ARTS CULTURE NL LEGENDA MEDIA-DATABASE - Note: Open and then download (!) Xcel test-example HERE.
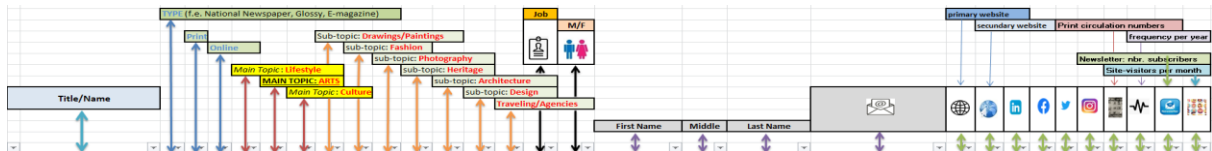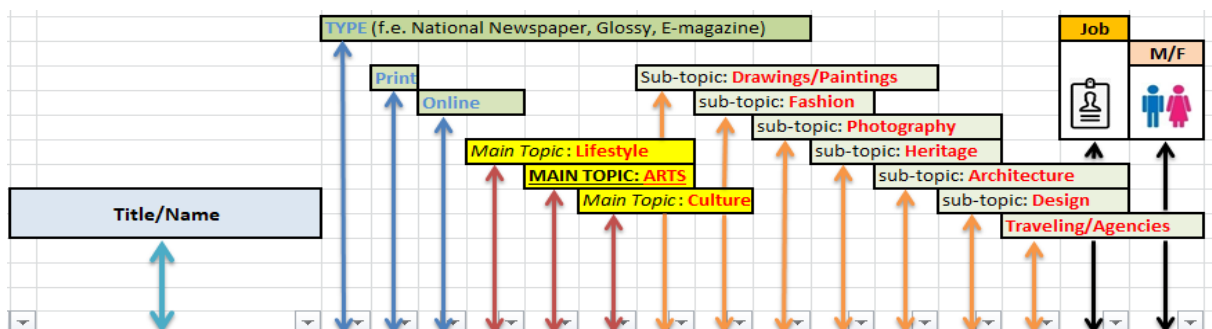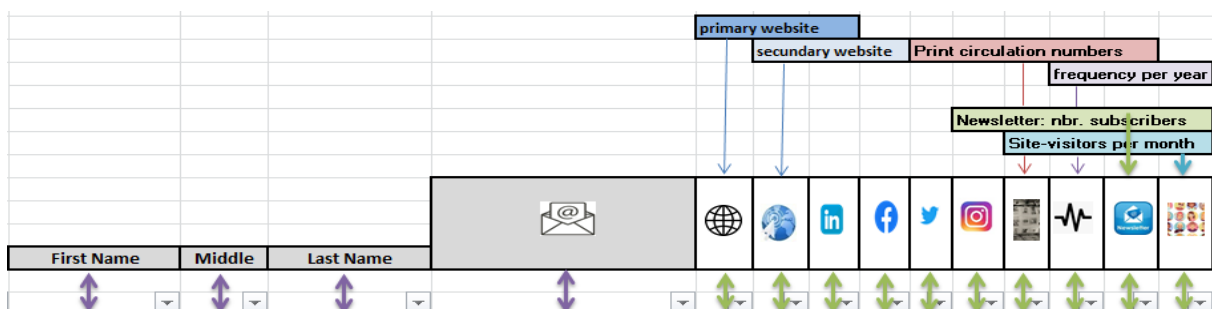
Print screen Xcel Media database - overall impression


In detail nr.1

In detail nr.2

Short important introduction

- The media-database only contains open-source data. If information is not mentioned, it means the data is not available, shielded/privacy-protected or for various reasons not published.
- Most (commercial) media don't employ full-time art -editors, -journalists, -critics and so on. Many of these 'people that publish' are freelancers and publish, or can publish, for main stream newspapers as well as high-end art magazines. Some mix it all; publish as well on Instagram, twitter or a personal blog. For that reason it is not possible to link freelancers to specific media. Under **primary website**, if G- or J-marked, you will find Google/Journa-matches to articles published by the respective freelancer.
- Some (social) media might seem insignificant merely based on their small number of followers. Don't let these numbers fool you; as (micro-) influencers they all have an impact, sometimes huge.
- Data references in the Excel sheet are - with the exception of Twitter - hyperlinked and working. Also note that Twitter-accounts in general are not kept up-to-date by their users!
- Volatile/changeable (!): Although data is updated frequently, changes in the provided information is inevitable subject to the volatile, changeable environment and character of Media. Up to 10% of the micro-data might (url-websites, LinkedIn, Facebook, Instagram, Twitter or email-address) result in a 404-error but in general the data will bring you to the contact-info needed to communicate.

Nr.1 – in detail
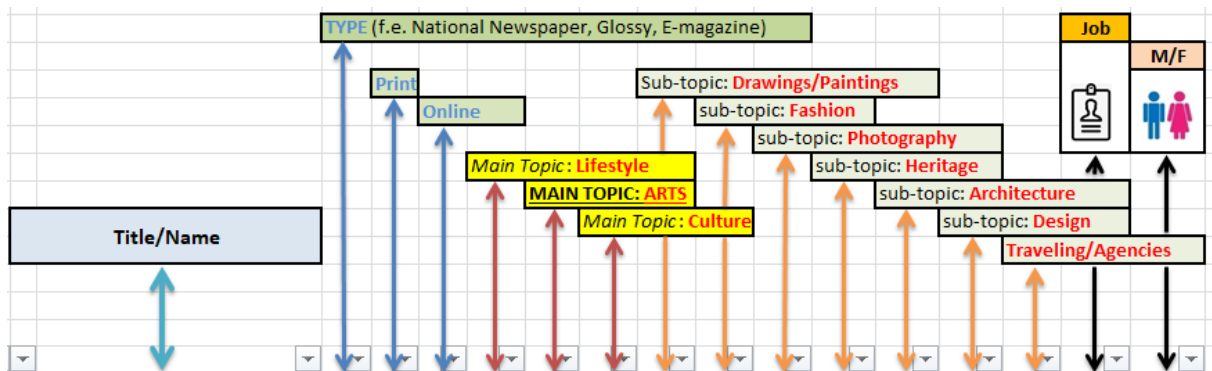
Title/Name

Title of the medium and some general descriptions f.e. Freelancer.

TYPE (f.e. National Newspaper, Glossy, E-magazine)

Selection based on editorial character and interest of a medium; varies from national newspapers to glossy-magazines, from (some) special interest magazines to (Insta-) blogs and bloggers.

Print : If <u>print</u>-marked   **Online** :If <u>online</u>-marked

MAIN TOPIC: ARTS   **Main Topic : Culture**

Main Topic : Lifestyle

Sub-topic: **Drawings/Paintings**   sub-topic: **Architecture**

sub-topic: **Fashion**   sub-topic: **Design**

sub-topic: **Photography**   **Traveling/Agencies**

sub-topic: **Heritage**

- Be aware that all media-data derives from the main topic being (the visual) <u>Arts.</u> If <u>Lifestyle</u> and <u>Culture</u> are marked, it merely points out that Art as such is an editorial topic, not the main editorial focus.
- Subtopics: Drawings/Paintings, Fashion, Photography, Heritage, Architecture, Design. If marked as such the medium has an editorial focus on, or interest in, the respective topic.
- <u>T/A</u>: Traveling/Agencies: organisers of city art trips, art and culture tourism. Business orientated data.

 Info on sort of job (f.e. EJC= Editor/Journalist/Critic), B=Blogger and M/F-selection.

Nr.2 in detail

| | | | | | | primary website | secondary website | Print circulation numbers | frequency per year | | Newsletter: nbr. subscribers | Site-visitors per month | |

(schematic spreadsheet layout)

| First Name | Middle | Last Name | | 🌐 | | in | f | 🐦 | 📷 | | ∿ | | |

| First Name | Middle | Last Name | ✉@ |

Information to contact people.

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primary website
secundary website

Various social media including primary and secondary (f.e. freelancer) website(s).

Print circulation numbers

Newsletter: nbr. subscribers

frequency per year

Site-visitors per month

TWITTER: In the Media Excel Database the hyperlinks to Twitter-accountants unfortunately will/might not open directly if clicked upon. This due to url protocol problems with some browsers and Twitter. If you are a Twitter-user, the data will be transferred to you on the basis of share-listings. Our account: https://twitter.com/Arts_Culture_NL

Excerpt/screenshot Twitter-lists