

MEDIA KIT

M U S É É PHOTO

MUSEE

PHOTO



NO. 28 CONTROL

LAIJA ABRIL / BARBARA ALPER / RICHARD AVEDON / ROE ETHRIDGE / SAM GEBALLE / NAN GOLDIN / JOS JANSEN
STEVEN KLEIN / BARBARA KRUGER / MONA KUHN / NATALIE LENNARD / TYLER MITCHELL / RICHARD-JONATHAN
NELSON / LISA OPPENHEIM / FRIDA ORUPABO / RODRIGO VALENZUELA / JAMES WELLING / JORDAN WOLFSON

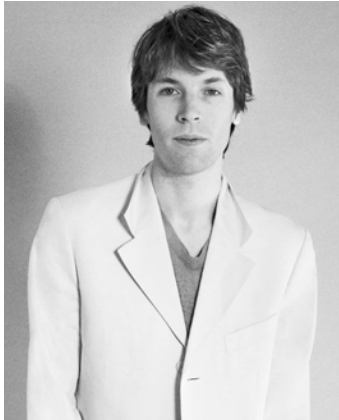
OVERVIEW

Founded in 2011, Musée is a biannual print magazine that chronicles the international vanguard of photography and visual culture, spotlighting the images and image-makers that shape our understanding of the world through an expansive range of original portfolios, interviews, and essays.

OVERVIEW

Musée's contributors include some of the most influential artists, curators, gallerists, collectors, and industry figures working today, with a substantial portion of each issue devoted to highlighting new and emerging global talent.





RYAN MCGINLEY | ISSUE 15



DAWOUD BEY | ISSUE 21



JACK PIERSON | ISSUE 18



ANTWAUN SARGENT | ISSUE 25



MARINA ABRAMOVIĆ | ISSUE 7



MONA KUHN | ISSUE 9



DAVID LACHAPPELLE | ISSUE 16



CATHERINE OPIÉ | ISSUE 11



HIROSHI SUGIMOTO | ISSUE 22

OVERVIEW

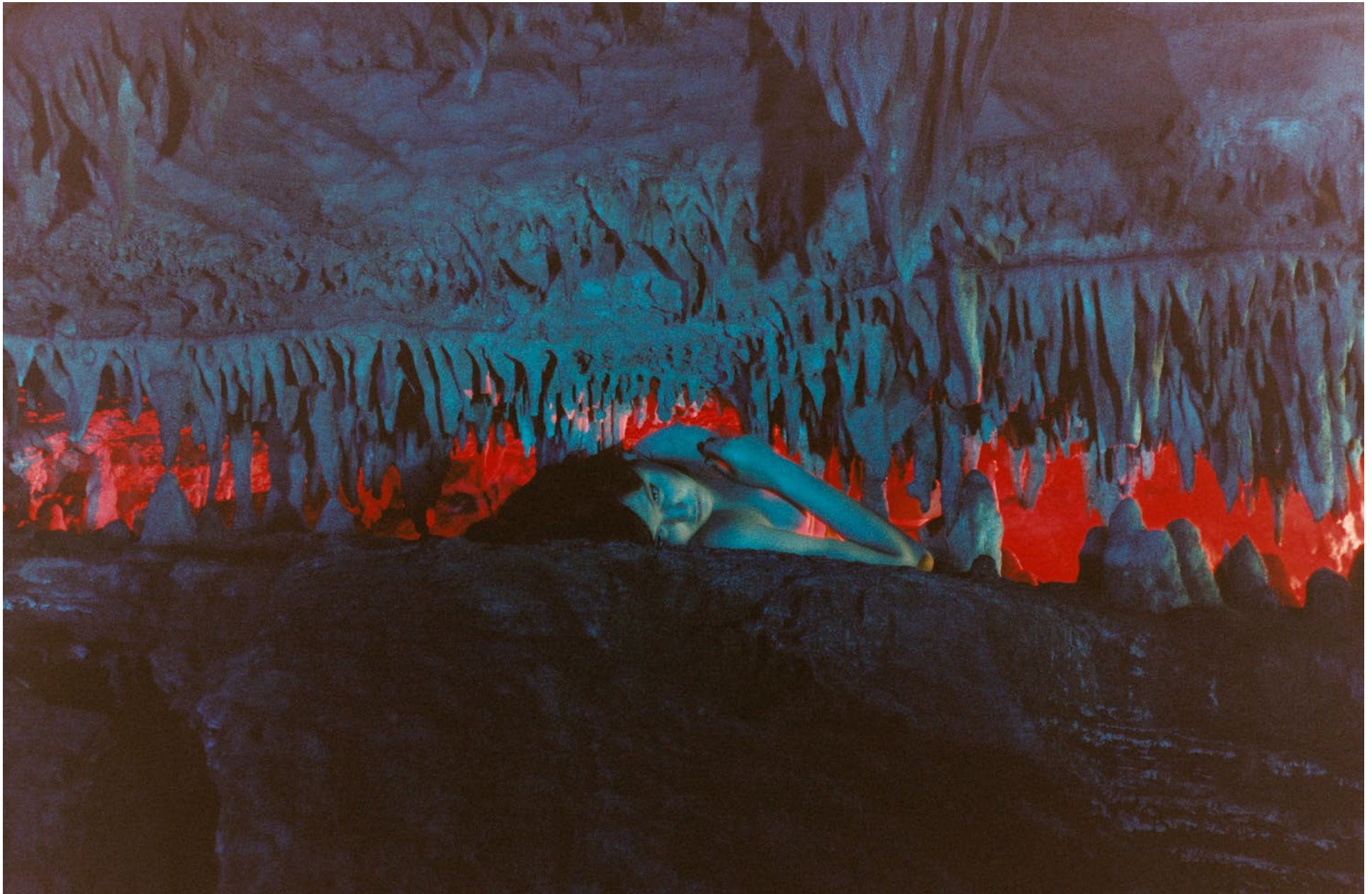
Today, Musée is much more than a magazine.

It's a community that has grown to include the world's most influential visual artists, collectors, and industry figures.

OVERVIEW

Its audience includes artists and art-world professionals, both established and aspiring; connoisseurs and collectors of art, photography, and images; and a B2B contingent of followers in the gallery, museum, auction-house, educational, agency, and advertising spheres.





“WHEN I STARTED OUT, IT WAS JUST ME, AND I WOULD SHOOT WHAT WAS GOING ON IN MY LIFE EVERY NIGHT IN DOWNTOWN NEW YORK.”

—RYAN MCGINLEY



“I PHOTOGRAPH THE HUMAN IN US, WITHOUT SHAME, WITHOUT REGRET, FREE AND TIMELESS.”

—MONA KUHN

CONTRIBUTORS

- | | |
|----------------------------|---------------------------|
| Lyle Ashton Harris | Steve McQueen |
| Tina Barney | Marilyn Minter |
| Nick Cave | Tyler Mitchell |
| Petra Collins | Zanele Muholi |
| Rineke Dijkstra | Wangechi Mutu |
| William Eggleston | Sebastião Salgado |
| Latoya Ruby Frazier | Collier Schorr |
| Tierney Gearon | Cindy Sherman |
| Bruce Gilden | Stephen Shore |
| Lauren Greenfield | Lorna Simpson |
| Pieter Hugo | Taryn Simon |
| Graciela Iturbide | Alec Soth |
| Joan Jonas | Juergen Teller |
| JR | Mickalene Thomas |
| Steven Klein | Wolfgang Tillmans |
| Barbara Kruger | Ellen von Unwerth |
| Mona Kuhn | Tim Walker |
| Brigitte Lacombe | Carrie Mae Weems |
| Sally Mann | Hank Willis Thomas |



“I’VE NEVER BEEN MORE HAPPY IN MY LIFE THAN RIGHT NOW, BY MYSELF.”

—MARINA ABRAMOVIĆ

MUSÉE MAGAZINE

Published twice a year, Musée's print magazine explores the art and craft of photography as well as the cultural, social, and political power of images as it strives to empower the next generation of image-makers to venture into uncharted territory.

Each issue is organized around a theme, which is illustrated, curated, and examined from a range of perspectives.

Past themes have included "Spaces," "Identity," "Risk," "Ritual," and "Power."



"I DEVELOPED THIS FLUENCY IN TERMS OF ENGAGING PHOTOGRAPHY AND TEXT ON A PAGE. IF YOU DIDN'T GET PEOPLE TO LOOK AT THE PAGE, YOU WERE FIRED. IN A WAY, MY JOB AS AN EDITORIAL DESIGNER MORPHED, WITH MANY ALTERATIONS, INTO MY WORK AS AN ARTIST."

—BARBARA KRUGER



“BLACK-AND-WHITE HAS BEAUTIFUL TONALITY, FROM PITCH BLACK TO WHITE WHITE. SO MANY DIFFERENT NUANCES AND GRAYSCALES. IT’S AN UNCOMFORTABLE STATE OF CLARITY. TO ME, IT’S MORE CHALLENGING THAN COLOR FILM.”

—HIROSHI SUGIMOTO

IN EVERY ISSUE

Editor’s Letter

Musée’s editor in chief, Andrea Blanch, on the issue’s theme.

Guest Curator

An original portfolio assembled by a leading artist, critic, or curator.

Artist Interviews & Spotlight Portfolios

Conversations with and perspectives on the industry’s top talent.

Features & Essays

Musée’s take on photographers, movements, and goings-on in the photography world.

On Display

Highlights a current or upcoming photography show or exhibition.

Book Review

A deep dive into a new monograph or photography book of note.

Flash Fiction

An original piece of short fiction that takes inspiration from a photograph and the issue’s them.

Breaking Down

A photographer explains the ideas and impulses behind their work.

Artist Biographies

Additional information about all the contributors to the issue.

Final Frame

The anatomy of a single image.

IN EVERY ISSUE

Emerging Artists

Each issue includes a special section dedicated to work of up-and-coming image-makers, with a focus on artists from underrepresented communities around the world and those who have been operating outside of the traditional gallery and agency systems. The print section is wrapped and owned by a single advertising or marketing partner, with custom configurations available.

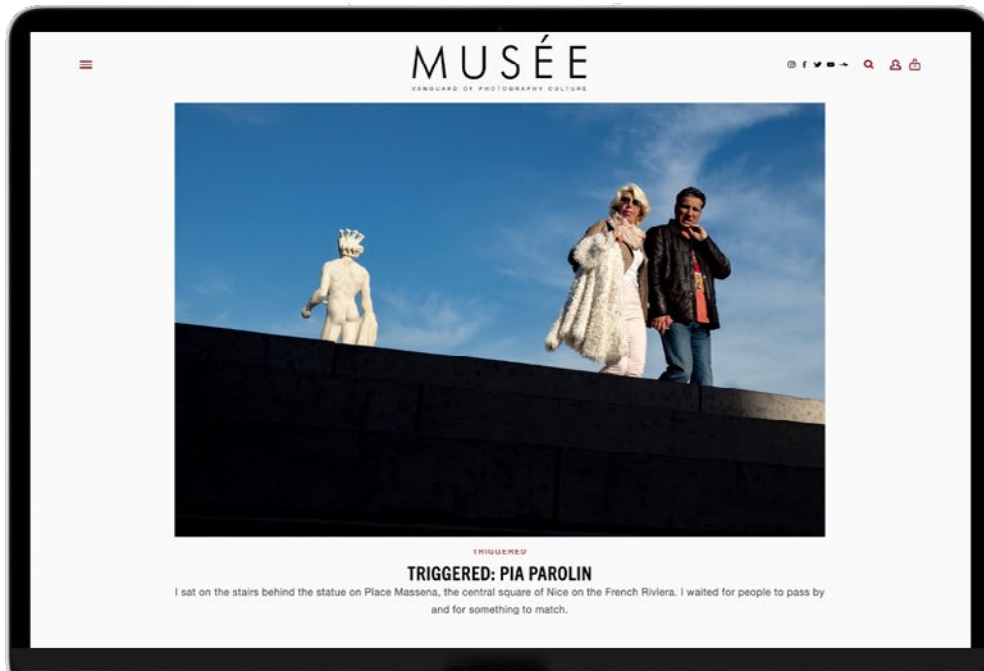
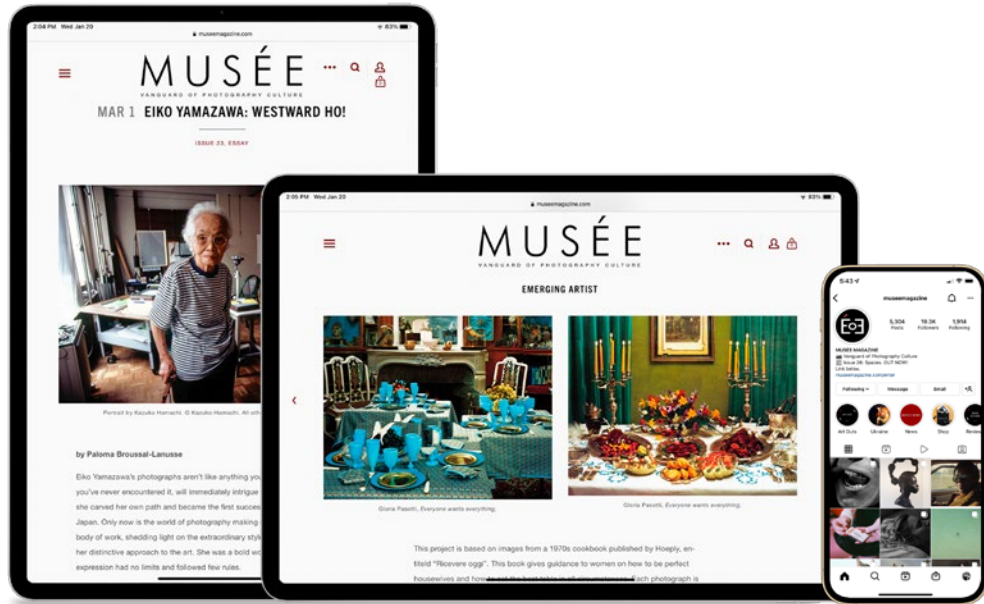


CLOCKWISE FROM TOP-LEFT: KATIE BURNETT/DASHWOOD BOOKS, ALEX STODDARD, ANGELINA KOLLIN, JANETTE BECKMAN/DASHWOOD BOOKS, MELISSA LYNN, ALINE SMITHSON | ISSUE 27: PERFORMANCE



“I FIND THAT I’M FASCINATED BY SEEING THE EVERYDAY WITH ATTENTION.”

—STEPHEN SHORE



DIGITAL

Featuring daily news, reviews, interviews, and information, muséemagazine.com is the premier destination for all things photography. In addition, membership to the Musée Digital Archive offers access to the digital edition of the current issue plus a growing number of past issues, with more than 800 portfolios, interviews, and articles currently available.

SOCIAL

Instagram
 Facebook
 Twitter
 Pinterest
 Newsletter

AUDIENCE

Digital

UNIQUE VISITORS

44,000 / month

TOP 5 COUNTRIES

1. United States : 46.4%
2. United Kingdom: 11.4%
3. Germany : 4.1%
4. France : 3.5%
5. Canada : 3.2%

OPERATING SYSTEM

Desktop : 65% Mobile : 33% Tablet : 2%

FEMALE VS MALE

Female : 47.6% Male : 52.4%

AGE GROUP

- 18 - 24 : 30%
- 25 - 34 : 20%
- 35 - 44 : 18%
- 45 - 54 : 13%
- 55 - 64 : 10%
- 65+ : 9%

Social

INSTAGRAM

21,600 followers

Print Stocklist

UNITED STATES

California

Now Serving LA
Omnivore Books
Smoke Signals

New York

Bouwerie Iconic
Magazines
Casa Magazines
Iconic Magazines
Lexington News
London Grocery
Magazine Cafe
SoHo News

Washington DC

Maketto

CANADA

Ontario

Disko

CENTRAL AMERICA

Guatemala

Details coming soon

EUROPE

Belgium

IMS Antwerp
IMS Hasselt

France

Jeu de Paume
Maison Européenne de
la Photographie
Smith & Son
Palais de Tokyo
Publicis Drugstore

Italy

Frab's Magazines

The Netherlands

Athenaeum Boekhandel
Spui en Nieuwscentrum

Spain

Boutique Press
(Boutique de la Prensa)

United Kingdom

Agitate
Good News
Magalleria
MagCulture
Rare Mags

AFRICA

Kenya

Paper Café

ASIA

Japan

Details coming soon

Taiwan

Eslite Bookstores

MIDDLE EAST

United Arab Emirates

Details coming soon

AUSTRALIA

New South Wales

Journals



“I SEE THINGS LOST, NOTHING AS BURNING. THE PLANES ARE CIRCLING IN CONFUSED SPIRALS. THE ACCUMULATION OF LUXURY AND WEALTH THAT HAS NO END. THE CONTINUOUS JOURNEY OF ACQUIRING MORE. AND THE BUSYNESS OF ACCUMULATION. THE UNQUENCHABLE THIRST OF MATERIALISM.”

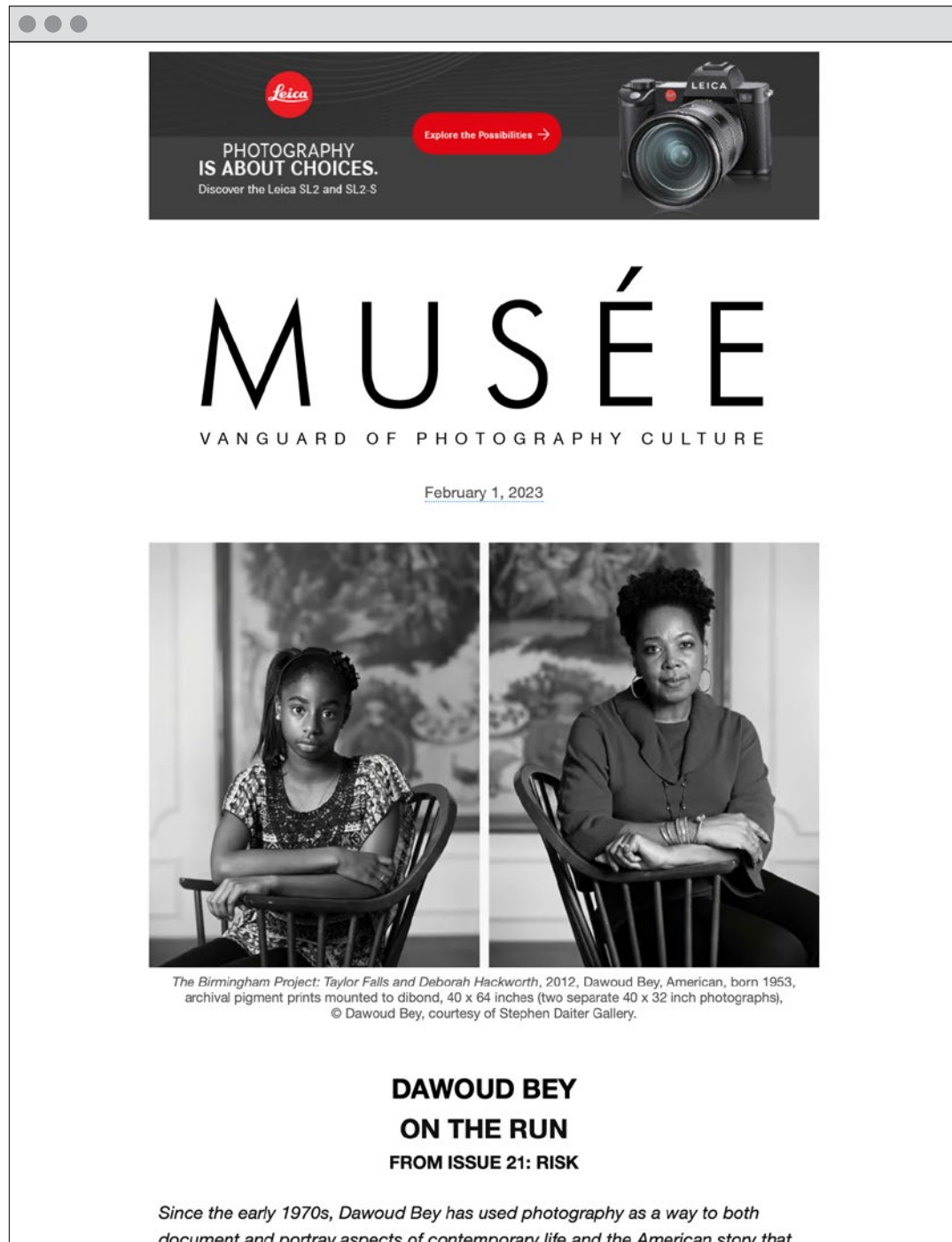
—DAVID LACHAPELLE

NEWSLETTERS

Musée's growing portfolio of newsletters includes a weekly compendium on news, reviews, openings, and happenings in the worlds of art and photography and a separate dispatch featuring an extended interview from the Musée archives.

“THE CHALLENGE REMAINS THE SAME: HOW TO TRANSLATE THAT SUBJECT AND THAT PIECE OF THE WORLD INTO SOMETHING THAT IS REANIMATED AND REIMAGINED IN THE RECTANGULAR SPACE OF THE PHOTOGRAPH, AND HOW TO MAKE THE VIEWER STOP AND THINK.”

—DAWOUD BEY




Leica
PHOTOGRAPHY IS ABOUT CHOICES.
Discover the Leica SL2 and SL2-S

Explore the Possibilities →

MUSÉE

VANGUARD OF PHOTOGRAPHY CULTURE

February 1, 2023



The Birmingham Project: Taylor Falls and Deborah Hackworth, 2012, Dawoud Bey, American, born 1953, archival pigment prints mounted to dibond, 40 x 64 inches (two separate 40 x 32 inch photographs), © Dawoud Bey, courtesy of Stephen Daiter Gallery.

DAWOUD BEY
ON THE RUN
FROM ISSUE 21: RISK

Since the early 1970s, Dawoud Bey has used photography as a way to both document and portray aspects of contemporary life and the American story that



THE MUSÉE SHOP

Musée's online shop, which sells print issues of the magazine as well as limited-edition prints, t-shirts, tote bags, and more. In 2023, the shop will be expanding to offer a greater range of products.

THE MUSÉE PODCAST

In 2024, Musée will launch its first-ever podcast, featuring in-depth conversations about images and image-making with some of the most important photographers and visual artists working today.

Featuring a mix of archival audio and new interviews, it will offer an intimate behind-the-scenes look at their work, practices, influences, and impact as it explores the way images shape our understanding of the past, the world, ourselves, and each other.



“CELEBRITY IS INCREDIBLY SUSPICIOUS.”

—JOHN WATERS

PARIS
PHOTO

9-12 NOV 2023
GRAND PALAIS
ÉPHÉMÈRE



GRAND PALAIS
ÉPHÉMÈRE



J.P.Morgan
PRIVATE BANK

PARTNERSHIPS

Musée has collaborated with a range of brands and organizations on events, talks, and special projects, including Leica, Hasselblad, Paris Photo, and Fotografiska.

EXECUTIVE TEAM

Founder & Editor in Chief

Andrea Blanch is an award-winning fashion and fine-art photographer and the founder of Musée, which she started in 2011. Blanch began her photographic career under the tutelage of Richard Avedon, with Vogue as her first client. Her images have appeared in Elle, Esquire, Harper's Bazaar, GQ, The New York Times Magazine, and Rolling Stone, and she has shot campaigns for CoverGirl, Anne Klein, L'Oreal, Revlon, Valentino, and Adrienne Vittadini. Her work has been widely anthologized and exhibited at Stanley Wise gallery, Serge Soroko gallery, the Aperture Foundation, and the International Center of Photography, where, for seven years, she taught "The Art of Fashion Portraiture." In 1998, Blanch published a book, Italian Men: Love and Sex, featuring portraits of icons such as Giorgio Armani, Valentino, Luciano Pavarotti, and Franco Zeffereilli.



Creative Director

Sam Shahid has been leaving his mark on the world of fashion and advertising for four decades. When he became the creative director for the in-house agency for Calvin Klein in the early 1980s, he helped to turn the brand into the internationally recognized name it remains today with advertising campaigns that are remembered for their clean yet sensational visuals. He did the same for Banana Republic, before starting his own design firm and advertising agency, Shahid & Company (now Shahid/Kraus & Company) in 1993, creating campaigns for brands such as Versace, Perry Ellis, Gucci, Valentino, and Abercrombie & Fitch. Shahid has also served as creative director of Interview and designed books for artists and photographers such as Bruce Weber, Kelly Klein, Herb Ritts, and Ellen von Unwerth.



Creative Director

Matthew Kraus is passionate about everything creative, from photography, typography, art book design, and film, to creating campaigns and imagery for both new and existing brands. Two decades ago, he was fortunate enough to join Shahid & Company (now Shahid / Kraus & Company), as art director and lead designer for diverse clients such as Interview Magazine, Abercrombie & Fitch, David Yurman, and Versace. He has also art-directed and designed books for Rizzoli, powerHouse Books, Steidl, Bruce Weber, Jessica Lange, Collier Schorr, Joel Grey, the Guggenheim Museum, and many others.



Business & Operations

Stephen Mooallem is a New York-based, editor, writer, and creative director, and currently serves as editor at large at Hearst Magazines. Previously, Mooallem was editor in chief of both Interview and The Village Voice and executive editor at Hearst's flagship fashion and luxury title, Harper's Bazaar. The media brands he has helped lead have been nominated by the American Society of Magazine Editors (ASME) for eight National Magazine Awards. He has also consulted for an array of companies in the technology, entertainment, and media sectors, including Microsoft and NBCUniversal.



Musée Magazine

Print Advertising Guidelines

Rates & Specs

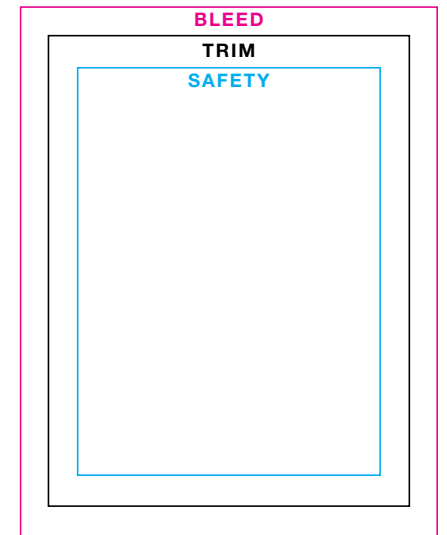
SPOT	COST
FRONT OF BOOK	
Inside Front Cover (LHP) INCLUDES TIER 1 WEB ADS	\$4000
Opposite Table of Contents (LHP) INCLUDES TIER 2 WEB ADS	\$2000
Opposite Editor's Letter (LHP) INCLUDES TIER 2 WEB ADS	\$2000
Front of Book Spread INCLUDES TIER 2 WEB ADS	\$2000
Front of Book Single Page (U) INCLUDES TIER 2 WEB ADS	\$1250
EMERGING ARTIST SPONSORSHIP (3 PAGES)	
Single (Opens section) (LHP) + Spread (Closes section) INCLUDES TIER 1 WEB ADS	\$15000
BACK OF BOOK	
Back Cover INCLUDES TIER 1 WEB ADS	\$5000
Inside Back Cover (RHP) INCLUDES TIER 1 WEB ADS	\$3500
Back of Book Spread INCLUDES TIER 2 WEB ADS	\$1500
Back of Book Single Page (U) INCLUDES TIER 3 WEB ADS	\$750

SPECIFICATIONS
1. Color space : CMYK
2. File Types : TIFF or PDF preferred (Layers flattened)
3. Resolution : 300 dpi or greater
4. Ads may be rejected for not meeting guidelines or inappropriate content.
SIZE

TRIM : PAGE: 9 x 11.75 in (22.86 x 29.85 cm)
 SPREAD: 18 x 11.75 in (45.72 x 29.85 cm)

BLEED : 0.125 in (0.3cm) (No printer marks inside bleed)
 PAGE: 9.25 x 12 in (23.5 x 30.5 cm)
 SPREAD: 18.25 x 12 in (47 x 30.5 cm)

SAFETY : 0.5 in (1.3 cm)
 0.625 in (1.6 cm) recommended for text near the gutter



KEY
 LHP: Left-hand Page
 RHP: Right-hand Page
 U: Undetermined Page side

Musée Magazine

Digital Advertising Guidelines

Website Rates & Specs

SPOTS & SIZES

HOMEPAGE

SPOT T1-1 : 1940 x 500 px

SPOT T1-2 : 600 x 1200 px

SPOT T2-1 : 600 x 1200 px

SPOT T1-3 : 600 x 1200 px

SPOT T3-1 : 600 x 500 px

SITEWIDE

SPOT T1-4 : 1940 x 500 px

ARTICLE PAGES

SPOT T2-2 : 600 x 1200 px

SPOT T3-2 : 600 x 500 px

COST

TIER 1 AD SPOTS

\$1250 / month

TIER 2 AD SPOTS

\$750 / month

TIER 3 AD SPOTS

\$500 / month

SPECIFICATIONS

1. Recommended minimum font size: 36pt (larger recommended for script fonts)
2. Color space: RGB
3. File Types: PNG, JPG, GIF (static / no animation)
4. Include website links to where ads should point.
5. Include alt-text
6. Ads may be rejected for not meeting guidelines or inappropriate content.

See next page for ad placement diagram.

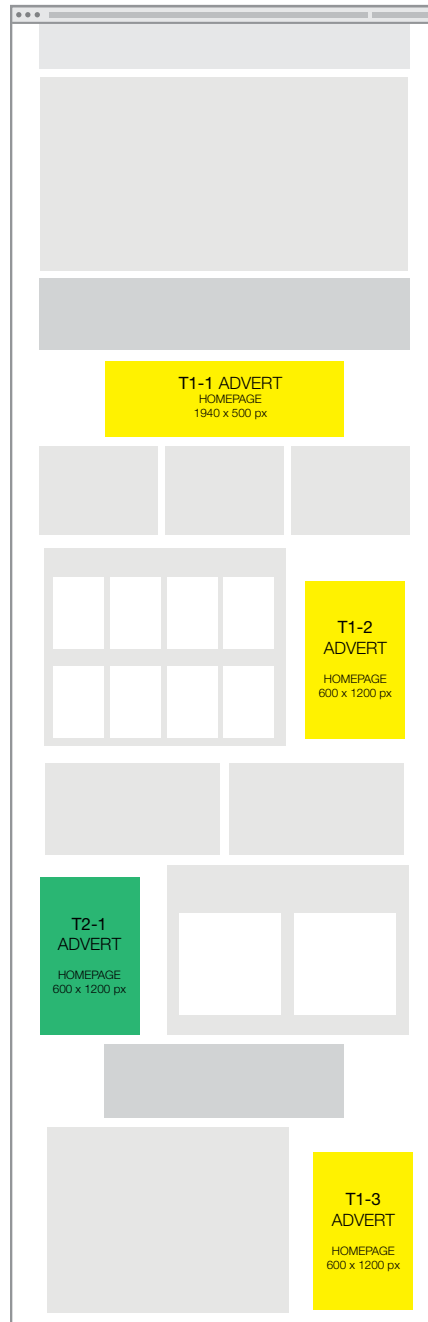
Musée Magazine

Digital Advertising Guidelines

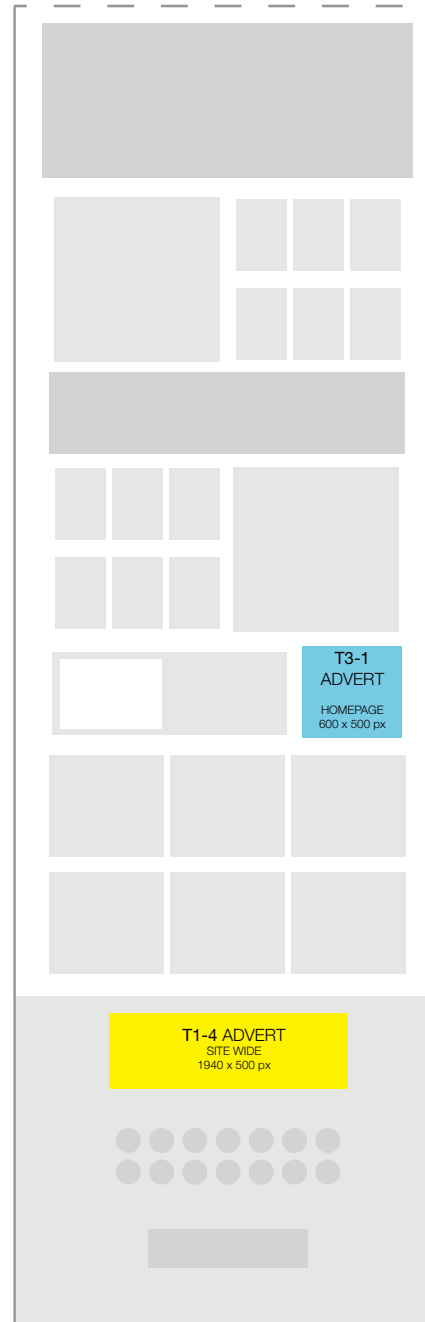
Website Rates & Specs

DIMENSIONS NOT TO SCALE. LAYOUT SUBJECT TO CHANGE WITHOUT PRIOR NOTIFICATION.

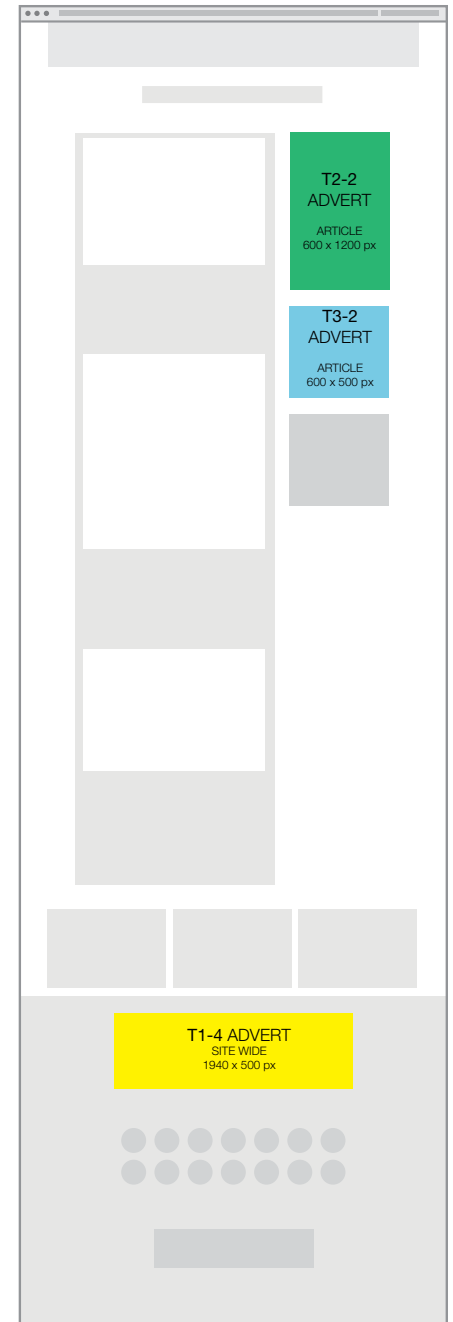
HOME PAGE



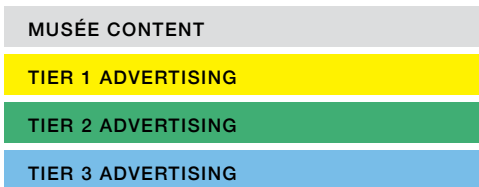
HOME PAGE CONTINUED...



ARTICLE PAGE



KEY



Musée Magazine

Digital Advertising Guidelines

Sponsored Website Content Rates & Specs

CONTENT

Sponsored website content can include one of the following:

1. An article or interview in our Features section
2. A review or preview of a gallery show/exhibition.
3. A gallery/artist/museum produced video.

Additional content to be considered. Sponsored content will be clearly labeled.

COST

\$1000 / post

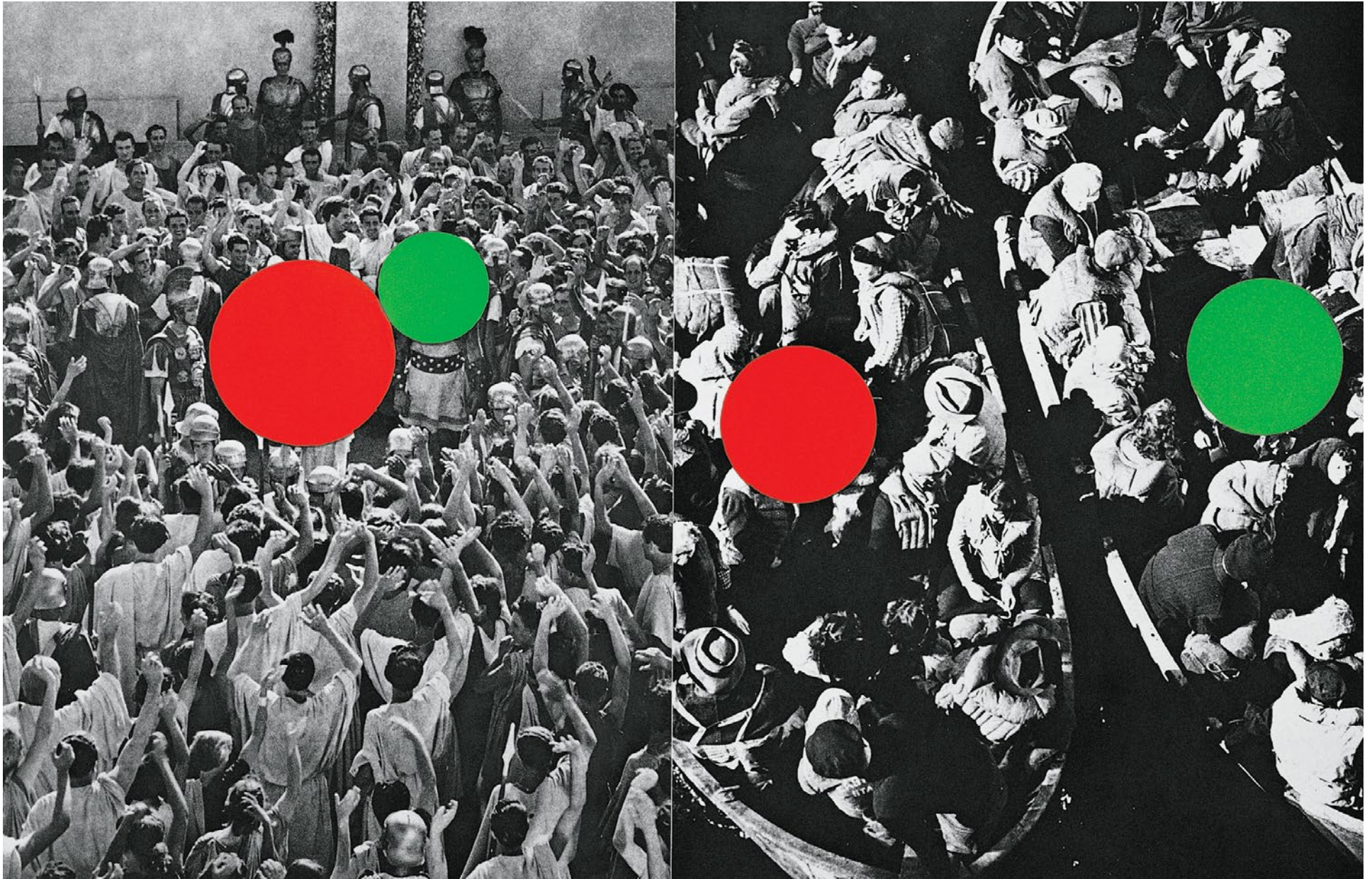
Newsletter Advertising Rates & Specs

SPECIFICATIONS

1. Color space : RGB
2. File Types : JPEG
3. Resolution : 800 x 200 px, 72 dpi
4. Include website links

COST

\$500 / newsletter



“I THINK THAT FOR EVERY ARTIST YOU HAVE TO SORT OF ESTABLISH YOURSELF AS SOMEBODY THAT’S WORTHY OF LOOKING AT, OTHERWISE NOBODY’S GOING TO CARE ABOUT LOOKING AT YOUR WORK.”

—JOHN BALDESSARI