

THE  
Art Economist

**THE ART ECONOMIST ANNOUNCES A NEW INTERACTIVE  
LANDING PAGE FOR ITS CORPORATE WEBSITE**

**DATELINE: March 4, 2011**

**West Palm Beach, FL** — The Art Economist Co., publishers of *The Art Economist*, the 10-time per year publication that examines the contemporary art market, announces that it has enhanced its corporate website ([www.thearteconomist.com](http://www.thearteconomist.com)) with a new interactive landing page.

In addition to an improved look and feel, the landing page provides visitors comprehensive information about The Art Economist as well as art news and feature information. The site revisions are designed to better engage web search engine services such as [Google](#), [Bing](#) from [Microsoft](#), and [Yahoo](#) as well as social networks such as [Twitter](#), [Facebook](#), and [LinkedIn](#).

Andy Ruppanner, Chief Operating Officer of *The Art Economist*, explained the company's strategy for the new landing page. *"The response to our unique publication from art collectors and investors is phenomenal and we know we have a winning product. The company is now in a phase of expanding our global reach through improved and consistent communication programs and this change to our website is a foundational step to that end. We will continue to provide a password protected private section for subscribers to view current and past issues of our publication; however we will be adding new informational features to our landing page, such as 'Perspectives'; a library of economically oriented videos about contemporary art, produced by the company and collected from [YouTube](#)."*

**The Art Economist**

*The Art Economist* is a critically informative global publication serving as a constructive tool for art collectors, museums and galleries to ascertain transparency of art value in the global contemporary art market. In each issue, *The Art Economist* celebrates and beautifully documents the major creative and financial achievements of the world's leading living artists by ranking the top 300 living artists based on their auction results since 2008; presenting condensed profiles of 30 of those artists; offering art market analysis; providing in-depth profiles of artists and collectors; and recommending new, primary market artists to watch for their predicted, eventual success. *The Art Economist* further features an interactive website that offers a ticker with up to the minute news and auction results concerning artists on the continuously evolving List of 300, as well as expanded editorial.

**For more information, please visit our website at [www.thearteconomist.com](http://www.thearteconomist.com) or contact:**  
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