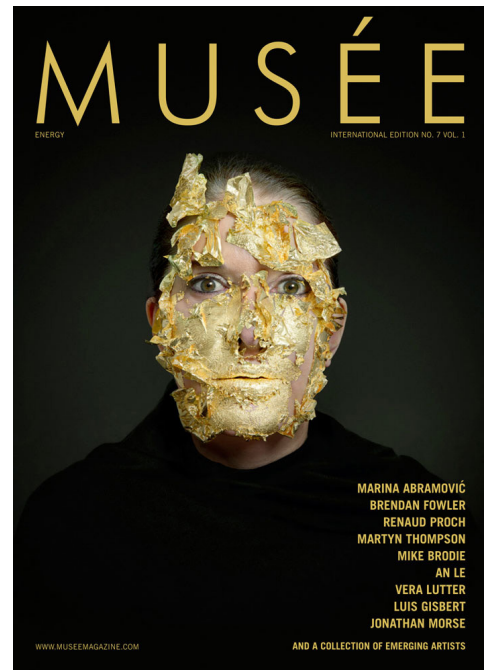


# MUSÉE

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

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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](http://www.andreablanch.com).

## BOARD OF DIRECTORS

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

# MUSÉE

Musée Magazine Media Kit

MUSEEMAGAZINE.COM

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## SESSIONS

12,700/mo

## UNIQUE VISITORS

12,800/mo

## PAGEVIEWS

22,000/mo

## NEW SESSIONS VS RETURNING

76.5% vs 23.5%

NEW

RETURNING

## PAGES PER SESSION

1.8

## AVERAGE SESSION DURATION

3:10

## TOP 5 COUNTRIES

1. United States : 64.4%
2. United Kingdom : 4.4%
3. France : 3.8%
4. Canada : 2.6%
5. Germany : 1.9%

## OPERATING SYSTEM

iOS : 27%  
macOS : 34%  
Windows : 26%  
Others : 12%

## FEMALE VS MALE

Female : 46.4%  
Male : 53.6%

## AGE GROUP

18 - 24 : 34%  
25 - 34 : 32%  
35 - 44 : 16%  
45 - 54 : 8%  
55 - 64 : 6%  
65+ : 4%

DATA COLLECTED 06 / 2018

310 GREENWICH STREET 22K NEW YORK NY 10013 212 571 0588

# MUSÉE

Musée Magazine Media Kit

## MUSÉE MAGAZINE

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ISSUU DIGITAL MAGAZINE VIEWER (ISSUES 1-18)

**READS**  
150,756

**FOLLOWERS**  
2,126

**TOP 3 COUNTRIES**

1. United States
2. United Kingdom
3. Italy

LAST 6 MONTHS

**DESKTOP**  
63%

**TABLET/MOBILE**  
37%

JOOMAG DIGITAL MAGAZINE VIEWER (ISSUES 1-19)

**VIEWS**  
19,700

**SUBSCRIBERS**  
150

**TOP 3 COUNTRIES**

1. United States
2. Italy
3. China

MOST RECENT ISSUE

**DESKTOP**  
58%

**MUSÉE APP**  
39%

**TABLET/MOBILE**  
3%

DATA COLLECTED 06 / 2018

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# MUSÉE

Musée Magazine Media Kit

## SOCIAL MEDIA

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**FACEBOOK**

**5,465**

LIKES

**TWITTER**

**2,996**

FOLLOWERS

**PINTEREST**

**444**

FOLLOWERS

**INSTAGRAM**

**7,470**

FOLLOWERS

**TUMBLR**

**1,026**

FOLLOWERS

**LINKEDIN**

**3,217**

CONNECTIONS

DATA COLLECTED 06 / 2018

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