

esse

Arts +
Opinions



**Media kit and
advertising offer**

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.

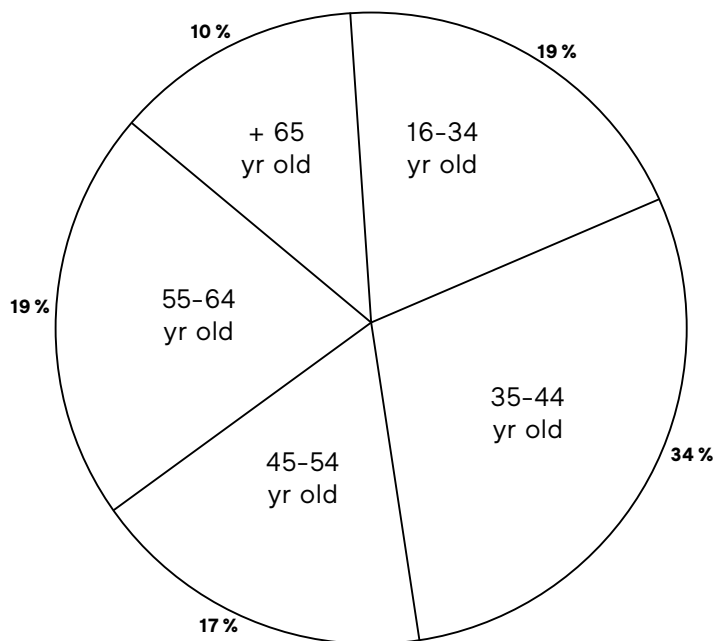
Readership

Print publication
12,000 readers

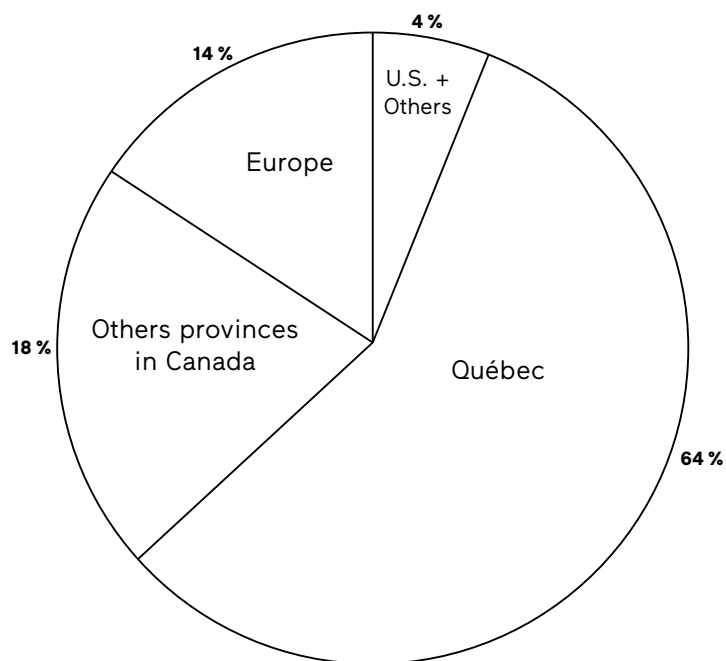
Digital publication
18,000 readers

63% women
33% men
4% others

Age of readers



Geographical distribution of readership



Readership	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

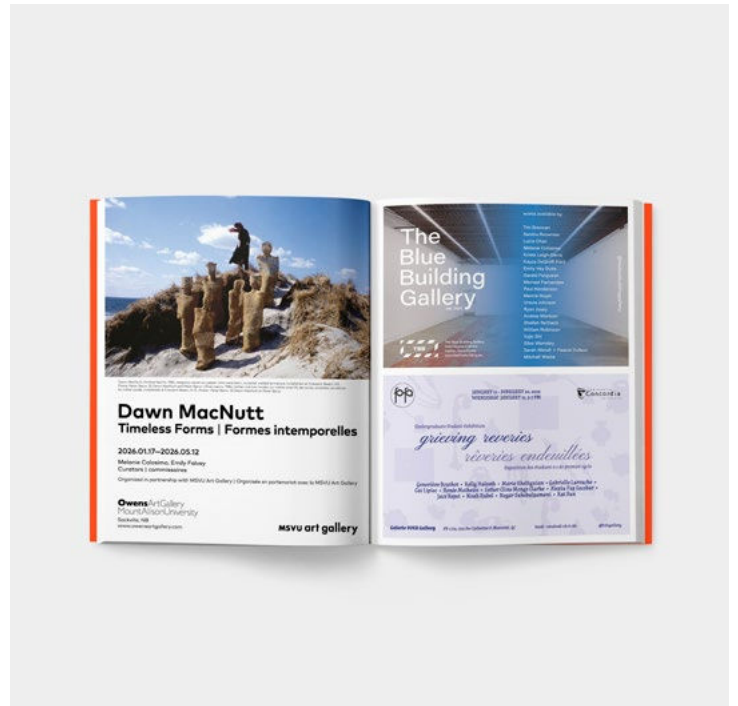
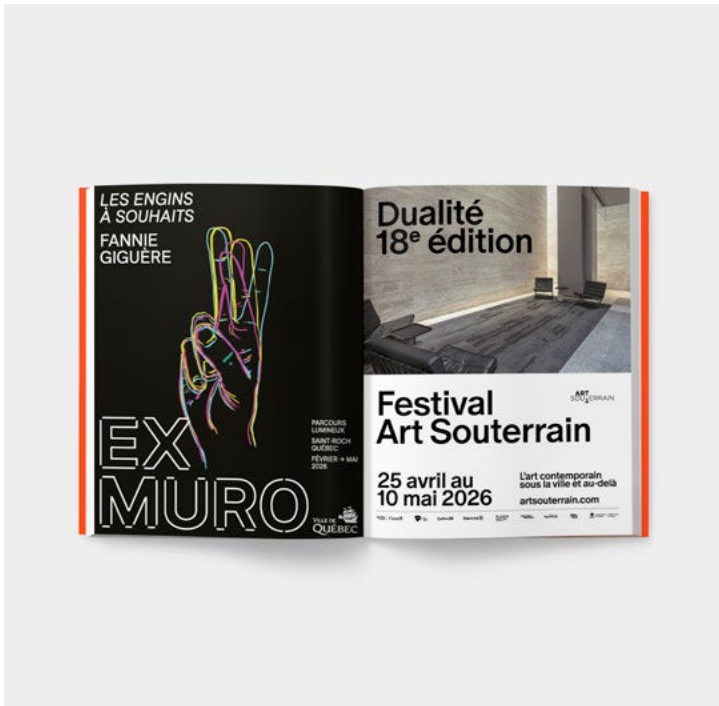
Informations collected within a survey
between November and December 2023.

Digital

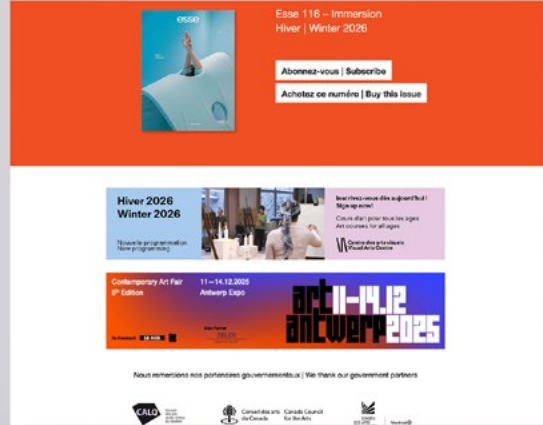
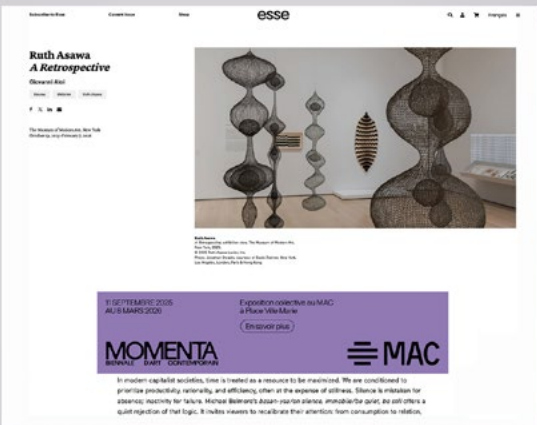
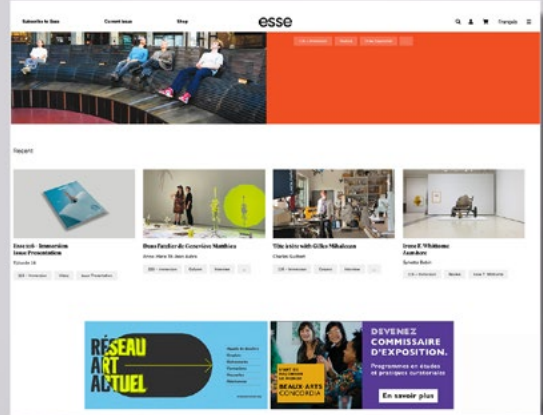
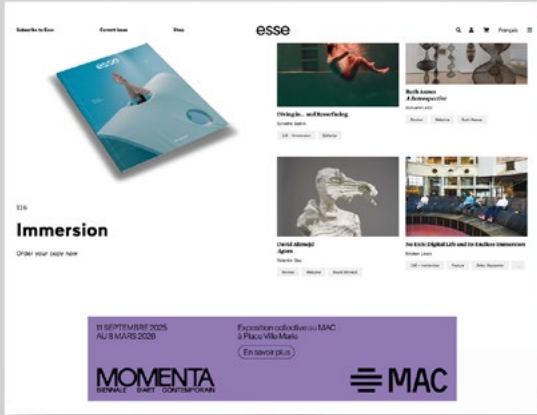
Our website, esse.ca, offers diverse and new content: webzines, interviews, reviews, portfolios, digital residencies, and archives. Our platforms bring together an international online community and offer worldwide visibility for advertisers with different types of banners on the website and in the newsletter.

Website	10,490	visits on the home page
	13,485	page views per month
	5,000	unique visitors per month
	45%	new visitors per month
	55%	returning visitors per month
Newsletter	7,864	subscribers
	47%	opening rate
Social Media	11,834	Facebook
	10,457	Instagram
	1,600	LinkedIn

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



Esse no. 116 – Immersion



es.se.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/

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/

** 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 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

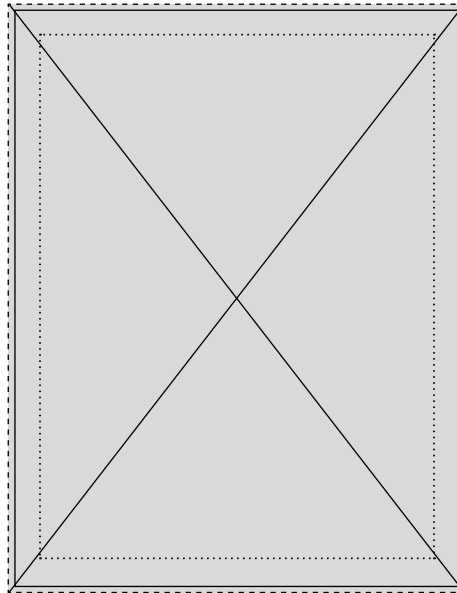
Four-colour process (CMYK), at 300 dpi

- **Outlined fonts**
- Embedded images

PDF (press quality)

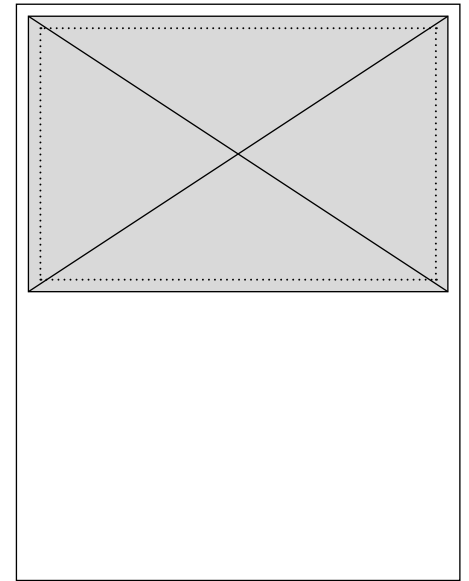
Four-colour process (CMYK), at 300 dpi

- **Outlined fonts**
- Without crop marks



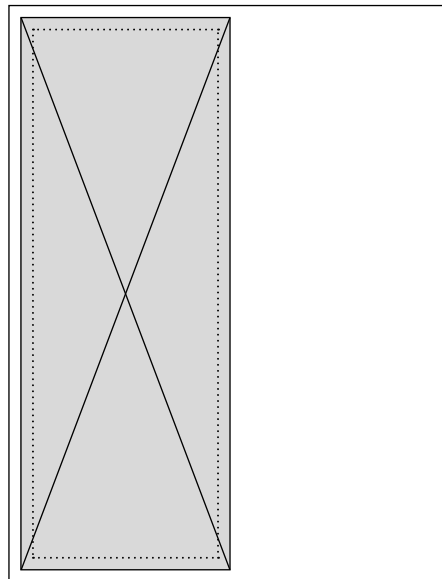
Full page or C3 (bleed)

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



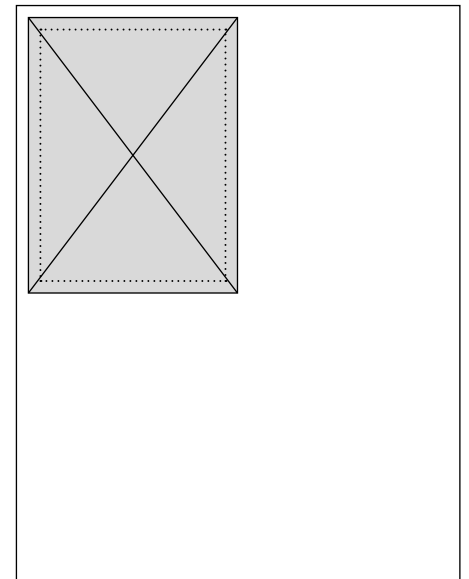
1/2 horizontal page

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

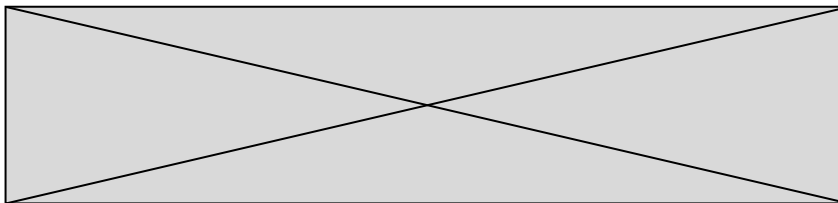
Accepted file types

JPG

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

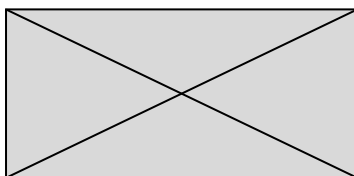
Animated GIF

- 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

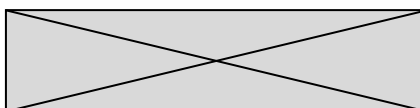
Accepted file types

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

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publicite@esse.ca — 514 521-8597



Issues coming

No. 117 - Crip
No. 118 - Tongues
No. 119 - Obscurity

Release dates

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

Booking deadlines

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

Copy deadlines

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

Advertising contract

Issues

- No. 117
- No. 118
- No. 119

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 . . .

From . . . to . . .

Rates

- Regular
- Cultural organization

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
