Mousse Magazine is a contemporary art review published 5 times a year, with an international distribution of about 35,000 copies per issue.
Founded in Milan in 2006 as the brainchild of Edoardo Bonaspetti, Mousse immediately drew the attention of art world and general public alike for its innovative content and iconic look.

It traces the currents of contemporary culture through feature articles, interviews, and conversations among the most vivid voices in international criticism, along with emerging talents and key figures in the cultural debate, including:

Rahel Aima, Cecilia Alemani, Bruce Altshuler, Ute Meta Bauer, Daniel Baumann, Kirsty Bell, Andrew Berardini, Carolyn Christov-Bakargiev, Martin Clark, Stuart Comer, Lauren Cornell, Aria Dean, Peter Eleey, Elena Filipovic, Fredi Fischli and Niels Olsen, Hendrik Folkerts, Liam Gillick, Massimiliano Gioni, Jarrett Gregory, Boris Groys, Tim Griffin, Candice Hopkins, Anthony Huberman, Stefan Kalmár, Ruba Katrib, Omar Kholeif, Thomas Lax, Elisabeth Lebovici, Juan A. Gaitán, Andrea Lissoni, Chus Martinez, Bonaventure Soh Bejeng Ndikung, Kathy Noble, Hans Ulrich Obrist, Adriano Pedrosa, Andréa Picard, Philippe Pirotte, Filipa Ramos, João Ribas, Dieter Roelstraete, Nicolaus Schafhausen, Hito Steyerl, Adam Szymczyk, Michael Taussig, Nato Thompson, Ben Vickers, Catherine Wood...
READERSHIP
121,280 readers

With its reliably high-profile content, for a decade now Mousse has been a key touchstone for gallerists, artists, critics, and curators, as well as collectors and enthusiasts who see art as one of the most sophisticated expressions of contemporary luxury.

Mousse’s readership is made up of young professionals, most of them active in the cultural and creative industry, with a high level of education and disposable income: part of a dynamic, cosmopolitan elite that shares a selective and innovative lifestyle.
For each issue, 15,000 copies are distributed through bookstores, museum shops, concept stores, and newsstands in Europe, North America, Australia and Japan.

A few examples:

Printed Matter, New York; Whitney Museum Bookshop, New York; Artbook @ MoMA PS1, Long Island City, NY; McNally Jackson, New York; New Museum Bookshop, New York; Wexner Center for the Arts, Columbus; Walker Art Center Bookshop, Minneapolis; MCA Chicago Store, Chicago; Book People, Austin; The MOCA Store, Los Angeles; Artbook @ Hauser Wirth & Schimmel, Los Angeles; Hammer Museum Store, Los Angeles; Hennessey + Ingalls, Los Angeles; Skylight Books, Los Angeles; Issues, Oakland; ICA bookshop, London; Tate Modern Bookshop, London; Serpentine Galleries Bookshop, London; Whitechapel Gallery Bookshop, London; Artwords London; Donlon Books, London; Koenig Books, London; Tank Bookshop, London; Ti Pi Tin, London; Housmans Bookshop, London; Gilbert Bookshop, London; Magma, London; MagCulture, London; Palais deTokyo, Paris; Jeu de Paume, Paris; Centre Pompidou, Paris; Librairie Yvon Lambert, Paris; Ofr; Paris; A Balzac A Rodin, Paris; Section 7 Books, Paris; Datta, Lyon; Centre Pompidou Metz, Metz; Jogging, Marseilles; Les Abattoirs, Toulouse; Beautiful Pages, Sydney; IMA Brisbane Bookshop, Brisbane; Esite, Taipei; PON DING, Taipei; M Channel, Taipei; Elsite, Kaohsiung; La Central, Barcelona; FreeTime, Barcelona; La Central @ Reina Sofia, Madrid; García Lopez Juan Carlos, Madrid; Livreria Betrand, Lisboa; Under the Cover, Lisboa; Athenaeum Nieuwscenrum, Amsterdam; Stedelijk Museum Bookstore, Amsterdam; DaikanyamaTutaya, Shibuya, Tokyo; Tower Books, Tower Records, Shibuya, Tokyo; Book 1st, Shibuya, Tokyo; Aoyama Book Center, Shibuya, Tokyo; Book 1st, Ginza Core, Tokyo; Tutaya Tokyo Roppongi Hills, Minato, Tokyo; Umeda Tutaya, Osaka; Motto, Berlin; Pro GS, Berlin; Do You Read Me?!, Berlin; Bücherbogen, Berlin; Sophabooks, Berlin; Buchhandlung Walther König, Cologne; Sophabooks, Munich, Gudberg Nørger, Hamburg; Motto at Kunsthal Charlottenborg, Copenhagen; KILOSKH, Copenhagen; Designer Books, Xicheng District, Beijing; BOOCUP, Shanghai; Closing Ceremony/ Samepaper studio, Shanghai; Elite Bookstore, Hysan Place, Hong Kong; HMV, Pearl City Mansion, Hong Kong; Copyright Bookshop, 2000 Antwerp; WIELS, Brussels; Peinture Fraîche, Brussels; Copyright Bookshop, Ghent; Buchhandlung Walther König / im MQ, Vienna; Morawa, Vienna; Grazer Kunstverein Bookshop, Graz; Kunsthalle Basel Bookshop, Basel; Kunstgriff, Zurich; Motto, Zurich; Beck Books, Geneva; Torpedo, Oslo...

In Italy, 20,000 copies per issue are available free of charge at over 200 locations, including museums, foundations, galleries, and bookstores such as:

Armani Libri, Cardi Gallery, Centre Culturel Français, Fondazione Prada, Kaufmann Repetto, Galleria Gió Marconi, Galleria Massimo De Carlo, Firelli HangarBicocca, Karli Otto, Istituto Europeo di Design, Libreria Hoepfli, Marszalik, Naba, Castello di Rivoli, Fondazione Merz, Fondazione Sandretto, Galleria Franco Noero, Pinacoteca Agnelli, Fondazione Olivetti, Gagosian Gallery, La Quadriennale di Roma, Macro, MAXXI, Académie de France - Villa Medici, Fondazione Bevilacqua La Masa, Fondazione Brodbeck, Collezione Maramotti, Galleria Continua, Galleria Lia Rumma, Galleria Massimo Minini, Libreria Feltrinelli International, Mambo, Mart, Musion, Museo Madre, Palazzo Grassi – Punta della Dogana, Peggy Guggenheim Collection, Triennale di Milano...
IPAD APP
One of the first magazines in its sector to go digital, Mousse has been available since 2011 in a version for the iPad, available through the App Store as an annual subscription or individual issues. In addition to the normal content of the print version, it features interactive elements, slideshows, videos, and many extra images.

Download: over 6,000

A – Europe: 59%
B – USA and Canada: 25%
C – Asia Pacific: 12%
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E – Africa, Middle East and India: 1%

(Source: iTunes Connect)

NEWSLETTER
For every issue and special event, a newsletter is sent out to an industry mailing list that includes some 30,000 contacts in Italy and around the world.

Top locations by opens

Italy USA UK France Canada

(Source: MailChimp)
MOUSSE MAGAZINE
MEDIA KIT
2018

MOUSSE
DIGITAL - WEB & SOCIAL

MOUSSE MAGAZINE IT
moussemagazine.it, re-launched at the end of 2016, is an in-depth online platform on contemporary art, delivering quality content and daily updates to professionals, insiders, and enthusiasts in the arts field. moussemagazine.it enjoyable and swift on smartphones, tablets and computers alike.

Highlights include:
New tailored online content—commissioned interviews, reports from leading international fairs and biennials, reviews.
An enhanced, completely searchable archive of all the articles appeared in the first ten years of Mousse magazine.
Our exhibition diary, a daily record of the most interesting exhibitions worldwide.

- Unique visitors / month: 35,200
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(Source: Google Analytics)

SOCIAL MEDIA
Mousse promotes its magazine, publishing projects, museums’ & galleries’ exhibitions, fairs and other events through integrated communication on social networks such as Facebook, Twitter, and Instagram.

- 83k likes
- 23.2k followers
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Due to the high standards of our ad content, readers see the advertising pages in Mousse as an integral part of the content.

Mousse works with fashion and luxury brands that may not be active in the art world, but share its aesthetic and are well attuned to its sophisticated contemporary audience. Mousse has worked with: Céline, Christian Dior, Prada, Max Mara, Furla, Ermenegildo Zegna, Nike, Adidas, BMW, Volvo, Grey Goose, Absolut Vodka, Veuve Clicquot, Red Bull, ClubTo Club...

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MOUSSÉ MAGAZINE
MEDIA KIT 2018

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Mousse Publishing was founded to meet the need for an innovative approach to art publications, and can oversee projects all the way from their conception to their distribution through international circuits.

Each of its publications is proposed to over 200 bookshops around the world, and is distributed by Antenne (London), Idea Books (Amsterdam), Les Presses du Réel (Paris). Selected catalogues and artist monographs are distributed in collaboration with Walther König (Cologne) and DAP (New York).

Mousse Publishing can be found at the art publishing fairs Miss Read – the Berlin Art Book Fair, NY Art Book Fair – Printed Matter, MoMA PS1, Pa/Per View at WIELS, Brussels, Publishers’ Tables in Zurich, Salon Light in Paris and Whitechapel Gallery London Art Book Fair.

La Biennale di Venezia, CAC Brétigny, Comune di Milano, Galleria Massimo De Carlo, Premio Furla, ICA, Kurimanzutto, Lisson Gallery, LUMA Foundation, Museo MAXXI, Galleria Massimo Minini, The Henry Moore Foundation, MuHKA, Museion, Pirelli HangarBicocca, Fondazione Pitti Discovery, Fondazione Sandretto, Salzburger Kunstverein, Kunsthalle Sankt Gallen, Kunsthalle Winterthur, Villa Arson, WIELS... are some of the organizations that have published projects with Mousse.
MOUSSE AGENCY
creates brand images that are at the cutting edge of visual communication for the cultural sector. Every step in the process is grounded in close dialogue between agency and client, from designing the logo to creating printed matter, crafting ads, and handling web communication.

Mousse Agency conceives, manages, and produces events in partnership with museums, foundations, galleries and art fairs, in addition to overseeing graphic design and developing and programming websites for organizations linked to the art world.

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