

# 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.

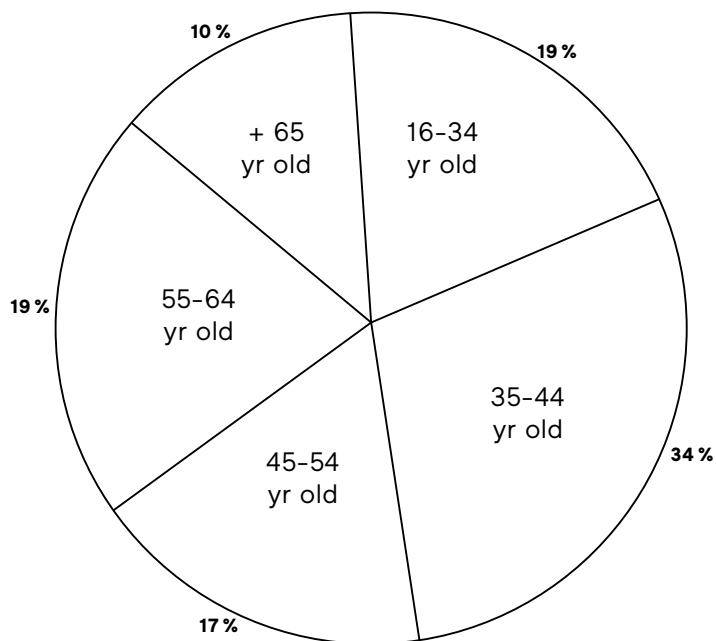
## Readership

Print publication  
12,000 readers

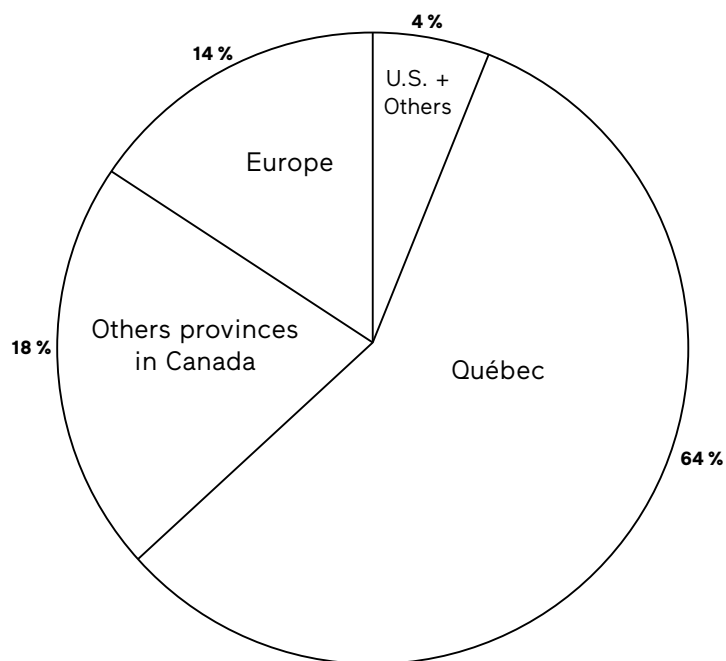
Digital publication  
18,000 readers

63% women  
33% men  
4% others

## Age of readers



## Geographical distribution of readership



<b>Readership</b>	57%	work in the artistic or cultural sector
	54%	have done graduate studies
	50%	keep the magazine for over 6 years
	98%	consider <i>Esse</i> as a reference in the art sector
	25%	of subscribers to <i>Esse</i> are institutions
	74%	of our readers refer to the advertising section
	94%	appreciate finding the advertising offer in a dedicated section

Informations collected within a survey  
between November and December 2023.

Digital

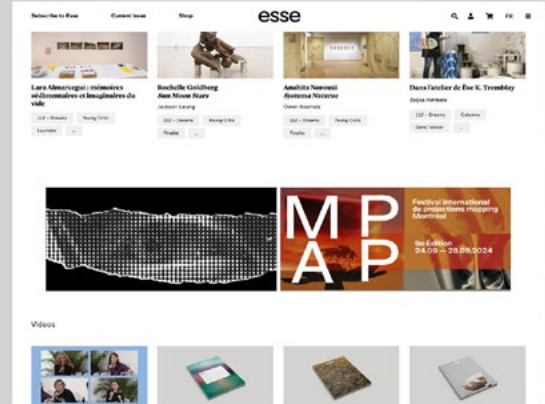
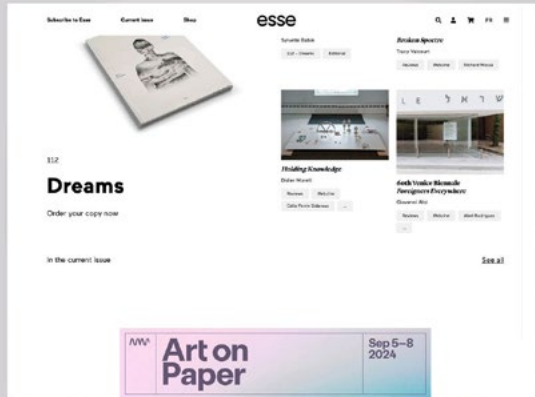
Our website, esse.ca, offers diverse and new content: webzines, interviews, reviews, portfolios, digital residencies, and archives. Our platforms bring together an international online community and offer world-wide visibility for advertisers with different types of banners on the website and in the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

Website	7,421	visits on the home page
	11,846	page views per month
	4,541	unique visitors per month
	38%	new visitors per month
	62%	returning visitors per month
Newsletter	7,686	subscribers
	39%	opening rate
Social Media	11,772	Facebook
	8,451	Instagram
	1,335	LinkedIn

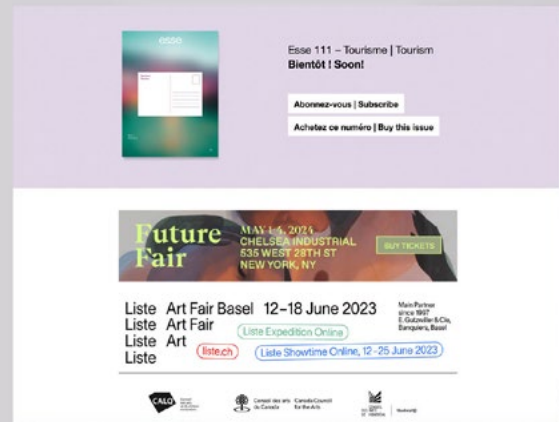
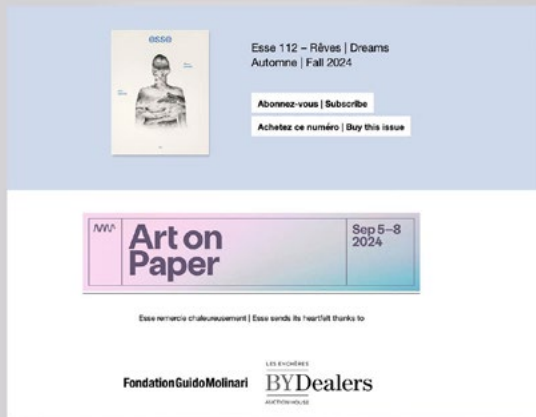
Monthly average calculated on statistics between January 1 and May 1, 2024 (Google Analytics and Mailchimp).



Esse no. 112, *Dreams*



esse.ca



Newsletter

## Distinctions

2024

### **National Magazine Awards**

Award for Best Magazine

Category: Art, Literary and Culture

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

Award for Graphic Design, Interior Pages

*Esse no. 109, Water*

2022

### **International Creative Media Award**

Silver Award : Print Magazine

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

2021

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

Award for Best Issue

*Esse no. 99, Plants*

2020

### **International Creative Media Award**

Silver Award: Print Magazine

### **National Magazine Awards**

Award for Best Magazine

Category: Art, Literary and Culture

Best Editorial Package

*Esse no. 95, Empathy*



## Circulation

Distributed in hundreds of points of sale in Canada, the United States, Europe, and Asia. For a more information, 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 Clark, Montréal  
McCord Stewart Museum, Montréal  
Musée national des beaux-arts du Québec  
Canadian Center for Architecture, Montréal  
Centre Pompidou, Paris  
Palais de Tokyo, Paris

Wiels, Brussels  
Art Gallery of Ontario, Toronto  
Art Metropole, Toronto  
Casino Luxembourg  
Villa Arson, Nice  
Jeu de Paume, Paris  
Librairie du MUCEM, Marseille

#### Academic institutions

Coop de l'Université du Québec à Montréal  
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

Plural  
Vancouver Art  
Book Fair  
Art Toronto

Expo Chicago  
The Armory Show  
Art Basel Miami  
Art Seattle

Art on Paper  
Paris Photo  
Art Brussels  
Paris +

Drawing Now

# 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

## 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 \$800

3 months \$1,400

6 months \$2,000

1 year \$3,000

### Newsletter Banner

600 × 125

1 × \$200

2 × \$330

3 × \$400

\*Advertising section now available at [esse.ca/en/ad-spaces/](http://esse.ca/en/ad-spaces/)

\*\*Visible to all

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

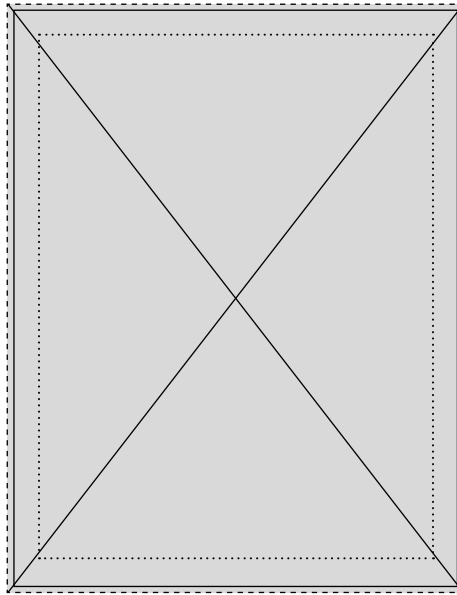
Four-colour process (CMYK), at 300 dpi

- Outlined fonts
- Embedded images

#### PDF (press quality)

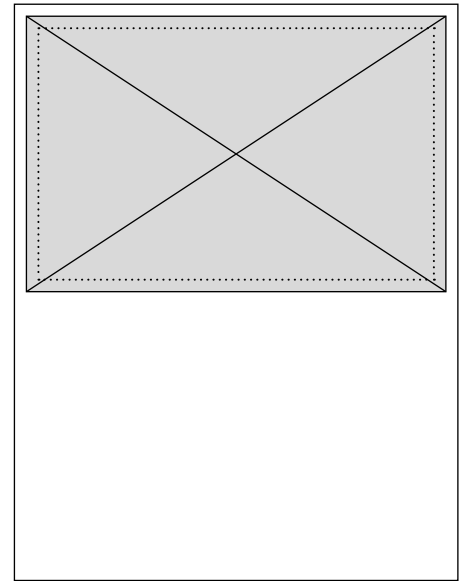
Four-colour process (CMYK), at 300 dpi

- Outlined fonts
- Without crop marks



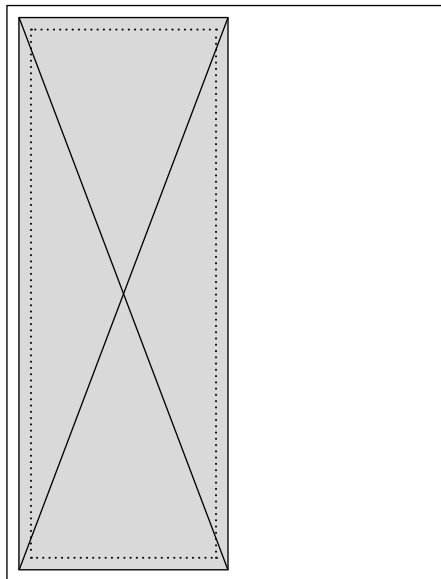
#### Full page or C3 (bleed)

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



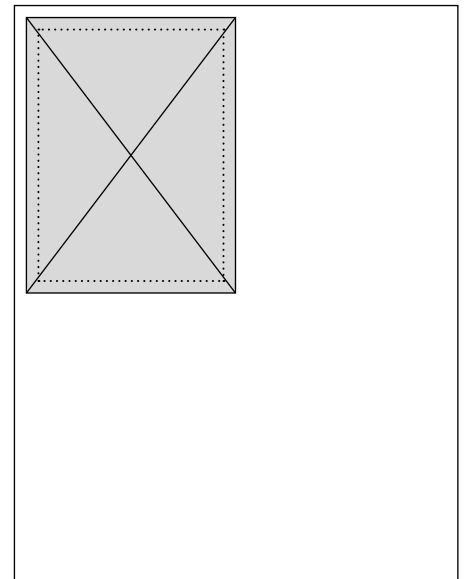
#### 1/2 horizontal page

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

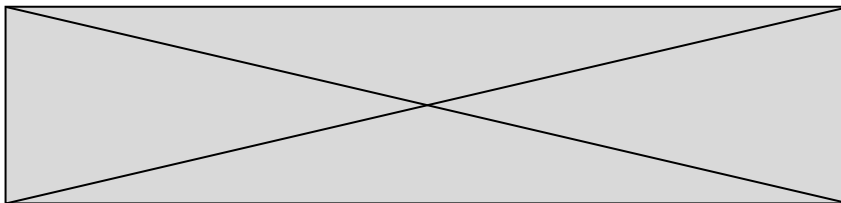
#### Accepted file types

##### JPG

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

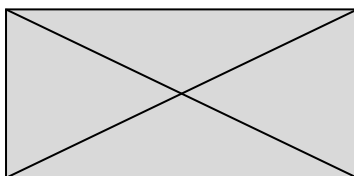
##### Animated GIF

- 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



##### Public Banner

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

### NEWSLETTER BANNERS

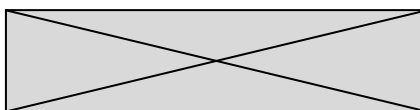
#### Accepted file types

##### 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. 113 - Plastics  
No. 114 - Abstraction  
No. 115 - Upcoming Theme

#### Release dates

January 17, 2025  
May 16, 2025  
September 12, 2025

#### Booking deadlines

November 28, 2024  
March 27, 2025  
June 26, 2025

#### Copy deadlines

December 5, 2024  
April 3, 2025  
July 3, 2025

## Advertising contract

#### Issues

- ☐ No. 113  
☐ No. 114  
☐ No. 115

#### Print formats

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

#### 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

#### Newsletter banner

- ☐ Horizontal  
From . . . to . . .

#### Rates

- ☐ Regular  
☐ Cultural organization

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