


EXTRA

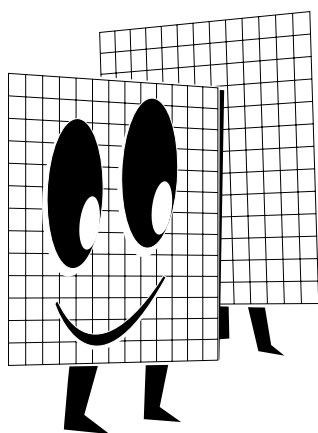
EXTRA

Media Kit 2026

advertise@extraextramagazine.com
www.extraextramagazine.com
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The sensual city through the lens of the artist's voice

Artists, Designers,
Writers, Photographers,
Thinkers, Directors –
Culture Makers



The endeavours of platform Extra Extra are devoted to the soft city, the sensual, and the artistic. Across every format, we present original, emotional and thought-provoking work by some of today's most daring voices – work that invites audiences to feel, reflect, and see the city anew.

Our audience loves this: our freely accessible and recognisable audio programme and magazine archive of nearly 15 years reads like a contemporary urban story that you want to be a part of. By presenting unique content by engaged creative voices embedded within our shared urban culture, we appeal to a curious and culturally aware audience that is highly responsive to contemporary artistic and societal conversations.

Having started as a print magazine, Extra Extra today is a platform that stretches across different mediums. Our website attracts a quarter million visitors a year from cities around the world; our live events are attended by creatives in the field and an ever-growing number of upcoming culture makers; and we have a strong following on social media.

As the cultural and publishing landscape continues to shift, Extra Extra is proud to have built a growing global audience around artistic freedom, openness and a shared sensitivity to the contemporary city. We tap into a vast network of creators and audiences engaged in an ongoing conversation about the sensual.

Extra Extra is honoured to have collaborated with cultural institutions and organisations such as CAN Art Fair Ibiza, De Appel Amsterdam, Frieze Art Fair London, Goldsmiths Centre for Contemporary Art London, HAU Berlin, Het Nieuwe Instituut Rotterdam, Jan van Eyck Academie Maastricht, Kunstinstituut Melly Rotterdam, New Tendency Berlin, and Printed Matter New York, among others.



Our Reach

Online Platform

- Monthly page views: 18.000+
- Page/visit: 3,4
- Average time on site: 02:25
- 440+ editorial articles, interviews, podcasts and other audio works
- Visitors across 150+ countries

Print Magazine

- Biannual print publication
- Print run: 7,000
- Long-form interviews, commissioned essays, artist projects and visual portfolios
- International contributors and distribution

Live Programme

Extra Extra partners with some of the most meaningful organisations and creative makers to offer cutting-edge programming:

- Guided walks through the metropole
- Neighbourhood-oriented cultural interventions
- Festive, sweltering live radio broadcasts
- Exclusive launch parties
- You can also find us at independent art book fairs in Europe

Contact

For advertising enquiries:
Natasha Rijkhoff
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Web Advertising Specs and Rates

Wide top Banner

Prominent two column wide placement at the top of the homepage.

- Suggested size: 1440 x 300 px
- Format: JPG, PNG or GIF
- Optimised for desktop and mobile visibility
- Please include destination URL
- Email files to advertise@extraextramagazine.com

1 month: €1,500

2 weeks: €800

1 week: €500

Homepage Banner

One column wide, positioned within the homepage editorial flow.

- Size: 500 x 700 px
- Format: JPG or GIF (animation possible)
- Optimised for desktop and mobile visibility
- Please include destination URL
- Email files to advertise@extraextramagazine.com

1 month: €850

2 weeks: €450

1 week: €250

