

# esse

Arts +  
Opinions

**Media kit and  
advertising offer**

## **Mission**

Since 1984, *Esse* magazine has focused on contemporary art and multidisciplinary practices. It offers in-depth analyses of current artworks and critical perspectives on diverse artistic and social issues.

Each issue is bilingual, with a thematic section, artist portfolios, articles on international cultural projects, and 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 and international in content, contributors, and circulation, *Esse* invests broadly in the contemporary arts scene, and participates in art fairs, festivals, biennales, and other artistic, cultural, and academic events worldwide.

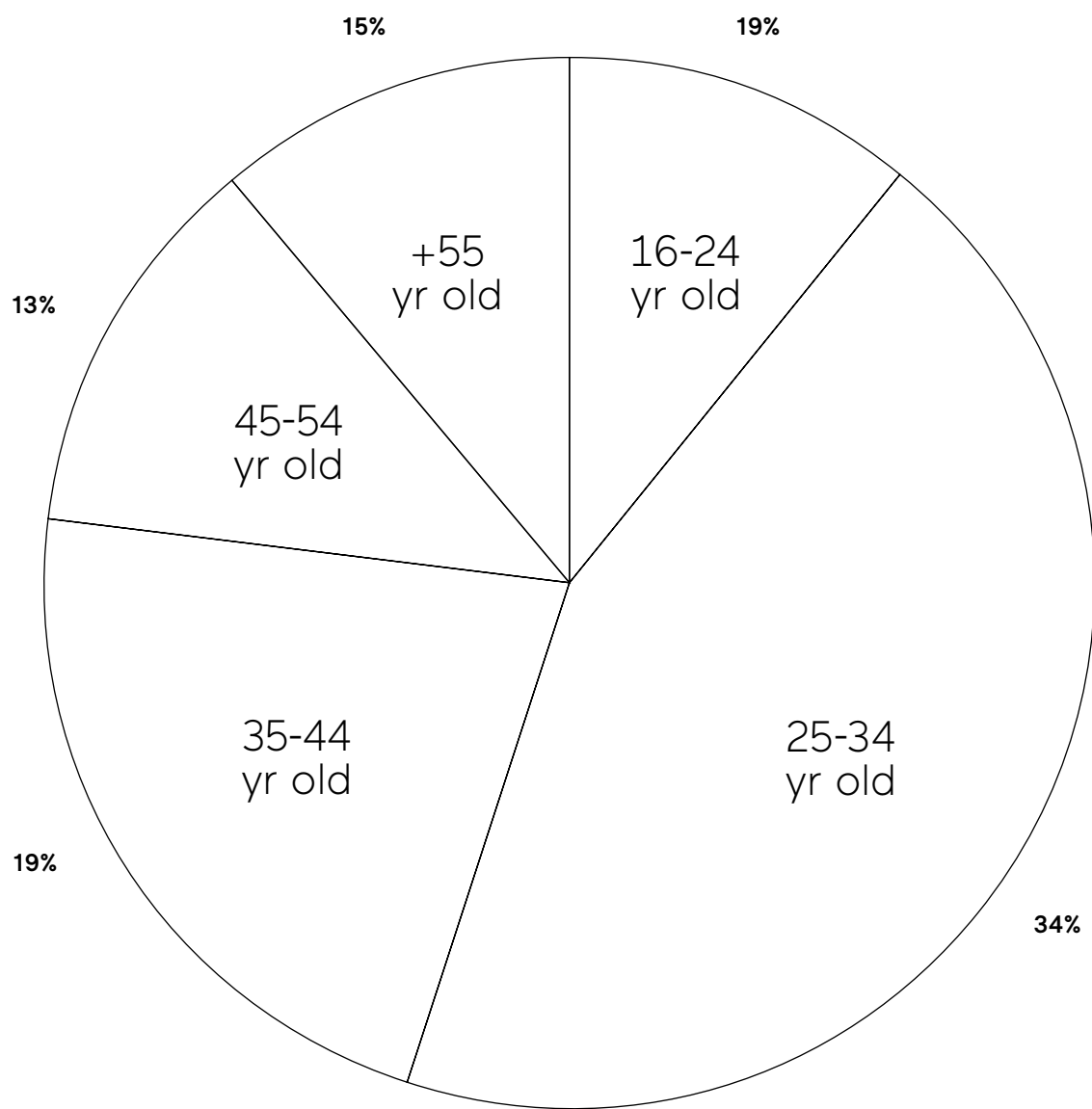
**Readership**

Print publication  
12,000 readers

Digital publication  
18,000 readers

70% women  
30% men

**Age of readers**



|                   |     |  |
|-------------------|-----|--|
| <b>Readership</b> | 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 <i>Esse</i> as a reference in the art sector            |
|                   | 30% | of subscribers to <i>Esse</i> are institutions                   |
|                   | 81% | of our readers refer to the advertising section                  |
|                   | 94% | appreciate finding the advertising offer in a dedicated section  |

## Digital

Our website, [esse.ca](http://esse.ca), offers diverse and new content: webzines, interviews, reviews, portfolios, digital residencies, and archives. Our platforms bring together an international online community and offer world-wide visibility for advertisers with different types of banners on the website and in the newsletter.

|              |        |                              |
|--------------|--------|------------------------------|
| Website      | 6,008  | page views per month         |
|              | 2,081  | unique visitors per month    |
|              | 85%    | new visitors per month       |
|              | 28%    | returning visitors per month |
| Newsletter   | 7,685  | subscribers                  |
|              | 45%    | opening rate                 |
| Social Media | 11,665 | Facebook                     |
|              | 2,559  | Twitter                      |
|              | 6,985  | Instagram                    |
|              | 1,005  | LinkedIn                     |

Monthly average calculated on statistics between May 1, 2023 and September 1, 2023 (Google Analytics and Mailchimp).



Esse no. 109, Water



Esse no. 109, Water

## Distinctions

2022

### **International Creative Media Award**

Silver Award : Print magazine

Category: Art, Architecture, Design and Music

Silver Award: Online magazine

### **National Magazine Awards**

Art Direction Grand Prix

*Esse no. 102, (Re)seing Painting*

### **Prix d'excellence de la SODEP**

Award for Magazine of the year

Award for Essay, analyze and theory

*Esse no. 103, Sportification*

2021

### **Prix d'excellence de la SODEP**

Award for Graphic Design, cover

*Esse no. 99, Plants*

Award for Best Issue

*Esse no. 99, Plants*

Award for Essay, analyze and theory

*Esse no. 100, Futurity*

2020

### **International Creative Media Award**

Silver Award: Print magazine

Category: Art, Architecture, Design and Music



## **National Magazine Awards**

Finalist: Cover Grand Prize

*Esse no. 97, Appropriation*

Best Editorial Package

*Esse no. 95, Empathy*

## **Prix d'excellence de la SODEP**

Finalist: Graphic Design, cover

*Esse no. 97, Appropriation*

2019

## **International Creative Media Award**

Silver Award: Print magazine,

Category: Art, Architecture, Design  
and Music

## **National Magazine Awards**

Award for Best Magazine

Category: Art, Literary and Culture

2018

## **Prix d'excellence de la SODEP**

Award for Graphic Design, cover

*Esse no. 91, LGBT+*

Award for Graphic Design, interior pages

*Esse no. 92, Democracy*

Award for Critical Opinion Essay

*Esse no. 89, Library*

## **International Creative Media Award**

Silver award, Print magazine

Category: Art, Architecture, Design  
and Music

## Circulation

Distributed in hundreds of points of sale in Canada, the United States, Europe, and Asia. For a more detailed overview of the points of sale, please visit:  
[esse.ca/en/where-to-buy/](http://esse.ca/en/where-to-buy/)

### Where to find Esse?

#### Cultural institutions

Montréal Museum of Fine Arts  
Centre Pompidou, Paris  
Palais de Tokyo, Paris  
Wiels, Brussels  
CCA, Montréal  
Art Gallery of Ontario, Toronto  
Casino Luxembourg

Villa Arson, Nice  
Jeu de Paume, Paris  
Librairie du MUCEM, Marseille  
Musée national des beaux-arts  
du Québec  
McCord Museum, Montréal

#### Academic institutions

Emily Carr University of Art + Design,  
Vancouver  
Ontario College of Art and 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

#### Art fairs

Frieze  
Art Toronto  
The Armory Show

Paris Photo  
Expo Chicago  
Art Brussels

Art Basel Miami  
Plural (Papier)  
OAF New York

Paris +  
Drawing Now  
Focus New York

#### 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

# Advertising rates

## PRINT

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### Full page

1 × \$1,600

2 × \$1,500

3 × \$1,400

### ½ page

1 × \$950

2 × \$900

3 × \$850

### ¼ page

1 × \$650

2 × \$625

3 × \$575

### C3

1 × \$2,000

### Double page

1 × \$2,600

### Insert

1 × \$1,000

## DIGITAL

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### Main Banner 1200 × 280

1 month \$1,200

3 months \$2,850

6 months \$4,680

1 year \$7,920

### Public Banner\* 500 × 240

1 month \$600

3 months \$1,200

6 months \$1,755

1 year \$2,880

### Banner for Subscribers\*\* 600 × 240

1 month \$400

3 months \$840

6 months \$1,170

1 year \$1,800

### Newsletter Banner 600 × 125

1 × \$200

2 × \$330

3 × \$400

\*visible to all

\*\*visible to members only (requires user login to view promotion)

Museums, foundations, exhibition centres, artist-run centres, theatres, festivals, and private and university galleries could benefit from 25% off regular print advertising rates, and from 25% off on web banners.

Please contact [publicite@esse.ca](mailto:publicite@esse.ca) for more information on our preferential rates.

# Technical specifications

## PRINT FORMATS

- Allow a 0.25 in. margin inside your ad format.
- For full page or C3 ads, allow a 0.5 in. margin inside your ad format.
- Keep the text inside the margin.

### Accepted file types

#### EPS

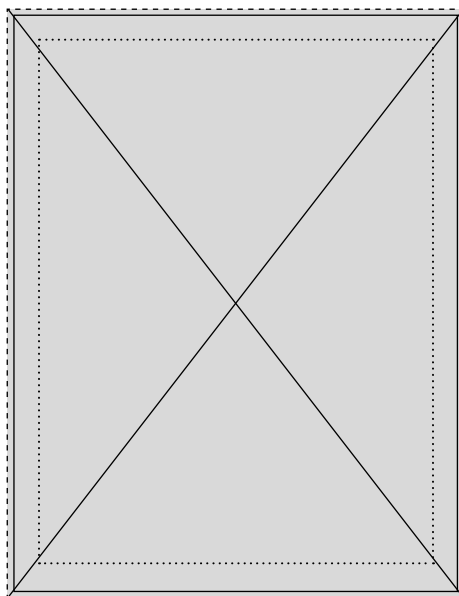
Four-colour process (CMYK), at 300 dpi

- Outlined fonts
- Embedded images

#### PDF (press quality)

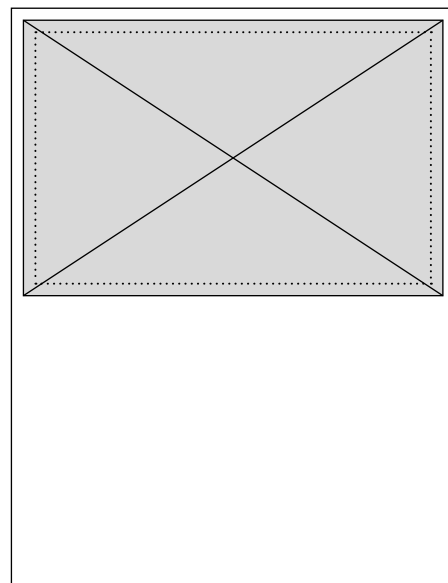
Four-colour process (CMYK), at 300 dpi

- Outlined fonts
- Without crop marks



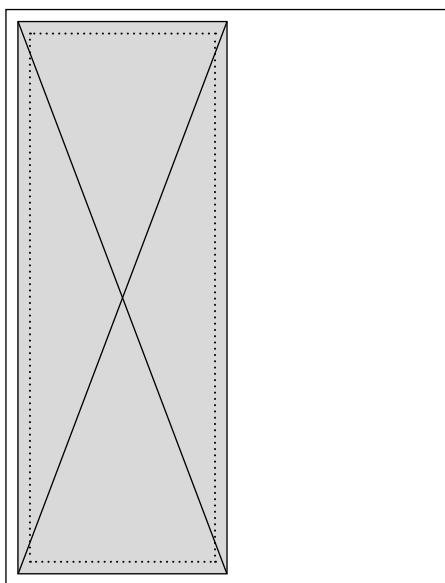
#### Full page or C3 (bleed)

9 × 11.5 in. (trim size) + 0.125 in bleed on 4 sides



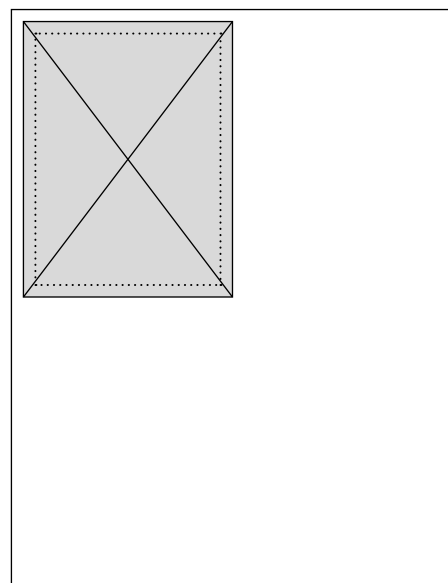
#### ½ horizontal page

8.25 × 5.375 in.



#### ½ vertical page

4 × 11 in.



#### ¼ page

4 × 5.375 in.

Please address your questions and your graphic material to:  
**documentation@esse.ca — 514 521-8597**

# Technical specifications

## DIGITAL FORMATS

### WEBSITE BANNERS

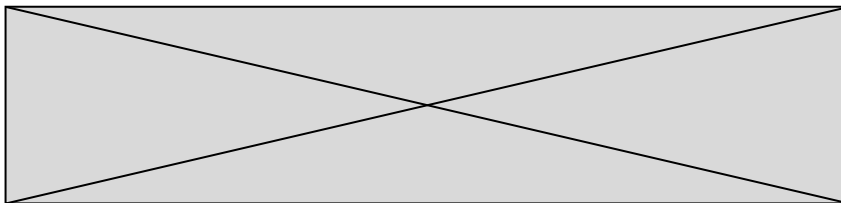
#### Accepted file types

##### JPG

- The image must be bilingual (or only in one language);
- RGB;
- 72 Dpi;
- Provide the URL.

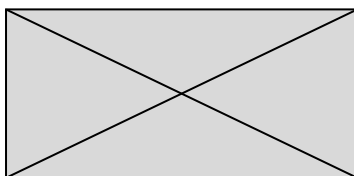
##### Animated GIF

- The image must be bilingual (or only in one language);
- Save in loop (4 seconds maximum);
- RGB;
- 72 Dpi;
- Provide the URL.



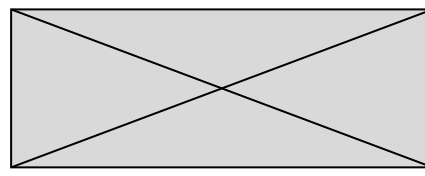
##### Main Banner + Mobile

1200 × 280 pixels, 500 ko maximum  
600 × 600 pixels, 500 ko maximum



##### Short Banner

500 × 240 pixels, visible to all, 250 ko maximum



##### Banner for Subscribers

600 × 240 pixels, visible to members only (requires user login to view promotion), 300 ko maximum

### NEWSLETTER BANNERS

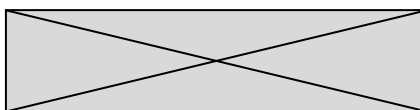
#### Accepted file types

##### JPG, PNG, GIF

- The image must be bilingual (or only in one language);
- RGB;
- 72 Dpi;
- Provide the URL.

##### Animated GIF

- The image must be bilingual (or only in one language);
- Save in loop (4 seconds maximum);
- RGB;
- 72 Dpi;
- Provide the URL.



##### Newsletter Banner

600 × 125 pixels, 50 ko maximum

Please address your questions and your graphic material to:  
**documentation@esse.ca — 514 521-8597**



#### Issues coming

No. 110  
No. 111  
No. 112

#### Release dates

January 19, 2024  
May 17, 2024  
September 13, 2024

#### Booking deadlines

November 30, 2023  
March 28, 2024  
June 27, 2024

#### Copy deadlines

December 7, 2023  
April 4, 2024  
July 4, 2024

## Advertising contract

#### Issues

- ☐ No. 110  
☐ No. 111  
☐ No. 112

#### Print formats

- ☐ Full page  
☐ ½ horizontal page  
☐ ½ vertical page  
☐ ¼ page  
☐ C3  
☐ Double page  
☐ Insert

#### Website banners

- ☐ Main 1 month  
☐ Main 3 months  
☐ Main 6 months  
☐ Main 1 year  
☐ Public 1 month  
☐ Public 3 months  
☐ Public 6 months  
☐ Public 1 year  
☐ Subscribers 1 month  
☐ Subscribers 3 months  
☐ Subscribers 6 months  
☐ Subscribers 1 year

#### Newsletter banner

☐ Horizontal  
From . . . to . . .

#### Rates

- ☐ Regular  
☐ Cultural organizations

From . . . to . . .

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 by mail.

#### Advertiser

#### Person in charge of promotion

#### Address

#### City

#### Province / State

#### Country

#### Postal code

#### Phone

#### E-mail

#### Comments

To reserve an ad space or for further information, please contact:  
**publicite@esse.ca — 514 521-8597**

Signature for the advertiser

Date

Signature for Esse

Date