artnet News Increases Ad Revenue by 49%

Leading Source for Art World News Expands Reach in 2017

Number of Pageviews on Track to Break Record in October

New York, October 26, 2017—artnet News continues to strengthen its position as the leading online source for news and information about the art market. Driven by steadily growing traffic, the 24-hour newswire increased its advertising revenue in the first three quarters of 2017 by approximately 49% as compared to the previous year. Sought after by luxury brands for their ad campaigns, artnet News generated approximately $1.8 million in ad revenue during this period. “This is a testament to the success of the new editorial strategy under Editor-in-Chief Andrew Goldstein,” said Jacob Pabst, CEO of artnet.

Andrew Goldstein, a seasoned cultural journalist who has been leading artnet News since February, emphasizes editorial quality and original news reporting. This has already resulted in several major exclusives, driving increased traffic and attention to artnet.

In a clear indication of the news site’s growing reach and popularity, sessions on artnet News increased by 19% in the first nine months of 2017. Pageviews grew by 16% in the same period and are on track to set a new monthly record in October. The number of pageviews had already eclipsed previous highs in March and August of this year.

The quality of artnet News’ editorial content also led to a 34% increase of returning visitors in the first nine months of the year. Concurrently, traffic from social media increased by an astounding 93%. The team remains optimistic this momentum will continue into the new year.

For more information, please contact ir@artnet.com.
About artnet

artnet is the leading online resource for the international art market and the premiere destination to buy, sell, and research art online. Founded in 1989, artnet’s comprehensive suite of industry-leading products has revolutionized the way people collect art today.