

## Online Media Pack 2009



“A magazine which can actually think for itself - excellent stuff”

**Tom Hodgkinson, Editor and Founder**  
*‘The Idler’*

“Art and Music is one of those magazines - *The Face*, *Frieze* and the *Believer* are others that spring to mind - that come along once in a generation and seem to arrive miraculously fully formed. One from the kool skool. No sweat”. **Gordon Burn, The Guardian**

The Saatchi Gallery Magazine *Art & Music Online* is a unique online experience. *Art & Music Online* taps into the very point at which contemporary art and independent music collide and covers a gamut of feature subjects, from interviews with heavyweight, established names to showcasing emerging talent. *Art & Music Online* also contains listings, competitions, blogs, and short films all of which are strictly selected by the magazine editors. *Art & Music Online* presents the best of *Art & Music* magazine while incorporating all the benefits available in digital media. The Online magazine is accessed via the Saatchi website which is ranked in the top 300 websites worldwide averaging an immense 60 million hits per day.

*Art & Music Online* provides a guaranteed platform for advertisers to connect with an audience who are looking for the ‘next’ thing in two of the biggest and most influential creative industries.

The Saatchi Gallery Magazine *Art & Music Online* will become part of the world’s only interactive art gallery in September 2008 to dovetail with the re-launch of the print magazine and the opening of the new Saatchi Gallery and will have the URL

**[www.saatchigallery.com/artandmusic](http://www.saatchigallery.com/artandmusic)**

### SAATCHIGALLERY.COM WEBSITE STATISTICS

saatchigallery.com readership is global, with the UK and USA constituting its largest audiences and the rest of Europe and China the next biggest audiences. On average the UK represent 14.17% of users and the USA Represents between 25.12%.

**Ranked 283 of the World’s Top 50,000 Websites** (Source: Alexa, Awstats)

60,000,000 On-line impressions / Hits per day

### ON-LINE ADVERTISING

There are 4 advertising impressions per section on [www.saatchigallery.com/artandmusicmagazine](http://www.saatchigallery.com/artandmusicmagazine). On average each visitor clicks on 8 pages and the advertising impressions refresh on each click.

### TOP BANNER RATE

Single impression (1 of 4) = £300 per week

Exclusive use (all 4 impressions) = £1,000 per week

### SIDE BUTTON RATE

Single impression (1 of 4) = £150 per week

Exclusive use (all 4 impressions) = £500 per week

Recognised agency discount is 10%. All prices exclude VAT.

### ADVERTISEMENT SALES

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