THE ART-JOURNAL

Exploring how value is defined in the global artworld

The Art Journal is a digital-first publication analysing how value is created, exchanged and understood across the international artworld.

As the geography of the artworld shifts, the publication approaches art as part of a broader economic and cultural ecosystem.

Through investigations, data-led reporting and in-depth conversations, it brings clarity to a sector that often operates in opacity.

The Art Journal offers advertising partners the opportunity to appear alongside original reporting by renowned journalists, read by artists, collectors, gallerists and institutional leaders as well as culturally engaged professionals across finance, luxury and global business.

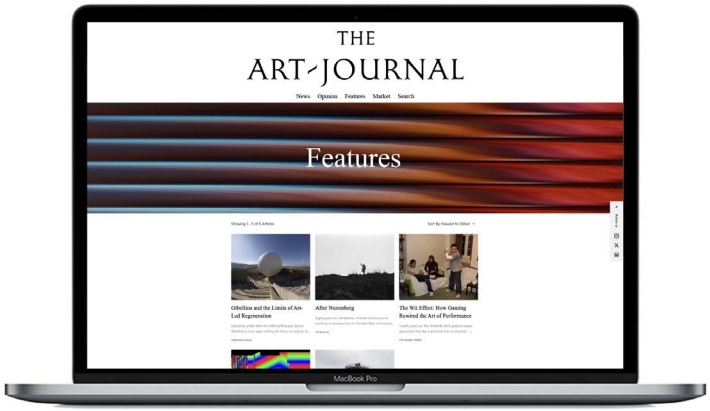
Readership & Demographics

A globally connected cultural and professional readership

Core Audience

The Art Journal is read by professionals working across the art ecosystem and adjacent sectors, including:

- Gallerists and art dealers
- Collectors and advisers
- Museum professionals and institutional leaders
- Artists, researchers and curators
- Economists, policymakers and regulators
- Professionals across finance, philanthropy, luxury, technology and public policy



Demographic Profile

Primary Audience

- Millennials (28–44) – internationally mobile, digitally fluent professionals.

Secondary Audiences

- Established professionals (45+) across cultural and financial sectors
- Gen Z (16–27) reached through platform-native social distribution

Channels

A multiplatform editorial ecosystem
with combined monthly digital reach over 400,000

Website

The Art Journal operates as a digital-first platform with daily publishing, including:

- Investigations
- Market analysis
- Interviews and conversations
- Recurring international editorial series

Coverage aligns with major art fairs, auctions, biennials and policy developments shaping the global art ecosystem.

Social Platforms

Distribution is platform-specific rather than duplicated:

- LinkedIn – professional readership and market analysis
- Instagram – reach, visual storytelling and audience growth
- TikTok – youth-led cultural engagement

Newsletter & Substack

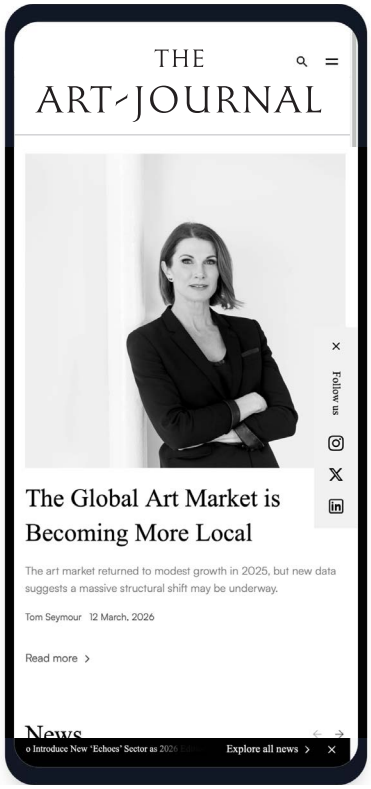
Regular newsletters guide readers through major developments in the artworld, distilling key reporting and market insight.

Podcasts & Events

From Q3 2026, *The Art Journal* expands into podcasts and live conversations, extending editorial coverage into audio and in-person formats.

A Global Brief

Reporting on a changing geography of the artworld



The Art Journal operates with a global editorial mandate.

Coverage reflects the shifting centres of the art market, looking beyond traditional hubs such as London, New York and Paris to expanding cultural economies including Lagos, New Delhi, São Paulo, Doha and Tashkent.

Through regionally informed reporting and recurring international series, the publication examines how local political, economic and regulatory conditions shape artistic production and market behaviour.

Editorial Calendar 2026

The Art Journal tracks the forces shaping value in the global art market throughout the year – combining investigation, analysis and data-led reporting anchored to key moments in the international art calendar.

March

Art Basel & UBS Global Art Market Report
12 March

TEFAF Maastricht
14–19 March

Art Basel Hong Kong
27–29 March

April

Art OnO
3–5 April

SP-Arte
8–12 April

Art Paris
9–12 April

EXPO Chicago
9–12 April

Dallas Art Fair
16–19 April

Miart
17–19 April

Art Brussels
23–26 April

May

Art Jakarta
5–10 May

Frieze New York
13–17 May

Photo London
14–17 May

1-54 Contemporary African Art Fair New York
14–17 May

TEFAF New York
15–19 May

Venice Biennale
9 May – 22 November
(pre-opening 6–8 May)

June

Glasgow International
5–21 June

Liste Art Fair Basel
15–21 June

Art Basel
18–21 June

Volta Basel
19–22 June

Manifesta
21 June – 4 October

July

Rencontres d'Arles
5 July – 4 October

August

CHART Art Fair
28–30 August

September

Frieze Seoul
2–5 September

KIAF Seoul
2–6 September

Sydney Contemporary
3–6 September

Gwangju Biennale
5 September – 15 November

Biennale de Lyon
19 September – 13 December

The Armory Show
24–27 September

October

Frieze London
14–18 October

Frieze Masters
14–18 October

1-54 Contemporary African Art Fair London
15–18 October

Art Basel Paris
23–25 October

Art Toronto
29 October – 1 November

Artissima
30 October – 1 November

Lagos Biennial
31 October – 30 November

November

Paris Photo
12–15 November

ART021 Shanghai
12–15 November

Frieze Abu Dhabi
19–23 November

December

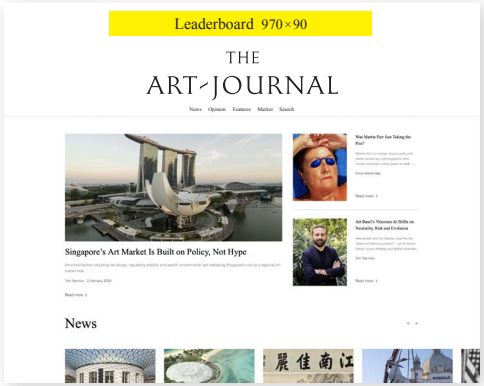
Untitled Art, Miami Beach
2–6 December

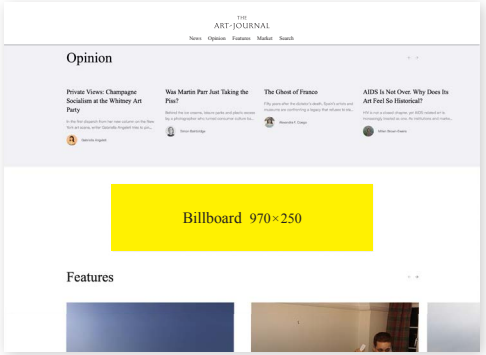
Art Basel Miami Beach
4–6 December

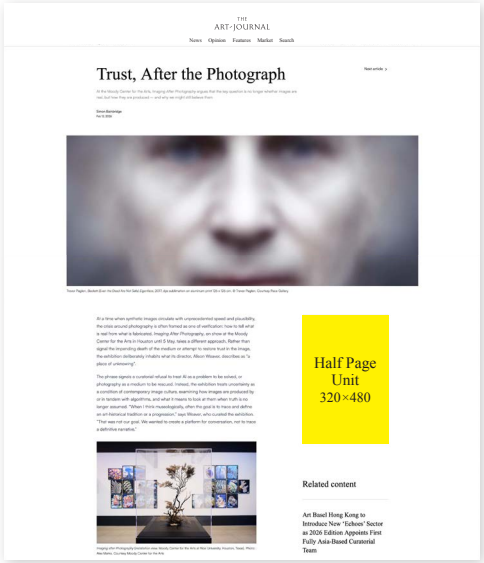
Advertising Rate Card

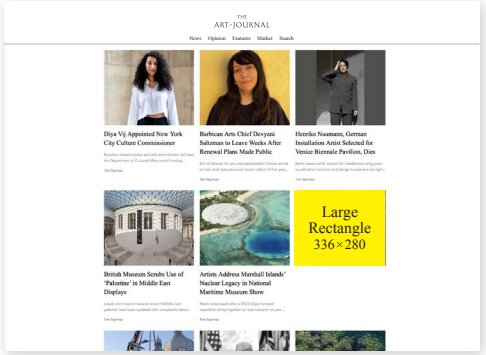
Website

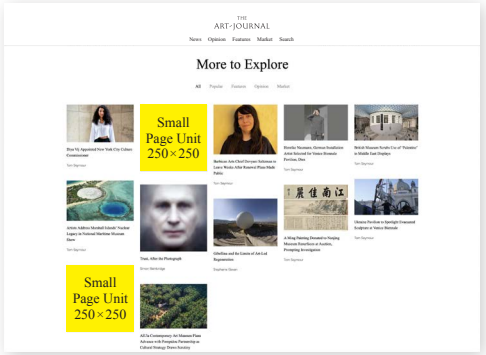
Advertising units	Price per month
Leaderboard	POA
Billboard	POA
Half Page Unit	POA
Large Rectangle	POA
Medium Page Unit	POA
Small Page Unit	POA











Advertising enquiries

For further details about
advertising opportunities with us,
please contact
partnerships@theartjournal.com

Advertising Specifications

A copy of our advertising specifications
can be downloaded here

Please contact
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if you require further information.