

# esse

**Triple Prix d'excellence de la SODEP 2018 winner**  
Award for graphic design – Cover, esse no. 91 LGBT+  
Award for graphic design – Interior pages, esse no. 91 LGBT+  
Award for critical opinion essay

**National Magazine Awards 2018 nominations**

Cover Grand Prix, esse no. 91 LGBT+  
Art direction Grand Prix, esse no. 91 LGBT+

contemporary art  
magazine

**Double ICMA winner 2017**

Silver Award: Print magazine, Category Art, Architecture, Design and Music  
Award of Excellence: Category Magazine, Front Pages, esse no. 91 LGBT+

## Media kit and advertising offer



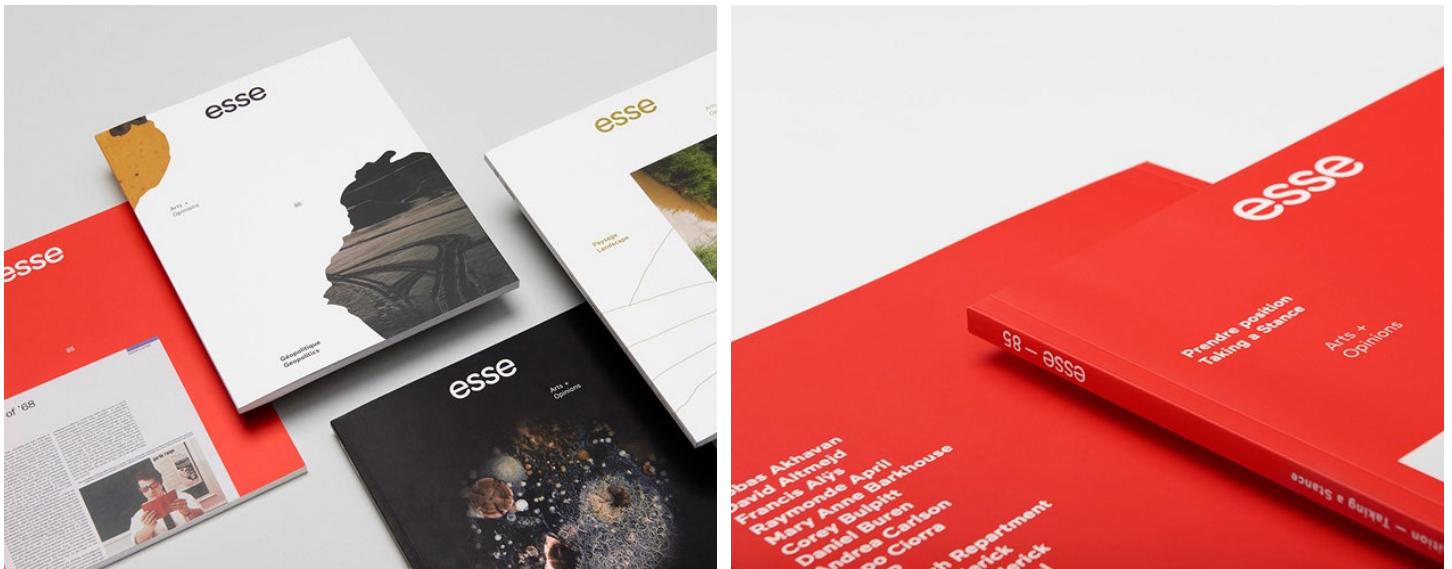
esse.ca

# Mission

Since 1984, *esse* magazine focuses on contemporary art and multidisciplinary practices. It offers in-depth analyses of current art works and critical perspectives on diverse artistic and social issues.

Each issue is bilingual, proposing a themed section, artists portfolios, articles on international cultural projects as well as reviews of exhibitions, events and publications. A well integrated advertising section offers readers an overview of current cultural events, giving added value to advertisers.

Produced in Montréal thus international by it's content, contributors and circulation, *esse* is widely invested in the contemporary arts scenery by participating to art fairs, festivals, biennales, and other artistic, cultural and academic events worldwide.



## Distinctions

Award for the Best Magazine at **Canadian Magazine awards**, literature and arts, 2017

Two **International Creative Media Awards (ICMA)**, 2017

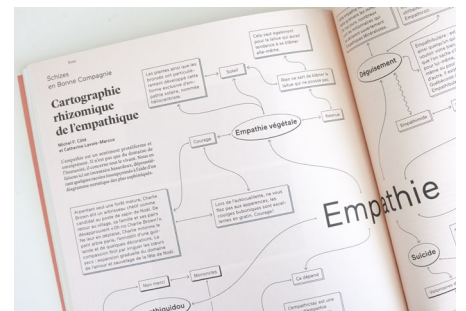
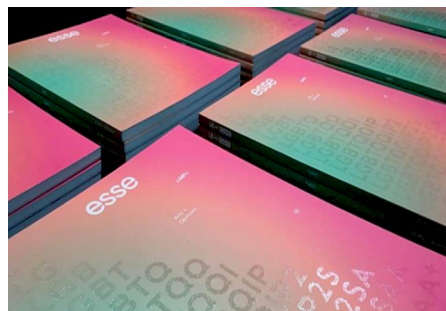
Several **Grafika Awards**: 2005, 2007, 2010, 2011, 2012, 2013, 2014, 2016 and 2017

**Coupe Award for the graphic design**, 2006

Several **Applied Arts Awards**: 2006, 2016, 2017

Eleven **SOEP Awards for the graphic design and editorial content**

Shortlisted for the **Grand Prix du Conseil des arts de Montréal**, 2009



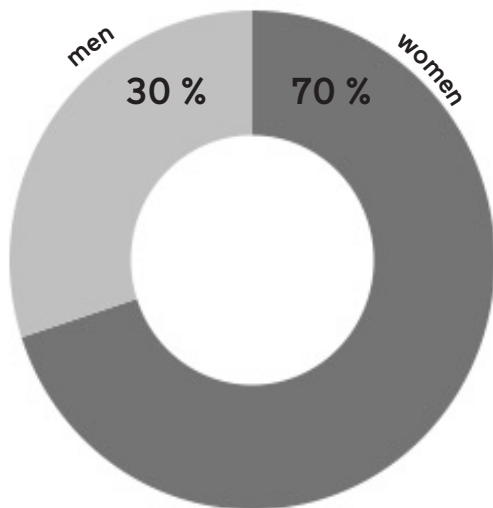
# Readership

print publication

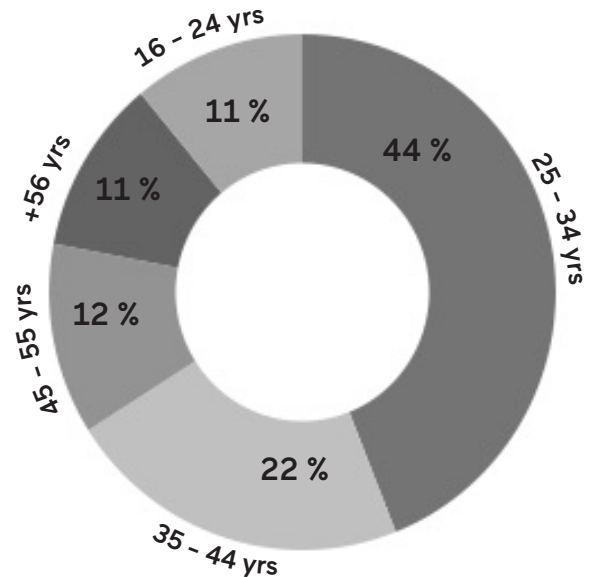
12 000

digital publication

18 000



DEMOGRAPHICS



AGE

## Amongst our readers...

**87 %** work in the artistic or cultural sector.

**67 %** have done graduate studies.

**60 %** have found the publication useful in their studies or their work.

**50 %** keep the magazine for over 6 years.

**80 %** consider *esse* as a reference in the artistic sectors.

**30 %** of subscribers to *esse* are institutions.

**81 %** of our readers refer to the advertising section,  
and within them **94 %** appreciate finding it in a dedicated section.

# Circulation

**Distributed** in hundreds of sales points in Canada, the United States, in Europe, and in Asia. For a more detailed overview of the sales points, please visit: <http://esse.ca/en/distribution>



## Where to find esse (overview)

### Cultural institutions

Montréal Museum of Fine Arts  
Centre Pompidou, Paris  
Palais de Tokyo, Paris  
Tate Modern, London  
Wiels, Brussels  
MoMA PS1, New York  
Canadian Center for Architecture, Montréal  
Art Gallery of Ontario, Toronto  
Bibliothèque d'art et d'archéologie, Geneva  
Casino Luxembourg  
Louis Vuitton Foundation, Paris  
Villa Arson, Nice  
Centre national d'art contemporain, Grenoble  
Jeu de Paume, Paris  
Librairie du MUCEM, Marseille  
Musée national des beaux-arts du Québec

### Academic institutions

Emily Carr University of Art + Design, Vancouver,  
Ontario College of Art + Design, Toronto,  
École nationale supérieure des beaux-arts, Paris,  
Institut national d'histoire de l'art, Paris,  
École supérieure des beaux-arts, Montpellier,  
École supérieure des beaux-arts, Nantes,  
Bibliothèque d'art et d'archéologie, Geneva,  
Centre de documentation de l'ISELP, Brussels

### Art fairs

Frieze New York  
Frieze Londres  
Art Toronto  
The Armory Show  
FIAC  
Paris Photo  
Art Brussels  
Art Basel Miami  
Papier  
Untitled.Art Miami and San Francisco  
Drawing Now

### Indexing

Academic OneFile  
ARTbibliographies Modern  
Arts & Humanities Full Text  
Canadian Business & Current Affairs  
Canadian Periodical Index Quarterly  
Fine Arts and Music Collection  
General OneFile  
International Scientific Indexing  
Repère  
Érudit  
Flipster Digital Magazines from Ebsco Publishing

# Online community

Our website [esse.ca](http://esse.ca), offers diverse and novel content: webzines, interviews, reviews, portfolios as well as archives. Our platforms bring together an international online community, and offer worldwide visibility for advertisers with different types of banners on the website or through the newsletter.

## esse.ca\*\*



**10 500**  
Page views  
per month



**10 000**  
Unique  
visitors per month



**1.2 min**  
Average  
browsing time



**72%**  
New visitors  
per month



**20%**  
Returning visitors  
per month

## Newsletter



**8 157**  
Subscribers  
to the newsletter



**25%**  
Opening  
rate

- Sent in average four times per month and for announcing special events
- Directs subscribers to [esse.ca](http://esse.ca)
- International community

## Social Media



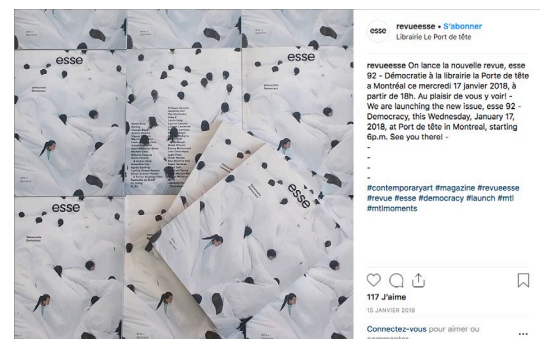
**10 138**  
Followers on  
Facebook



**2 423**  
Followers on  
Twitter



**2 380**  
Followers on  
Instagram



\*\* Monthly average calculated on statistics between January 1, 2018 and January 31, 2019 (Google Analytics and Mailchimp).

To reserve an ad space or for further information,  
please contact:

Audrée-Jade Ravary, marketing manager  
Email: [publicite@esse.ca](mailto:publicite@esse.ca)  
Tel. & Fax: 514-521-8598



## Deadlines

Issues and sale dates	Booking deadlines	Copy deadlines
no. 97 – September 6, 2019	June 27, 2019	July 4, 2019
no. 98 – January 24, 2020	December 5, 2019	December 11, 2019
no. 99 – May 15, 2020	March 31, 2020	April 7, 2020

## Advertising contract

**Publications:**  no.97  no.98  no.99  no.100

**Print sizes:**  C3 (Inside back-cover)  1 page  1/2 horizontal page  1/2 vertical page  1/4 page  Double page  Insert

**Website banners sizes:**  Homeslide format (960 x 300 pixels)  Square format (300 x 300 pixels)  Small format (300 x 225 pixels)  
**Repeat ads:** for.....months, from ...../...../..... to ...../...../.....

**Newsletter banner size:**  Horizontal format (600 x 125 pixels)  
**Release date:** from ...../...../..... to ...../...../.....

**Rates:**  Regular  Cultural Organizations

**Advertiser**

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**Person in charge of promotion (advertising)**

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**Address**

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**City** **Province / State**

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**Country** **Postal code**

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**Phone** **Fax**

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**E-mail**

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**Comments**

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Esse commits to publishing in esse arts + opinions the ad(s) in the reserved space(s). The advertiser is responsible for the content and formatting quality of their advertisements. The advertiser commits to sending to esse the required documents at the specified deadline. Charges will be added if documents are not sent in required formats. An invoice will follow acceptance of this contract. A copy of the issue where your ad is published will be sent my mail.

**Signature for the advertiser**

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**date**

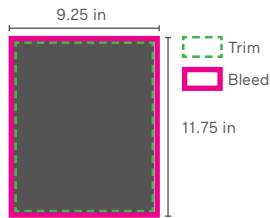
**Signature for esse**

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**date**

# Technical specifications

## PRINT FORMATS



### Full page with bleed or C3 with bleed \*

**9.25 x 11.75 in**  
(9 x 11.5 in + 1/8 in bleed on the 4 sides)  
**23.5 x 29.85 cm**  
(22.86 x 29.21 cm + 0.32 cm bleed on the 4 sides)



### 1/2 horizontal page

**8.25 x 5.375 in**  
**20.96 x 13.65 cm**



### 1/2 vertical page

**4 x 11 in**  
**10.16 x 27.94 cm**



### 1/4 page

**4 x 5.375 in**  
**10.16 x 13.65 cm**

Please supply a low resolution PDF to confirm layout.

If your ad has a white background, we suggest you add a **0.25 pt stroke** around it to make it stand out from the page.

\* We suggest to keep a margin of 1/4 in (0.66 cm) on the 4 sides.

## Accepted file types

- **EPS**
  - CMYK, at 300 dpi
  - outline fonts **REQUIRED**
  - embedded images
- **PRESS QUALITY PDF**
  - CMYK, at 300 dpi
  - outline fonts **REQUIRED**
  - without crop marks

Please address your questions and your graphic material to:

Catherine Fortin, production manager  
documentation@esse.ca | 514-521-8597

## DIGITAL FORMATS

### WEBSITE BANNERS



**\*\*NEW\*\***  
**Homeside format**  
960 x 300 pixels



**Square format**  
300 x 300 pixels



**Small format**  
300 x 225 pixels

### NEWSLETTER BANNER



**Horizontal format**  
600 x 125 pixels

## Accepted file types

### WEBSITE BANNERS

#### Square format (300 x 300 pixels)

- **JPEG, PNG, GIF or animated GIF**
  - 72 dpi at 100 %
  - Provide the URL of your website or event
  - **animated GIF**: Required duration: 8 seconds  
Max. file size: 150 KB  
Save file as loop  
Bilingual or EN + FR

### NEWSLETTER BANNERS

#### Horizontal format (600 x 125 pixels)

- **JPEG, PNG, GIF or animated GIF**
  - 72 dpi at 100 %
  - Provide the URL of your website or event
  - **animated GIF**: Required duration: 4 seconds  
Max. file size: 50 KB  
Save file as loop  
Bilingual or EN + FR

Five working days are required for banners to be posted on our website.