

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.

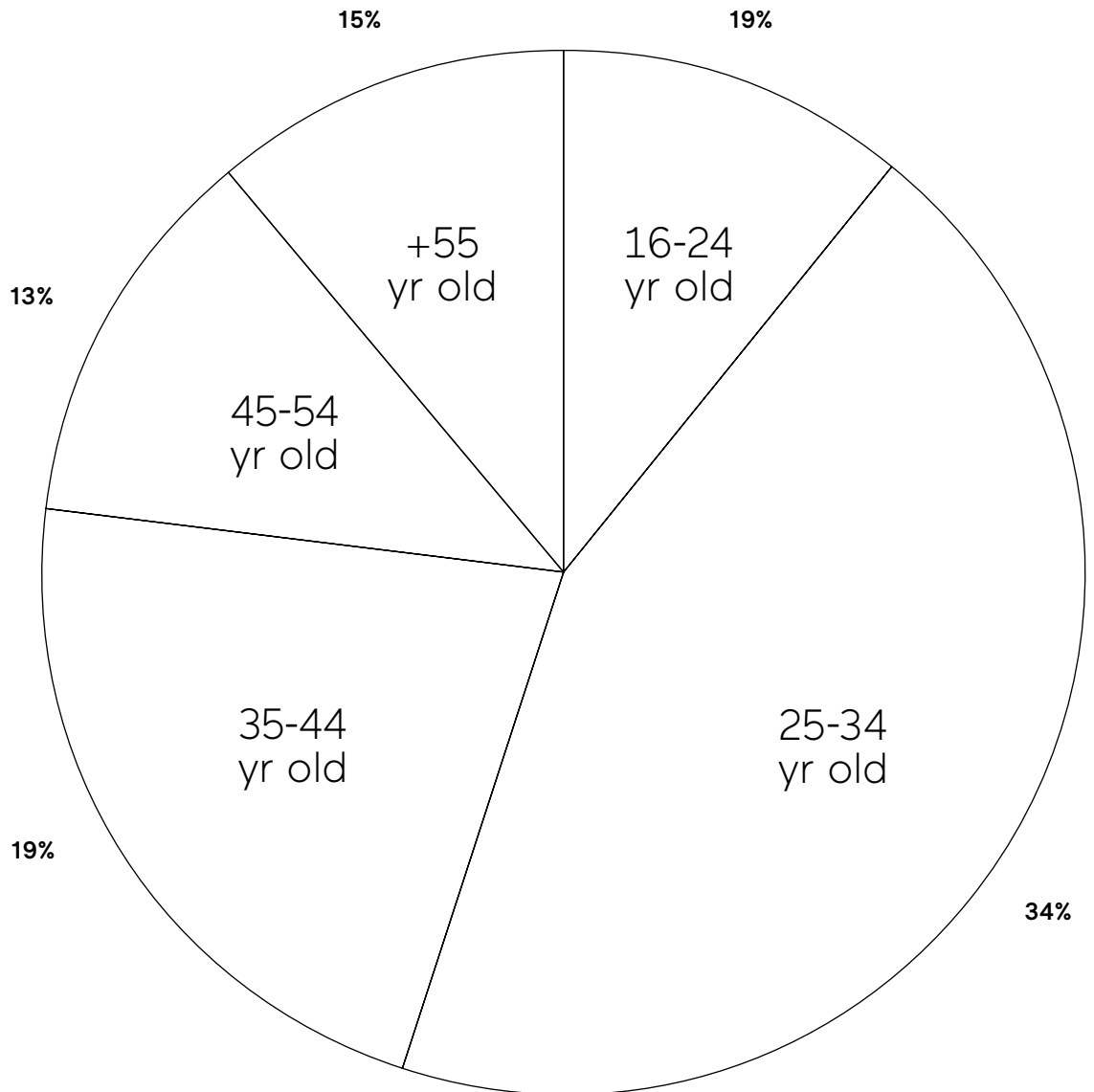
Readership

Print publication
12,000 readers

Digital publication
18,000 readers

70% women
30% men

Age of readers



Readership	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

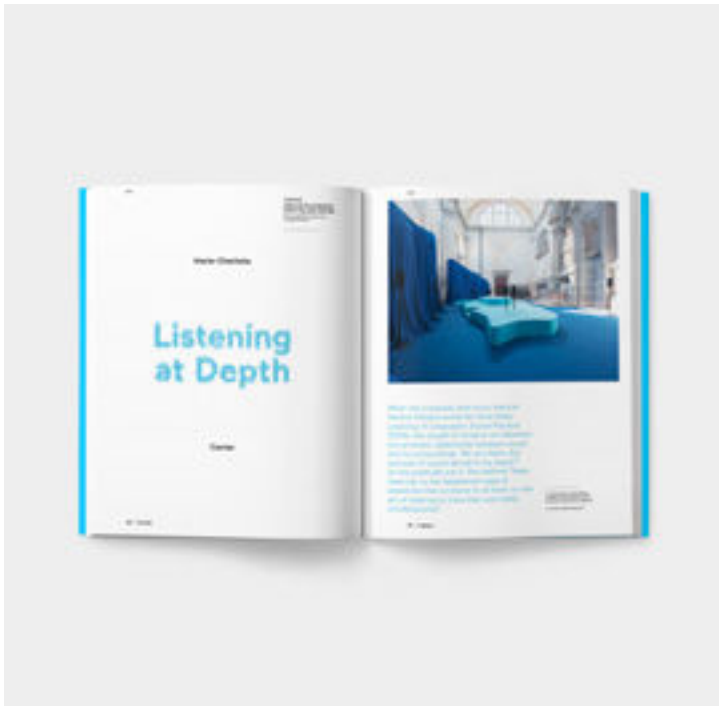
Our website, esse.ca, offers diverse and new content: webzines, interviews, reviews, portfolios, digital residencies, and archives. Our platforms bring together an international online community and offer worldwide visibility for advertisers with different types of banners on the website and in the newsletter.

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/

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

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

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 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

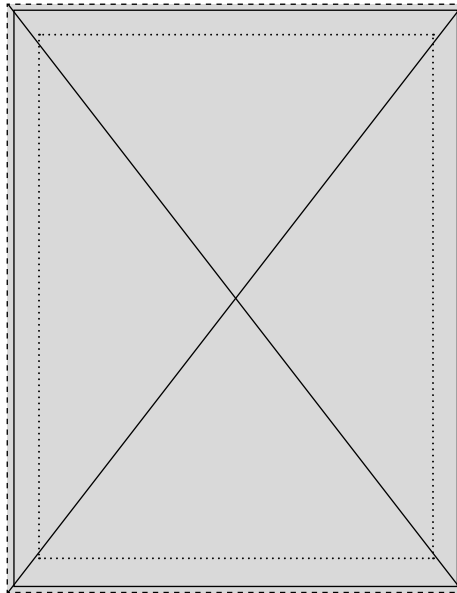
Four-colour process (CMYK), at 300 dpi

- Outlined fonts
- Embedded images

PDF (press quality)

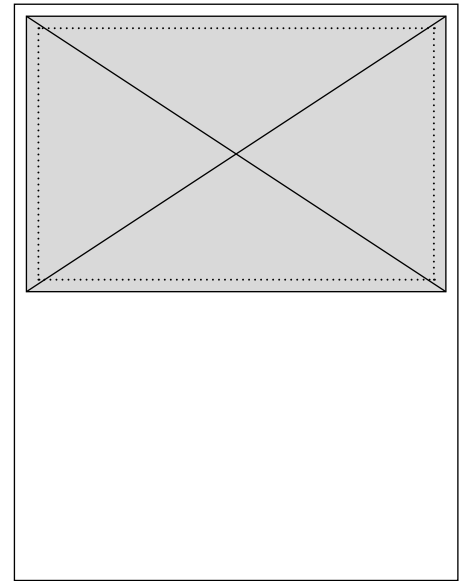
Four-colour process (CMYK), at 300 dpi

- Outlined fonts
- Without crop marks



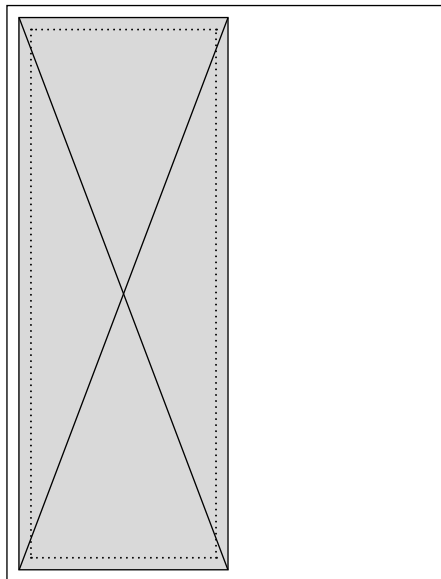
Full page or C3 (bleed)

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



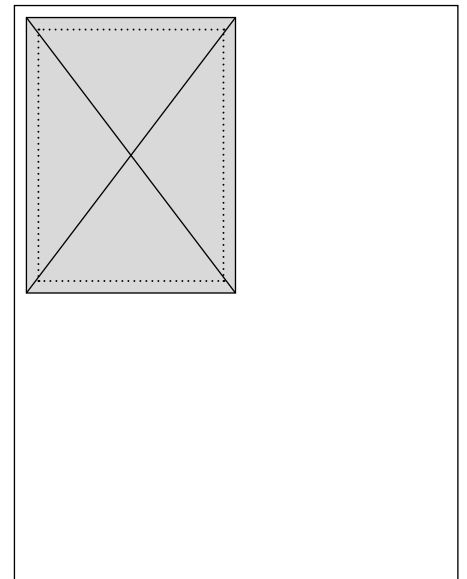
1/2 horizontal page

8.25 × 5.375 in.



1/2 vertical page

4 × 11 in.



1/4 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

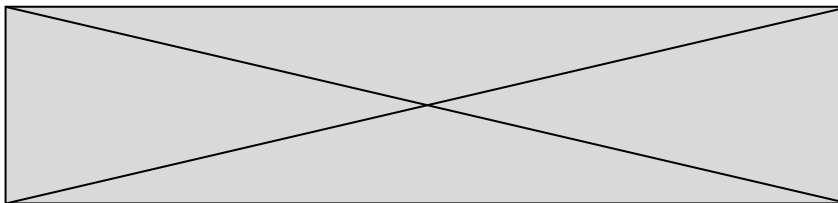
Accepted file types

JPG

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

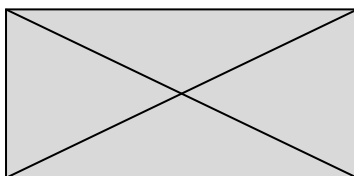
Animated GIF

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



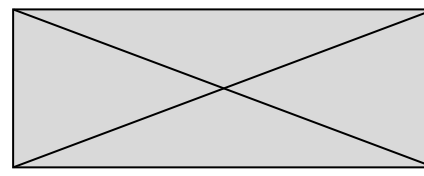
Main Banner + Mobile

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

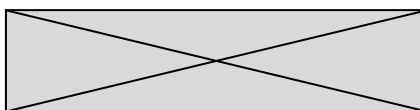
Accepted file types

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
- 1/2 horizontal page
- 1/2 vertical page
- 1/4 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
