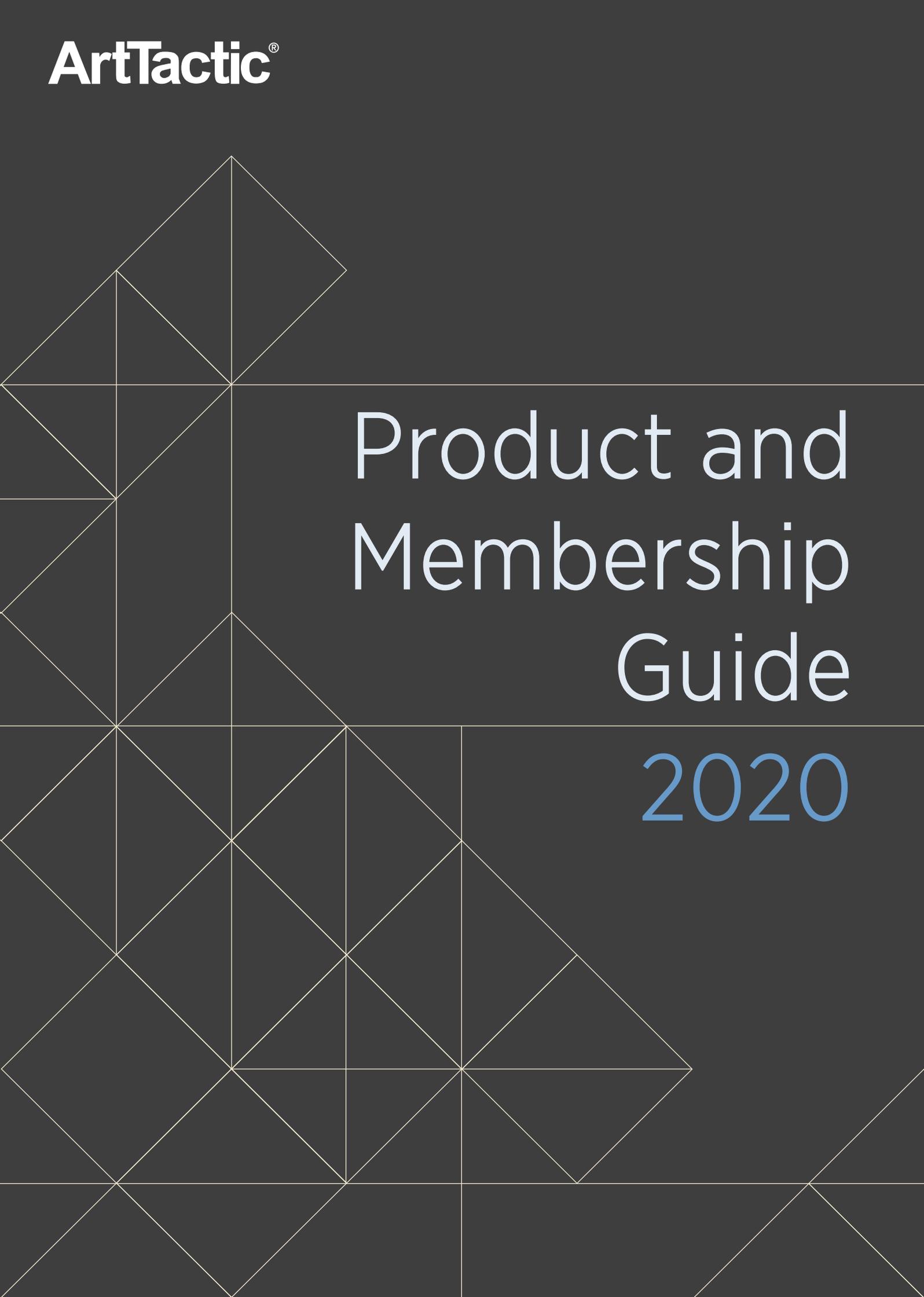


ArtTactic®



Product and  
Membership  
Guide  
2020

# ArtTactic®

The leader in providing data and analysis on the global art market ArtTactic is a pioneer in the art market. Over the last 18 years it has been at the forefront of providing data and analysis on the global art market, offering dynamic and bespoke market intelligence and research. ArtTactic is a global market leader in producing research and intelligence reports and covers a wide range of global art markets and art industries.

ArtTactic, which was founded in 2001 by Anders Petterson, is the first art market research company to use crowd-sourcing as one of its main tools for collecting qualitative and quantitative data on the art market. From the outset, the goal was to build a global art market intelligence network of thousands of knowledgeable, experienced and talented individuals.

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# Report Products Overview

Membership:	Included Products:		
<b>Tracker</b>			
<b>Analyst</b>			
<b>Analyst Pro</b>			

## AUCTION SNAPSHOTS

Auction Snapshot Reports

Auction Forecast Analysis

## AUCTION REPORTS

Post-War & Contemporary Art Evening Sales Reports

Modern & Impressionist Art Evening Sales Reports

Old Master Paintings Evening Sales Reports

Modern & Contemporary Art Hong Kong Sales Reports

## MARKET REPORTS

Photography Auction Reports

African Modern & Contemporary Auction Reports

MENA Modern & Contemporary Auction Reports

South Asian Art Market Report

Italian Auction Reports

## GLOBAL OUTLOOK & TRENDS

Art Market Outlook Reports

RawFacts Quarterly & Annual Review

## MARKET+ & INTELLIGENCE ANALYSIS

Confidence Reports

Top Artists Report

Guarantees Report

Single Owner Collection Report

## ARTIST ANALYSIS

Contemporary Artists

Post-War Artists

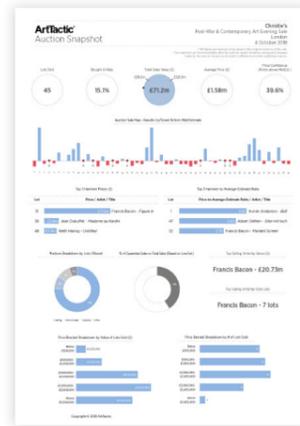
Modern Artists

Impressionist Artists

# Auction Snapshot Reports

# Auction Snapshot Reports

This snapshot presents a dashboard overview of an individual auction sale only a couple of hours after the sale has finished. The report includes auction analytics, data and top selling and performing lots. The snapshot is popular amongst art industry players who want to get a quick overview of the most recent auction results in various auction market sectors shortly after the sale has been completed.



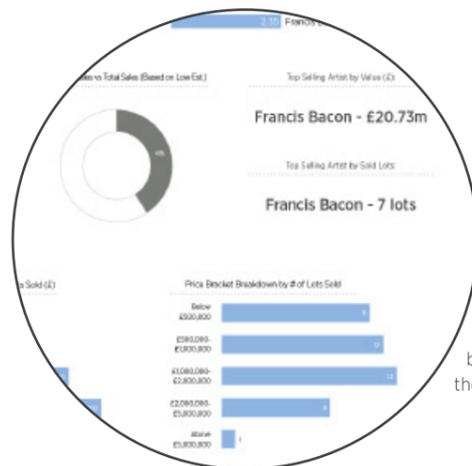
- How often is the report published? Continuously throughout the year.
- How long is the report? Every report is a 1-page dashboard.
- Which auction houses? Christie's, Sotheby's and Phillips
- Which sale locations? All global sale locations
- When is the report published? Immediately following the auction.
- What is the price of the report? N/A (Snapshots can not currently be bought as individual reports but summary reports will be available soon)
- Is the report included in the membership plans? Yes, in the following membership plans: [Tracker](#) [Analyst](#) [Analyst Pro](#)

### How did the auction perform?

Auction Overview Dashboard - Sale performance showing: Total sales vs. estimates, Average Auction Price, Sold Lots, Bought In rate and Price Confidence.

### How did each lot perform?

Auction Sale Map - Hammer price performance against mid estimate shows the performance and flow of the sale lot by lot, including which lots that were bought in.



### Who are the top selling artists?

Top Prices - Top selling artist by both value and volume of lots sold.

### Which price segments drive the sales totals?

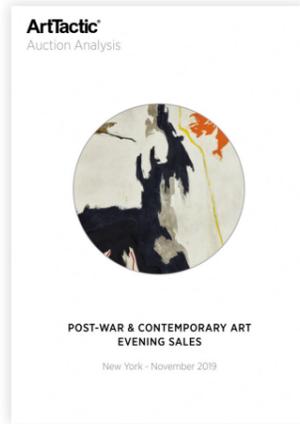
Price Bracket Breakdown - Price breakdown by value and volume for the different price brackets.

# Auction Reports

# Post-War & Contemporary Evening Sales Reports

The Post-War & Contemporary Art Evening Sales Reports are published seasonally following the major evening auctions. The reports present an in-depth comparative analysis of the Post-War & Contemporary art. The report provides analytical tools looking at annual auction trends from 2007-2018, top performing lots and artists, auction guarantee analysis as well as detailed lot lists for each auction house.

- How often is the report published? 5 times per year (March/June/October for London and May/November for New York)
- How long is the report? About 20 pages, but it can vary between seasons.
- Which auction houses? Sotheby's, Christie's and Phillips
- Which sale locations? London and New York
- When is the report published? Typically 2-3 days after the final sale of the week has taken place.
- What is the price of the report? £125 (plus VAT)
- Is the report included in the membership plans? Yes, in the following membership plans: [Analyst](#) [Analyst Pro](#)



# Impressionist & Modern Evening Sales Reports

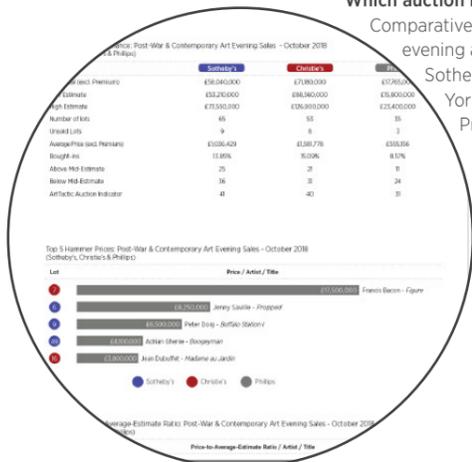
The Impressionist & Modern Evening Sales Reports are published seasonally following the major auctions in London and New York. The reports present an in-depth comparative analysis of Modern & Impressionist art. The report also provides analytical tools looking at annual auction trends from a historic perspective, top performing lots and artists, auction guarantee analysis as well as detailed lot lists for each of the two auction houses, Sotheby's and Christie's.

- How often is the report published? 4 times per year (February/June for London and May/November for New York)
- How long is the report? About 14 pages, but it can vary between seasons.
- Which auction houses? Sotheby's and Christie's
- Which sale locations? London and New York
- When is the report published? Typically 2-3 days after the final sale of the week has taken place.
- What is the price of the report? £125 (plus VAT)
- Is the report included in the membership plans? Yes, in the following membership plans: [Analyst](#) [Analyst Pro](#)

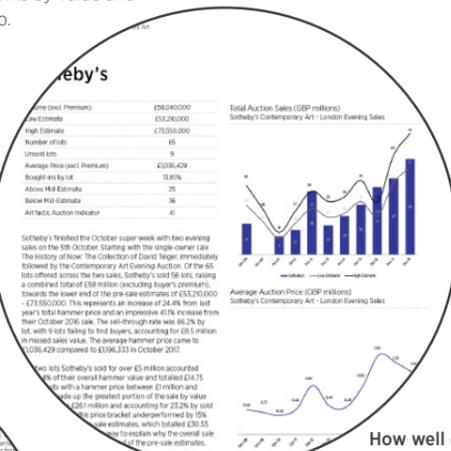


## Which auction house performed best?

Comparative Performance - Post-War & Contemporary art evening auction sales performance comparison between Sotheby's, Christie's and Phillips in London and New York including: Total sales vs Estimates, Average Prices and level of Guarantees

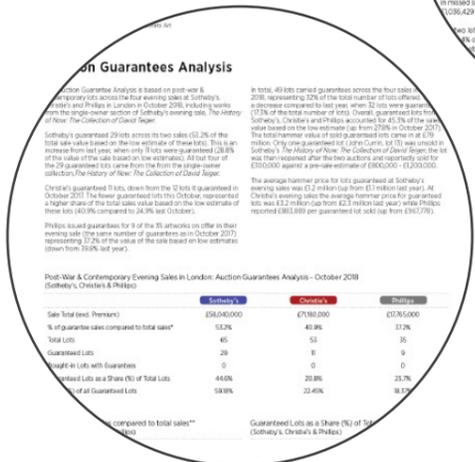


Top Prices - Top selling works by value and hammer-to-estimate ratio.



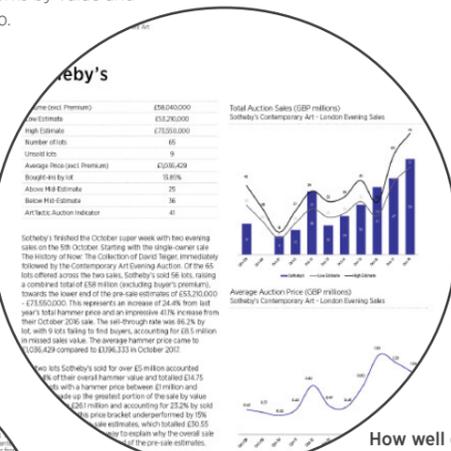
## What is the impact of auction guarantees?

Auction Guarantee Analysis - Auction guarantee breakdown and analysis for Sotheby's, Christie's and Phillips compared to previous auction seasons.



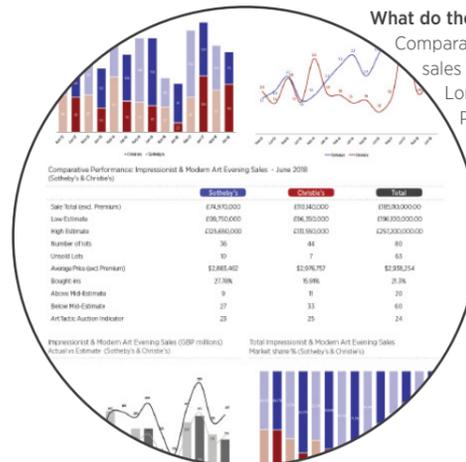
## How well did each auction house do compared to historic trends?

Auction House Performance - Auction analysis by individual auction house. Includes analytical tools looking at annual trends since 2008 as well as a sale breakdown by Gender, Medium, Price brackets and deceased/living artists.

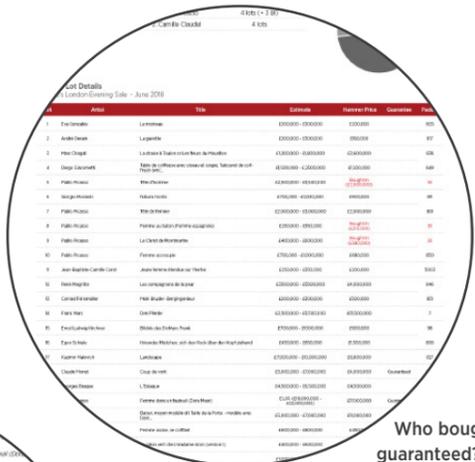


## What do the latest sales figures tell us about the state of the market?

Comparative Performance - Impressionist & Modern art evening auction sales performance comparison between Sotheby's and Christie's in London and New York, including: Total sales vs Estimates, Average Prices and level of Guarantees

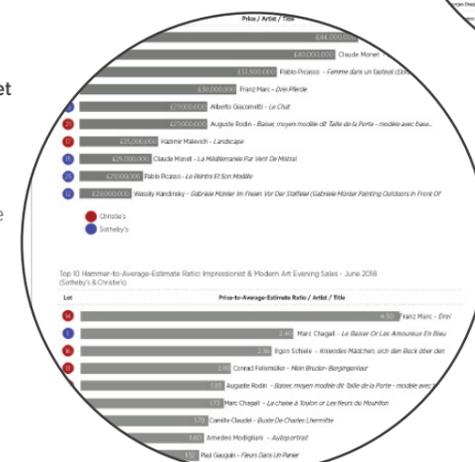


Historic Auction Overview - Comparing auction totals and market share for Sotheby's and Christie's since 2012



## Who bought lots? Were lots guaranteed?

Auction Lot Details - Details on the full auction with results, including hammer prices, guarantees, bought-in lots and winning bids.



# Old Master Paintings Evening Sales Reports

The Old Master Paintings Evening Sales Reports are published seasonally following the major auction calendar in London and New York. In addition to an in-depth comparative analysis of the Old Master market, these reports often have 'Special Report' sections focusing on a particular theme or artist. The report also provides analytical tools looking at annual auction trends from a historic perspective, top performing lots and artists, as well as detailed lot lists for both auction houses (Sotheby's and Christie's).

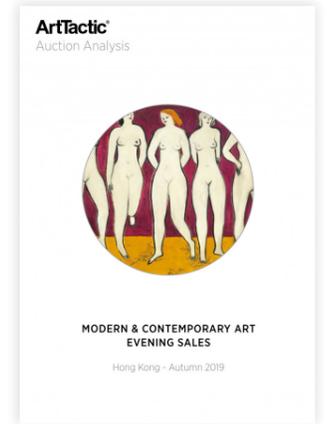
- How often is the report published? 3 times per year (July/December for London and April for New York)
- How long is the report? About 10-12 pages, but it can vary between seasons.
- Which auction houses? Christie's and Sotheby's
- Which sale locations? London and New York
- When is the report published? Typically 2-3 days after the final sale of the week has taken place.
- What is the price of the report? £125 (plus VAT)
- Is the report included in the membership plans? Yes, in the following membership plans: **Analyst** **Analyst Pro**



# Modern & Contemporary Hong Kong Sales Reports

The Modern & Contemporary Hong Kong Sales Reports are published seasonally following the major auction sales in Hong Kong. The reports present an in-depth comparative analysis of Hong Kong Modern & Contemporary art market. The report provides analytical tools looking at annual auction trends from 2016-2019 and top performing lots and artists.

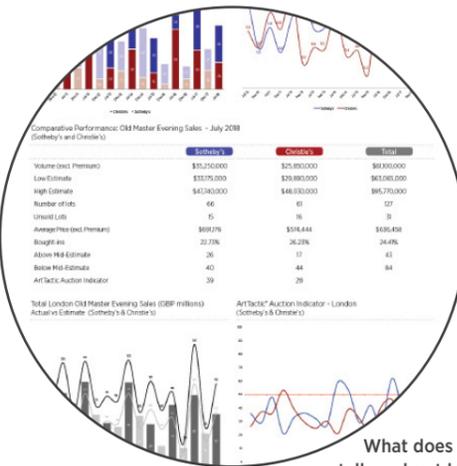
- How often is the report published? 2-3 times per year (March/May/November)
- How long is the report? About 16 pages, but it can vary between seasons.
- Which auction houses? Sotheby's, Christie's and Phillips
- Which sale locations? Hong Kong
- When is the report published? Typically 2-3 days after the final sale of the week has taken place.
- What is the price of the report? £125 (plus VAT)
- Is the report included in the membership plans? Yes, in the following membership plans: **Analyst** **Analyst Pro**



**Auction Lot Details**  
Sotheby's London Evening Sale - 4 July 2018

Lot	Artist	Title	Estimate	Hammer Price	Final Price
1	Richard Wilson Turner, R.A.	St Peter Paul (detail)	£1,000,000	£1,000,000	£1,000,000
2	Richard Wilson Turner, R.A.	St Peter Paul (detail)	£1,000,000	£1,000,000	£1,000,000
3	Richard Wilson Turner, R.A.	St Peter Paul (detail)	£1,000,000	£1,000,000	£1,000,000

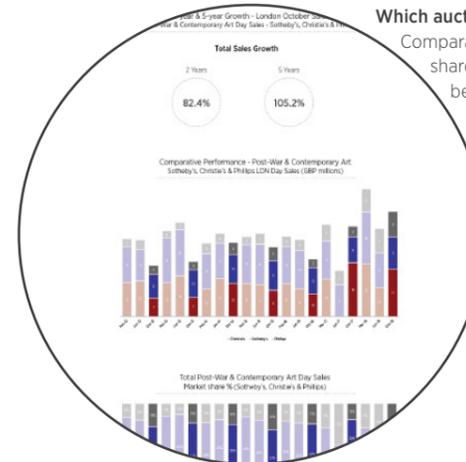
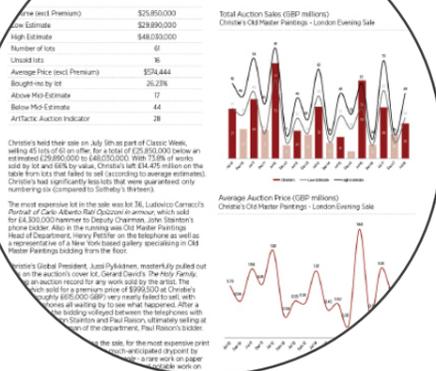
**Where do winning bids come from?**  
Auction Lot Details - Detailed list on the full auction result, including hammer prices, guarantees, bought-in lots and type of bids.



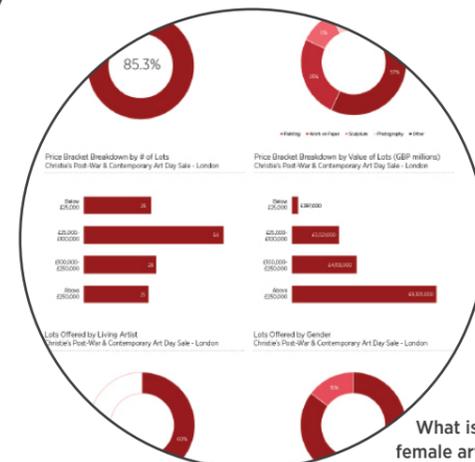
**What does the Auction Indicator tell us about buyer's confidence?**  
Comparative Performance - Old Master Painting evening auction sales performance comparison between Sotheby's and Christie's in London and New York, including: Total sales vs Estimates, Average Prices, Auction Indicator (hammer to estimate-ratio) and level of Guarantees.

Historic Auction Overview - Comparing auction totals and market share for Sotheby's and Christie's since 2010.

**How well did the auction sale perform compared to its estimates?**  
Sale Analysis - Auction analysis for each individual auction house. Includes analytical tools looking at annual trends since 2012 as well as a sale breakdown by Gender, Medium, Price brackets and deceased/living artists.



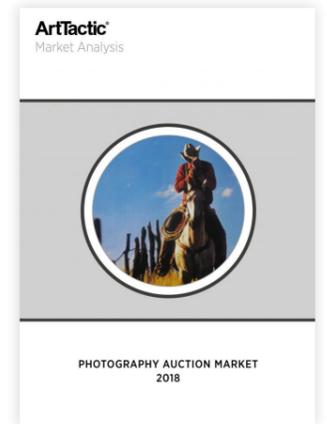
**Which auction house dominates the middle-market?**  
Comparative Auction Performance - Totals and Market share by auction house compiled per season between 2016-2019. Sales growth over a two and five year period.



**What is the percentage of female artists?**  
Auction House Analysis - Auction analysis for each individual auction house. Includes analytical tools looking at annual trends since 2016 as well as a sale breakdown by Gender, Medium, Price brackets and deceased/living artists.

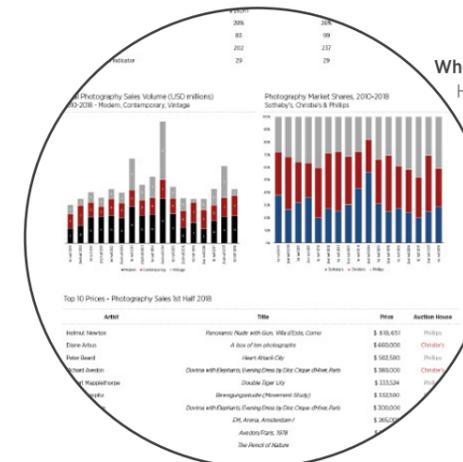
# Photography Market Reports

The Photography Auction Market Reports are typically published twice a year. First as a roundup of the first 6 months, followed by a full year analysis. The report covers Sotheby's, Christie's and Phillips' major photography sales in London and New York. The reports present an in-depth comparative analysis of the photography sector, including a breakdown of Contemporary, Modern and Vintage Photography. The report also provides analytical tools looking at annual auction trends and top performing lots and artists.



- How often is the report published? 1-2 times per year
- How long is the report? About 8-10 pages, but it can vary between seasons.
- Which auction houses? Christie's, Sotheby's and Phillips
- Which sale locations? London and New York
- When is the report published? The first one is often published around July/August and the second one at the end of the year, around December/January.
- What is the price of the report? £150 (plus VAT)
- Is the report included in the membership plans? Yes, in the following membership plans: [Analyst](#) [Analyst Pro](#)

## Market Reports

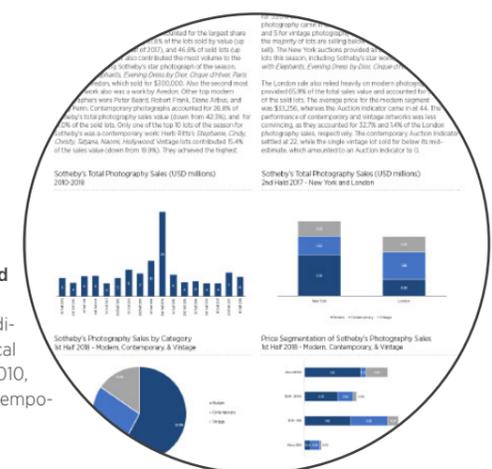


**Who is the market leader in Photography?**  
Historic Auction Overview - Comparing auction totals and market share for Sotheby's, Christie's and Phillips since 2010

Top Prices - Ranked by the highest prices achieved and by top price-to-estimate performance across all auctions.

### What is the share of contemporary photography and how has it changed since 2010?

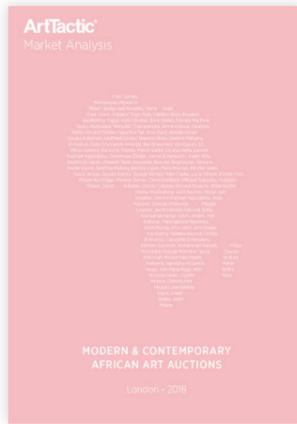
Sale Analysis - Auction analysis by individual auction house. Includes analytical tools looking at annual trends since 2010, comparing Vintage, Modern and Contemporary photography prices.



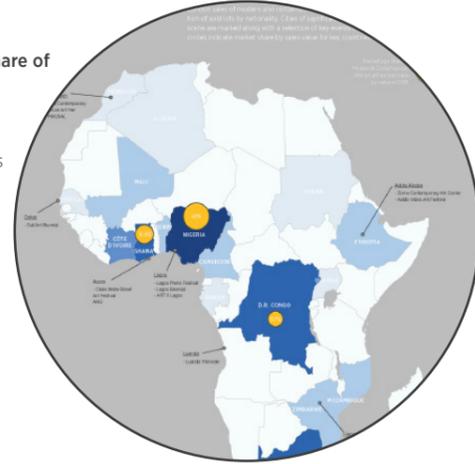
# African Modern & Contemporary Auction Report

The Modern and Contemporary African Auction Market report is published annually, covering the London auction market for the sector. The report currently tracks the performance of Sotheby's and Bonhams but will include regional auction houses specialising in this sector in future editions. The report presents an in-depth comparative analysis of the sector, with a focus on Modern and Contemporary art as well as looking at artists nationality. Annual auction trends analysis, top performing lots and artists and much more can also be found in the report.

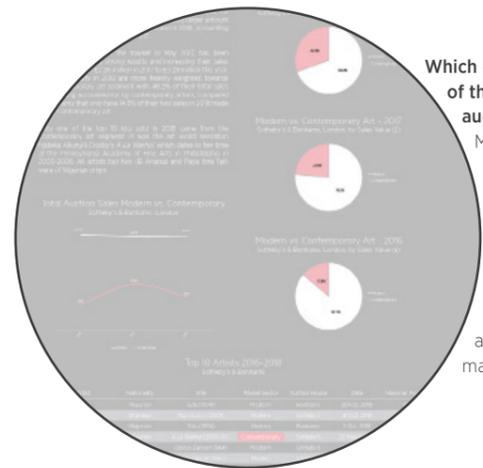
- How often is the report published? Once a year
- How long is the report? About 20 pages, but it can vary year on year.
- Which auction houses? Bonhams and Sotheby's
- Which sale locations? London
- When is the report published? At the end of the year, around November/December.
- What is the price of the report? £150 (plus VAT)
- Is the report included in the membership plans? Yes, in the following membership plans: **Analyst** **Analyst Pro**



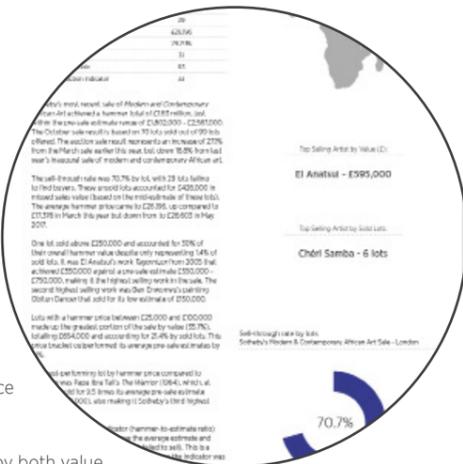
**Which country accounts for the highest share of African artists at auction?**  
Regional Heat Map - Breakdown of auction sales by artists' country of origin for Sotheby's and Bonhams sales. Highlights cities of significant importance to the regional art scene.



**Which country accounts for most of the contemporary artists at auction?**  
Market Sector Analysis - Breakdown of auction sales by modern and contemporary segments for Sotheby's and Bonhams.



**Top Prices & Average Prices**  
- Ranking of highest selling artists and average prices per market sector.



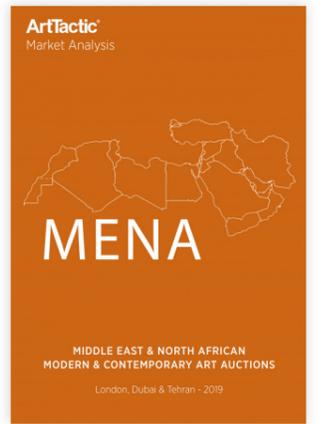
**Who was the best selling artist in 2018?**  
Sale Analysis - Sale analysis by individual auction including analytical tools looking at sale breakdown by Gender, Medium, Price brackets and deceased/living artists.

**Top Performing Artists** - Top selling artist by both value and volume of lots sold.

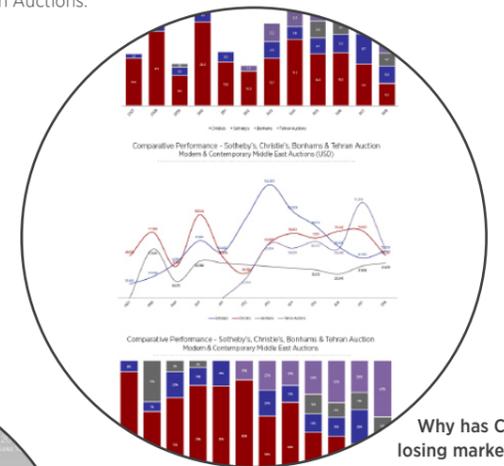
# Modern & Contemporary Middle East & North Africa Auction Report

The Modern and Contemporary Middle Eastern and North African Auction Market report is published annually, covering the London, Dubai and Tehran auction market for the sector. The report currently tracks the performance of Christie's Sotheby's, Bonhams and Tehran Auctions. The report presents an in-depth comparative analysis of the sector, with a focus on Modern and Contemporary art as well as looking at artists nationality. Annual auction trends analysis, top performing lots and artists and much more can also be found in the report.

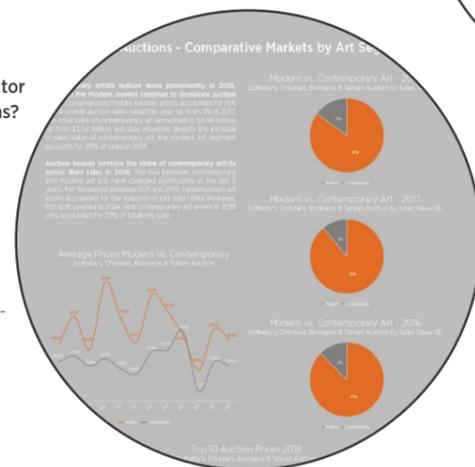
- How often is the report published? 1-2 times per year
- How long is the report? About 20 pages, but it can vary between seasons.
- Which auction houses? Bonhams, Christie's, Sotheby's and Tehran Auction
- Which sale locations? London, Dubai and Tehran
- When is the report published? The first one is often published around July/August and the second one at the end of the year, around December/January.
- What is the price of the report? £150 (plus VAT)
- Is the report included in the membership plans? Yes, in the following membership plans: **Analyst** **Analyst Pro**



**Are Iranian artists the most important group of contemporary Middle Eastern artists today?**  
Regional Heat Map - Breakdown by country of intensity of modern or contemporary sales. Highlights modern and contemporary artists based on their prominence in sales by Sotheby's, Christie's, Bonhams and Tehran Auctions.



**Will the Modern Middle-Eastern sector continue to dominate the sale rooms?**  
Market Sector Analysis - Breakdown of auction sales by modern and contemporary segments for Sotheby's, Christie's Bonhams and Tehran Auctions



**Top Prices & Average Prices** - Ranking of highest selling artists and average prices per market sector.

**Why has Christie's been losing market share in the Middle-Eastern market?**

Historic Auction Overview - Comparing auction totals, average prices and market share for Sotheby's, Christie's, Bonhams and Tehran Auctions since 2007.

# South Asian Art Market Report

With a focus on the South Asian gallery sector, particularly looking at sales levels, average prices, analysis of different sales channels, including art fairs and online sales, the 2018 survey conducted among galleries also highlights some of the key challenges facing the sector and suggestions for how these challenges might be addressed. The 2019 report presents a unique insight into a sector, where very little pre-existing data exists, and offer an alternative view of the South Asian art market seen through the eyes of the galleries.



- How often is the report published? Once a year
- How long is the report? About 30-40 pages, but it can vary year on year.
- Which auction houses? All major global and regional auction houses active in the market
- Which sale locations? New York, London, Mumbai and New Delhi
- When is the report published? At the beginning of the year.
- What is the price of the report? £150 (plus VAT)
- Is the report included in the membership plans? Yes, in the following membership plans: [Analyst](#) [Analyst Pro](#)

# Global Outlook and Trends

**Where are the modern and contemporary art galleries based in the region**  
Regional Heat Map - Breakdown by location of intensity of modern or contemporary art galleries.

**What is the average sale price for an artwork in your gallery?**  
Gallery survey - Results and findings from the survey conducted with South Asian art galleries in 2018. Learn about prices, collector segments, trends and much more in the report.

**How much of your annual sales goes to international buyers?**  
Gallery survey - Results and findings from the survey conducted with South Asian art galleries in 2018. Learn about prices, collector segments, trends and much more in the report.

# Art Market Outlook Report

The Outlook report looks at international auction trends for modern and contemporary art since 2010. They also include predictions and forecasts for where the global art market might be heading in the next 12 months. The markets typically covered are; US, UK, Europe, China, South Asia, Southeast Asia, Middle-East, Latin America, Africa, and Russia.



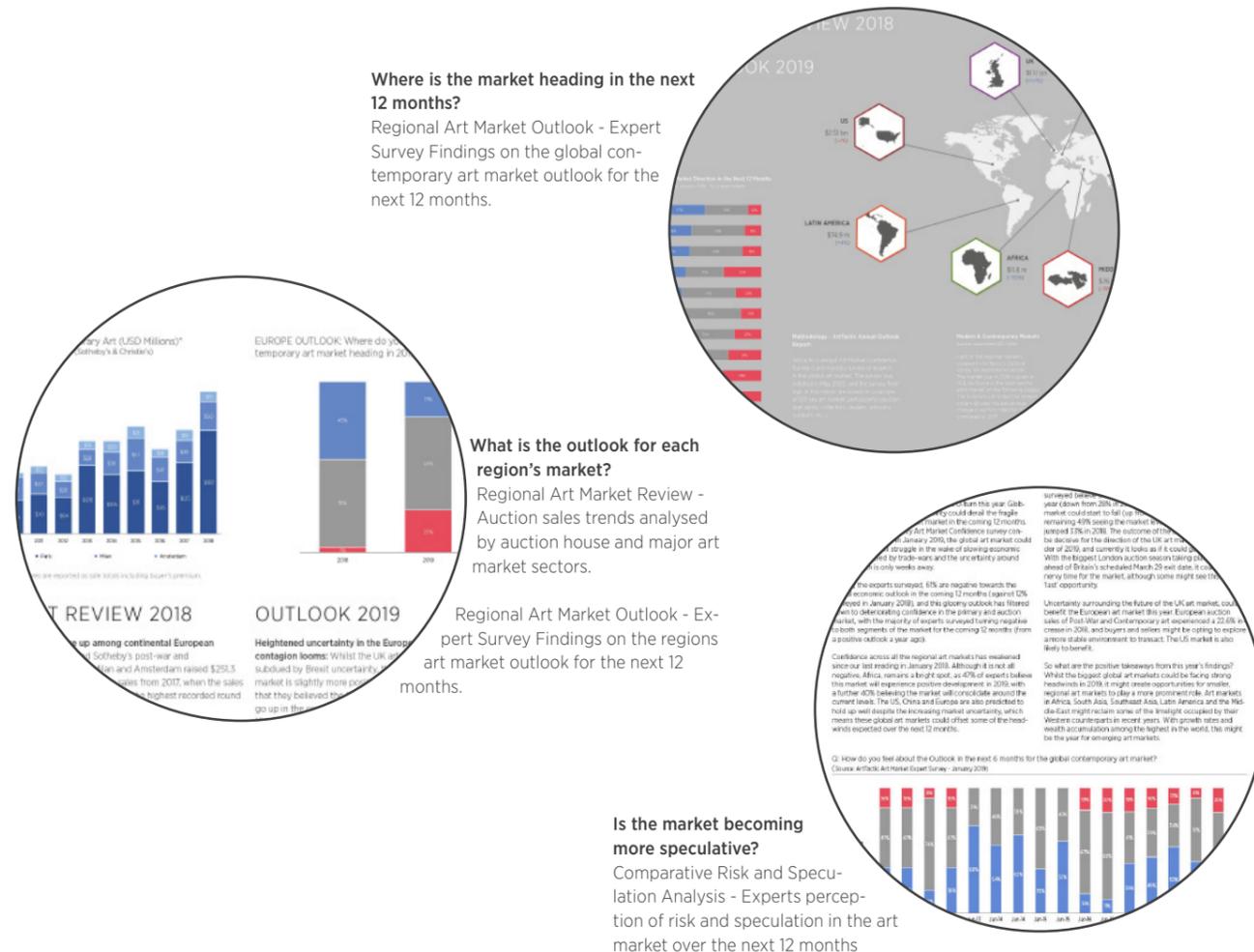
- How often is the report published? Once a year
- How long is the report? About 16 pages, but it can vary between years.
- Which auction houses? Multiple global and regional auction houses
- Which sale locations? Multiple global locations
- When is the report published? At the beginning of the year, around January/February.
- What is the price of the report? £150 (plus VAT)
- Is the report included in the membership plans? Yes, in the following membership plans: **Analyst** **Analyst Pro**

# RawFacts Half Year Report & Annual Review

RawFacts Quarterly Reports and the Annual Review show a comparative analysis of all auctions at Sotheby's, Christie's and Phillips. The reports capture the year-on-year sales figures, geographical trends and which collecting segments that are driving the current auction market. These reports presents market and sales trends ahead of auction houses own performance announcements.



- How often is the report published? Twice per year
- How long is the report? About 20 pages, but it can vary between seasons.
- Which auction houses? Christie's, Sotheby's and Phillips
- Which sale locations? All global sale locations
- When is the report published? The first one is published after 2Q in July and the final report is the full-year Auction Review, which is published in January.
- What is the price of the report? £150 (plus VAT)
- Is the report included in the membership plans? Yes, in the following membership plans: **Analyst** **Analyst Pro**



# Art Market Confidence Reports

Confidence reports are based on ArtTactic's Art Market Confidence survey. The Art-Tactic Art Market Confidence Indicator was launched in May 2005 and is now in its 40th edition. The survey is modelled on a similar methodology to the CEO confidence Survey that was launched in 1976 by the Conference Board in the US. We believe that the opinions of a small group of select 'art insiders', being collectors, auction houses, advisors and other art professionals provide a valuable insight into the perception about the current and future state of the art market.

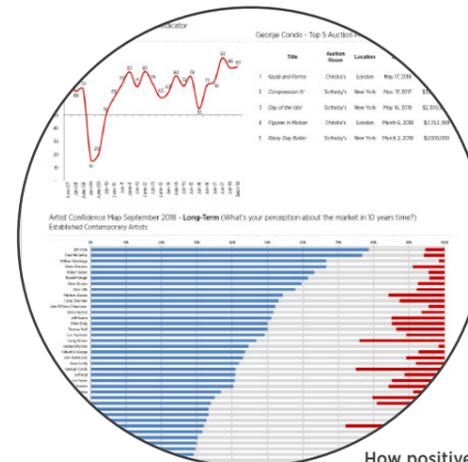
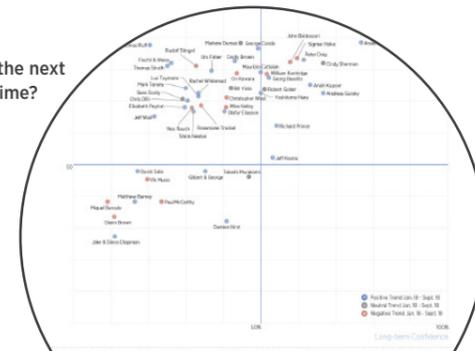


- How often is the report published? 1-2 times per year
- How long is the report? About 12-15 pages, but it can vary depending on the type of market sector.
- Which auction houses? N/A
- Which sale locations? N/A
- When is the report published? In the early autumn and beginning of the year.
- What is the price of the report? £150 (plus VAT)
- Is the report included in the membership plans? Yes, but only in the **Analyst Pro** membership plan:

## Market+ and Expert Analysis

**Which artists are perceived to do well in the next 6 months and who will stand the test of time?**

Artist Confidence Quadrant - Short-term vs. Long-term confidence for Established and Emerging Contemporary artists. The Confidence Quadrant provides a snapshot of what experts feel about the markets for particular artists

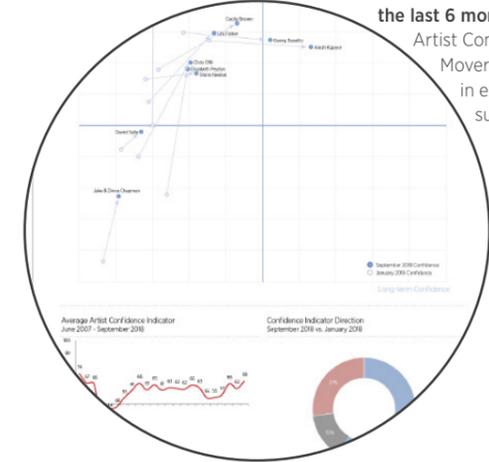


**How positive is the market for the surveyed artists?**

Artist Confidence Map - Short-term (6 months) and Long-term (10 years) confidence for Established and Emerging Contemporary artists.

**Which artists have seen the biggest change in the last 6 months?**

Artist Confidence Quadrant: Top Movers - Shows the biggest changes in experts confidence between surveys.



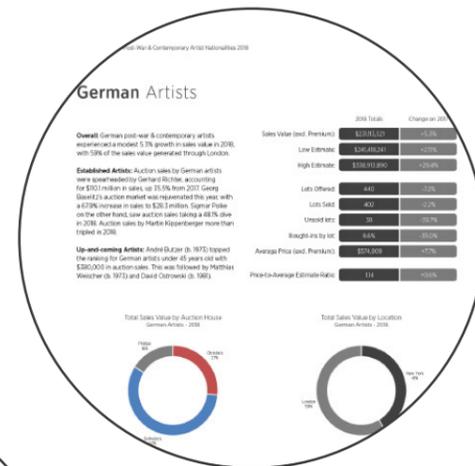
# Top Artists Report

This second ArtTactic Top Artists report provides a unique insight into post-war & contemporary art auctions at Sotheby's, Christie's and Phillips in the last four years. Over 20,800 lots and around 1,940 artists from both evening and day sales were analysed. This report provides a new and unique insight into the status of artists from various countries and at different stages in their career, and gives a Top 250 Artist Ranking for 2019.



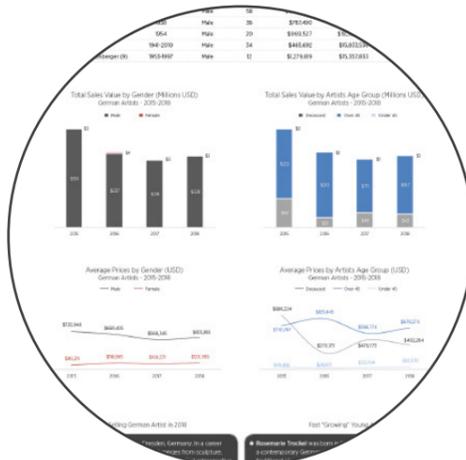
- How often is the report published? Once a year
- How long is the report? About 45 pages.
- Which auction houses? Christie's, Sotheby's and Phillips
- Which sale locations? New York and London
- When is the report published? The report is published at the end of the year.
- What is the price of the report? £195 (plus VAT)
- Is the report included in the membership plans? Yes, but only in the **Analyst Pro** membership plan:

# Artist Analysis



**Are female artists from Japan increasing its market share?**  
Historic comparison - Annual sales data and Average Prices with historic performance for gender split and artist age groups.

Artist Profiles - Mini profiles on particularly interesting artists from each country presented.



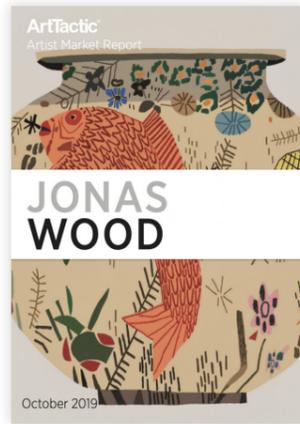
**How did German artists perform at auction last year compared 2017?**

Annual Sales by Nationality - Auction sales trends analysed by nationality for each of the top 10 countries of origin. Auction data presented along with breakdowns by location and auction house.

Top Artists - Top 10 artists by annual sales, by auction performance and for artists under 45 shown for each country.

# Artist Reports

ArtTactic's Artist Reports provide in-depth analysis on the auction market of specific artists. Including; exhibition analysis since 2000, total sales, average prices and hammer-ratio analysis, analysis by segments including; breakdown by year of creation and medium, price segmentation, top 10 price analysis and ArtForecaster analysis.

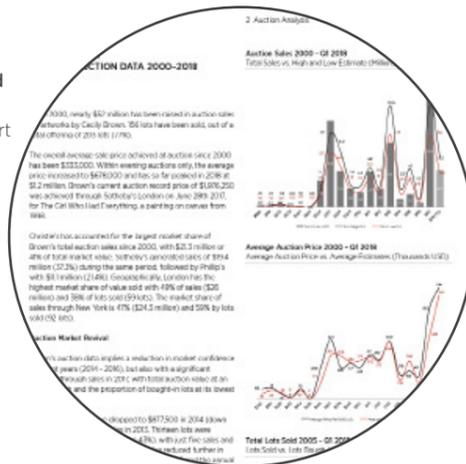


- How often is the report published? Published continuously throughout the year.
- How long is the report? It varies with every report, but typically 15-20 pages
- Which auction houses? N/A
- Which sale locations? N/A
- When is the report published? Published continuously throughout the year.
- What is the price of the report? £195 (plus VAT)
- Is the report included in the membership plans? Yes, but only in the **Analyst Pro** membership plan:

### Where is the artist's market heading and what are the current challenges?

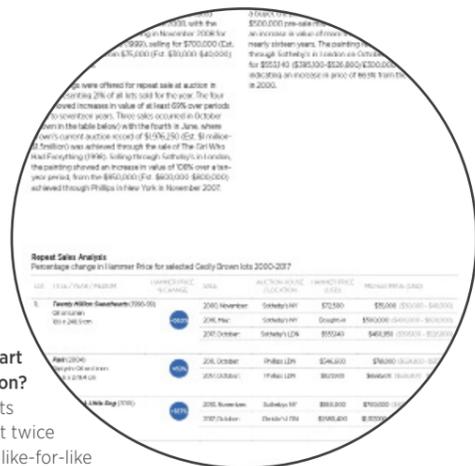
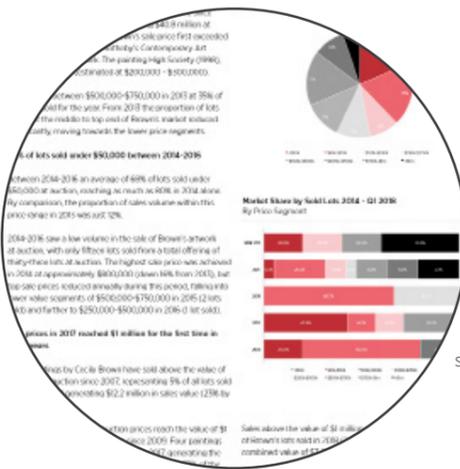
Annual auction trends analysis - The report looks at annual sales and annual average price trends.

Exhibition analysis - The report also looks at the corresponding commercial and institutional exhibition trends>



### What type of art works are performing best? What does it tell us about buyer's preferences?

In-depth analysis of sub-segments of the artist's market. This analysis breaks down the artist's oeuvre into art historical or market categories and each of these segments are analysed in details.



### How well have individual art works performed at auction?

Repeat-sales analysis of lots that have appeared at least twice at auction. This provides a like-for-like performance of key lots at auction over a given time period.

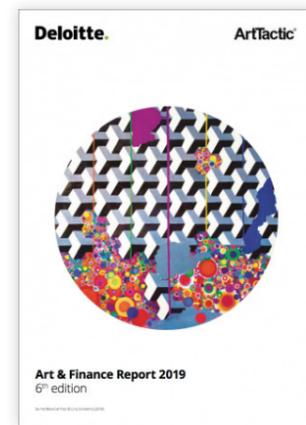
# Major Partner Publications

## Partner Reports

### Deloitte Art & Finance Report 2019

We recently published the sixth issue of the report and it has been exciting to follow and monitor how the Art & Finance industry has evolved over the years. In this report we have brought together and compared the findings and developments from the previous four editions with this year's findings.

Increasing competition in the wealth management industry has put emphasis on a more holistic wealth management model, which has become a key driver and motivation for incorporating art-related wealth into the service offering.



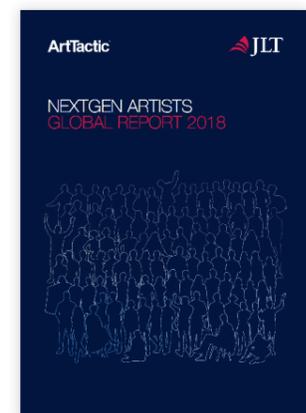
### Hiscox Online Art Trade Report 2019

The seventh annual Hiscox Online Art Trade Report, reveals an online art market worth an estimated \$4.64 billion – up 9.8% in 12 months. While still a solid year on year increase, this was lower than the 17% growth in 2017.

### JLT: NextGen Artist Global Report 2018

We are delighted to publish the new NextGen Artists Global Report 2018, a collaboration between JLT Specialty and ArtTactic.

This inaugural report presents the next generation of international artists aged 40 or below, highlighting trends within gender, education, artist hubs, art market and museum exposure.



## Partner Reports

### TEFAF: Art Dealer Finance 2018 Report

The Art Market Report 2018: Art Dealer Finance looks at the market from the perspective of both consumer and provider, to provide a better understanding of this highly opaque aspect of the art industry, the report explores how dealers source capital in an historically illiquid market, examines the solutions and products that are currently available and new innovations that are impacting the market. The 2018 edition of the TEFAF report is the first one made by ArtTactic.



### India: Art and Philanthropy Report 2019

ArtTactic, in partnership with W/R/B Underwriting, published the inaugural edition of the India: Art and Philanthropy Report 2019 in January this year. This report follows up on trends identified in previous editions of the ArtTactic South Asian Art Market Reports in 2017 and 2018. We felt that the topic around philanthropy in the arts was worth exploring as a standalone topic this year.

The reports maps out some of the important initiatives, trends and developments in the field of Art & Philanthropy in India. Several important institutions and initiatives are featured in the report along with profiles of some of the top female art philanthropists in the country.

### ValueMyStuff: The 2018 Valuations & Appraisals Market report

This unique report looks at the art and collectibles market from the viewpoint of the 'valuer or appraiser', as opposed to the traditional transactional prices based on auction sales. The report covers 49 collecting categories from Memorabilia and Scientific Instruments to Fine Art.

The report is an expert's guide to the complex and fragmented art and collectibles market, looking at both important valuation factors, risks, changes in taste and the impact on value on a broad section of art and collectibles.



# Bespoke Research & Services

## Bespoke Services

ArtTactic offers a wide range of 'white glove' research services specially designed for art collectors, art professionals and art related businesses - ranging from galleries, dealers, auction houses, online art businesses, museums, art advisors, art lawyers, insurance, logistics to art and finance related services. We work closely with our clients to tailor any research project to their specific needs.

A key benefit of working with an independent company such as ArtTactic is the objectivity that our research and market intelligence can provide when you need to make a decision, whether it is buying or selling art, launching a new product or service, or looking to invest in a start-up or existing art business.

### **Artist Reports**

We create bespoke reports on some of the most notable individual artists in the global art market. Using a combination of different sources of intelligence data - ranging from auction data, primary market data and artist confidence data, to information about the wider context in which the artist operates - to create a comprehensive analysis on the artists and their markets. Based on our extensive experience and knowledge about the market, we tailor-make in-depth reports that allow one to track market performance and identify market patterns and trends.

### **Art Sector Research**

We can provide bespoke reports on different art sectors (i.e. Photography, 20th Century Design, Old Master drawings) and geographical markets (i.e. South Asia, Africa, Scandinavia). We use a combination of different sources of intelligence data, ranging from auction data, primary market data, artist confidence data and expert survey data to provide a holistic view of the chosen art market sector.

### **Art Industry Research**

Our commissioned reports can provide comprehensive market intelligence, covering original consumer data and analysis on topics ranging from the overall art industry, specific growth and emerging markets, technology and art to art and finance services. This research can cover topics relevant to your needs, whether it is highlighting current trends, measuring changing motivations and perceptions or identifying challenges and opportunities. Our unique combination of qualitative opinion and quantitative research, international and local reach, in-house experience and on-ground network leads to insightful analysis which translates into reports that help you make informed decisions in your area of work.

### **Feasibility Research**

Are you looking to discretely test a business idea or are looking to launch a new product or service, but unsure of what the art market might think? We can use our in-depth sector knowledge together with our access to art experts and key opinion formers to help you in this process. Our services range from targeted focus groups and expert interviews to larger surveys.

### **Search and Selection**

The art market is a complex eco-system that involves a significant amount of reputational risk. It is crucial to understand the position and reputation of the individuals and businesses that operate within this market place. We offer independent guidance and advice when it comes to finding and selecting individuals or art businesses with the necessary skills, experience and reputation. Our advice extends to the selection of galleries, dealers, auction houses, online art platforms, art advisors, art lawyers, insurance, framers, conservators and restorers, art logistics, art funds and art secured lending providers.

Contact us on [info@arttactic.com](mailto:info@arttactic.com) for more information on our full range of bespoke services and products.

# Membership Tiers

## Membership Tiers

### Tracker

The Tracker is our entry level membership, which offers immediate auction result snapshots as well as a choice of one report from the Analyst tier.

£ **29.5** per month / £ **295** per year

- Auction Snapshots
- Report Archive (only on annual plans)\*
- 1 Free Report of your choice every 6 months

\*Monthly Memberships:  
Monthly plans give limited access to the historic Tracker Report Archive, you will have full access to reports published while you are a member, and those published 30 days before the start of your plan.

Get Tracker Now

### Analyst

The Analyst is our most popular membership that gives you access to a broad range of analytics and products covering a full range of markets.

£ **69.5** per month / £ **695** per year

- Auction Snapshots
- Auction Analysis Reports
- Market Analysis Reports
- Global Outlook and Trends
- Report Archive (only on annual plans)\*

\*Monthly Memberships:  
Monthly plans give limited access to the historic Analyst Report Archive, you will have full access to reports published while you are a member, and those published 30 days before the start of your plan.

Get Analyst Now

### Analyst Pro

The Analyst Pro membership offers a deeper understanding of the global art market and is tailored to industry people in need of intelligence and analytics.

£ **99.5** per month / £ **995** per year

- Auction Snapshots
- Auction Analysis Reports
- Market Analysis Reports
- Global Outlook and Trends
- Market+ and Intelligence Analysis
- Artist Reports
- Report Archive (only on annual plans)\*

\*Monthly Memberships:  
Monthly plans give limited access to the historic Analyst Pro Report Archive, you will have full access to reports published while you are a member, and those published 30 days before the start of your plan.

Get Analyst Pro Now

### Corporate

ArtTactic Corporate provides a flexible option that suits your business needs. Our Corporate membership is based on your requirements and the number of users in your organisation. Please contact us to discuss different bespoke solutions.

### Educational

ArtTactic Educational provides institutions with a variety of memberships to suits your students needs. Our Educational membership is based on your requirements and the number of users in your institution. Please contact us to discuss different bespoke solutions.

## FAQ

### Which membership level is right for me?

The 'Tracker' membership is the most basic package and contains two free reports of your choice, regular tracking and updates of the main auction markets covered by ArtTactic. Our most popular membership level is the 'Analyst', which give the broadest selection of reports on numerous global art markets. The highest level, 'Analyst Pro', is for members who want a more in-depth insight and analysis into the most important established and emerging artists. See here for more info on the different types of reports and analysis we offer.

### What payment options do you offer?

Currently, all our memberships can be purchased on a monthly basis or on an annual basis (discounted). We accept online payment using Visa, Mastercard and American Express. If you want to discuss alternative payment options, such as bank transfer, contact us at [info@arttactic.com](mailto:info@arttactic.com).

### Which payment plan is best for me?

All memberships are available on an annual or monthly payment plan. Members who pay annually receive a 17% discount compared to paying monthly. The monthly membership also has restricted access to archived reports (the archive is only enabled for the previous 30 days from the day you sign up).

### Can I change membership level after having paid?

You can upgrade your membership level anytime, and you will pay the annual or monthly fee on a pro-rata basis.

### Do you have plans for multiple users?

The Tracker, Analyst and Analyst Pro plans are all individual membership plans. If you are multiple users in an organisation that need access to ArtTactic, we offer bespoke options that suits your business needs. Our 'Corporate membership' is a flexible solution that we tailor based on your requirements. Please contact us to discuss bespoke solutions.

## CONTACT INFORMATION

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The logo for ArtTactic, featuring the brand name in a bold, black, sans-serif font with a registered trademark symbol. The logo is centered on a white background that is decorated with a faint, light-colored geometric pattern of overlapping diamonds and squares.