

# esse

Arts +  
Opinions



**Media kit and  
advertising offer**

[esse.ca](http://esse.ca)

## **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.

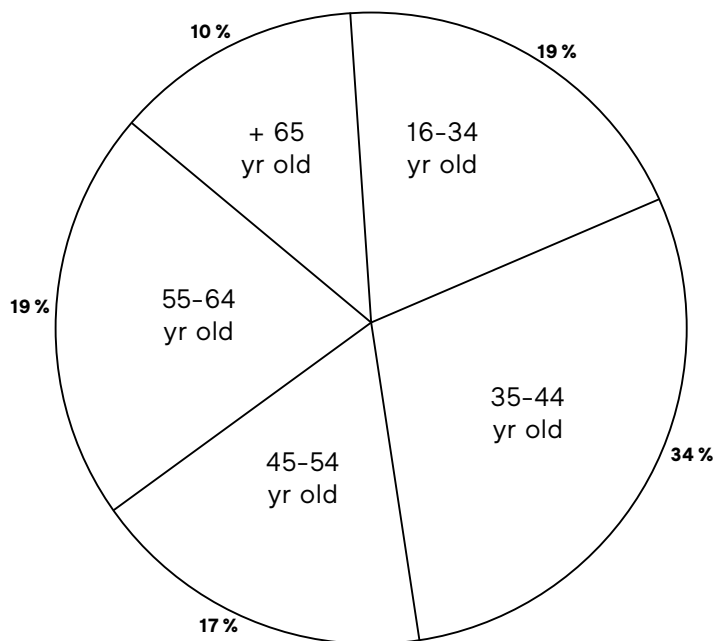
## Readership

Print publication  
12,000 readers

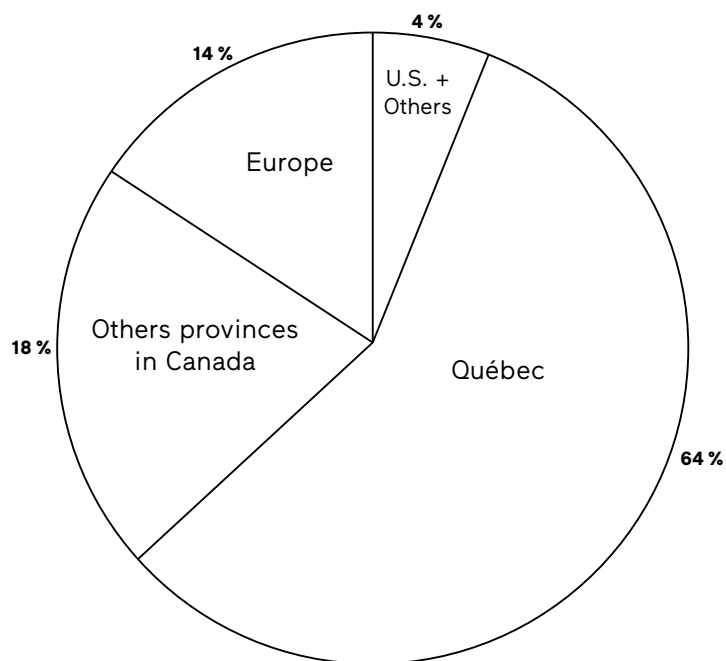
Digital publication  
18,000 readers

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 |

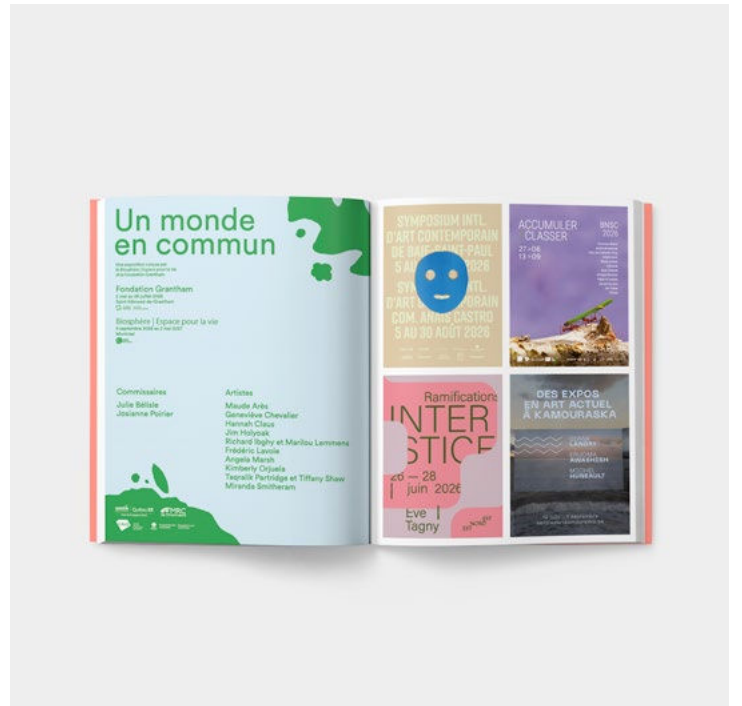
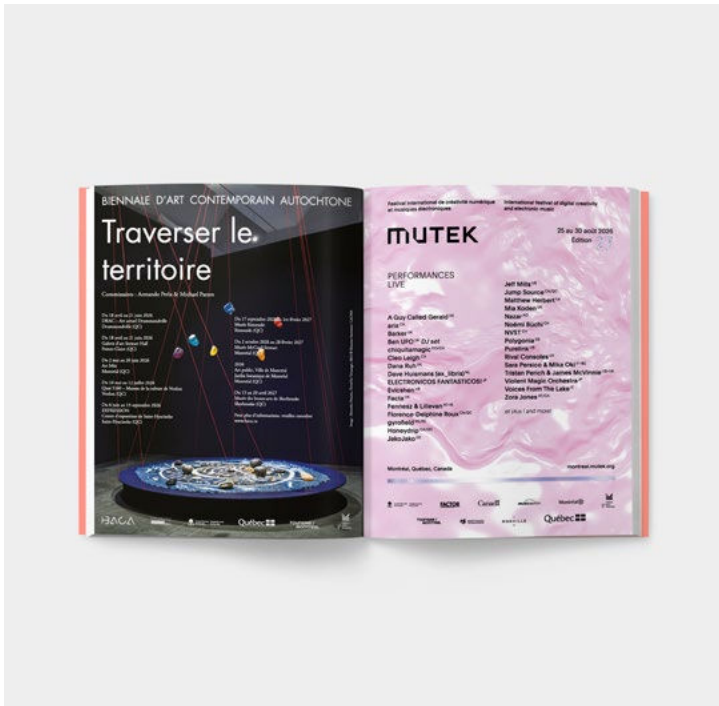
Informations collected within a survey  
between November and December 2023.

## Digital

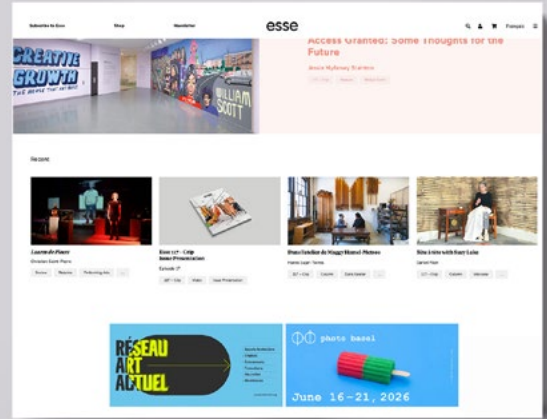
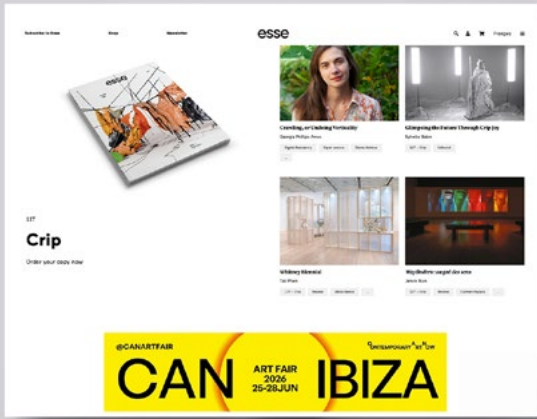
Our website, esse.ca, offers diverse and new content: webzines, interviews, reviews, portfolios, digital residencies, and archives. Our platforms bring together an international online community and offer worldwide visibility for advertisers with different types of banners on the website and in the newsletter.

|                     |         |                              |
|---------------------|---------|------------------------------|
| <b>Website</b>      | 10,880  | visits on the home page      |
|                     | 12,985  | page views per month         |
|                     | 4,670   | unique visitors per month    |
|                     | 48%     | new visitors per month       |
|                     | 52%     | returning visitors per month |
| <b>Newsletter</b>   | 7,860   | subscribers                  |
|                     | 47%     | opening rate                 |
| <b>Social Media</b> | 11,875  | Facebook                     |
|                     | 10,4795 | Instagram                    |
|                     | 1,680   | LinkedIn                     |

Monthly average calculated on statistics between December 15, 2025 and May 15, 2026 (Google Analytics and Mailchimp).



Esse no. 117 – Crip



esse.ca + Newsletter

## Distinctions

2026

### **International Creative Media Award**

Gold Award : Print Magazine

Gold & Silver Award : Front Pages

*Esse no. 114, Abstractions & Esse no. 113, Plastics*

Gold Award : Cover & Cover Story

*Esse no. 114, Abstractions*

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*

## 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\*

---

### 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

---

### Main Banner\*\* 1200 × 280

1 month \$1,200

3 months \$2,850

6 months \$4,680

1 year \$7,920

### Secondary 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/)

\*\* The banners are now visible on the home page and in reviews, webzines and the Young Critics Competition pages.

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

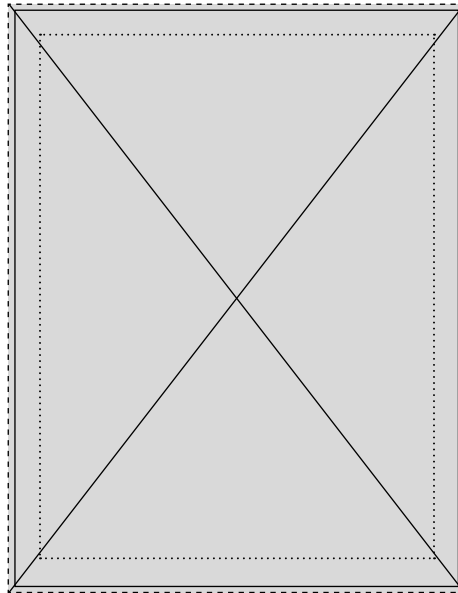
Four-colour process (CMYK), at 300 dpi

- **Outlined fonts**
- Embedded images

#### PDF (press quality)

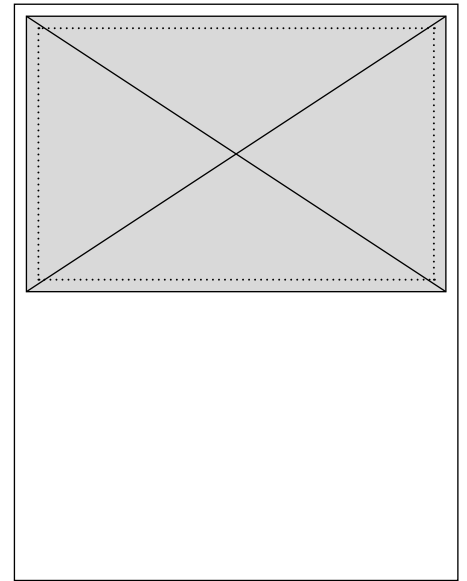
Four-colour process (CMYK), at 300 dpi

- **Outlined fonts**
- Without crop marks



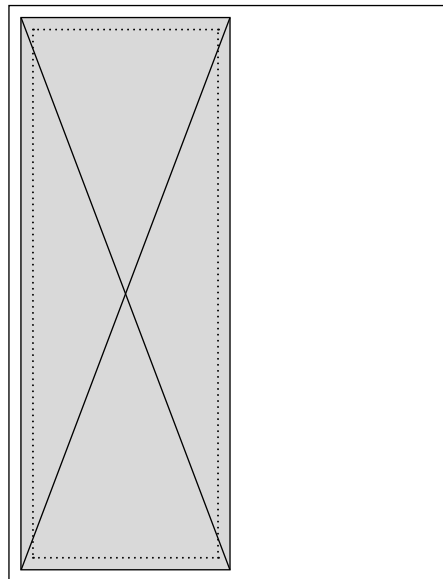
#### Full page or C3 (bleed)

9 × 11.5 in. (trim size) + 0.5 in bleed on 4 sides



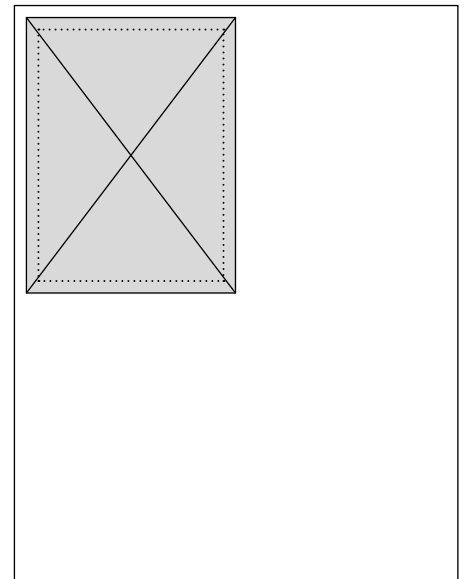
#### 1/2 horizontal page

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:  
**publicite@esse.ca — 514 521-8597**

# Technical specifications

## DIGITAL FORMATS

### WEBSITE BANNERS

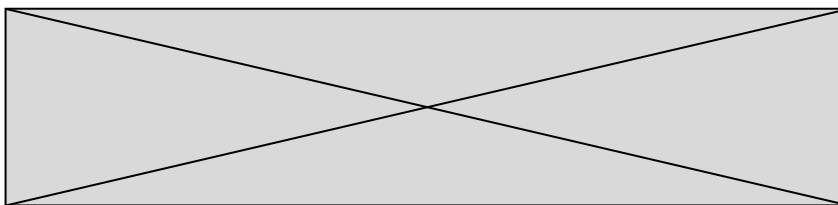
#### Accepted file types

##### JPG

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

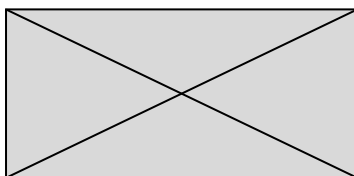
##### Animated GIF

- 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



##### Secondary Banner

500 × 240 pixels,  
250 ko maximum

### NEWSLETTER BANNERS

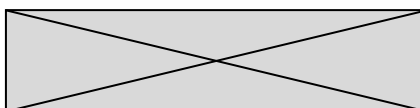
#### Accepted file types

##### 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:  
**publicite@esse.ca — 514 521-8597**



**Issues coming**

No. 118 - Tongues  
No. 119 - Obscurity  
No. 120 - Home

**Release dates**

September 11, 2026  
January 15, 2027  
May 15, 2027

**Booking deadlines**

June 25, 2026  
November 26, 2026  
March 25, 2027

**Copy deadlines**

July 2, 2025  
December 3, 2026  
April 1, 2027

**Advertising contract**

**Issues**

- No. 118
- No. 119
- No. 120

**Print formats**

- Full page
- 1/2 horizontal page
- 1/2 vertical page
- 1/4 page
- C3
- Double page

**Website banners**

- Main 1 month
- Main 3 months
- Main 6 months
- Main 1 year
- Secondary 1 month
- Secondary 3 months
- Secondary 6 months
- Secondary 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**

---