

## WIDEWALLS

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### Business Overview

Widewalls is a multi-service digital platform designed to connect art lovers, collectors, and dealers in a dynamic and innovative way. The platform offers a unique combination of a marketplace, a renowned magazine, an online academy, and various other features that cater to the modern and contemporary art sectors. With a well-established global presence and a robust user base, Widewalls is well-positioned to become one of the top art platforms worldwide.



### Opportunity Highlights

- **Diverse Revenue Streams:** The platform, which has a freemium model, leverages multiple revenue channels, including a transactional marketplace, editorial services, tuition fees, advertising, and premium services.
- **Strong Organic Traffic:** Widewalls boasts an impressive organic traffic of approximately half a million (July 2024) page views per month, with a significant following across social media platforms.
- **Cost-Efficient Operations:** The business operates on a lean model with a small, efficient team and a cost structure that allows for high profitability.
- **Scalable Technology:** Recently updated codebase optimized for scalability and search engine performance, enabling vertical and horizontal growth.



### Assets Available

- **Marketplace:** 40,000+ artworks listed by hundreds of curated art professionals, with flexible models for dealers.
- **Widewalls Magazine and Newsfeed:** 25,000 original articles and over 5000 news clips, driving high organic traffic.
- **Widewalls Academy:** Curated Online art school by globally famous art instructors with 44 courses, scalable.
- **Extensive Database:** 20,000 newsletter subscribers, 36,000 registered users, 10,300 qualified gallery emails, and 300,000 pages indexed by Google.
- **Strong Partnerships:** Media partner of more than 40 international art fairs.
- **Social Media:** 176,000 followers across platforms.



Interested parties are requested to deal specifically with Andrew Smith at SIA Group. Further information including access to a virtual data room can be provided upon execution of an NDA. Expressions of Interest must be registered by **Tuesday, 24th September 2024**.

## Deadline

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## Contact Us



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