


photo basel


FACTS AND FIGURES

galleries

photo basel as an international artfair

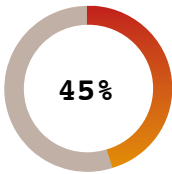


 2015
19 galleries, 9 countries

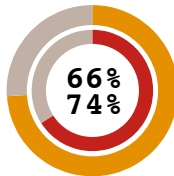
 2016
28 galleries, 11 countries

 artists from
28 countries

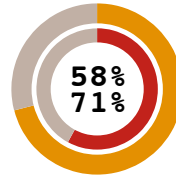
exhibitor feedback



galleries increase
2015 > 2016



selling galleries
2015 / 2016



galleries that applied for
the subsequent edition

visitors

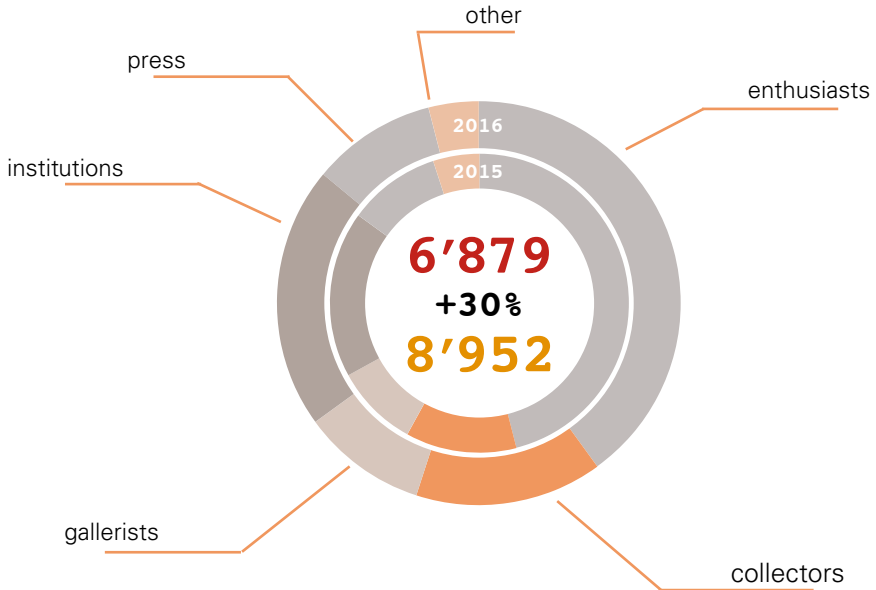
invitations

1'921 personalized, handwritten invitations were sent to our VIPs 2015/2016
2'145

dedicated newsletter sent 2015/2016 **117'000**
126'000

... and mentioned in another 90'000 in 2016

attendees of the show



press commentary

according to Juliet Hacking, Unit Leader Photography at Sotheby's Institute of Art in London, photo basel is one of the top 5 photography events of the year 2016.

Christine Coste from the Journal des Arts (Paris) cites: "Everyone agrees that photo basel has a real potential".

the Basler Zeitung calls photo basel "established" and one of the few fairs to co-exist next to Art Basel.

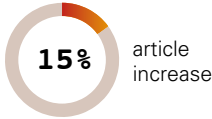
media

total media reach 2015/2016
(please request our media kit
for detailed analytics)

3'400'000

4'500'000

print media



56 different media
80 mentioned photo
basel in 2015/2016

37 editorials about
56 photo basel
2015/2016

social media

Facebook

1'016

2'124

Instagram & Twitter

0

688

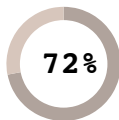
followers 2015

followers 2016

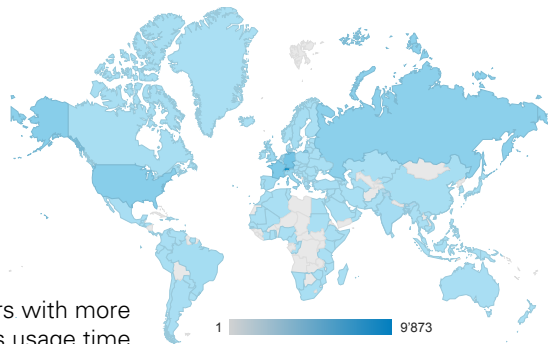
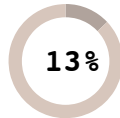
website



new visitors



total visitors
increase



average session duration

00:01:45

5'026 users with more
than 2 minutes usage time

impressum.
Data last updated
01.09.16
photo-basel.com

shows.
June 17 - 20, 2015
June 15 - 19, 2016
June 14 - 18, 2017

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