



THE BEST OF CULTURE,
TRAVEL & ART DE VIVRE

2010 Media Kit

France Magazine is *THE* reference for those who love France and the celebrated French *art de vivre*. A lavishly illustrated cultural quarterly, France Magazine is known for its museum-quality cultural coverage and striking design.

France Magazine 75,000 Readers Are:

- **Well-educated** 95% have a college degree; 43% have a post-graduate degree
- **Affluent** 67% make over \$100,000 a year
- **Travelers** 67% have made three or more trips to Europe in the last 5 years

Let France Magazine Help You Reach Your Customers.

For more than two decades, France Magazine has been a trusted partner as well as the leading authority on French culture in the U.S. Our continued investment in quality editorial has built a dedicated readership, allowing us to deliver an attentive audience to advertisers.

Past Advertisers Include:

Baccarat, Air France, Hermès, Lalique, Air Tahiti Nui, Lancôme, Souleiado,
Champagne Gosset, Fine Art Museums of San Francisco, A Week in Provence...

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■ EDITORIAL ■

Mission

France Magazine is published quarterly by the French-American Cultural Foundation in Washington, DC. Editorial presents authoritative coverage of French culture, travel and lifestyle topics of interest to both French enthusiasts and general interest readers. A museum-quality publication, France Magazine enables readers in the U.S. and Canada to keep up to date on cultural events and destinations of interest when planning travel to France. Each issue also highlights major French cultural events throughout the United States.

Editorial Profile

FEATURES

Lavishly illustrated articles offering an insider's perspective on French travel, culture, business and society.

DEPARTMENTS

Culture

A guide to the must-see art exhibits, performances, festivals and museum openings in Paris and the provinces.

Bon Voyage

Insider tips for the savvy traveler—chic hotels, fun shops and great travel bargains.

Beaux Livres

Capsule reviews of the latest French-themed coffee table books.

Nouveautés

An eclectic selection of the best new French products.

Délices & Saveurs

A look at France's extraordinary culinary riches and the great chefs who creatively reinterpret them.

Vins & Vignobles

A tour of the diverse world of French wines with a special emphasis on the one quality that makes them absolutely unique: *terroir*.

Belles Lettres

An exploration of the finest contemporary French writers and poets.

Art de Vivre

The stories behind all the wonderful *objets* that make French interiors so distinctive, from elegant crystal stemware to witty designer lightbulbs.

Calendrier

A compendium of French cultural events throughout the United States.

Temps Modernes

A whimsical look at modern life in France.

Sons & Images

A preview of French films and new French music on CD.

■ EDITORIAL ■

2010 issues and closing dates

ISSUES		CLOSING DATES	
		Orders	Material
#93 - Spring 2010 (<i>March 1, 2010</i>)	Art & Culture	Feb. 22, 2010	March 8, 2010
#94 - Summer 2010 (<i>July 1, 2010</i>)	Travel	May. 24, 2010	June 7, 2010
#95 - Fall 2010 (<i>October 1, 2010</i>)	Annual Paris Guide	Aug. 23, 2010	Sept. 6, 2010
#96 - Winter 2010-11 (<i>January 4, 2011</i>)	Food & Wine	Nov. 22, 2010	Dec. 6, 2010

■ AUDIENCE ■

Demographics

Total Audience: 75,000

Francophile:

(frãng'kã-fil') A person who admires France, its people or its culture.

Discriminating Francophiles look to France Magazine to be their guide to French culture, business, travel and *art de vivre*.

Subscribers' Profile*

<p>Sex</p> <p>Female 62 %</p> <p>Male 38 %</p>	<p>Annual Income</p> <p>\$50,000-\$99,999 23 %</p> <p>\$100,000-\$199,999 35 %</p> <p>\$200,000-\$299,999 12 %</p> <p>\$300,000+ 20 %</p>	<p>Number of Trips to France (during the past five years)</p> <p>Zero 8 %</p> <p>One or two 24 %</p> <p>Three or four 29 %</p> <p>Five or more 38 %</p>
<p>Age</p> <p>26-35 3 %</p> <p>36-45 11 %</p> <p>46-55 21 %</p> <p>56-65 43 %</p> <p>65+ 21 %</p>	<p>Education</p> <p>College degree 95 %</p> <p>Postgraduate degree 63 %</p>	

* October 2008 Internet survey.

■ CIRCULATION ■

Total Audience: 75,000

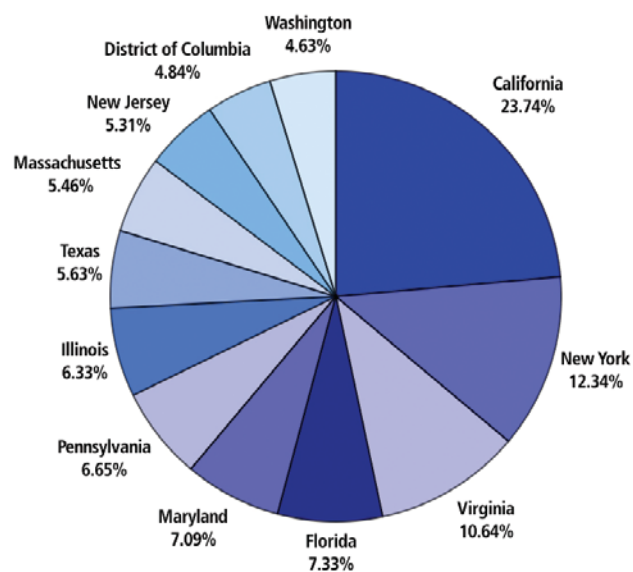
(includes pass-through readership, based on October 2008 survey)

Press Run: 36,000

Controlled Circulation: 27,800

- First Class and Business Class passengers, International Airlines (VIP lounges, in-flight) : 12,500
- Eurostar Train (London to Paris) : 2,800
- Guests at luxury hotels in France, the United States and Canada: 7,000
- Guests at prestigious French-American events : 2,500
- Opinion leaders and VIPs in media, government, business, cultural institutions and tourism: 3,000

Paid Subscriptions: 6,000



Geographic distribution of paid subscriptions

Newsstand Sales: 2,200

- Barnes & Noble, Borders (597 locations): 2,000
- Independent Bookstores and Newsstands: 200

■ CIRCULATION ■

International Airlines & High Speed Trains: 15,300

AIR FRANCE

First Class/Business Class In-Flight Distribution

France (US-bound flights): Paris Charles de Gaulle

Airport First Class/Business Class Lounges

France (US-bound flights): Paris Charles de Gaulle

US: Atlanta, GA • Boston, MA • Chicago, IL • Cincinnati, OH • Houston, TX
Los Angeles, CA • Miami, FL • New York, NY • San Francisco, CA
Seattle, WA • Washington, DC

US Ticket Offices

New York, NY • Washington, DC

AMERICAN AIRLINES

First Class/Business Class In-Flight and Lounges

France (US-bound flights): Paris Charles de Gaulle

BRITISH AIRWAYS

First Class/Business Class In-Flight Distribution

US (Paris-bound flights): Atlanta, GA • Boston, MA • Chicago, IL • Dallas, TX
Denver, CO • Detroit, MI • Los Angeles, CA • Miami, FL • New York, NY
Philadelphia, PA • Seattle, WA • Washington, DC

Canada (Paris-bound flights): Montreal • Toronto • Vancouver

Airport First Class/Business Class Lounges

US: Atlanta, GA • Boston, MA • Chicago, IL • Dallas, TX • Denver, CO
Detroit, MI • Los Angeles, CA • Miami, FL • New York, NY
Philadelphia, PA • Seattle, WA • Washington, DC

UK: London Gatwick • London Heathrow

France: Paris Charles de Gaulle

Canada: Montreal • Toronto • Vancouver

US AIRWAYS

First Class/Business Class In-Flight Distribution

France (US-bound flights): Paris Charles de Gaulle

DASSAULT FALCON JET CORP.

US Lounge & Private Jet Fleet

Teterboro Airport, NJ

EUROSTAR

First Class/Business Class Cars and Longes

London to Paris trains

■ CIRCULATION ■

Luxury Hotels: 7,000

HOTELS

Paris:

Hôtel Bristol • Hôtel de Crillon • Hôtel George V
Hôtel Meurice • Hôtel Plaza Athénée • Hôtel Ritz Paris
Hôtel Lancaster • Hôtel Montalembert

Washington, DC:

Willard InterContinental Hotel

Saint-Jean-Cap-Ferrat:

Hôtel Royal Riviera

RELAIS & CHÂTEAUX HOTELS

Selected Relais & Châteaux properties in France and the U.S.

HOTELS SOFITEL

Suites & Guest Rooms

Chicago, IL (Chicago Water Tower) • Los Angeles, CA • Miami, FL
New York, NY Philadelphia, PA • Redwood City, CA • San Francisco, CA
Washington, DC • Montreal, Canada

HOTELS NOVOTEL

Suites & Guest Rooms

New York, NY • Toronto, Canada

High-Profile Events: 2,500

FRENCH-AMERICAN CHAMBERS OF COMMERCE

Boston, MA • Charlotte, NC • Chicago, IL • Houston, TX
New York, NY • Southfield, MI • Washington, DC

FRENCH EMBASSY FRENCH CONSULATES

Atlanta, GA • Boston, MA • Chicago, IL • Houston, TX • Los Angeles, CA
Miami, FL • New Orleans, LA • New York, NY • San Francisco, CA
Washington, DC

TOUR DE CHAMPAGNE THE FRENCH WINE SOCIETY

Champagne and wine tasting events showcasing prestigious brands
and featuring well-known chefs.
Aspen, CO • Atlanta, GA • Boston, MA • Chicago, IL • Los Angeles, CA
Miami, FL • New York, NY • San Francisco, CA • Washington, DC

FRENCH FILM FESTIVALS

Brooklyn Academy of Music - BAM Cinematek, NY • Fort Lauderdale, FL
Greenwich, CT • Newport Beach, CA • Richmond, VA • Toronto, Canada

■ CIRCULATION ■

Opinion Leaders & VIPs: 3,000

3,000 opinion leaders and VIPs in media, government, business, cultural institutions and tourism recognize France Magazine as the reference for everything French.

MEDIA

- Editors and journalists at leading U.S. newspapers, lifestyle and travel magazines and other media.
- Editors and journalists at select French media (newspapers, magazines, television and radio).

BUSINESS

- CEOs of the U.S. subsidiaries of luxury businesses affiliated with the Comité Colbert.
- Presidents and members of the French American Chambers of Commerce in Boston, MA; Cincinnati, OH; Houston, TX; New York, NY; Philadelphia, PA; Seattle, WA; Washington, DC

TOURISM & LEISURE

- Owners and managers of select Relais & Châteaux hotels in France and in the U.S.
- Museum Directors in the U.S., Canada and France.

GOVERNMENT

- Members of the U.S. Senate and House of Representatives.
- Diplomats of the U.S. Embassy and UNESCO in Paris and U.S. consulates throughout France.
- Diplomats of the French Embassy in Washington, DC, French consulates and other French government offices throughout the U.S.
- Officials of French ministries (Foreign Affairs, Tourism, Culture) and government offices.

■ RATES & CALENDAR ■

Let France Magazine Help You Reach Your Customers.

Our continued investment in quality editorial has built a dedicated readership allowing us to deliver an attentive audience to advertisers, both in print and online.

Reader Engagement

“Readers who really love their magazines and spend time poring over the editorial pay more attention to the ads in the magazines they read—and are probably more likely to buy.”

— *Involvement Alliance Research Study, Folio Magazine 2004*

What our readers say

“What I absolutely love about France Magazine is the stunning photography, the content of the articles and the ads. The ads are distinctly French and not necessarily what you would see in American magazines. I like that!”

— *Lynn Krielow Chamberlain,
Host of The Wine & Dine Radio Show,
Wine & Dine Radio*

What our advertisers say

“You have done an exceptional job. You are true professionals!”

— *Richard Marcheski,
CEO, French Movers*

■ RATES & CALENDAR ■

Rates

Rates:	x 1	x 2	x 4
Full page	\$4,500	\$4,200	\$4,000
1/2 page	\$2,800	\$2,650	\$2,500
1/4 page	\$1,350	\$1,270	\$1,200
1/8 page	\$675	\$650	\$600
2-p spread	\$9,000	\$8,000	\$7,000
Third Cover	\$6,000	\$5,500	\$5,000
Back Cover	\$6,500	\$6,200	\$6,000

Closing / Publishing Dates

Issue	Closing Dates		Publishing Dates
	Orders	Material	
#93 - Spring 2010	Feb. 22	March 8	April 1
#94 - Summer 10	May 24	June 7	July 1
#95 - Fall 10	Aug. 23	Sept. 6	Oct. 1
#96 - Winter 10-11	Nov. 22	Dec. 6	Jan 2, 11

Mechanical Dimensions



	Trim size	w/ Bleed
2-p spread	18" x 10.875"	18.25" x 11.125"
Full page	9" x 10.875"	9.25" x 11.125"
1/2 page (vertical)	3.8" x 9.8"	
1/2 page (horizontal)	8" x 4.75"	
1/4 page	3.8" x 4.75"	
1/8 page	3.8" x 2.3"	

Delivery Modes

- Files on CD or via e-mail or FTP.
- Macintosh environment; Acrobat, Photoshop, Illustrator, InDesign CS3 or Quark Xpress (v4.11 max.) software.
- All hi-res pictures, artwork and fonts must be provided. A set of progressive proofs, match prints or chromalins (with color bars) is required for all ads printed in color.

Contacts

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■ RATES & CALENDAR ■

Francemagazine.org offers a premium portal for advertisers who wish to reach an affluent market of American francophiles. Francemagazine.org attracts over 15,000 affinity users per month—people traveling to France or who are attracted to all things French. Our targeted audience provides *your* potential customers.

Francemagazine.org is an ideal gateway to direct traffic to your site. Your Francophile client is just one click away from your home page!



Advertising rates for Francemagazine.org

- **Type A: Home page, left column** **\$300/month**
(215 pix x X, 80 pix < X < 150 pix)
- **Type B: Home page, right column** **\$400/month**
(142 pix x X, 150 pix < X < 200 pix)
- **Type C: Rotating banner** **\$300/month**
Ads appear on every page of the Web site in rotation with up to 10 images.

Discounts

- France Magazine offers a:
- 15% discount on ad placement of three months or longer.
 - 35% discount on web ads that run in conjunction with print ads placed in France Magazine.

Web site traffic:

- 15,000 visitors on average every month.
- New visitors each month: 9,000 on average.
- Total number of pages viewed each month: 30,000.
- Web exchanges and e-mail blasts continually drive new visitors to our Web site.

Contacts

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■ RATES & CALENDAR ■

General Conditions

Cancellation

Changes or cancellation of orders are not accepted after the closing date, and none may be considered executed unless acknowledged in writing by the Publisher. Publisher shall have the right to require payment for advertising upon such terms as Publisher sees fit prior to publication of any ordered advertisement. Publisher reserves the right to cancel the contract at any time upon default in the payment of bills. In the event of such cancellation, charges for all advertising published shall become immediately due and payable. Furthermore, if there has been any default in the payment of a prior bill or if, in the sole judgment of the Publisher, credit becomes impaired, Publisher shall have the right to require payment for further advertising under this contract upon such terms as Publisher sees fit.

Rate protection policy

Orders for subsequent editions accepted at rates in effect for such editions.

Commission

15% to recognized agencies*. All remittances must be in United States currency.

Terms

Payment terms are net 30 days.

Copy and contract regulations

The Publisher reserves the right to accept or cancel all advertising copy or orders for any reason at any time, and final decision on all orders will be made by the Publisher. Credit must be established ten working days prior to the issue close date if prepayment is required. No allowances for errors in key numbers. All position stipulations appearing on all orders will be treated as requests. We will not be bound by any conditions, oral or written on order blanks, in agency forms, with copy instructions or otherwise which conflict with the provisions of this rate card. The advertiser and advertising agency jointly and severally agree to indemnify and hold Publisher harmless against any damages and expenses of any nature incurred by Publisher arising out of the publication of material appearing in advertisements submitted for publication including, but not limited to, Publisher's defense against suitor proceeding arising from a claim that publication of materials appearing in advertisements submitted to it was in violation of the rights of others or a law imposed by the United States or by any state or subdivision thereof. Publisher shall have no liability to any advertiser or advertising agency because of a failure to complete advertising orders which have been accepted due to acts of God, strikes, work stoppages, fires, accidents, postal delays or other circumstances of whatever nature beyond its control. Under no circumstances shall Publisher's direct or indirect liability to an advertiser or advertising agency exceed the invoiced cost of the advertisement. The parties agree the contract is entered into in D.C. and is governed by D.C. law. If the Publisher engages the services of a collection agency, or files suit, to collect advertising charges due, it is understood all additional expenses and costs incurred, including attorney's fees, shall be due and payable, and agency and/or advertiser agrees to pay same. Agency and advertiser are jointly liable for payment to Publisher.

* "Recognized Agency" as the term is used in this rate card is to be understood as an individual or group of individuals who make media selection, handle orders, coordinate and process the space placed with the Publisher under terms of this rate card, furnish and pre-pay transportation and import charges on all printing materials submitted, and process prompt payment.