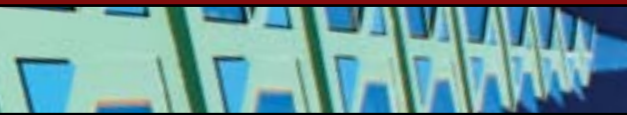




ArtFortune.com

#1 Worldwide Online Art Resource & Luxury Lifestyle



**2011
Media Kit**

**Fine Art
Luxury Lifestyle**



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ABOUT US

Art Fortune is the *#1 worldwide online art resource and marketplace*. Art Fortune covers the latest news from around the globe, identifies emerging trends, and profiles the people who are changing the art world. The site offers a huge resource center for buying and selling art.

ArtFortune.com is a *unique international website for all things related to art*. It is the ultimate culmination of professional artists, collectors, gallery owners, private dealers, and museum curators. The site offers the art world a place to research various art-related media and allows artists to sell directly to collectors. Art Fortune is user friendly while employing the latest technology and cutting-edge search optimization tools. Easy navigation is a key element. Students, artists, gallery members and museums will love the easy access.

Art Fortune is at the forefront of the online art community offering a remarkable service package. The site is the most cost-effective way to advertise artwork and optimize online exposure. Whether marketing large galleries or individual works of art there has never been a more practical medium. With several different levels of membership, anyone can be part of Art Fortune and access the global arts community. ArtFortune.com is *translated into twenty languages and available on seven continents*.

In May of 2011, Art Fortune expanded, now featuring high end brands and luxury lifestyle products. Art Fortune is becoming synonymous with luxury art, culture, elegance, and the people and products we feature. Art Fortune is the first independent website to combine contemporary art and luxury lifestyle. We reveal the current luxury lifestyle trends and unveil the personalities that mold the art and luxury worlds. Art Fortune is a reference for an *affluent, sophisticated, and discerning audience interested in art, architecture, design, and luxury lifestyle*.

CONTACT

Art Fortune Office Location

14362 N Frank Lloyd Wright Blvd
Suite 1340
Scottsdale, AZ 85260

Telephone

(480) 203-2311

E-mail

info@artfortune.com

FOR MORE INFORMATION PLEASE GO TO ARTFORTUNE.COM



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EDITORIAL FEATURES

Global Art Events Calendar

Worldwide art event coverage.

Art News

Up-to-date art world news and stories.

Art Galleries

Art Galleries worldwide and their upcoming shows.

Artist Studios

Artists can display their studios online.

Student Studios

Upcoming artists can get exposure and show their work.

Artist Opportunities

Artists can find what is going on and possibly take part.

Art Research Library

Find vast information about past and present art.

Art Jobs

Find local or national jobs.

Art Reviews

Art Fortune editorial reviews monthly most popular art events.

Art Resources

Art Fortune features a complete guide to art resources globally.

Art Market Trends

Analysis of the sales within the art industry

Global Art Parties

Know what is going on internationally.

Art Directories

We feature a comprehensive list of art directories worldwide

Art Forum

A place for artists to discuss what is happening in the art world.





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VISITORS PROFILE

Art Fortune visitors are passionate about fine art, luxury lifestyles, design, and architecture. Their high buying power allows them to be active art, antique, jewelry, watch, and exotic car collectors.

The visitors of ArtFortune.com are comprised of an elite group of discerning VIPs, art, design, fashion leaders, and trendsetters whose lifestyles blend luxury and art as seamlessly as our pages and features.

Art Fortune Visitors Statistics:

- Over 1.2 million visitors a month
- 53% Female and 47% Male
- Median Age: 38 years old
- Affluent: \$ 280,000 is the median household income
- Cosmopolitan
- Frequent travelers
- Active social life: global art events, art exhibitions, auctions, high-profile dinners, galas

AUDIENCE

Art Fortune connects with their target audience directly to ensure they create buzz among the right people. This allows them to reach their advertisers' goals.

Our target audience includes:

- Top art collectors, major artists, architects, designers, and VIPs in the art world
- Affluent people: top CEOs, lawyers, finance leaders, and socialites, etc.

VISITOR LOYALTY

Average time spent on the website 98 minutes
Visit ArtFortune.com regularly 72%



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WEB RELEVANCE

Google search for "buy sell art" (About 34,600,000 results (0.19 seconds)). The top result is "Online Art Gallery | Buy and Sell Art | Buy Art | ArtFortune.com" (www.artfortune.com/ - Cached), described as "1 Worldwide online art resource. Buy and sell art with our online art gallery. Art Fortune is the Premier online source to buy art, sell art, and research ...". Other results include "Membership - Art Fortune - The Premier Online Art Market to Buy ...", "Buy Art - Art Fortune - Buy Art From Around the World Online", and "Online Art Galleries | Online Art Dealers | Buy and Sell Art Worldwide".

Google search for "online art gallery" (About 11,300,000 results (0.59 seconds)). The top result is "Online Art Gallery | Buy and Sell Art | Buy Art | ArtFortune.com" (www.artfortune.com/ - Cached), described as "1 Worldwide online art resource. Buy and sell art with our online art gallery. Art Fortune is the Premier online source to buy art, sell art, and research ...". Other results include "Online Art Galleries | Online Art Dealers | Buy and Sell Art Worldwide", "Art Fortune | Online Art Dealers | Online Art Galleries Membership ...", and "Advertise Online Art Galleries - Worldwide Art Gallery Advertisement".