



# JING CULTURE & CRYPTO

THE BUSINESS  
OF ART AND  
CULTURE IN WEB3



**Jing Culture & Crypto is a B2B platform covering how Web3 technologies are changing the art and culture landscape.**

We explore how arts and cultural organizations are building NFTs into their programming, Web3 projects that are leveraging the blockchain in innovative ways, the digital art collector's market, and emerging movements in the metaverse.

Through project spotlights, leadership interviews, and market analysis, our coverage aims to be informative and instructive for our audience of cultural and Web3 professionals.

# Our Audience



Our global readership spans the arts, culture and technology sectors. Key players and decision-makers from leading NFT and metaverse platforms, crypto industry leaders, NFT art collectors, creative technologists, museum professionals, and digital artists all read Jing Culture & Crypto for insights into the business of art and culture in Web3.

# Our Audience

**150K**

**MONTHLY  
UNIQUE  
PAGEVIEWS**

**45K**

**NEWSLETTER  
SUBSCRIBERS**

# Our Audience

ARTS & CULTURAL ORGANIZATIONS

**40%**

TECH STARTUPS & PLATFORMS

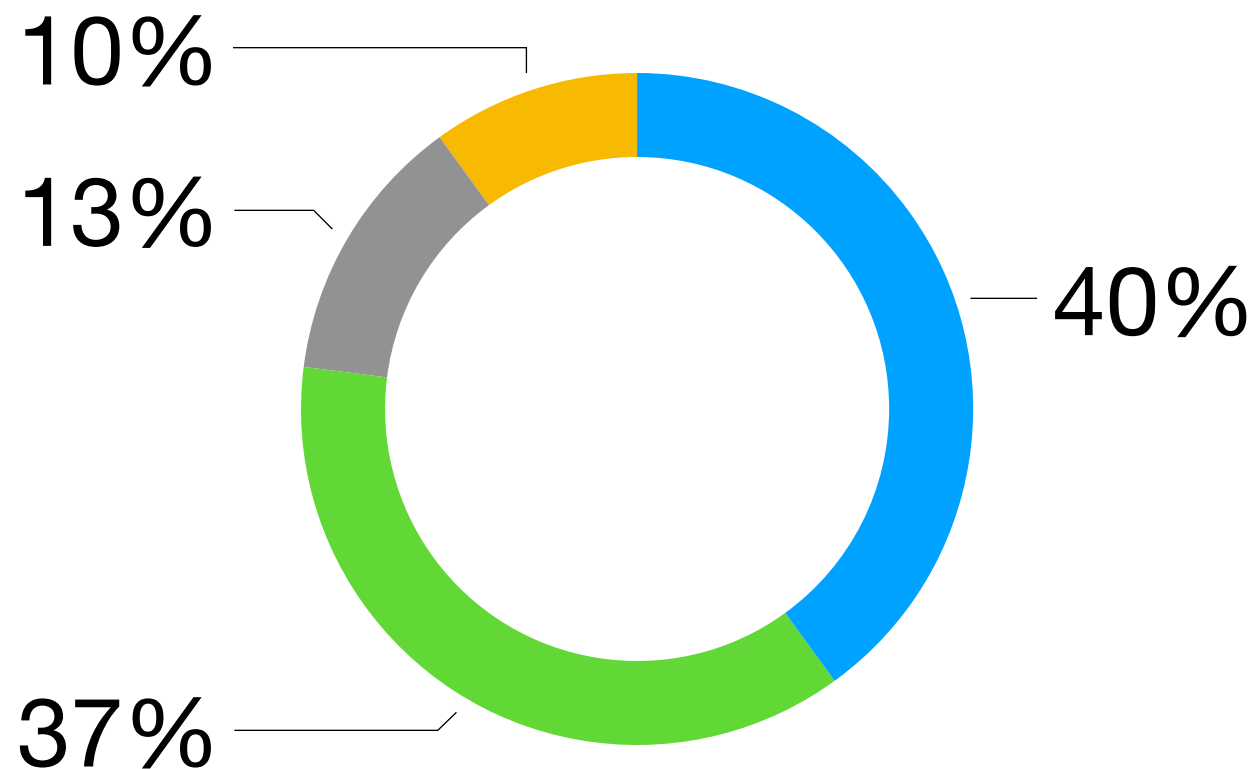
**37%**

AGENCIES

**13%**

COLLECTORS & BUYERS

**10%**





# Our Audience

## AUDIENCE BY REGION

UNITED STATES

27%

EUROPE

23%

CHINA & HONG KONG

10%

OTHER

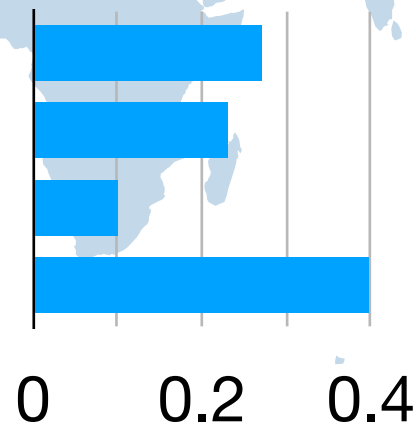
40%

UNITED STATES

EUROPE

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OTHER



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## OUR COLLABORATORS

DIGITAL  
ART FAIR



FUELARTS



# Work With Jing Culture & Crypto

Jing Culture & Crypto understands the impact of creative technologies — especially NFTs — and their implications for the broader culture, museum, and technology industries. Our goal is to help cultural organizations strategize within the growing crypto space, aiding them in finding new technologies, people, and ideas to power their work.

Our content is written by a team of journalists and delivered directly to the inboxes of the industry's most influential decision-makers, up-and-coming businesses, and professionals.

For businesses hoping to tap into an increasingly lucrative space, Jing Culture & Crypto offers maximum exposure to a global readership of established professionals in the culture and Web3 sectors.

Our Media Sponsorships allow you to attract high-quality leads, generate increased traffic, and influence decision-makers by establishing your brand amongst the top companies in the emerging NFT industry.

# Content Pillars

## Projects

Analyzing the latest Web3 ventures — from NFT drops to metaverse build-outs — by cultural organizations, platforms, and artists

## Technology

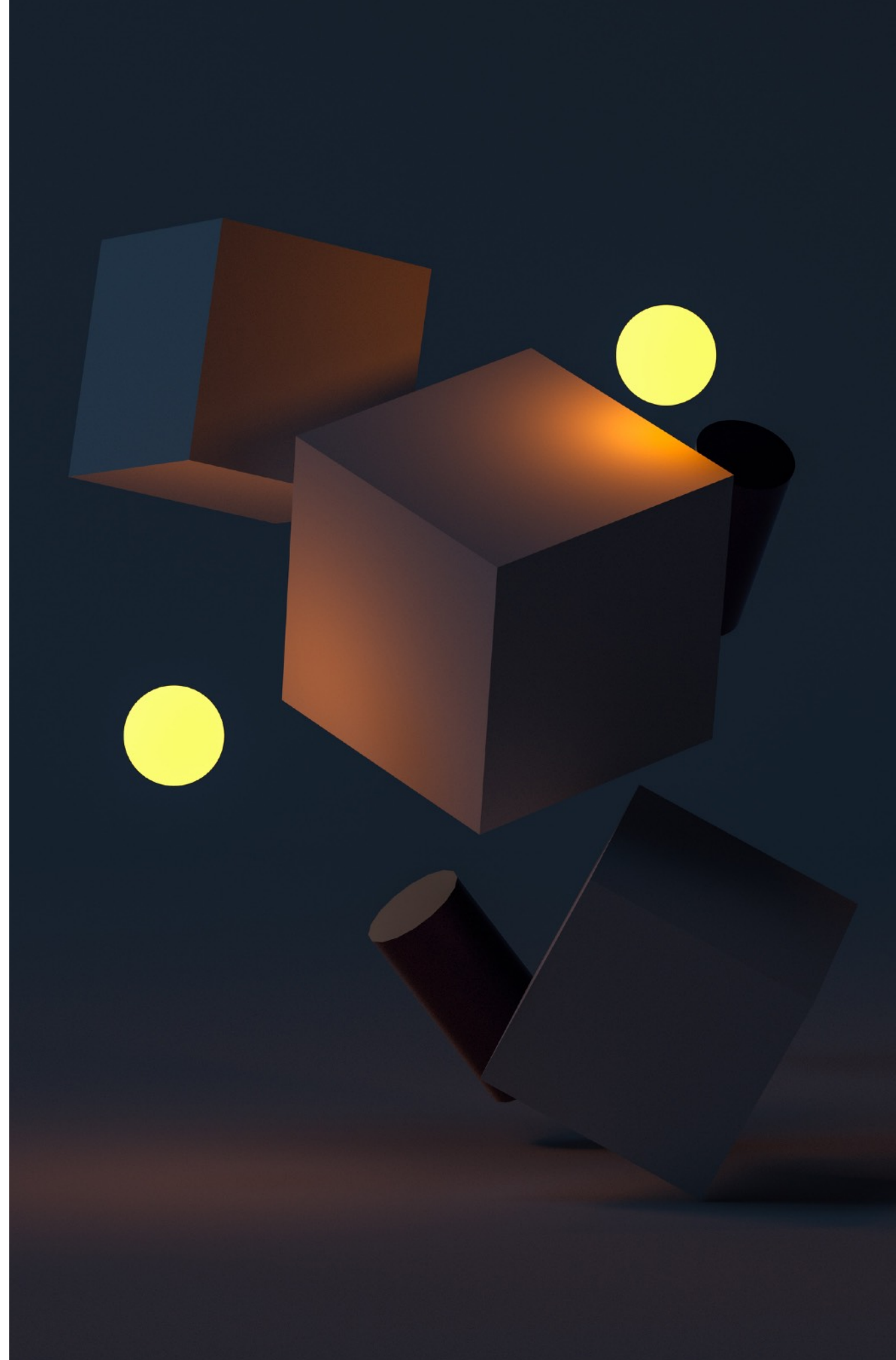
Spotlighting the technologies and industries such as AR, VR, and cryptocurrency that are supporting NFT and metaversal development

## Market

Highlighting trends and insights into the NFT art and collecting landscape, including the growth of Web3 in China

## Industry Profiles

Conversations with key players, leaders, and decision-makers in the Web3 space, whether founders, creatives, or cultural organizations





# Newsletters



Our weekly NFT newsletter is an essential guide to NFT art and commerce. Each edition spotlights the week's leading stories on what and who is shaking up the crypto art space, top-selling NFT drops, and NFT-related events on the horizon.

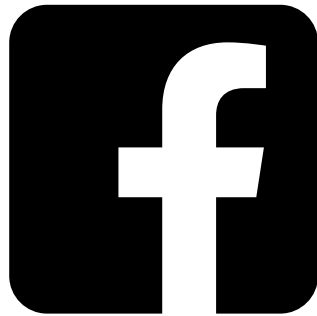
Our weekly China Edition newsletter explores Web3 developments in China, including coverage on recent NFT launches, regulatory moves, market data, and key industry voices.



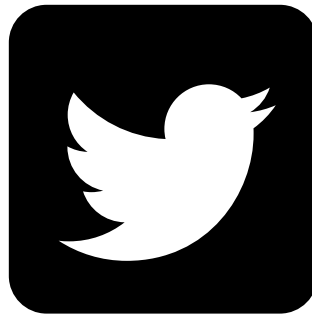
# Social Media



Jing Culture & Commerce



@jingculturecommerce



@jingculture

We maintain an active and growing presence on LinkedIn, Facebook and Twitter, where we share emerging stories and projects with more than 4,000 followers.

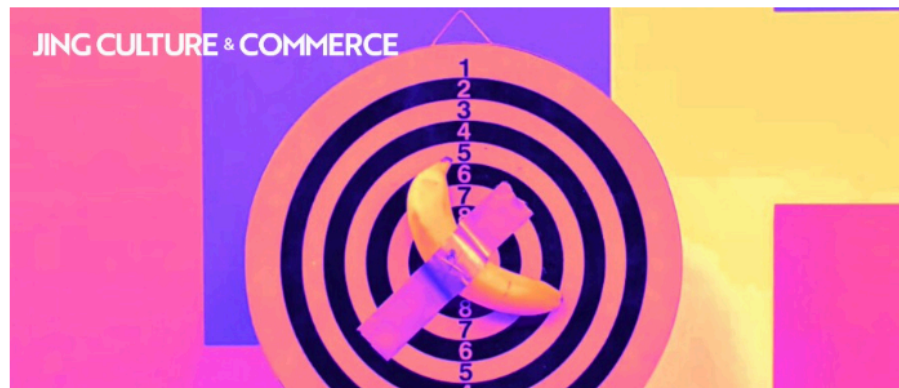




# WeChat

一场“谋杀香蕉”之战如何赢得破亿抖音热度？UCCA...

TUESDAY, JANUARY 18, 2022



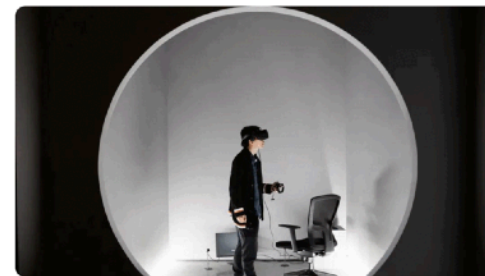
当艺术机构“牵手”大众化、娱乐化的短视频平台，他们在实际合作中是如何解决分歧、取长补短的呢？

Read More



## 短评

艺术展不仅提供视觉享受，同时还在塑造新型城市文化，推动公众对当代艺术的关注与思考中起着重要作用。



“飞去来器”——OCAT双年展·2021“展览图片”图：转自保新闻网

## 第七届中国高校博物馆馆长论坛开幕 “中英高校博物馆联盟”同期启动

12月17日，以“智在未来·文博赋能，为传播喝彩”为主题，第七届中国高校博物馆馆长论坛暨2021全国高校博物馆优秀讲解案例推介展示活动在北京举行。本次论坛设置了主旨演讲和主题报告两个环节。大会论坛由北京博物馆学会秘书长哈骏、副理事长潘力教授分别主持，14位专家、学者紧紧围绕“智在未来·为文博赋能、为传播喝彩”论坛主题，结合本行业、本地区、本部门创新实践做了主旨演讲。此外，本次活动还举办了中国传媒大学与英国诺丁汉特伦特大学共同发起的“中英高校博物馆联盟”的启动仪式。

（资讯参考：澎湃新闻，新浪看点，网易）

Our WeChat account features engaging professional viewpoints, cutting-edge technology and cultural collaborations that reach an avid Chinese readership weekly.

# Webinars

**JINGCULTURE & CRYPTO**   **ICONIC MOMENTS** WEBINAR

DELIVERING THE MUSEUM EXPERIENCE THROUGH NFTS

**Featuring guests**

Frances Liddell  
Researcher, Writer, and Advisor

Diane Drubay  
Tezos / We Are Museums

JULY 28, 2022  
10AM EST | 3PM GMT



**JING CULTURE & COMMERCE** WEBINAR

THE VIRTUAL HORIZON:  
WHAT VIRTUAL ENVIRONMENTS  
HOLD FOR CULTURAL  
INSTITUTIONS

With guest speakers

Kate McGregor  
Computer History Museum

Benny Or  
The Meeting Place

Linda Spurdle  
Birmingham Museums Trust

MAY 10, 2022  
10AM EST | 3PM GMT | 11PM CST

In partnership with

   
THE MEETING PLACE Spatial

Our webinars explore current happenings and insights at the intersection of art, culture, and Web3. Featuring expert panelists from the Web3, culture, and arts industries, these discussions highlight strategies and innovations, and offer actionable takeaways to drive growth and engagement.

# Reports

## **NFTs and Cultural Institutions: A Guide to The Crypto Space For Museums and The Arts**

2021



Our special reports present organization-tested insights, strategies, and touchpoints from key industry players. Using timely case studies, key data, and expert interviews, they offer insider trends and information on what's powering the culture-tech sphere.



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FOR PARTNERSHIP OPPORTUNITIES,  
PLEASE CONTACT:

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