

# CAI Submission Kit

## I. Audience

CAI—the abbreviation of Contemporary Art Issue—is a leading hybrid contemporary art platform founded in 2020. Starting from tabula rasa, CAI rethinks the traditional art platform by focusing on targeted content creation. In just four years, CAI has surpassed the reach and audience of numerous renowned art platforms worldwide, reaching 5 million people per year across three media channels. Today, CAI is one of the leading online magazines actively contributing to the written canonization of art, publishing articles, interviews, exhibition features, and artist features, having its finger at the pulse of the art world and an authority when it comes to industry-approved career advice for artists. As a result, our audience predominantly consists of avid exhibition visitors, art professionals, art collectors, curators, critics, gallery directors, artists, and art enthusiasts in general.

### Website

Reach: 150K monthly views  
Geolocation: 40% US-CA-AU — 30% EU-UK  
Age: 27,5% -24 — 61,5% 25-54 — 11% 55+  
Gender: 45% female — 55% male

### Instagram

Reach: 67K followers & 25K monthly views  
Geolocation: 25% US-CA-AU — 40% EU-UK  
Age: 12,5% -24 — 70% 25-54 — 17,5% 55+  
Gender: 40% female — 60% male

## II. Features & advertorials

Features and advertorials are carefully curated, appear on the CAI homepage, and become part of the searchable archive. All submissions are thoroughly reviewed by the editor and advisory board. In the case of the features—showcasing a specific artist or exhibition—the submitter must provide a press release, biography, or curatorial text, including six to twelve high-resolution images, including metadata or photo credits. In the case of the advertorial interviews and essay articles, an editorial team member will be assigned to write, direct, and edit the advertorial. All content includes a do-follow link, boosting the domain authority and rankings of the submitter's website, and is featured in the CAI Instagram feed and story, tagging the submitter's profile. Please note that we do not accept any paid inclusions for our top-list and emerging-list articles.

### Features (artist/exhibition)

Content: provided by the submitter  
Length: 500-1.000 words  
Price: €200,00

### Interviews

Content: In collaboration with an assigned author  
Length: 1.500-3.000 words  
Price: €400,00

### Articles

Content: created by the assigned author  
Length: 1.500-3.000 words  
Price: €600,00

## III. Instagram advertising

The power of Instagram seems to be over the hill, with decreasing activity, engagement, and above all, quality in terms of art-related content. As a result, due to the underwhelming results, we no longer provide the Instagram advertising service. Instead, we use Instagram to boost our other newly-created content. For instance, when your submission for a feature, interview, or article has been accepted, we promote the publication in question the manner of a story and a post on our Instagram. Notwithstanding, if you would have any further requests, feel free to write us to explore the possibilities.

## IV. Contact

All submission requests are carefully curated, and submitted by email to [info@contemporaryartissue.com](mailto:info@contemporaryartissue.com), specifying the desired feature or advertorial and relevant links or documents to support your submission (e.g., website, press release, portfolio, artist resume, etc.).

### Contact details

Mail: [info@contemporaryartissue.com](mailto:info@contemporaryartissue.com)  
Address: Burgemeester Lanneastraat 8  
8530 Harelbeke, Belgium

### Business details

Company name: Contemporary Art Issue  
Contact person: Julien Delagrangre (owner)  
VAT/EORI: BE0748553849

### Useful links

Website  
YouTube  
Instagram