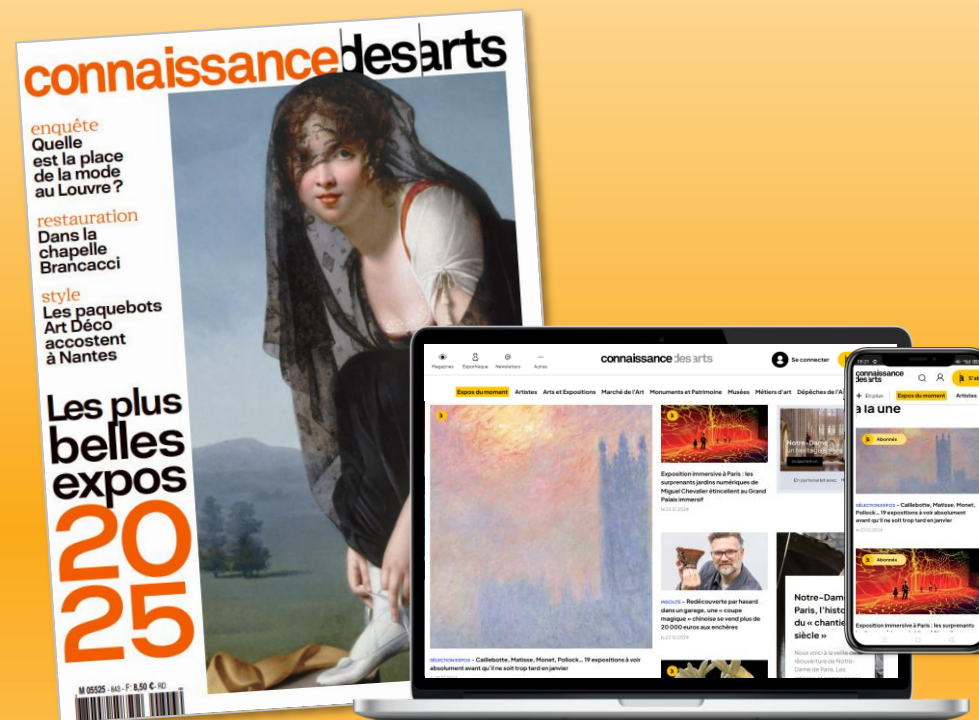




# connaissance des arts

KIT MEDIA  
2026



Les Echos  
Le Parisien  
MÉDIAS

PARIS  
MATCH  
MÉDIAS

# A complete ecosystem dedicated to art

## Magazine

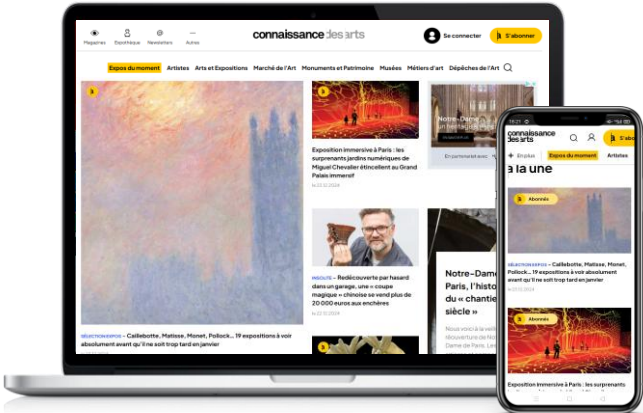


**43 421**

**Copies  
Every month**

11 issues per year

## Site



**900 000 VIEWS**

**2,4 M pages views per month**

## Social media



**+ than 540 000**

**Social media followers**



## Weekly newsletters

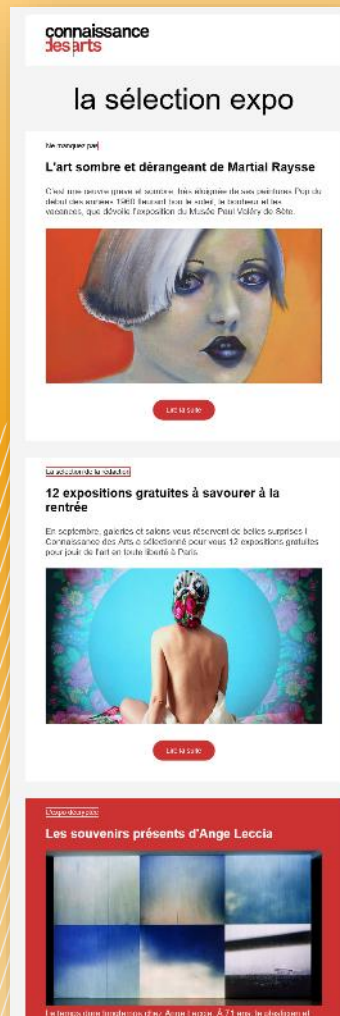


**+200 000**

**Shipments per week**



# connaissance des arts



## No. 1 in Digital & Social Media for Art

The leading media outlet in the art world is expanding and strengthening its content across all digital devices.

**900 000** unique visitors  
**web site**

**+52 000** subscribers  
**Newsletters**

**540 000** fans & followers  
**Social media**

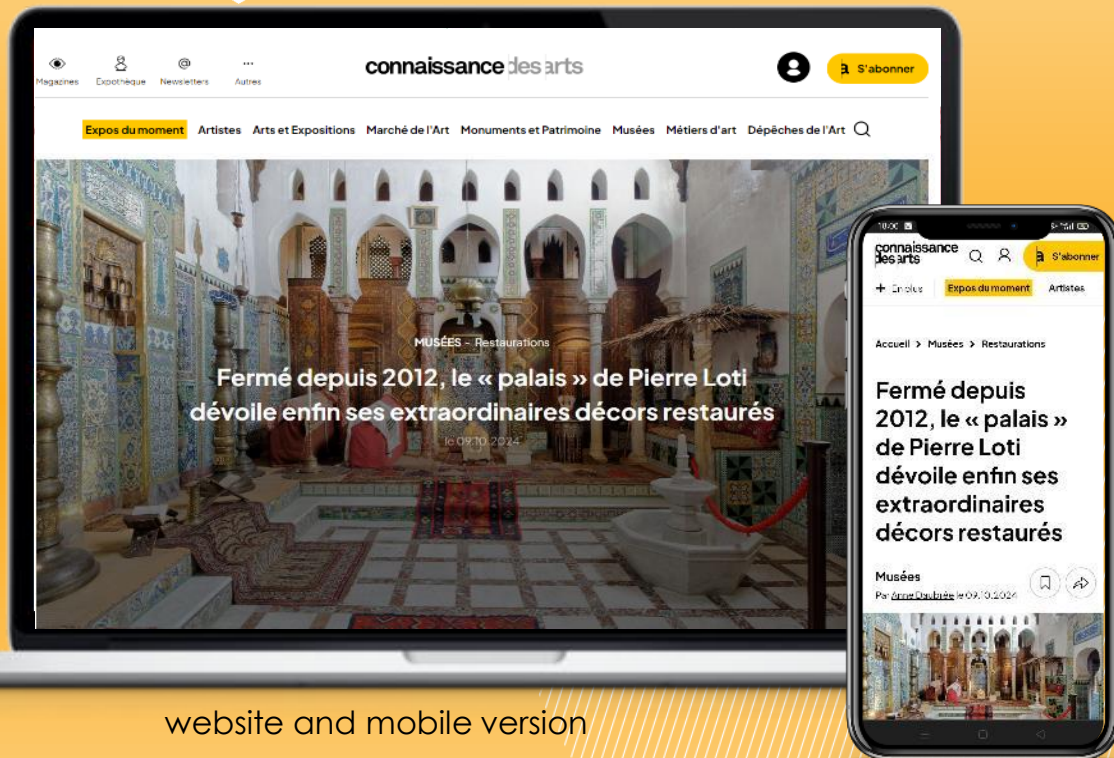


Sources: Médiamétrie March 2025 - Competitive universe = beauxarts.com, lejournaldesarts.fr, artpress.com





# No. 1 art website in France



website and mobile version

**900 000** Certified by Médiamétrie

**2,4 Millions** pages views

High-quality  
content Acclaimed by our  
readers

**2,6**  
pages viewed per  
unique visitor

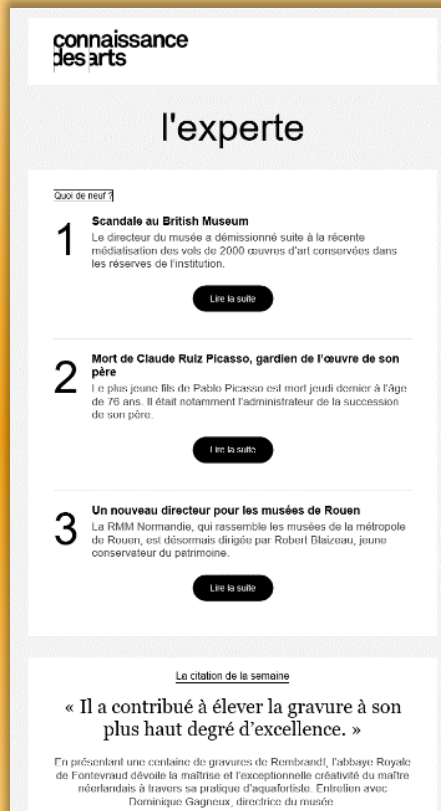
# Engaged communities via 4 newsletters

**+200 000**  
shipments per week  
**52 000**  
subscribers /  
newsletter

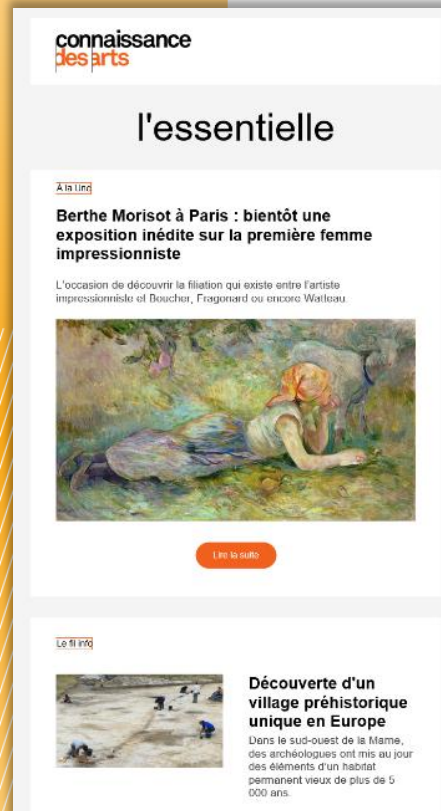
**42%**  
Open rate vs.18%  
average in the  
market

**2** Display formats  
for the newsletters  
300 x 250 et 300 x 600

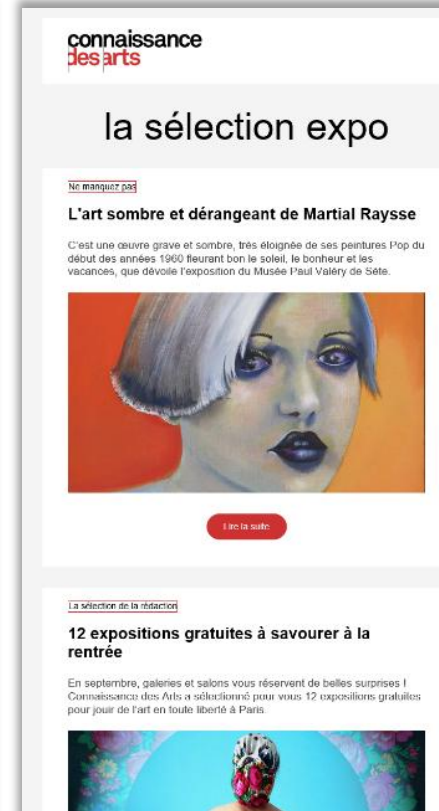
Tuesday



Wednesday and Saturday



Thursday



the first Monday of the month



# High-quality content that engages on social media

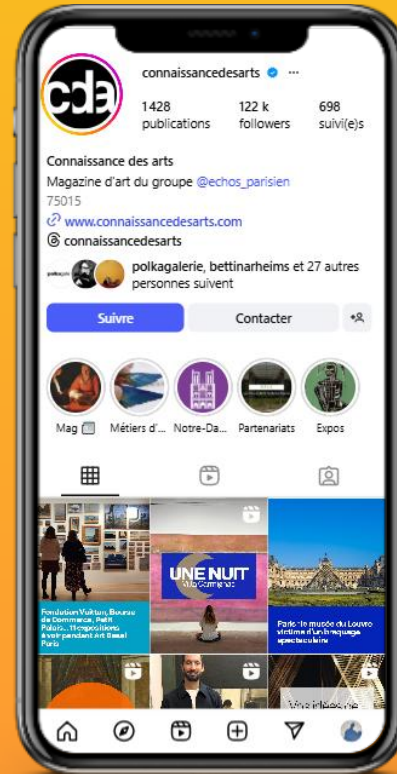
## #Expositions



## #Profession



And many other topics



## COMMITMENT RATE

7,9% on reach  
(interactions)

vs. between 4% and 6% on average

1,5% on the views

# connaissance des arts



122k followers

SOCIAL PROFIL

Women	67%
Men	33%
18-34	36%
35-54	43%
55+	21%



300k followers

SOCIAL PROFIL

Women	62%
Men	38%
18-34	28%
35-54	38%
55+	34%





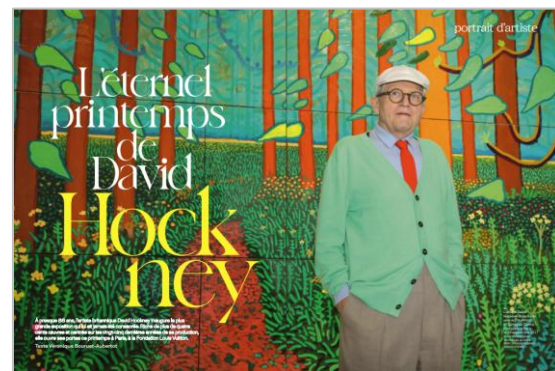
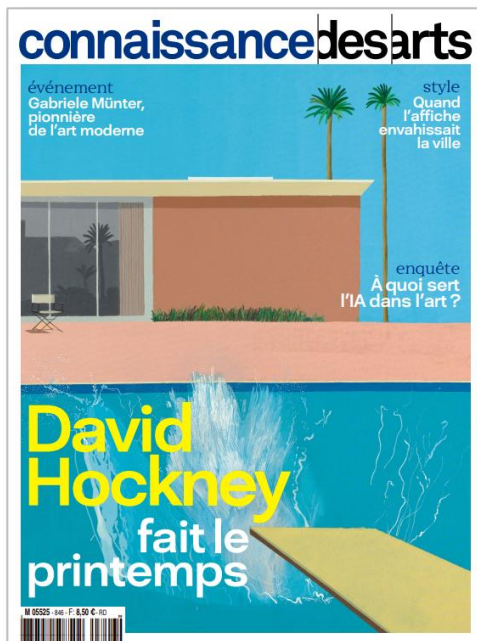
# The magazine for all arts, **from all eras**

connaissance  
des arts

events

investigation

route



news

Artist portrait

Art market



# Our readers? Passionate, focused and exclusive!

connaissance  
des arts

## A mixed readership

54% men / 46% women

&

## high-end

78% of CSP++



**passionate**

60% keep their magazine for at least 6 months to read it again

**Focused**

93% are focused while reading

**exclusive**

65% of readers exclusively\*

→ **Maximum visibility for advertising**



Source: internal reader survey, June 2022

\* \* UC Art = Fine Arts, La Gazette Drouot, Le Journal Des Arts and L'œil



# Our readers are **highly engaged** with all of our content.

connaissance  
des arts

## Adherence to editorial content

**97%**

Of our readers consider it to be an informative read.

**96%**

a **pleasant** moment

**95%**

a very **inspiring** read

**77%**

de nos lecteurs sont de véritables ambassadeurs de l'actualité culturelle

« It makes me want to talk about it to everyone I know. »

## Adherence to advertising content

for **70%**

Advertising in the magazine provides

for **66%**

Advertisements are an integral part of the magazine.

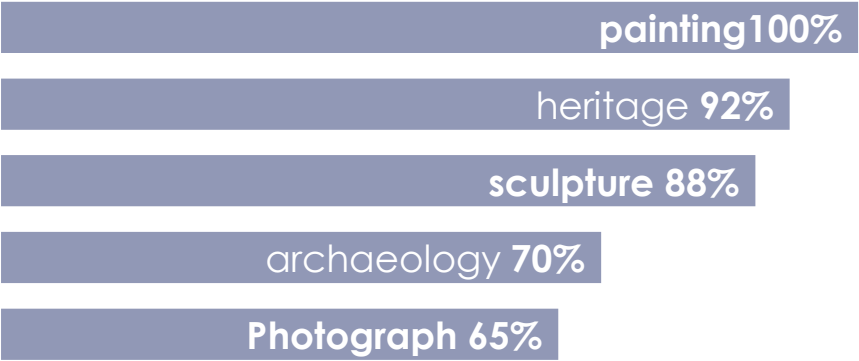


**+ d'1/3**

**reads advertisements** carefully

# Our readers are interested in all arts and all periods.

A strong interest **in all the arts**

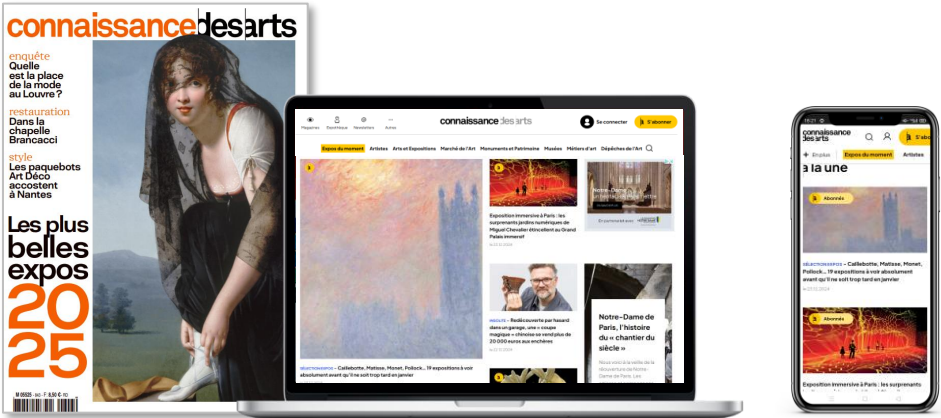


And styles from **all eras**



**Concept approved!**  
Overall rating given to the brand

+16 / 20



# Our tools for meeting your communication needs

## CLASSIC ADVERTISING

Build your reputation in a context of quality



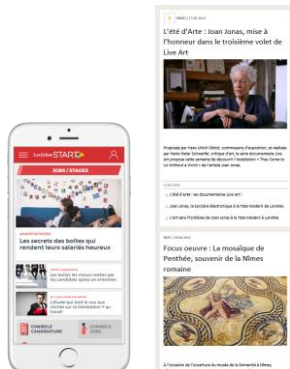
## BRAND CONTENT

Custom-made content in print (dedicated supplement) and digital formats (video, slideshow, vertical format for advertisers, etc.)



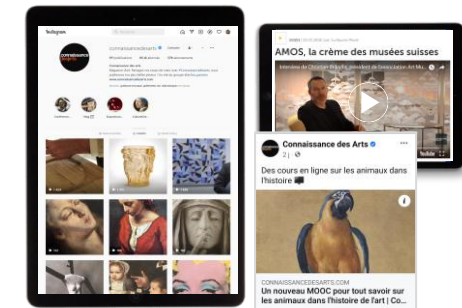
## DATA TARGETING

Your targeted communications to our communities, based on your criteria



## SOCIAL MEDIA

Work on our image and proximity through posts and stories on our social media channels.





# The 2026 appointments

Editorial calendar

	N°	Commercial closure	Technical closure	Publication	Theme
feb-26	n° 855	06-jan-26	08-jan-26	22-jan-26	2025 Auction Results I New Artistic Crafts
march-26	n° 856	31-Jan-26	02-feb-26	19-feb-26	Drawing Exhibition I Drawing Now Renoir at Orsay I Martin Parr Jeu de Paume
april-26	n° 857	28-feb-26	02-march-26	19-march-26	Calder at the LV I Art Paris Foundation 10 New Museums in France
mai-26	n° 858	01-apr-26	03-apr-26	23-apr-26	Venice Biennale I Cultural trips
June-26	n° 859	29-apr-26	30-april-26	21-mai-26	JR at Pont Neuf I Elton John Photo Exhibition I Art Basel
July-August 2026	n° 860	05-Jun-26	08-june-26	25-june-26	SUMMER 2026 Exhibitions
sep-26	n° 861	17-july-26	20-July-26	20-Aug-26	Autumn Exhibitions I Fine Art Paris
oct-26	n° 862	04-sep-26	07-sep-26	24-Sep-26	Marie Antoinette Château de Fontainebleau
nov-26	n° 852	02-oct-26	05-oct-26	22-Oct-26	Art Basel Paris
dec-26	n° 853	29-oct-26	30-oct-26	19-Nov-26	Fine Books
jan-27	n° 854	27-nov-26	30-nov-26	17-Dec-26	Spécial Expos 2027

