



The most authoritative French Monthly Magazine
On Contemporary Art and Culture
Cover Price: € 6.50

MARKET POSITION:

Beaux Arts Magazine, created in France in 1983, has in 25 years become the most influential upmarket and avant-garde magazine on culture and contemporary art. It is aimed at a mixed urban audience, with a typical age range of 35 to 49. Its readership is mainly comprised of urban ABC1 ++ with 54% coming from the Paris region. They are mainly decision makers in their field and read this title for both business and leisure.

		Beaux Arts Magazine
Total Circulation	OJD 2011	63,491
Domestic Paid Circ	OJD 2011	62,670
Subscribers	OJD 2009	31,877
PREMIUM 2010		
All		250,000
Easy		196,000
Activ		113,000
Activ-Easy		59,000

EDITORIAL PROFILE:

The readership of *Beaux Arts Magazine* is composed mostly of high income individuals. 61.8% receive an annual salary of 94,000 euros or more, and 31, 2% earn 122,000 euros or more. They are included in IPSOS France Top 2%. They tend to spend a large amount of money on cultural products and design products (e.g. CD, Book and magazines).

Beaux Arts Magazine has balanced and consistent contents, designed to highlight new cultural trends focusing on developing artist profiles. *Beaux Arts Magazine* offers each month a global vision of art: contemporary artists and their performances, the modern and classic works market, a complete file about current cultural events, events that should not be missed in France and overseas (auctions, exhibitions, trade fairs and shows). It is distributed via traditional and also exclusive channels such as Air France first class cabins and in airport business lounges in Paris.

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

1 month prior to issue date

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