

the-saleroom.com

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the-saleroom.com demonstrates growing demand for antiques and vintage collectibles with annual growth in sales of 132% while providing internet bidding for auction houses

The success of the recently re-launched site www.the-saleroom.com confirms that internet bidding at bricks and mortar auctioneers to buy vintage collectibles, antiques and fine art is a successful alternative to attending sales.

The site, which brings together over 400 established UK and international auction houses, hosted **1,208 live auctions in 2010** and generated online sales of £20m - an **increase of 132%** (compared with 2009). Bidders spent more per transaction - the average successful bid was 10% higher in 2010 than in 2009 – demonstrating an **increase in both consumer confidence and demand**.

This pair of Chinese blue and white vases sold for £86,000 through the-saleroom.com in 2010.



Auction houses from around the globe list their catalogues on the-saleroom.com resulting in an endless choice of styles and designs from a variety of eras.



This Jorge Zalszupin bench was listed on the site and sold for €8,750

the-saleroom.com offers a vast range of antique and vintage goods; from collectibles such as toy cars, fashion and memorabilia to the world's finest antique furniture, jewellery, coins, silver and art. With the **growing trend for vintage (and therefore recycled) pieces**, this site is opening doors for many new collectors. There are low end pieces to be snapped up at £10 as well as high-end lots going under the hammer in excess of £100,000.

This spectacular diamond fringe necklace and pendant earring suite fetched £38,000 through the-saleroom.com in 2010



In November 2010 *the-saleroom.com* was re-launched with additional functionality and upgraded navigation making it even more user-friendly. The new site has been designed to make it easier for novice buyers to find and buy antiques, vintage collectibles and fine art. Initial indications are that this approach has worked with an increase in **unique visitor numbers to over 140,000 a month**.

Richard Lewis of ATG Media says, "*the-saleroom.com* provides a 'one-stop shop' for buyers of antiques, vintage collectibles and fine art while also providing bricks and mortar auction houses with a strong and successful platform to participate in internet bidding."

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Notes to editors:

ATG Media Ltd

ATG Media is the European leader in technology and customer service for live online auctions. To-date, ATG Media has held over 3,600 live auctions online of which 1,900 took place in 2010. As well as having created *the-saleroom.com*, ATG Media also launched *i-bidder.com*, the key portal for industrial and commercial auctions which in 2010 hosted 506 live auctions and sold £10m online. ATG Media also manages *bidspotter.co.uk* (the US's leading industrial auction site) and powers *lot-tissimo.com* (Germany's leading fine art and antique auction portal).

ATG Media has almost 40 years experience in bringing auctioneers and buyers together via the Antiques Trade Gazette – the bible of the art and antiques trade. The weekly Antiques Trade Gazette continues to thrive having experienced significant increases in advertising volumes and paid circulation in 2010

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