



## ABOUT DUTCH LUXURY DESIGN

Our mission is to support artists with their marketing and careers and to create opportunities to sell their art on the (inter)national market and to offer art lovers and collectors a unique portfolio of contemporary art.

Dutch Luxury Design as an online marketing platform. Our website brings art buyers and artists together and offers a changing presentation of artists and a wide range of contemporary art objects for sale. Artists present themselves and their art objects on our platform and art lovers/buyers can buy their art objects in the online shop, or contact an artist directly to view and possibly purchase the art objects in his/her own studio. This is how our website functions as a marketing platform.

In addition to sales, advice and mediation of art and art collections, our activities are also aimed at optimizing the infrastructure, findability and visibility of our marketing platform. As a result, we now have a strong position in the dynamics of the current online economy.

Standing out in the crowded international art market makes it interesting for artists and companies related to the art industry to publish in our art catalog and on our website.

Do you also want to publish, show your product and/or tell your story? All information about this can be found in this Media Kit.

## TARGET AUDIENCE

- Mix of consumers, private collectors and business clients
- Value quality and originality
- 35+, above average interested in interior design, art and the stories and people behind them
- Spend money on interior design and high-quality lifestyle
- 54% are women, 46% are men



## ART CATALOGUE

### CONTENTS:

- Art
- Interior/exterior design objects
- Interviews artists
- Art industry related information.

### EDITIONS:

- 2 x per year
- Circulation: 500+
- Distribution: Dutch Luxury Design network and targeted personal distribution based on demand
- Individual sales: € 9.95 each.

## TO PUBLISH

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For artists participating in Dutch Luxury Design:

- Basic artist publication 1/1 page € 125,-
- Double page publication artist 2/1 page € 175,-
- Interview artist 2/1 page € 225,-

For companies related to the art industry:

- Advertisement/Advertorial (\*)
  - 1/1 page (210 x 290mm) € 295,-
  - 2/1 page (420 x 290mm) € 495,-

(\*) prices excluding layout, per publication.

## REACH ONLINE

In recent years we have built up a large reach through our digital media channels; Google, Microsoft and Social Media. We inspire and inform relevant target groups every day.

With our digital art catalog and its special content, we maintain the upward trend in online interactions. Because our website is easy to find on the web and through the use of our online channels, we can also assure you of a large online reach. Something that your company also benefits from through the link from your advertisement to your website.