

Vie des Arts

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A First Class Visual Arts Magazine !

The editorial board in collaboration with the editor/publisher Bernard Lévy carefully selects only top rated articles for publication 4 times a year. This ongoing attention to the content ensures a publication at the top of its field and one that is acclaimed well beyond its geographical boundaries.

***Vie des Arts* is the medium of choice for the opinion leaders.** Founded in 1956, *Vie des Arts* stands out as the foremost bilingual national art magazine in Canada. Its primary objective is to present and promote art and culture to a national audience and make a positive and valuable contribution to the artistic and cultural life of its readers.

Our 50,000 readers and subscribers are highly educated, mobile, affluent consumers. As demonstrated in a recent survey, not only are they interested in purchasing and collecting works of art from across Canada and around the world, *Vie des Arts*' audience have a high level of disposable income to spend on various luxury goods and services.

No other magazine in Canada can boast such a high level of trust from its readers.

The survey conducted by l'Institut national de la recherche scientifique du Québec in Spring/Summer 2002, reveals that 95% of *Vie des Arts*' readers are highly pleased with our magazine's content, layout and covers. The quality of our paper and reproduction of both pictures and text is absolutely flawless. It comes to no surprise that readers renew their subscription at the rate of 90%.

Among cultural magazines, we stand out for another reason. In our desire to guaranty our advertisers that their media placement will reach their target audiences, *Vie des Arts* has its circulation and distribution certified by an independent organization, The Canadian Circulations Audit Board. The CCAB is affiliated to BPA International, the world supplier of verified data for the marketing and media industry.

You also may want to know that our paper is printed on Forest Stewardship Council certified virgin fibre. With such certifications, a high degree of satisfaction and trust from our readers, you can rest assured that your publicity will not be overlooked in the pages of *Vie des Arts*.

VIE DES ARTS

READERS' PROFILE

Readership :	Circulation of French Edition with English Edition inserted = 8 000 Separate circulation of English Edition = 2000 Total number of copies in circulation = 10 000 readership 50 000 (factor of 5)
Distribution :	77% subscription ; 23% newstands
Sex :	67% of our readers are women
Age :	18% - 35 and less 27% - 35-44 22% - 45-54 21% - 55-64 12% - 65 +
Area of professional activity :	16,1% - health professionals 10,3% - law professionals 16% - business/finance professionals 12% - art professionals 6% - students 8,5% - academics 12% - retired 19,1% - others
Income :	5 % earn 25 K and less 13% earn between 25K and 40 K 24% earn between 40K and 65 K 21% earn between 65K and 80K 16% earn between 80K and 105 K 14% earn between 105K and 150 K 7% earn over 150 K
Real Estate investors :	66% own their homes
Car owners :	78%
Works of art/designer goods :	15% - 2 500\$ + 9% - 5 000\$ + 4% - 10 000\$ + We cater to 85 % of the art consumer market

Cosmetics, luxury goods & jewelry :	16% - 500\$ to 1 000\$ 8% - 1 000\$ to 5 000\$
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**VIE DES ARTS
READER'S PROFILE**

Clothes :	29% - 500\$ to 1 000\$ 31% - 1 000\$ to 5 000\$ 3% - 5 000\$ +
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Computer, photographic & electronic goods :	15% - 500\$ to 1 000\$ 19% - 1 000\$ +
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Gardening & home renovation :	17% - 500\$ to 1 000\$ 22% - 1 000\$ to 5 000\$ 8% - 5 000\$ to 10 000\$
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Restaurants, hotels & travel for business/pleasure :	15% - 500\$ to 1 000\$ 14% - 1 000\$ to 2 500\$ 5% - 2 500\$ +
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Consumption of wine & other beverages	26% - 500\$ to 1 000\$ 14% - 1 000\$ to 2 500\$ 10% - 2 500\$ +
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Books and magazines :	25% - 500\$ to 1 000\$ 13% - 1 000\$ +
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Cultural consumption :	
Visit to art galleries, museums & exhibition centres	17% - 3 to 5 x/year 19% - 6 to 11 x/year 17% - 1 x/month 21% - 2 to 3 x/month 22% - 1 or more/week
Interest for painting/sculpture/print	45%
Interest for other visual arts	10%

Geographical distribution of the magazine in French :

Canada	Quebec	80 %
	Ontario	8,3%

	Atlantic provinces	3,2%
	West	3,2%
U.S.A.		3,3%
Europe		2,0%