Art | Basel

## ACCREDITATION GUIDELINES FOR MEDIA

In accordance with internationally accepted guidelines for the accreditation of media representatives, Art Basel will issue digital press cards exclusively to journalistically active media representatives reporting on this year's editions of our shows and a select number of content creators in Basel, Miami Beach, Hong Kong, or Paris. Please note that the number of media representatives that can be accommodated in our exhibition halls is limited.

Note that press passes are **personalized**, for a **single person only** and **non-transferrable.** Please submit an individual application for each press pass.

The Show Management reserves the right to grant or refuse accreditation in all cases.

## ESSENTIAL CREDENTIALS FOR PRINT/ONLINE

- A recent article or blog post assigned to the applicant by name about art fairs, the art market or the art world in general.
- An official confirmation letter from the commissioning editor's office (original letterhead), confirming your assignment to cover Art Basel.

## ESSENTIAL CREDENTIALS FOR PHOTOGRAPHERS

- A recent article that features photographs assigned to the applicant by name about art fairs, the art market, or the art world in general.
- An official confirmation letter from the commissioning editor's office (original letterhead), confirming your assignment to cover Art Basel.

## ESSENTIAL CREDENTIALS AND INFORMATION FOR BROADCAST MEDIA

- An official confirmation letter from the commissioning broadcasting station (original letterhead), confirming your assignment to cover Art Basel, stating the intention to air your reports, and giving information about the program, names and jobs of the crew members to be accredited as well as the content in which footage of Art Basel will be used.
- Due to the limited availability for Broadcast Media, please get in touch with the press representative from your region to arrange your visit.
- Please note: a copy of the recordings must be sent to Art Basel after the show (press@artbasel.com).

## ESSENTIAL CREDENTIALS FOR INFLUENCERS & CONTENT CREATORS APPLYING FOR ACCREDITATION

Accreditation for influencers and content creators is intended for independent creators producing original content for their own social media channels and digital platforms.

Journalists and representatives of established editorial publications, including digital magazines and news outlets, should apply through the relevant press accreditation category.

**Your application should include:**

1. **A brief content proposal** (in PDF format) outlining:
    - the content you intend to create at or around Art Basel Miami Beach;
    - planned formats (e.g., Reels, TikToks, Stories, YouTube videos);
    - an indicative publishing plan, including the anticipated number of posts or videos;
    - two to three examples of relevant recent work.
2. **Links to the accounts or platforms** where your coverage will be published.
3. **Current audience and performance information**, provided through a media kit or screenshots of platform insights, including:
    - follower or subscriber counts;
    - average views, reach, and engagement across the past 30 days or five most recent comparable posts;
    - primary audience geographies and demographics, where available.

Each person requiring access must apply individually. Applicants representing a platform or supporting content production as a photographer or assistant should identify the account or platform they represent and their role in the planned coverage.

## ADVERTISING, MARKETING, MEDIA, PR

Employees of marketing, advertising, media, PR, event and promotion agencies will not be given free admission to the show. Tickets for the public days of Art Basel shows can be purchased at artbasel.com.