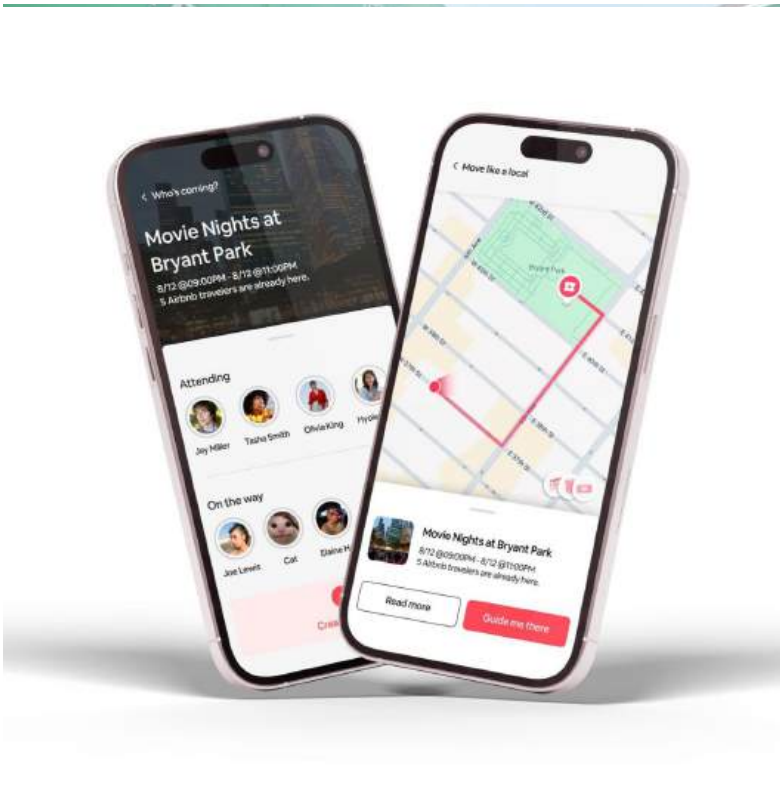
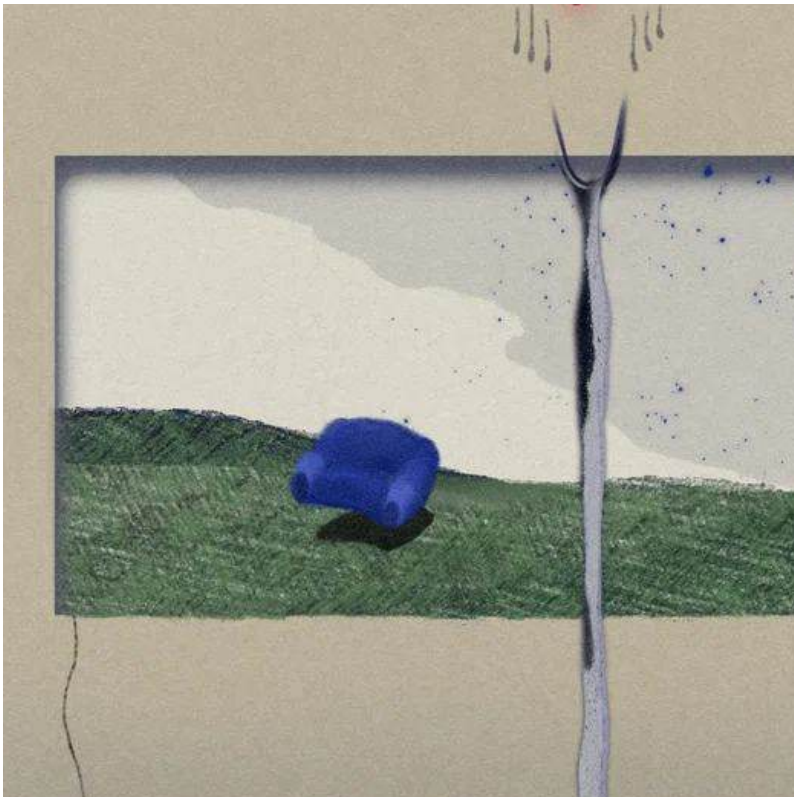
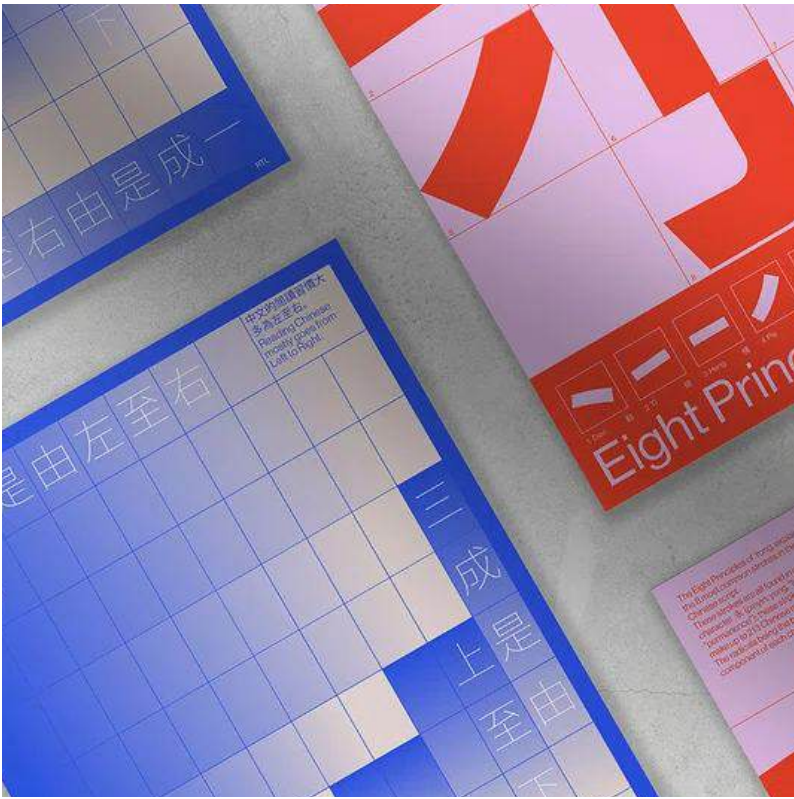
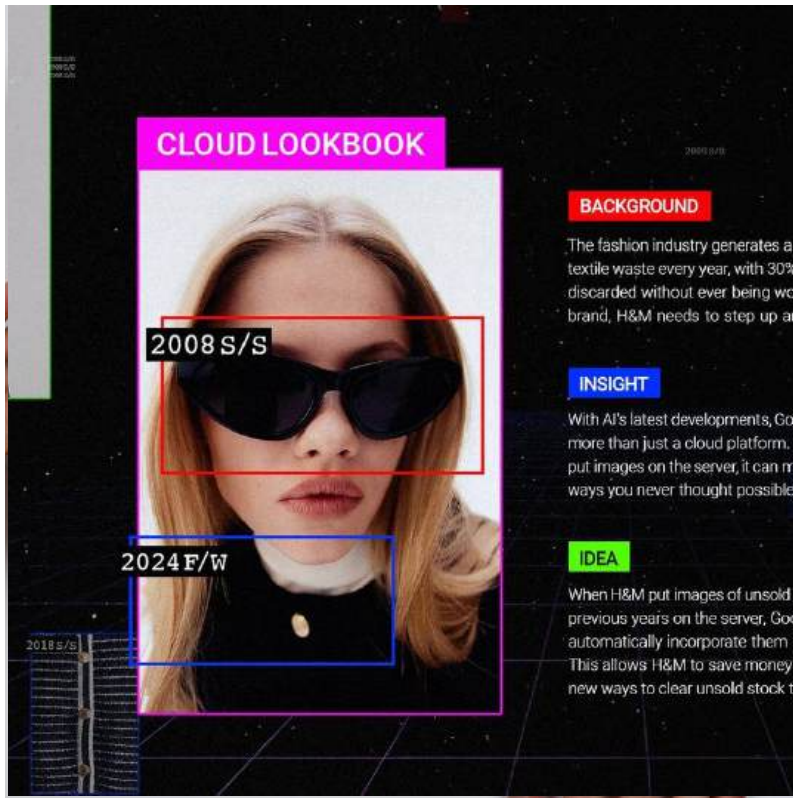




Creative Exchange Media Pack 2025





Creative Exchange

Our mission is to empower creators and inspire audiences through innovative storytelling. We strive to push the boundaries of media production, fostering a culture of creativity and inclusivity.

Our journey began in 2007 as a university project focused on fostering a positive impact on self-perception. Since then, our platform has been shaped by creatives for creatives.

Demographics

Source: survey conducted on our web platform in 2023 (857 submissions)

Gender

Female – 78%
Male – 22%

Country

USA – 63%
Europe – 19%
Asia – 11%
UK – 7%

Age

18–24 – 15%
25–39 – 53%
40–54 – 12%
55+ – 5%
Not specified – 15%

Average age

32



Our readers

Source: survey conducted on our web platform in 2023 (857 submissions)

Knowledge-driven

68% have pursued graduate-level education in creative disciplines such as design, fine arts, or media studies.

Always connected

92% access design inspiration daily through mobile and web platforms.

Career-oriented

85% are employed in design, architecture, or cultural sectors. 68% hold leadership or management.

Culturally engaged

91% attend art fairs, design weeks, or cultural events multiple times a year.
74% subscribe to specialized magazines, journals, or newsletters in design and the arts.

Innovation-Focused

84% stay updated on cutting-edge design tools and creative practices.
71% seek out collaborations with experimental studios and independent creators.

Traffic data

170K

Monthly Visitors

6.9K

Daily Page Views

210K

Monthly Page Views

Traffic

75% mobile / 25% desktop

Engagement

Return visitors – 65%

Average session time – 6:12 minutes

Click-through rate – 9%

Top referrers

Direct (56%)

Search (29%)

Social media (15%)