



Monthly French Magazine on Art and Culture
Cover Price: € 4.90



MARKET POSITION:

Arts Magazine is a didactic and easy to read magazine on art. It is aimed at a mixed urban audience, with a typical average age of 41 years old. Its readership is mainly comprised of urban ABC1 with 40% coming from the Paris region.

In 2009, **Art Magazine** adopted a new design, more practical, clearer and more related to the art news.

| | | Arts Magazine |
|---------------------|------------------|----------------------|
| Total Circulation | OJD 2011 | 31,083 |
| Domestic Paid Circ. | OJD 2011 | 30,215 |
| Readership | MRCC Survey 2008 | 200,000 |

EDITORIAL PROFILE:

Arts Magazine has a diversified and consistent content. The magazine is designed to give a new point of view on arts and associates culture and leisure time. Each month **Arts Magazine** proposes 6 sections:

- "La vie de l'art": news, surveys, what is happening in the art sector
- "A voir": the best current exhibitions and events on art
- "Le dossier": 16 pages of in-depth analysis on a transversal art subject
- "L'art dans la vie": Travels, design, professionals, etc., everything about art in the daily life
- "Comprendre": advises and explanations to better understand an artwork
- "L'agenda": all the art exhibitions in France and abroad

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

Please contact us for details

If you would like to receive copies, a media pack or further information, please contact
GCA INTERNATIONAL MEDIA SALES on 020 7730 6033
gca@gca-international.co.uk