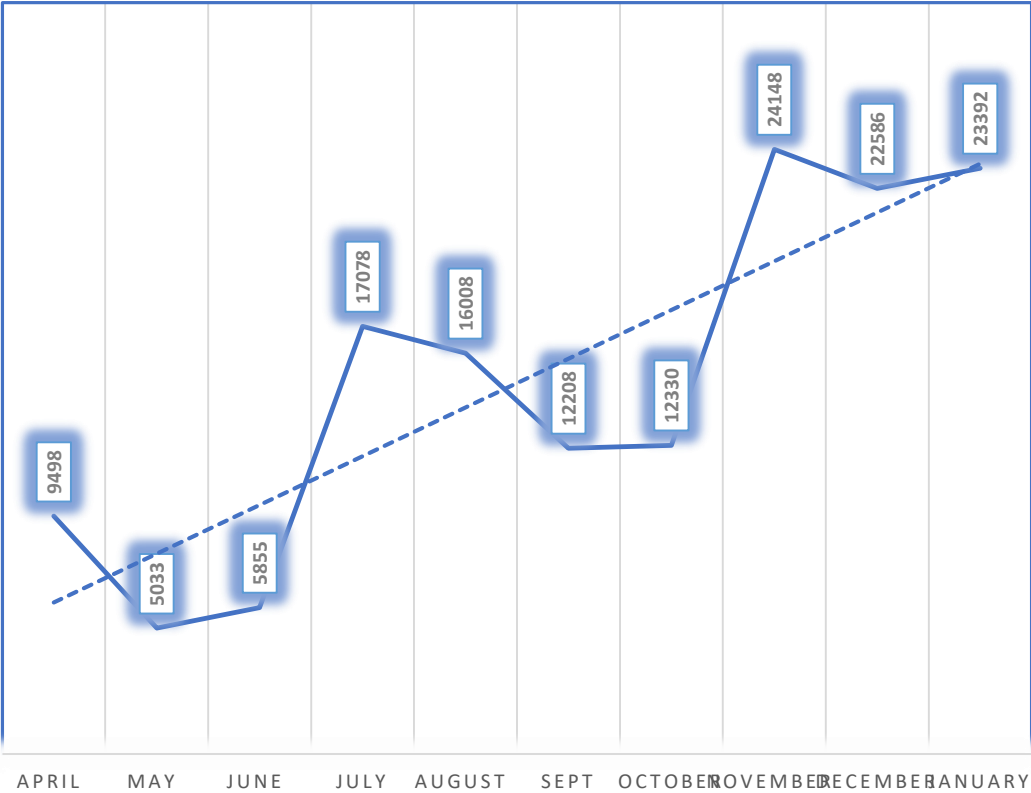


■ New Visitor ■ Returning Visitor



Subscription Report :

SUBSCRIPTION DETAILS



- We have a huge subscription base in many countries. As a niche magazine that is authoritative, we also have high archival value. Hence, we have a multi-layered readership, which comprises art connoisseurs, collectors, key decision makers, students of art and culture and interested members of the public .
- ART *India* has enjoyed high visibility at international venues through subscribers

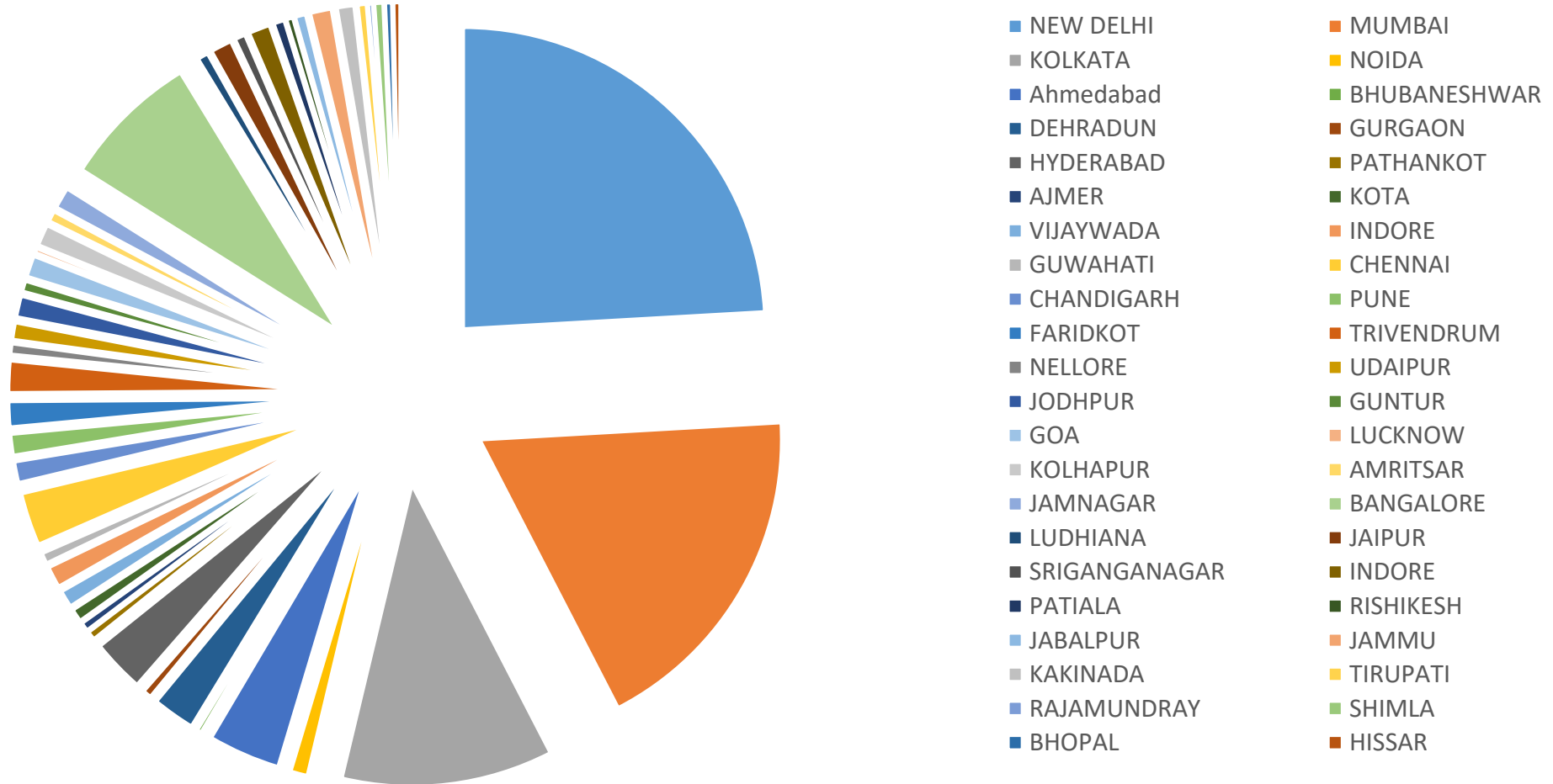
Strength :

- Rich content and Bouquet of opinions & 25 years of legacy.
- The only contemporary art magazine which has a presence in all the major art institutions across India, design schools, museums , art colleges, galleries, and prominent bookstores.
- Unbiased editorial coverage is the USP of **ART India**.
- A high archival value. Hence, we have a multi-layered readership, which comprises art connoisseurs, collectors, key decision makers, students of art and culture and interested members of the public .

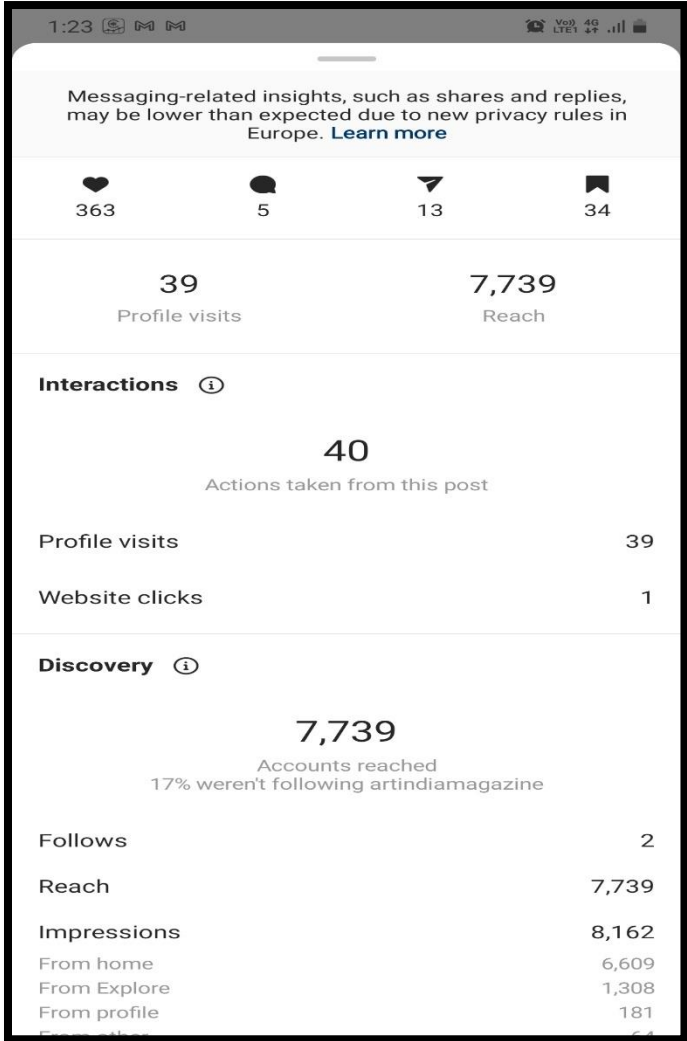
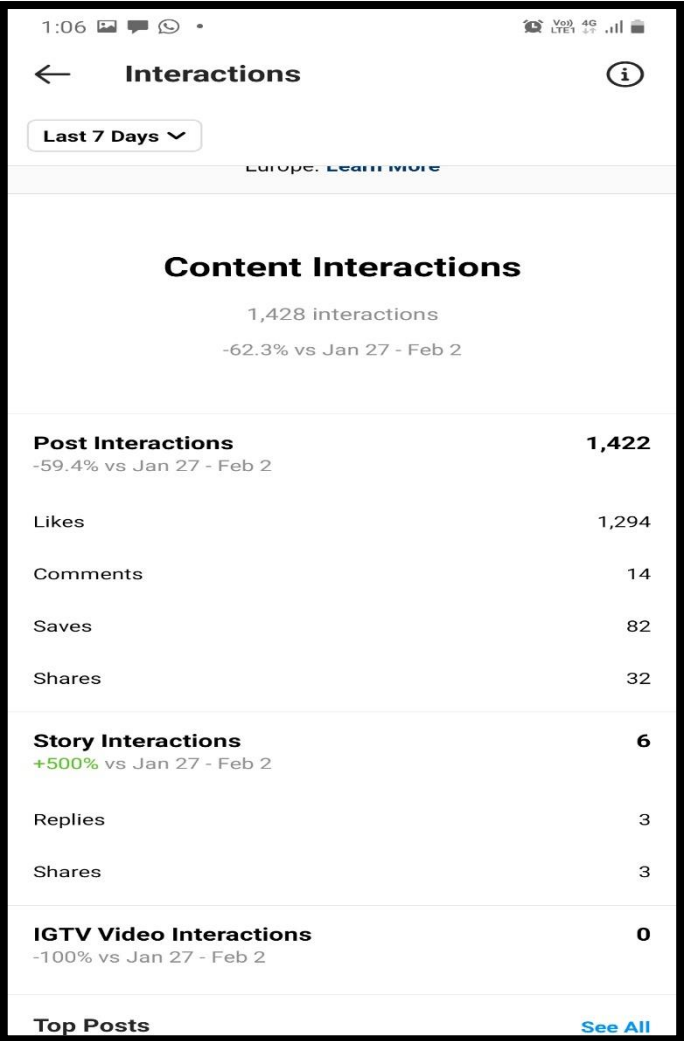
Why as a Media Vehicle :

- We caters to only Crème de la Crème clients who envisage the vision for luxury, art and culture, complements what ART India stands for.
- Prominent international brands such Cartier, Raymond Weil, AUDI, Volkswagen, Vacheron Constantin and other international lifestyle brands, premium Art galleries & Art auction houses across the globe have been advertising in our magazine.
- ART India has its Digital presence in Magzter, The Online Book store, Amazon Kindle etc.
- Active presence in various form of Social Media. Almost **47K followers in Instagram**

Reach/Distribution (Geographical) :



Content Interaction in Social Media :



Market Segmentation :

- Our **readers** include Art Lovers, Art Collectors, Art Teachers ,Art Students ,Key decision makers, Corporates, Interior Designers, Architects, Media Personalities and serious minded lay people.
- *ART India* has its presence in various international cities like New York, Singapore, Hong Kong ,Dhaka , Austria, Australia, Belgium, Germany, Italy, New Zealand, Norway, Spain, South. America, the UK and the US.
- Over the last two years, we have collaborated with ART Basel Miami, Art Dubai, Singapore Art Fair, ART Taipei, ART Asia , Contemporary Istanbul, Art Fair Basel , Art Brussels , Asia Hotel Art Fair –Korea , Art Stage Jakarta , Spoon Art Show, Art Basel in Miami and many more.

Rate Card :

- Double Page Gate Fold Inside (4 Pages) : INR 2,50,000 / US dollar 5525
- Double Page Gate Fold Inside (3 Pages) : INR 2,00,000 /US dollar 4462
- Double Spread (2 Pages) : INR 2,00,000 / US dollar 2231
- Back Cover : INR 2,00,000 / US dollar 2231
- Inner (Front) Cover : INR 1,50,000 / US dollar 1700
- Page No 1 : INR 1,35,000 /US dollar 1381
- Full Page : INR 1,20,000 /1169 US dollar

- **Note :**

- This rate card is applicable till 31st March-2020
- Special position premium (if any): Depends upon layout and position

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