



EDGAR
LE LUXE AU MASCULIN

MEDIAOBS
IMPACT & AUDIENCE

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



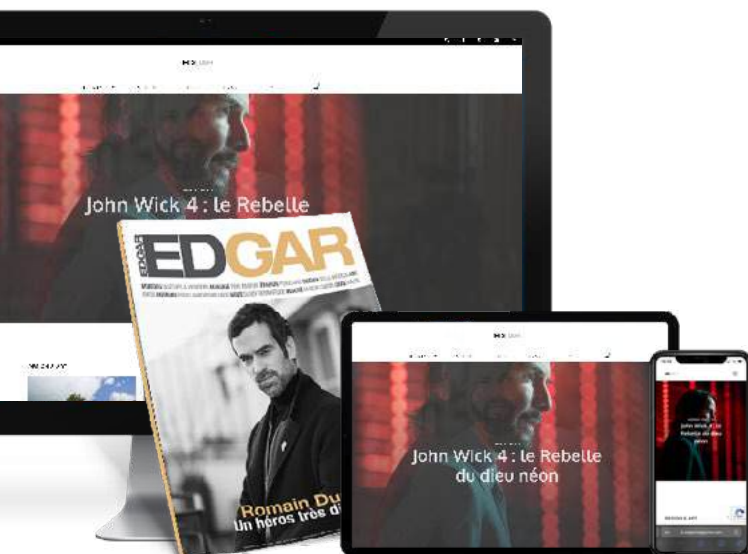
Active



Educated



Connected, curious, demanding



NUMBERS

21 500 copies

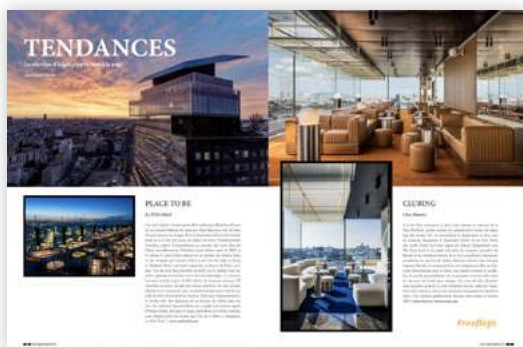
129 000 readers

72 000 page views/month

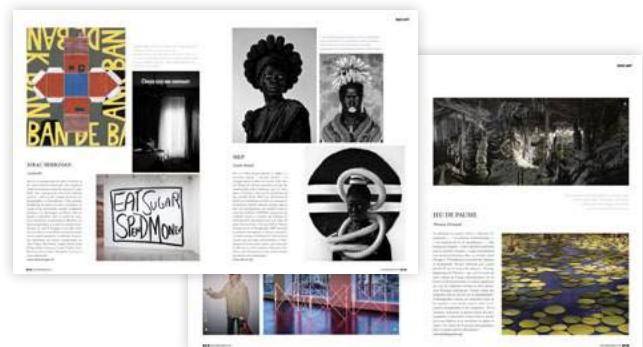
11 400 social media subscribers

A MAGAZINE IN 10 MAIN SECTIONS

LIFESTYLE



ART - TRENDS



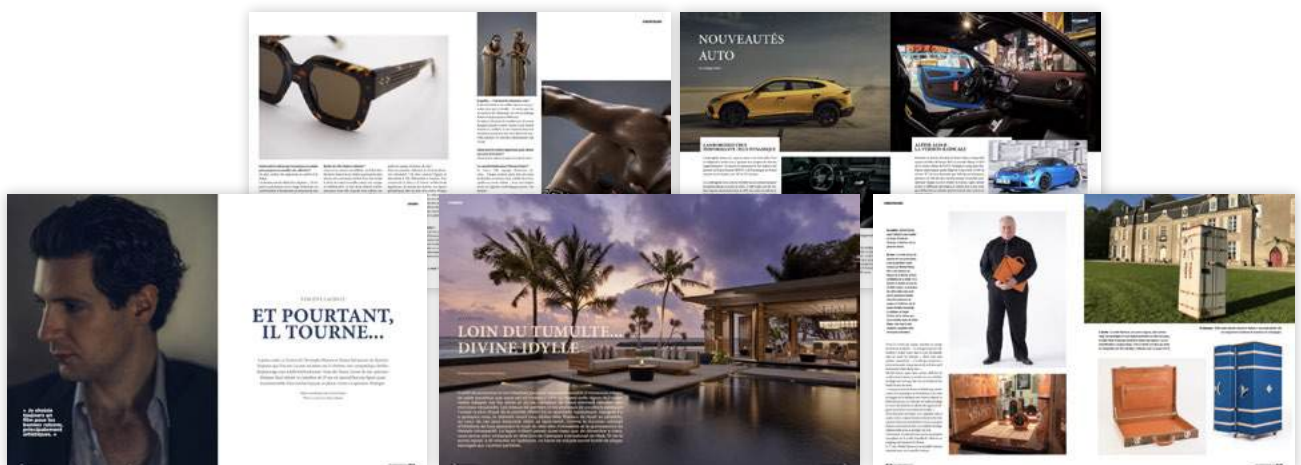
FASHION - SHOPPING



WATCHES



MALE BEAUTY - ESCAPE - ENGINES - CONVERSATION - CELLAR



EDGAR

LE LUXE AU MASCULIN

SAVE YOUR DATE

MARCH/APRIL/MAY	MARCH 27 TH
JUNE/JULY/AUGUST	JUNE 19 TH
SEPTEMBER/OCTOBER/NOVEMBER	SEPTEMBER 25 TH
DECEMBER/JANUARY/FEBRUARY 2025	DECEMBER 18 TH

CONTACTS

Corinne Rougé
crouge@mediaobs.com
01 44 88 93 70

Sandrine Kirchthaler
skirchthaler@mediaobs.com
01 44 88 89 22

Arnaud Depoisier
adepoisier@mediaobs.com
01 44 88 97 52

Camille Carro Lombard
ccarrolombard@mediaobs.com
01 44 88 97 76