

# ART

## publishing is a business

world of art (woa) publishing

master of today (mot) publishing

art addiction online gallery

artoteque online gallery of contemporary art

## SALES MEMORANDUM

### BUSINESSES FOR SALE



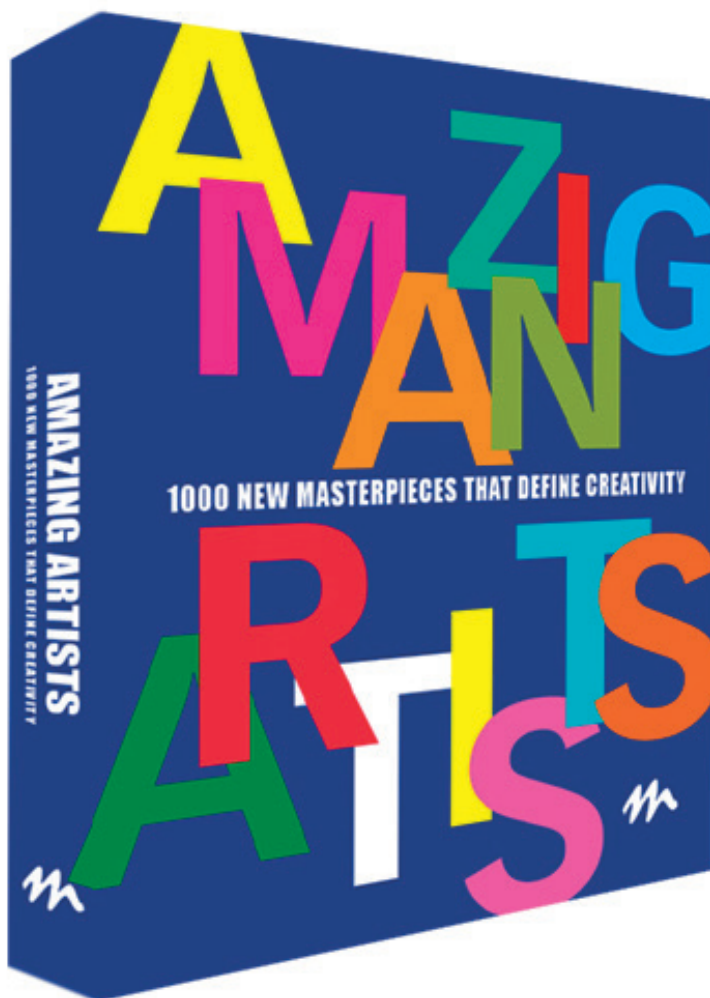
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Unauthorized duplication or distribution is forbidden

World of Art (WOA) Publishing  
Masters of Today (MOT) Publishing  
Art Addiction Online Gallery  
Artoteque Online Gallery of Contemporary Art

# Confidential Information

## **ACKNOWLEDGEMENT AND CONDITIONS**

The recipient of this document hereby acknowledges and agrees to fully comply with and abide by the following conditions and by reading this information, acknowledges and unconditionally accepts all of the following terms and conditions.



# Unique Opportunity: Take Possession of Four Distinguished Contemporary Art Endeavors

## FOR SALE

This is a unique chance to own not just one, but four thriving luxury businesses that are leading the way in the industry.

These businesses, established and carefully nurtured by a forward-thinking entrepreneur, have transformed the world of online art galleries and publishing. Their success is unmatched, and their expertise is second to none.

## LOCATION

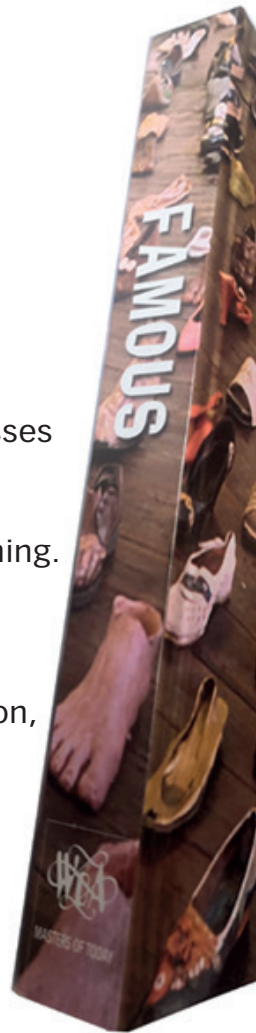
The businesses are managed remotely from cities such as Stockholm, London, Bucharest, and Venice.

## BUSINESS CATEGORY

Luxury: Contemporary Art Publishing & Publications

## BUSINESS HIGHLIGHTS

- Excellent reputation / Over 7156 published artists • Excellent reputation
- Remote-friendly, relocatable infrastructure • Strong brand equity in the art world • High-margin, scalable digital publishing mode • Over 7156 published and exhibited artists • 55+ museum-quality art books • Books distributed through Amazon, Barnes & Noble, global art fairs • Online exposure via Art Addiction and Artoteque galleries • Multiple lines of revenue • Exceptional operational history from 1992 to 2025 • Track record of growth • Profitability rate of 87.23% • An email database comprising over 120,000 contacts • Studio-based operation, managed remotely • Highly adaptable and re-releasable • One of the world's leading contemporary art magazines • Over 55 quality offset printed art books in global distribution with amazon • Minimal working capital or asset investment required.
- Excellent growth opportunity • Cultural relevance + commercial viability.



## CONTEMPORARY ART PUBLISHING IS A LUXURY BUSINESS

Contemporary Art Publishing is considered a luxury business. However, it's important to note that while contemporary art publishing has aspects of a luxury business, it also serves an important cultural and educational role by promoting artists, documenting art trends, and contributing to art historical discourse.

Here's why:

- **Rarity:** Just like luxury goods, contemporary art is often unique and limited in quantity. This rarity and exclusivity make it highly sought after, similar to luxury items.
- **High Value:** Artworks, especially those by renowned artists, can command high prices in the market. The value of art can appreciate over time, making it a form of investment, much like luxury real estate or high-end jewelry. The books, catalogs, and other materials that present these artworks can also be quite valuable.
- **Exclusivity:** Contemporary art publishing often involves limited editions or exclusive releases, which adds to the sense of luxury.
- **Quality:** The production quality in contemporary art publishing is usually very high. This includes the quality of the paper, printing, binding, and overall design.
- **Brand Prestige:** Many contemporary art publishers are well-known brands in the art world. Their reputation and prestige contribute to the perception of their products as luxury items. Both the luxury and art markets thrive on storytelling and creating an emotional connection with the audience. The story behind an artwork or an artist can significantly enhance its perceived value.
- **Status Symbol:** Owning contemporary art is often seen as a status symbol, reflecting one's taste, wealth, and sophistication. This is similar to how luxury goods are used to express one's status and lifestyle.
- **Target Audience:** The target audience for contemporary art publications is often collectors, galleries, museums, and affluent individuals who appreciate and can afford such luxury items.
- **Collaboration with Luxury Brands:** Many luxury brands collaborate with artists to create limited-edition products, blurring the line between art and luxury. These collaborations can increase the brand's prestige and desirability.
- **Artification:** Luxury brands often draw inspiration from art and incorporate artistic elements into their products. This process, known as "artification," helps elevate the products from being mere commodities to works of art.

In conclusion, the contemporary art publishing such as Masters of Today (MOT) Publishing and World of Art (WOA) Publishing business shares many characteristics with the luxury business, including exclusivity, high value, brand storytelling, status symbol, collaboration with luxury brands, and artification. This is why it's often considered a luxury business and a market increasingly desired by luxury billionaires.

## BUSINESS SUMMARY DETAILS

Description: Contemporary Art Publishing NAICS Code: 511130 - Book Publishers

### • **Masters of Today (MOT) Publishing**

Year Founded: 2007 (19 years)

Current Owner: Petru Russu

Location: Private office based in Greater London, United Kingdom

Business Type: Relocatable, Remote Based. The business can be managed remotely, from a private office, or any other location, as long as there is a well-functioning internet connection and the necessary software tools.

website: <https://www.mastersoftoday.com>



### • **World of Art (WOA) Publishing**

Year Founded: 1999 (26 years)

Current Owner: Petru Russu

Location: Private office based in Greater London, United Kingdom

Business Type: Relocatable, Remote Based. The business can be managed remotely, from a private office, or any other location, as long as there is a well-functioning internet connection and the necessary software tools.

website: <https://www.worldofartmagazine.com>



### • **Art Addiction Online Gallery**

Year Founded: 1992 (33 years)

Current Owner: Petru Russu

Location: Private office based in Greater London, United Kingdom

Business Type: Relocatable, Remote Based. The business can be managed remotely, from a private office, or any other location, as long as there is a well-functioning internet connection and the necessary software tools.

website: <https://www.artaddiction.net>



### • **Artoteque Online Gallery of Contemporary Art**

Year Founded: 2004 (21 years)

Current Owner: Petru Russu

Location: Private office based in Greater London, United Kingdom

Business Type: Relocatable, Remote Based. The business can be managed remotely, from a private office, or any other location, as long as there is a well-functioning internet connection and the necessary software tools.

website: <https://www.artoteque.com>



## CASH FLOW FROM REVENUES

### • Masters of Today (MOT) Publishing

US\$ 2,352,843.9 | 4214 Published Artist Profiles.

Cash flow from revenues paid by artists or their sponsors, generated by editing and publishing 1211 artists profiles in the top 48 volumes of the Master of Today (MOT) contemporary artists books series.

Net profit margin over 87.23% from advertising revenue.

### • World of Art (WOA) Publishing

US\$ 274,176.00 | 1855 Published Artist Profiles.

Cash flow from revenues paid advertising promoting artists and their sponsors, generated by editing and publishing 1498 artists in the top 6 issues of the World of Art (WOA) Contemporary Art magazine.

Net profit margin over 87.23% from advertising promotion revenue. Net profit margin over 87.23% from advertising revenue.

### • Art Addiction Online Gallery

US\$ 232,288.00 | 1952 Exhibited Artist Profiles.

Cash flow from revenues, with US\$ 119 per featured artist spent on promoting art advertising on Art Addiction Online Gallery. Net profit margin over 87.23% from promotion paid by artist.

Net profit margin over 87.23% from advertising revenue.

### • Artoteque Online Gallery of Contemporary Art

US\$ 291,193.00 | 2447 Exhibited Artist Profiles.

The cash flow comes from 2447 featured artists with each spending minimum of US\$ 119 on promoting their artworks through advertising on Artoteque Online Gallery online exhibitions.

Net profit margin over 87.23% from promotion paid by artist.

## NORMALIZED HISTORICAL FINANCIALS

	REVENUES	EXPENSES	CASH FLOW TO OWNER
FYE 2025:	US\$ 218,949 USD	US\$ 22,902 USD	US\$ 196,046 USD
FYE 2024:	US\$ 427,748 USD	US\$ 44,744 USD	US\$ 282,004 USD
FYE 2023:	US\$ 427,748 USD	US\$ 37,023 USD	US\$ 316,913 USD
FYE 2022:	US\$ 378,627 USD	US\$ 32,891 USD	US\$ 356,469 USD
FYE 2021:	US\$ 345,555 USD	US\$ 36,413 USD	US\$ 309,142 USD
FYE 2020:	US\$ 378,627 USD	US\$ 32,898 USD	US\$ 345,729 USD
FYE 2019:	US\$ 343,150 USD	US\$ 33,798 USD	US\$ 309,352 USD
FYE 2018:	US\$ 258,294 USD	US\$ 20,307 USD	US\$ 237,987 USD
FYE 2017:	US\$ 251,825 USD	US\$ 19,834 USD	US\$ 231,991 USD
FYE 2016:	US\$ 263,422 USD	US\$ 20,613 USD	US\$ 242,809 USD
FYE 2015:	US\$ 250,977 USD	US\$ 18,988 USD	US\$ 231,989 USD
FYE 2014:	US\$ 250,739 USD	US\$ 20,593 USD	US\$ 230,146 USD
FYE 2013:	US\$ 254,599 USD	US\$ 17,008 USD	US\$ 237,591 USD

Cash flows to the owner is to be considered as a representative of all 4 sources of revenue combined. As the revenue streams exist as pass-through operations to and from the owner.



## THE BUSINESS VALUATION

The valuation of the four businesses for sale extends beyond the financial performance outlined above. It also takes into account market conditions, trends in the contemporary art industry, and potential growth opportunities.

Contemporary art publishing is considered a luxury business due to its unique nature, high-quality offerings, and the prestige associated with owning and operating such businesses. This sector has a niche market with discerning customers who appreciate the value and exclusivity of the products. Therefore, the potential for profitability and return on investment could be significant for the right investor or operator.

In summary, the value of two contemporary art publishing business and two business models of our two online contemporary art galleries is influenced by its resilience as an investment, the business models it adopts, the influence of art fairs, and its ability to adapt to digital transformation. These factors are all interconnected and contribute to the potential growth opportunities of the business.

## BUSINESS HISTORY

Petru Russu graduated from the prestigious University of Art and Design in Cluj-Napoca, Klausenburg in 1979. Since then, he has been highly involved in the art scene - first as an artist and eventually transitioning to distribution, exhibition, and publishing. He married his colleague, Marta Dimitrescu, also a talented fine artist, in 1981 and they have started art shows all over the world. They run all the business activities as a family, with Marta primarily managing Artoteque Online Gallery Contemporary Art.

His first business venture was the development of the Art Addiction Int'l Gallery and Art Addiction Online Gallery at [artaddiction.net](http://artaddiction.net) which started in 1992 as the first, and at that time, the only online art gallery on world wide web. Since then, the Addiction Online Gallery has showcased over 6,000 artists and currently has more than 9,000 contemporary art pieces available for sale or rent.

In 1999, Petru founded World of Art (WOA) Publishing an innovative organization that excels in creating collector's books and World of Art (WOA) contemporary art magazine, one of the world's leading art magazines. The Masters of Today (MOT) publishing and the contemporary artists art books series was founded by Petru in 2007, and acts as a professional artist-to-artist publishing. The intellectual property and all rights to each of these entities are included in the sale.

Due to age and health considerations, Petru is contemplating the divestiture of this lucrative business. His legacy will continue to inspire and provide a platform for artists around the world. His contributions to the art contemporary world have been invaluable and his impact will be felt for generations to come.

## LOCATION

Our companies primarily engage in celebrating contemporary artists and their work by exhibiting, creating, editing, and publishing important art books, catalogues, and magazines for contemporary artists, private and corporate collectors, and the world's top museums. We collaborate with institutions such as MoMA, Guggenheim, Venice Biennale, and more.

Our aim is to achieve the ultimate artistic goal for each of the artists we've exhibited and published, whether they are emerging talents or established professionals. The goal is not merely to publish the latest works of artists, but those works that best represent the artist's ideals and interests.

All designs and creative layouts are done remotely from various locations such as London, Stockholm, or Venice. The printing of our high-quality publications is made offset by professional printing companies located in Poland, South Korea, Austria, and others. They also act in various situations as warehousing our print runs, send copies to artists, museums, galleries, or to Amazon for our worldwide books and magazine distribution with a current primary focus on Europe and the United States.

## SOURCES OF REVENUE

Cash flows to the owner is to be considered as a representative of all 4 sources of revenue combined. As the revenue streams exist as pass-through operations to and from the owner.

Approximately 15% of the companies' total revenues are generated through online activities such as the Art Addiction Online Gallery and Artoteque Online Gallery, and 85% are through publications associated with World of Art (WOA) Publishing and Masters of Today (MOT) Publishing. This impressive performance demonstrates the potential for further growth and profitability. The businesses have a strong foundation and are well-positioned for future success in the global art market. Apart from the costs of printing, housing, facilities, and food, there are no other costs.

In conclusion, Masters of Today (MOT) Publishing, World of Art (WOA) Publishing, Art Addiction Online Gallery, and Artoteque Online Gallery are probably the only art businesses that have exhibited and published works from over 7,156 artists, making them both very enjoyable and profitable.

Together, these four businesses have achieved a cash flow income totaling over \$3,150,000.00 USD, with a net profit margin of 87.23% being recorded from 2000 to the end of 2023.

## CLIENTELE

The primary market currently served is that of up-and-coming artists who wish to make a name for themselves, as well as those who would like professional design and formatting work for their art books.



To date, Petru Russu has worked with over 7,156 contemporary artists from around the world. His expertise and dedication have helped these artists gain recognition and visibility in the global art scene. The businesses have become a platform for these artists to showcase their work, reach a wider audience, and establish their unique artistic identities. This commitment to supporting artists and promoting contemporary art continues to drive the success and growth of the businesses.

## **PURCHASER QUALIFICATIONS**

- **Seeking Art Enthusiasts:** The ideal purchaser will have experience in the field of modern and contemporary visual arts – not mandatory but recommended for a better view on the global art business.
- **Seamless Business Management in the Digital Age:** The businesses can be managed from a fancy exclusive office or remotely from just about anywhere, from the coolness of the mountain, to the seashore in the sea breeze with a well-functioning internet connection, using just a computer or laptop and Adobe Publishing software, which I believe is common and requires no significant skills in today's digital age.
- **Scalability in Action:** The business structure can range from having a single employee who is the purchaser-manager, to a team of 50 employees.
- **A Business Enriching Cultural and Educational Landscapes:** Creative work exists for everyone, making this a luxury business with an important cultural and educational role. It promotes artists, documents art trends and tendencies, and contributes to art historical discourse.
- **The Art of Creative Design in Our Publications:** Most of the design and layout work in our publications are simple but professional, so a keen eye for creativity would be beneficial.
- **Harnessing the Power of Digital Wizards in Creative Design:**  
Alternatively, it would be possible to hire a young digital wizard to handle the creative design and graphic work, including layout and editing.
- **Leveraging Essential Software for Long-Term Success:** By using essential Adobe Publishing software such as InDesign, Photoshop, and Acrobat plus a reliable text editing software like Mycroft Works, and of course, a web provider like Scenic.net, we cooperate from more than 20 years hosting our websites on their servers.
- **An Invitation to Continue a Legacy of Passion, Promotion, and Profit in the Art World:** The ideal buyers of the four companies for sale should be well-cultivated art enthusiasts.
  - They should appreciate the value of contemporary art and be passionate about supporting artists and their work.
  - These buyers should understand the importance of these platforms in promoting artists and their work, and be willing to continue the legacy of these companies in the art world.
  - They should also have the resources and network to further expand the reach of these companies, and continue to make them profitable and enjoyable for artists and art lovers alike.

## RESILIENCE OF CONTEMPORARY ART AS AN INVESTMENT

Contemporary art has proven particularly viable as an investment. The art market is independent of the stock market and often termed “currency neutral,” meaning that its resell value tends to remain high even when the economy is performing poorly.

This resilience is due in part to the market’s unique ability to regulate its own supply and demand, resulting in prices for artworks remaining relatively stable even during financially rocky periods. The art market’s resilience and its ability to maintain value even in fluctuating economic conditions can influence the value of these businesses.

- **The Business Models:** Art publishing and art galleries have traditionally played a crucial role in the art system, serving as gatekeepers alongside other types of intermediaries, such as auction houses, art dealers, and, more recently, art fairs. Art galleries occupy a unique position at the intersection of art and trade, supporting artists, supplying collectors and interacting with cultural institutions. The specific business models adopted by the galleries, including their strategies for supporting artists, supplying collectors, and interacting with cultural institutions, can significantly impact their value.

- **Influence of Art Fairs:** Major art fairs have evolved into powerful entities that regulate galleries’ access to profitable markets. Art fairs intervene in a value-adding process, by increasing galleries’ reputation and broadening their market reach. Participation in major art fairs can enhance a gallery’s reputation and market reach, thereby influencing its value.

- **Digital Transformation:** The art market’s new openness to experimentation, digital advances and risk-taking has also led to online channels providing greater accessibility and convenience to buyers, opening up more opportunities for investment. The ability of these businesses to adapt to digital transformation, including leveraging online channels for greater accessibility and convenience, can also contribute to their value and growth opportunities.

## GROWTH OPPORTUNITIES

- **Embrace technology:** Explore innovative technologies such as artificial intelligence (AI) in editing WOA/MOT, virtual reality (VR), and publishing the first-ever books and magazines on electronic flexible surfaces (EFS). Although EFS does not exist yet outside of some secret laboratories, I anticipate and hope that soon electronic paper will become the standard for MOT and WOA publishing.

- **Transforming Online Galleries into Augmented Reality Art Spaces:** Consider hosting exhibitions at Art Addiction Online Gallery and Artoteque Online Gallery of Contemporary Art, trans-formed into laser sculpting spaces for holographic art shows and electronic new cyber art, among many more visionary but implementable projects based on today’s augmented reality (AR) experiences.

- **Enhancing the Art-Buying Experience through Technological Innovation:** Blockchain-based authentication could also be used to enhance the online art-

buying experience and differentiate from competitors. Leveraging technology can provide a unique and immersive experience to customers, thereby giving a competitive edge.

- **Increase sales:** Boost sales in both publishing of books as well as the magazine electronic art profiles subscription for artist, art galleries, art fair, art organizations and art museums profile and website advertising. This could be achieved through targeted marketing campaigns, promotional offers, and customer loyalty programs.

- **Expand network:** Further expand the network of distributors and publishers. This could open up new avenues for distribution and increase the reach of the high quality de facto and electronic /eBooks publications

- **Expand into new markets:** Explore opportunities to reach untapped markets through targeted marketing efforts, international exhibitions, and strategic partnerships with galleries, museums, art fairs or art organizations. This could help in diversifying the customer base and increasing global presence.

- **Enhance online presence:** Invest in digital marketing strategies, new websites, SEO optimization, and user-friendly website features to attract more online visitors and facilitate seamless art purchases. A strong online presence can significantly boost sales and customer engagement.

- **Collaborate with emerging artists:** Partnering with up-and-coming artists can offer fresh perspectives and unique artworks, potentially leading to exclusive collections and increased market appeal. This could also help in staying relevant and appealing to a younger audience.

- **Customer engagement:** Develop strategies to increase customer engagement, such as interactive content, social media campaigns, and customer feedback initiatives. Engaged customers are more likely to become repeat customers and can also become advocates for the brand.

- **Sustainability:** Consider incorporating sustainability in business practices. This could range from using eco-friendly materials (new paper, handmade paper) in publications to supporting artists who focus on environmental themes. Sustainability is a growing concern among consumers and can enhance the brand's image.

## **COST OF SALES**

Over the past three decades, costs associated with the exhibiting and museum-quality contemporary art publication and production have remained approximately in the 13% to 15% range.

This consistent cost management has contributed to the financial stability of the businesses. The most recent year showed a gross margin of 87%, indicating a high level of profitability. This strong financial performance is a testament to the effective business model and the enduring appeal of the art pieces. It also provides a solid foundation for future growth and expansion.

# Extended Business Presentation

## MASTERS OF TODAY (MOT) PUBLISHING

US\$ 2,352,843.9 | art promotion paid by artists



**ART**  
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[publishing@mastersoftoday.com](mailto:publishing@mastersoftoday.com)  
<https://www.mastersoftoday.com>

An exceptional opportunity to acquire Masters of Today (MOT) Publishing, a globally recognized contemporary art publishing platform with over 4,214 published artists. This artist-led enterprise operates with a net profit margin exceeding 87.23%, generating US\$ 2,352,843.9 in advertising revenue through promotional services for artists and their sponsors.

### **Global Reach & Artistic Excellence**

MOT showcases international artists selected for their achievements in fine arts and cultural impact. The Contemporary Artists Art Books Series features a curated blend of established and emerging talents, offering collectible publications that serve both as artistic showcases and valuable assets for collectors.

With millions of artists worldwide, only a select few are chosen for publication, making inclusion in MOT a prestigious milestone. The platform contributes to shaping contemporary art history by spotlighting innovative ideas and influential creators.

### **Publishing Legacy**

The MOT book series includes thousands of contemporary artworks and detailed artist profiles. Publications range from museum-quality collective volumes to bibliophile deluxe limited editions, each authentically signed and individually numbered. Distribution channels include Amazon, Barnes & Noble, and major international art fairs.

Clients span fine artists, museums, galleries, and collectors. The publishing team comprises experienced fine-art graduates with expertise in creative layout, offset printing, and editorial production, delivering museum-class publication services to the global art community.

### **Cultural Impact**

The MOT Art Book Series represents a significant archive of contemporary art, featuring 1211 unique-style artists across diverse movements and techniques. These volumes offer a panoramic view of global art trends from the past decade, reinforcing MOT's role as a cultural catalyst.

### **Operational Model**

MOT operates as a remote-based, studio-managed publishing division, adaptable and relocatable across international hubs such as Stockholm, London, Bucharest, and Venice. The business model emphasizes scalability, minimal overhead, and high-margin digital publishing.

### **Publications include:**

- Collective art books
- Bibliophile limited editions
- Contract-based custom publications
- Art catalogues and eBooks

Editorial, design, and production services are handled by a team of fine-art professionals, ensuring quality and consistency throughout the publishing process.



## WORLD OF ART (WOA) PUBLISHING

US\$ 274,176.00 | Net profit margin over 87.23% from advertising revenue.



An exceptional opportunity to acquire World of Art (WOA) Publishing, a distinguished contemporary art publishing platform with a proven track record of profitability and cultural impact. The business generates a net profit margin exceeding 87.23%, with US\$ 274,176.00 in advertising revenue derived from promotional services for artists and their sponsors.

### Revenue Model

Cash flow is driven by advertising fees paid by artists and sponsors, with income generated through the editing and publication of 1,498 artists featured in the top six issues of the World of Art Contemporary Art Magazine. The platform has published works from 1,855 contemporary artists, totaling over 20,000 high-quality artworks, many of which have entered museum collections and prestigious exhibitions.

### Publishing Legacy

WOA publications are highly collectible and cater to a global audience of collectors, museums, galleries, bookstores, and eCommerce platforms.

Each edition offers comprehensive documentation and analysis of contemporary art, serving as a valuable resource for art professionals and enthusiasts.



The publishing division specializes in high-quality magazines and books focused on contemporary art, culture, and theory. Collaborations with artists, galleries, and museums ensure tailored content development and strategic storytelling, enhancing visibility and market appeal.

### Strategic Network

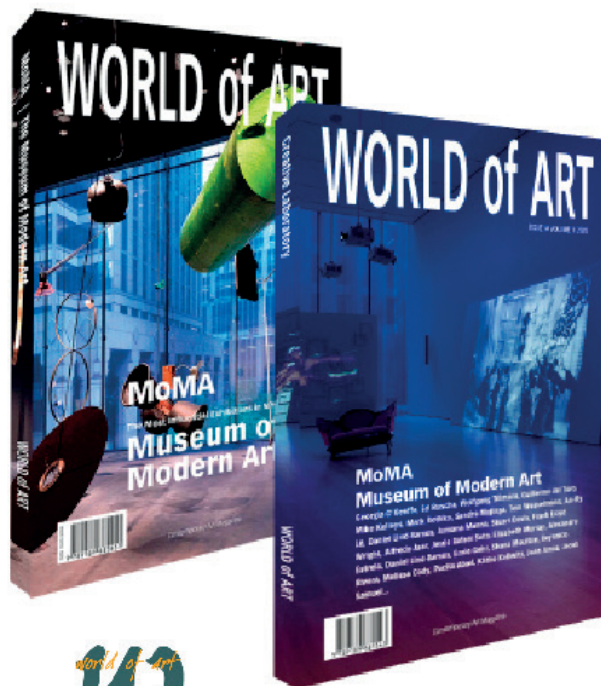
With a network of over 6,000 artists, galleries, art fairs, and museums, WOA maintains long-term relationships built on trust and shared artistic values. The platform is designed to reflect the evolving needs of modern art marketers and to amplify the visibility of contemporary artists in the global art market.

### Editorial Excellence

Recognized alongside Art News and Art in America, World of Art Magazine functions as a leading advertorial publication showcasing artist portfolios and gallery profiles. Each book is conceived as both a visual object and a documentation of the artistic process, with custom publishing plans developed from concept to distribution.

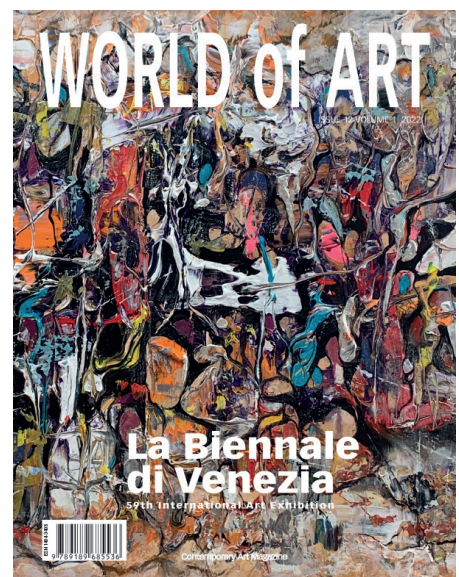
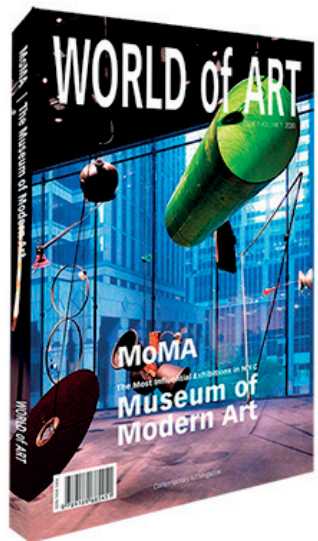
The magazine, available in both print and digital formats, covers visual arts, prominent art figures, exhibition reviews, and major events

**ART**  
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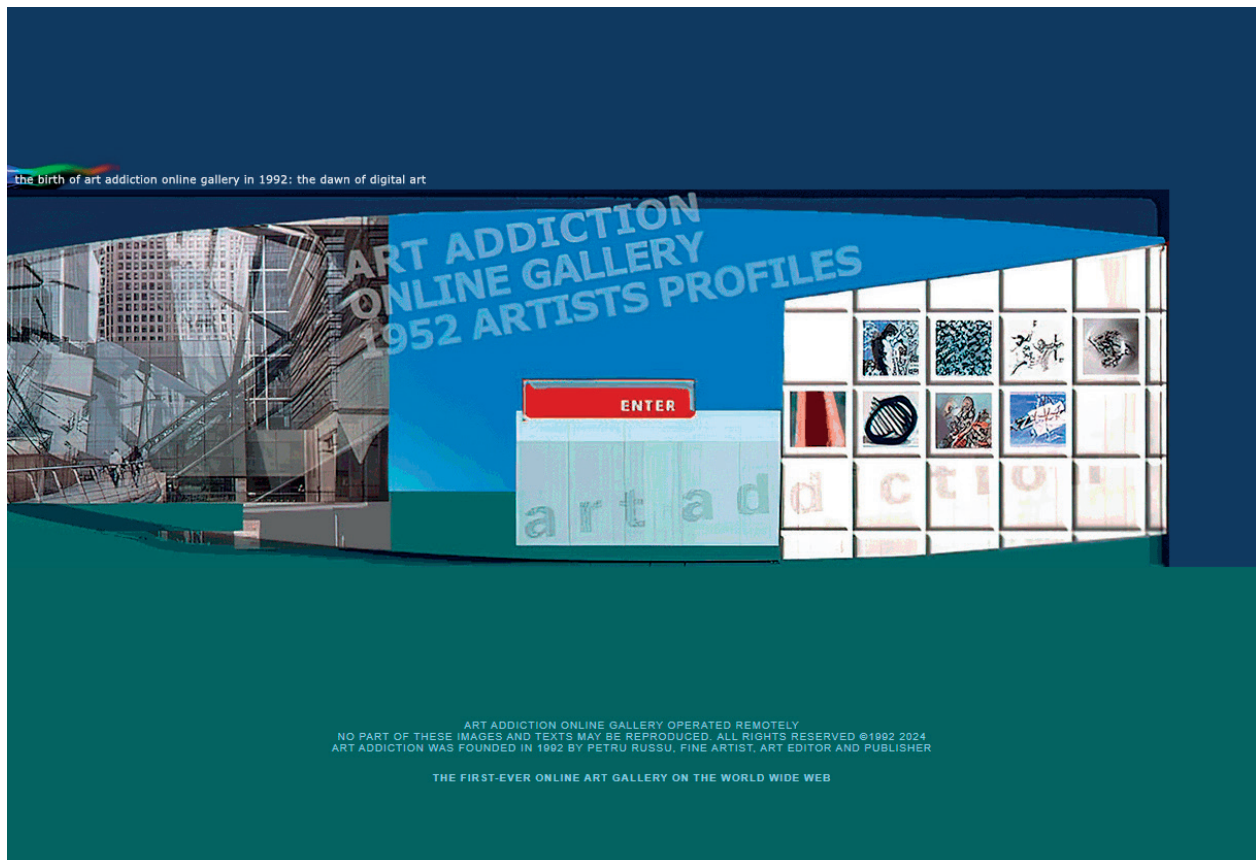


in contemporary art. Since its founding in 1999, WOA has featured groundbreaking projects from institutions such as MoMA, Guggenheim, Del Prado Museum, Venice Biennial, Berlin Biennial, and Shanghai Biennial, among others.

### Cultural Relevance

WOA publications are respected for their in-depth coverage of contemporary art trends and serve as essential resources for artists, curators, collectors, and cultural institutions. The platform continues to shape the narrative of contemporary art through its editorial vision and publishing excellence.





## ART ADDICTION ONLINE GALLERY

US\$ 232,288.00 | 1952 Artist Profiles

Established in 1992, Art Addiction Online Gallery ([www.artaddiction.net](http://www.artaddiction.net)) holds the distinction of being the first-ever online art gallery on the World Wide Web. With a legacy spanning over three decades, the platform has evolved into a thriving digital business, featuring over 1,952 artist profiles and hosting more than 10,000 contemporary artworks.

### Revenue Model

Cash flow is generated through advertising fees paid by artists and sponsors, with an average investment of US\$ 119 per featured artist. This model yields a net profit margin exceeding 87.23%, making Art Addiction a highly profitable and scalable digital enterprise.

### Global Reach & Exhibition History

- Art Addiction is the largest online gallery of contemporary art, curating:
  - 9 annual online exhibitions (each on view for one year)
  - 1 biennial online exhibition (on display for two years)
  - 54 curated international exhibitions and competitions

- Over 6,000 artists showcased

The gallery's permanent collection includes 10,000+ artworks available for sale and rent, representing emerging, mid-career, and established artists across diverse media and styles.

### Cultural Significance

Art Addiction has played a pioneering role in the digital art space, redefining how contemporary art is exhibited, promoted, and collected. Operated exclusively by professional fine artists, the gallery maintains strong ties with the global art market and has built an extensive database of artist members.

### Strategic Positioning

Recognized for its innovative approach, Art Addiction combines editorial excellence with digital reach, offering:

- A platform for artist interaction and community building
- Exposure to collectors, curators, and art institutions worldwide
- A revolutionary model for engaging with contemporary art online

Art Addiction Online Gallery continues to push boundaries in digital curation, positioning itself not just as a gallery, but as a transformative force in the global art ecosystem.





the leading online gallery for contemporary art  
artoteque.com



ARTOTEQUE ONLINE GALLERY OPERATED REMOTELY  
NO PART OF THESE IMAGES AND TEXTS MAY BE REPRODUCED. ALL RIGHTS RESERVED ©2004 2024  
ARTOTEQUE WAS FOUNDED IN LONDON BY PETRU RUSSU AND MARTA DIMITRESCU, FINE ARTISTS, ART EDITORS AND PUBLISHERS

## **ARTOTEQUE ONLINE GALLERY OF CONTEMPORARY ART**

US\$ 291,193.00 | Net profit margin over 87.23% from advertising revenue.

Artoteque Online Gallery ([www.artoteque.com](http://www.artoteque.com)) stands as one of the most prestigious and geographically diverse online art platforms in the world. With a net profit margin exceeding 87.23%, the gallery has generated US\$ 291,193.00 in advertising revenue, driven by promotional contributions from 2,447 featured artists, each investing a minimum of US\$ 119 to showcase their work in curated online exhibitions.

### **Global Reach & Artist Network**

Artoteque hosts over 2,460 contemporary artists and maintains a permanent collection of more than 15,000 artworks spanning various media and genres. The platform attracts a vast international audience across desktop, mobile, and tablet devices, serving as a central hub for artists, collectors, curators, and institutions.

### **Exhibition Legacy**

Since its founding in 2004, Artoteque has curated 35 international



online exhibitions and major art competitions, including annual and biennial showcases. These events provide visibility and commercial opportunities for emerging, mid-career, and established artists. The gallery also publishes art books and magazines, further expanding its cultural footprint.

### Business Model & Market Influence

Artoteque’s advertising-based revenue model has proven highly scalable and profitable. Its pioneering approach to digital curation influenced platforms such as Saatchi Art, while building upon the legacy of ArtAddiction.net, the first online art gallery on the web. Artoteque continues to evolve as a leader in the online art market, offering artists a platform to exhibit, connect, and sell their work globally.

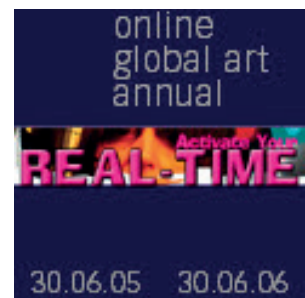
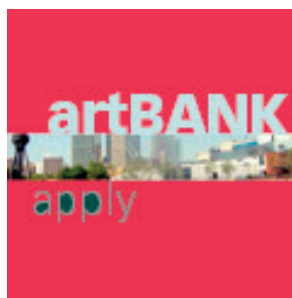
### Cultural Significance

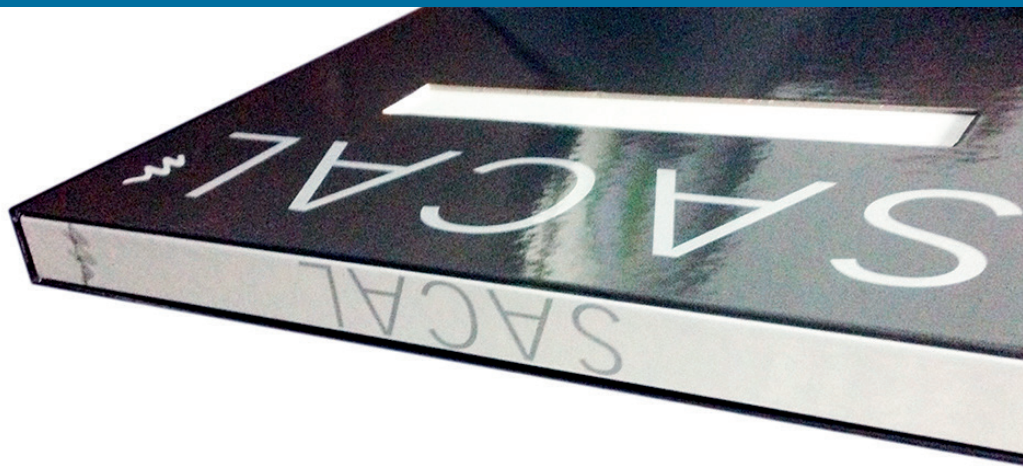
The gallery is operated by professional fine artists and art editors, with a strong emphasis on showcasing innovative contemporary art. It serves as a forum for artistic expression and cultural dialogue, stimulating aesthetic engagement and supporting the development of contemporary art worldwide.

Artoteque’s exhibitions and publications are regularly consulted by art collectors, gallery managers, museum curators, and buyers, reinforcing its role as a trusted resource in the global art ecosystem.

### Historical Context

Artoteque.com was founded by Petru Russu and Marta Dimitrescu, both fine artists and contemporary art publishers, and is based in London. Alongside ArtAddiction.net and Saatchi Art, it forms part of a lineage of influential online art platforms, each with distinct visions and contributions to the digital art landscape.





# ART

publishing is an enterprise

world of art (woa) publishing

master of today (mot) publishing

art addiction online gallery

artoteque online gallery of contemporary art

the collaboration of art  
and business can lead to  
intriguing outcomes