



EDGAR
LE LUXE AU MASCULIN

MEDIAOBS

CONCEPT

The first generalist luxury magazine for men, **Edgar** revisits the world of luxury every three months since 2000. **Edgar is the magazine of passion and contemporary masculine lifestyle.** It decodes the language of personalities, a unique fashion, and prestigious living.

POSITIONING

A completely revised masculine universe, articles dedicated to this **modern, affluent, curious, and refined man** who embraces his love for **beautiful cars, exceptional motorcycles, and prestigious watches.** He is a connoisseur of great champagnes, fine wines, and spirits he has learned to discover and appreciate. He is a man who travels, far when he can, and under the best conditions.

READERSHIP

25-54 years old, Premium, Upper Socio-Professional Categories (CSP+), influencers



Male, 25-54 years old



High-income upper socio-professional categories (CSP++)



Urban



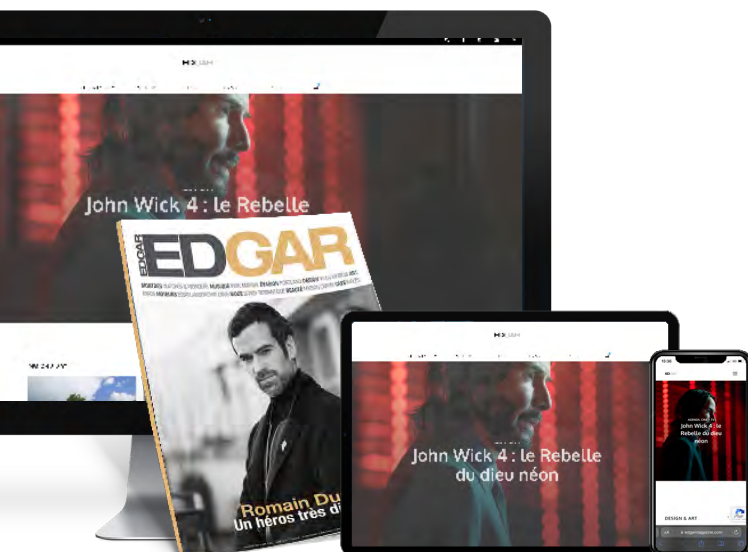
Active



Educated



Connected, curious, demanding



NUMBERS

21 500 copies

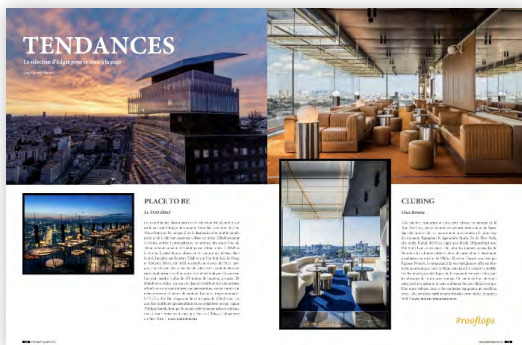
129 000 readers

72 000 page views/month

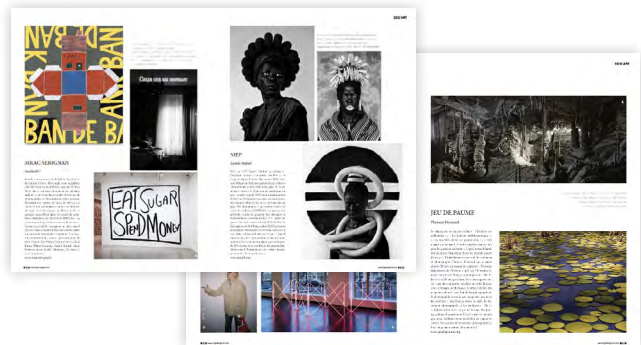
11 400 social media subscribers

A MAGAZINE IN 10 MAIN SECTIONS

LIFESTYLE



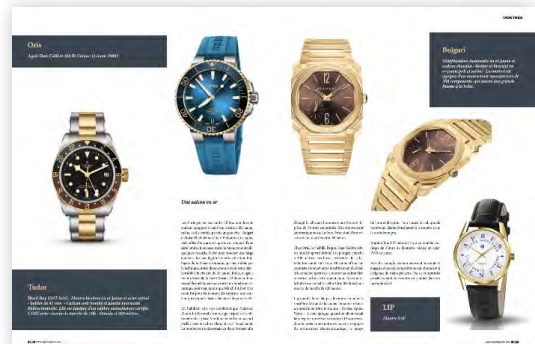
ART - TRENDS



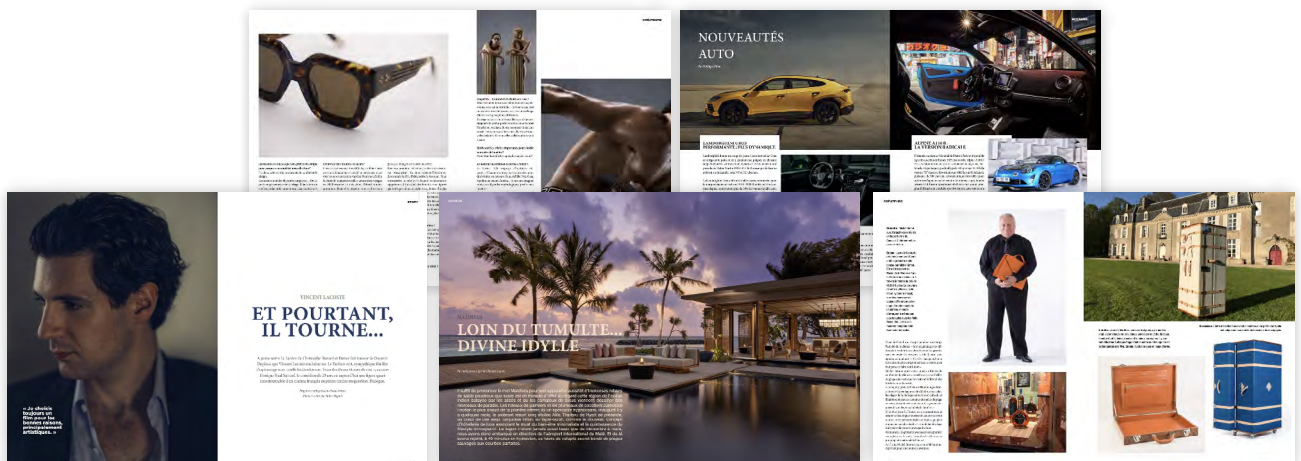
FASHION - SHOPPING



WATCHES



MALE BEAUTY - ESCAPE - ENGINES - CONVERSATION - CELLAR



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SAVE YOUR DATE

MARCH/APRIL/MAY	MARCH 28TH
JUNE/JULY/AUGUST	JUIN 20TH
SEPTEMBER/OCTOBER/NOVEMBER	SEPTEMBER 26TH
DECEMBER/JANUARY/FEBRUARY 2025	DECEMBER 19TH

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