What is Xamou Art?
We are a site about art published in English. While art comes from everywhere in all shapes and sizes, we predominantly focus on contemporary art in Europe. We proudly subscribe to the idea that everything intended to be art is indeed art. On balance, though, we cover about 100% visual arts and about 0% performance- and musical art.

Who is behind the site?
Xamou Art is owned by Xamou Ltd in the UK, and is partly run and maintained by Xamou UG in Germany. See www.xamou.com.

With our roots and day jobs in digital marketing, we gave into the urge in 2011 to create a website about art that would reflect our passion. We have been hooked ever since, and will be for years to come.

Who visits our site?
Except for artists, their Facebook friends and Twitter followers, our site visitors fall into three distinct market segments:

Collectors
With our emphasis more on living than dead artists, we resonate with a collector’s urge to keep informed from a variety of sources about upcoming and unusual talent. In headline form, our event calendar also lists some of the key events in the art world such as art fairs and biennales.

The regular art aficionado
Wherever you are in the food chain of the art world, you need to keep yourself broadly informed. You spot trends, digest art history, absorb art terms, or read artist profiles. It is the key trait of a well-informed art person.

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Cultural tourists, fair visitors and gallery hoppers
This group views content related to art events and exhibitions and frequently visits sites that have not been written by the art venues themselves.

Now a little more on visitors and whatnot
Xamou Art site traffic is growing. We have emerged from our infancy and are now reaching adolescence without throwing any tantrums. With that development, we are equally delighted and surprised when we receive visitors from exotic places on the globe.

We’ve always wanted a fair number of European eyeballs to view our site and today Europe accounts for 54% of the traffic. Just less than a third of the European visitors are from the UK. The other two thirds are spread remarkably evenly across Europe with the exceptions of Germany and France (ranking second and third to the UK).

Globally, the USA accounts for the largest audience reaching xamou-art.

What's on offer
In comparison to conventional media, advertising on the web is a cost effective way of securing a decent return on investment.

At Xamou Art you can place online banner adverts. Normally when you do that elsewhere, you have to navigate a sea of online advertising acronyms such as CPC, CPO, CPM, eCPM, CPA and eCPA.

Not so with us. We don’t charge per thousand exposures. We don’t charge per click or any of that new-fangled taxi metre stuff. In fact, our way of looking after your best interest doesn’t even have a fancy acronym.

Rather, we offer advertising space for a certain period of time on a rotational basis regardless of how many clicks or how many visitors end up viewing your banners.

Editorial
Along with funding our future project through advertising, we are considering offering a paid editorial writing service to help art venues.

We believe it can be done credibly, provided we can retain editorial authority to make it a factual venue profile rather than one big advert for you.

Art venues are usually very good at promoting themselves in a clear, approachable and dignified way. It begs the question why are there other sites writing about the same venues (including Xamou Art?)

Simply, sites like Xamou Art that promote artists, venues and art in general are one of the staple ingredients in a healthy Public Relations diet.

Our readers are actively looking for information about events and artists. By being visible on Xamou Art you are reaching extra visitors you would not otherwise be reaching.

Before you ask, we don’t receive money for writing about artists; and we are not going to at any point in the future either.

Many artists are struggling financially. When they show great promise, they need all the help and mention they can get. When we cover artists we tend to both mention and link to the gallery representing them or to the artist’s own website.

If editorial coverage is of interest to you, please do not hesitate to contact us to discuss the possibilities.
**Advertising opportunities**

You can place adverts on our website with the following pricing structure.

**Type A**
- Mini rectangle
- Placed on any or all pages in rotation
- 1 month £49
- 3 months £139
- 6 months £269
- 12 months £499

**Type B**
- Wide skyscraper
- Placed on any or all pages in rotation, including the front page.
- 1 month £69
- 3 months £199
- 6 months £379
- 12 month £739

**Type C**
- Medium rectangle
- Placed on any or all pages in rotation except the front page.
- 1 month £69
- 3 months £199
- 6 months £379
- 12 months £739

**Type D**
- Footer board placed on the front page:
- 1 month £1000
- 3 months £2500
- 6 months £4000
- 12 months £6000

There is a maximum of 3 advertisers permitted the option of having this type of placement on the front page at any given time.

In addition, the footer board can be placed on any or all other pages in rotation
- 1 month £290
- 3 months £700
- 6 months £1190
- 12 month £1900

**What if I don’t have any banners?**

We can design them for you in standard formats such as flash, gif, and jpg. You are free to reuse the banners on other sites.

Get in touch for a fixed-price quote for building the banners for you.
Banner adverts on www.xamou-art.com

Type A
Mini rectangle 300x90 px

Type B
On-screen position

Type C
Medium rectangle 300x250 px

Type D
Footer board 970x90 px

Note: We accept all the standard banner formats *.gif, *.swf or *.jpg
You would be tempted to think this accounts for art-loving penguins on Antarctica. Alas, Google suggests this traffic comes from bots and search engines rather than real visitors.