



Media Pack 2017

itsliquid

It's LIQUID is a communication platform for contemporary art, architecture and design.

More than 200.000 subscribers follow our community. Join us. You are welcome.



It's LIQUID Services

It's LIQUID provides information about design companies, new architectural projects, art exhibitions, fashion designers to some of the world's leading international galleries, museums, institutions, private and public groups, artists, architects, designers, dealers, fashion companies selected. **It's LIQUID** reaches the combined audiences of International Art Fairs, galleries, museums, and is thus a powerful tool for getting directly to this influential audience with information about art and design projects, exhibition programs and other events. Since its beginning, **It's LIQUID Group** has

curated more than 150 events around the world, involving over than 5.000 artists, in more than 60 international venues in USA, Italy, Spain, France, UK, Mexico, Poland, Turkey, Argentina, Canada, Australia, Colombia, Greece, India, etc. Most of the last events have been realized in museums (CCCB – Centre de Cultura Contemporània de Barcelona in Spain, NCCA – National Center for Contemporary Arts in Moscow, etc.), galleries and private foundations.



Press Office service

It's LIQUID can cover the role of **Press Office** of your company or institution. We manage your relations with the media (print, TV, on-line magazines, web) tuning the flow of information according to your needs.

For more info contact us at info@itsliquid.com

It's LIQUID Newsletters

It's LIQUID Newsletters are distributed directly to over **200.000 international collectors**, consultants, advisers, critics, writers, curators, dealers and other visual arts professionals.

It's LIQUID Newsletters can be sent:

- daily – a single dedicated newsletter about your exhibitions or projects to our mailing list (the service includes the publication on our website too)
- monthly – 3 dedicated newsletters about your exhibitions or projects to our mailing list (the service includes the publication on our website too)
- yearly – 2 dedicated newsletters about your exhibitions or projects every month for twelve months (the service includes the publication on our website too)

Usually the newsletter is composed by a text with dedicated article about your exhibitions or projects, a picture and direct links to your website. You can customize your newsletter as you prefer.

Database demographics: 40% in North America / 45% in Europe / 15% in other locations (South America, Australia, Japan, etc.)

Key information: over 300.000 monthly unique visitors / over 800.000 monthly page views / over 200.000 newsletter subscribers

The cost of the service depends on the number of newsletters and kind of clients (private, company, no-profit organization, student, young designer, artist, architect). Contact us for more details at info@itsliquid.com

Banners

It's LIQUID offers several options for reaching our audience through banner advertisements and editorial promotions.

Sidebar

- 270x270 pixels on a weekly basis
- 270x540 pixels on a weekly basis
- 270x810 pixels on a weekly basis

Possible inclusion in more than one section.

All positions can accommodate GIF, JPEG and HTML banners except our newsletter banner, which must be a GIF or JPEG file. For more information contact us at info@itsliquid.com

The screenshot displays the itsliquid website layout with several banner ad placements and their dimensions:

- Top News:** A large banner for the WOKA's Parkside Hotel in Singapore, featuring a modern building at night. Dimensions: 270 x 270.
- International Art Competition:** A colorful banner for the 'NEW PRIZE SHOW YOUR ART IN SPAIN' competition. Dimensions: 270 x 540.
- Artist Residency:** A banner for the 'SUBMIT & WIN 2 ARTIST RESIDENCE IN INDIA & ARMENIA + 1 EXHIBITION IN VENICE'. Dimensions: 270 x 810.
- Call for Artists:** A banner for 'BorderBody: mind, cities & identities' exhibition. Dimensions: 270 x 810.
- Archives:** A list of past exhibitions and events, including 'WOKA's Parkside Hotel in Singapore' and 'BorderBody: mind, cities & identities'.
- Follow us:** Social media icons for Facebook, Twitter, and YouTube.

Featured artists/architects/designers

Featured artists/architects/designers service is an amazing opportunity for all the creative talents to share their works and experience with our public. Once a week, It's LIQUID dedicates a special to a contemporary artist, architects or designers. To become Featured artists/architects/designers we need: brief text about your life and work, CV, biography, high resolution images and contacts.

The information above are organized in a It's LIQUID Newsletter (which is distributed directly to over 200.000 international collectors, consultants, advisers, critics, writers, curators, dealers and other visual arts professionals) and published on It's LIQUID website.

Featured artists service can be customized. To be supported by It's LIQUID for one month or one year, please contact us at info@itsliquid.com

It's LIQUID Competitions

It's LIQUID Competitions offer a great opportunity for design companies and designers from all over the world to introduce themselves to our followers (more than 200.000 selected subscribers on our mailing list and more than 300.000 unique visitors per month on the It's LIQUID website). The Competitions is free and held through our social networks, Facebook and Twitter, which are used as sources of information:

Facebook www.facebook.com/itsliquidgroup

Twitter www.twitter.com/itsliquid

The Competition's protagonist and Prize is a product design from the company or designer and given in exchange for free advertising on our website and through our newsletter service.

Each launch is accompanied by a press release, published on our website and sent to the mailing list (200.000 subscribers), in which both the winning company and its product design are presented. It's LIQUID select the winner at random. Winner's name is published on Twitter and Facebook and

communicated through our newsletter service. To team up with us we need: description of the company (DOC or PDF format), information on the chosen product, 3 images in high definition of the product, logo and contacts. Competition's length is variable. For more information contact us at info@itsliquid.com

Media partnership

It's LIQUID is always open to **media partnership relationships**. We will add for free your banner with a direct link to your website on our official website, publish your press releases on our official website and send your communication through our newsletters service.

What we ask to Media Partners is to insert our logo in their homepage and partners section with a link to our official website, on their printed promotional materials (catalogues, flyers, brochures...) share our communications to all their contacts, mailing lists and people interested.

Media partners are welcome during our It's LIQUID International Contest too. For more information contact us at info@itsliquid.com



Curated selection of exhibition spaces

Submission of detailed plans, organisations of site visits, management of contractual issues. For more information contact us at info@itsliquid.com

Exhibition Press Office

Providing PR and marketing support to promote your exhibition with detailed information on our website, web marketing and social media marketing, local and global press office. For more information contact us at info@itsliquid.com

Advertising

Design and printing of paper invitations, brochures, colophon, banners, signage towers, dedicated art catalogues. For more information contact us at info@itsliquid.com

Exhibition installation

Installation and deinstallation, packaging and storage. For more information contact us at info@itsliquid.com

Events organisation

Opening ceremonies, catering, press invitation, staff and hostess service. For more information contact us at info@itsliquid.com

Logistic assistance

Organization of artworks' transportation both ground and water. For more information contact us at info@itsliquid.com

Customer Services

Assistance regarding accommodation, and transfers for artists, curators, and guests. For more information contact us at info@itsliquid.com

Technical equipment hire

Providing all technical equipment from audio to visual supports (lighting, computer and video installations, smart TV, digital projector). For more information contact us at info@itsliquid.com

www.itsliquid.com