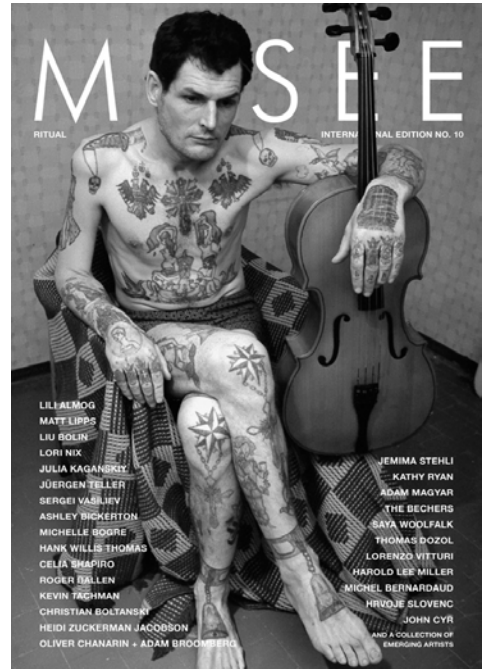


MUSÉE

Musée Magazine Media Kit

MISSION STATEMENT

Musée Magazine is a dynamic, digital quarterly and interactive website dedicated to featuring works by emerging and established artists. Sometimes quirky, sometimes sensual, always unpredictable, *Musée* moves on the cutting edge as an unparalleled photo-based platform. Today, *Musée* finds itself at the vanguard of photography and film culture. We strive to empower promising artists as they navigate and launch future careers throughout the global photographic community, while comingling with industry influencers to provide relevant content for academics, students, and photography aficionados alike. Like a photographic library, *Musée* has a broad appeal, encompassing all genres from the photo-world's beloved masters to the new, exciting, and unexpected.



MUSÉE

Musée Magazine Media Kit

FOUNDER & EDITOR IN CHIEF

ANDREA BLANCH

New York-based award-winning fashion, fine art and conceptual photographer. She began her photographic career under the tutelage of Richard Avedon, with her first client being *American Vogue*. Blanch is referred to as “the woman who knows how to capture a woman.” Her work has been published in *Details*, *G.Q.*, the French, English, American, German, Australian and Italian issues of *Vogue*, *Elle*, *Harper’s Bazaar*, *The New York Times Magazine*, *Esquire*, *Marie Claire* and *Rolling Stone*. Blanch has had one woman shows, been featured in group exhibitions and books, as well as private collections.

Musée Magazine began for Blanch as a flash of inspiration. She sought to create a magazine which gives exposure to up-and-coming photographers alongside the industry’s most prestigious figures. *Musée* strives to act as a guide and mentor for emerging photographers, as well as expose our audience to insightful and in-depth interviews with the most important artists of the contemporary photographic world. Since then *Musée* has grown into an expansive online resource with an ever-growing archive of issues that engages with gallerists, curators, collectors, and photographers alike.

In addition to *Musée Magazine*, Blanch currently teaches at the International Center for Photography and is a member of APA. Her photobook, *Italian Men: Love and Sex*, was published with Rizzoli in 1999. For more details, visit Andrea’s website at www.andreablanch.com.

BOARD OF DIRECTORS

Vincent Wolf	Sabrina Wirth
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Sam Shahid	Barbara Escobar
Henry Buhl	Marc Lowenberg
Mirella Peteni Haggiag	Deborah Hughes

MUSÉE

Musée Magazine Media Kit

MUSEEMAGAZINE.COM

SESSIONS

8,236/mo

USERS

6,060/mo

PAGEVIEWS

16,462/mo

NEW SESSIONS VS RETURNING

72.72% NEW vs 27.27% RETURNING

PAGES PER SESSION

2.00

AVERAGE SESSION DURATION

02:03

TOP 5 COUNTRIES

1. United States : 53.6%
2. United Kingdom : 5.8%
3. France : 4.1%
4. Germany : 3.2%
5. Italy : 2.4%

OPERATING SYSTEM

Desktop : 65%
Tablet : 5%
Mobile : 30%

FEMALE VS MALE

Female : 46.40%
Male : 53.60%

AGE GROUP

18 - 24 : 24%
25 - 34 : 26%
35 - 44 : 16%
45 - 54 : 13%
55 - 64 : 12%
65+ : 9%

DATA COLLECTED 08 / 2017 FOR JAN - JUL 2017

MUSÉE

Musée Magazine Media Kit

MUSÉE MAGAZINE

ISSUES 1-17 OF MUSÉE MAGAZINE

MUSÉE READS
149,424

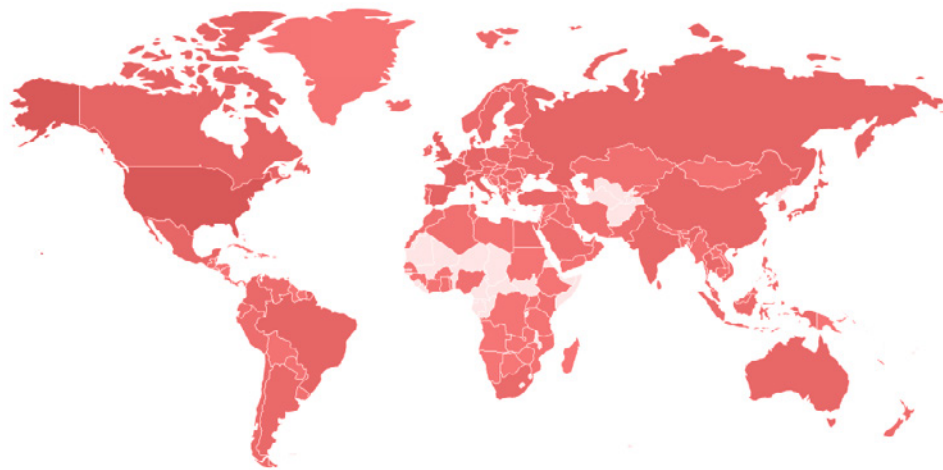
MUSÉE SUBSCRIBERS
2,112

TOP 3 COUNTRIES
1. United States
2. United Kingdom
3. France

DESKTOP
46%

NATIVE APP
35%

OTHER TABLET/MOBILE
19%



DATA COLLECTED 08 / 2017

MUSÉE

Musée Magazine Media Kit

SOCIAL MEDIA

FACEBOOK

5,025

LIKES

TWITTER

2,860

FOLLOWERS

PINTEREST

412

FOLLOWERS

INSTAGRAM

5,478

FOLLOWERS

TUMBLR

971

FOLLOWERS

LINKEDIN

2,859

CONNECTIONS

DATA COLLECTED 08 / 2017