



ePublishing powers LTB Media's world-leading cultural destination featuring breaking news, profiles, guides, trends, classifieds, jobs, analysis, directories, gallery inventory, mapping, global advertising and artwork sales & market data.

Challenge: Unified Destination To Drive Readership

ARTINFO had a vast Rolodex of gallery owners, artwork, collections and artists, with knowledgeable editors and marketing staff to deliver industry news, events and other information critical to museums, art collectors and dealers.

The challenge for ARTINFO was to combine multiple publications' articles, images, video, market data, and archival material to deliver an invaluable, integrated resource to their audience.

Response: Contextually Relevant User Experience

ePublishing developed a highly interactive web site integrating multiple content types with powerful CMS, Circulation, Data Management and Taxonomy tools.

Overcoming the key hurdle of dozens of file formats, data types and information across numerous regional and local publications, ePublishing's taxonomy system allows editors to create powerful content relationships to present relevant, related content for each user. Site features are specifically designed to promote subscription sales, repeat visits, time-on-site and relevant ad impressions.

Users start with any search criteria – an artist's name, artwork, gallery or image – to produce a complete resource including image galleries, slideshows, bios, related artists, video, museums, exhibits, events, sales & market data, inventories and maps.

Result: 400% Increase in Key Metrics in 18 months

ePublishing's advanced tools drive a regularly changing design-centric site to deliver relevant content covering a wide variety of market segments – Artists, Museums, Auctions, Galleries, Fairs, Exhibits and Culture/Travel.

ARTINFO.com launched in mid-2007, but soon enhanced the site to increase traffic and revenue, utilizing ePublishing's modular platform to add features simply and quickly.

In one year, ARTINFO has leveraged its investment in ePublishing to create the leading industry portal in a highly competitive market. More importantly, site performance has translated into significant increases in advertising business and subscription sales.

Major Features

- Related Content across multiple content types
- Photo Galleries & Slide Shows
- Daily e-Newsletters
- Market Pricing & Sales Index
- News, Editorial, Features
- Local Event & Exhibit Calendars
- Artist Profiles
- Jobs, Job Alerts & RFP Center
- Classifieds

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