



The most authoritative French Monthly Magazine
On Contemporary Art and Culture
Cover Price: € 6.80

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 2015-2016	60,611
Domestic Paid Circ	OJD 2015-2016	57,381
PREMIUM 2012		
All		257,000
Easy		200,000
Activ		116,000
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.

ADVERTISING RATES 2016:

Format	Price in €	Size in mm
Full page (4 colours)	8,500€	220 w x 285 h
DPS (4 colours)	17,000€	440 w x 285 h
½ page H (4 colours)	4,900€	92,5 w x 263 h
¼ page (4 colours)	3,200€	92,5 w x 126 h

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

1 month prior to issue date

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