



THE BEST OF CULTURE,  
TRAVEL & ART DE VIVRE

## 2012 Media Kit

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

France Magazine's 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:

Air France, Michelin Travel Guides, Hermès, Baccarat, Lancôme, Champagne Gosset, Cognac Frapin, Fine Arts Museums of San Francisco, The Phillips Collection, National Gallery of Art, Dish Network ...

■ EDITORIAL ■ page 1

■ AUDIENCE ■ page 3

■ CIRCULATION ■ page 4

■ RATES & CALENDAR ■ page 8

■ EDITORIAL ■

## Mission

France Magazine is published quarterly and distributed nationally 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 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.

#### A La Carte

A look at France's extraordinary culinary riches, restaurants, libations and specialty products accessible in the U.S.

#### 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 ■

## 2012 issues and closing dates

ISSUES	CLOSING DATES	
	Orders	Material
<b>#101 - Spring 2012 (<i>April 1, 2012</i>)</b> Paris: Luxury hotels, high art, vertical gardens	Feb. 21, 2012	March 6, 2012
<b>#102 - Summer 2012 (<i>July 1, 2012</i>)</b> Trending Now: Islamic art at the Louvre; Montpellier's makeover	May. 22, 2012	June 7, 2012
<b>#103 - Fall 2012 (<i>October 1, 2012</i>)</b> La Rentrée: France's incubator for top animation talent; Annecy's animation festival	Aug. 23, 2012	Sept. 7, 2012
<b>#104 - Winter 2012-13 (<i>January 1, 2013</i>)</b> What's old is new: The new Louvre Lens; the reimagined Musée de la Monnaie	Nov. 22, 2012	Dec. 6, 2012

■ 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><b>Sex</b></p> <p>Female 62 %</p> <p>Male 38 %</p>	<p><b>Annual Income</b></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><b>Number of Trips to France</b> (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><b>Age</b></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><b>Education</b></p> <p>College degree 95 %</p> <p>Postgraduate degree 63 %</p>	

\* October 2008 Internet survey.

■ CIRCULATION ■

**Total Audience: 75,000**

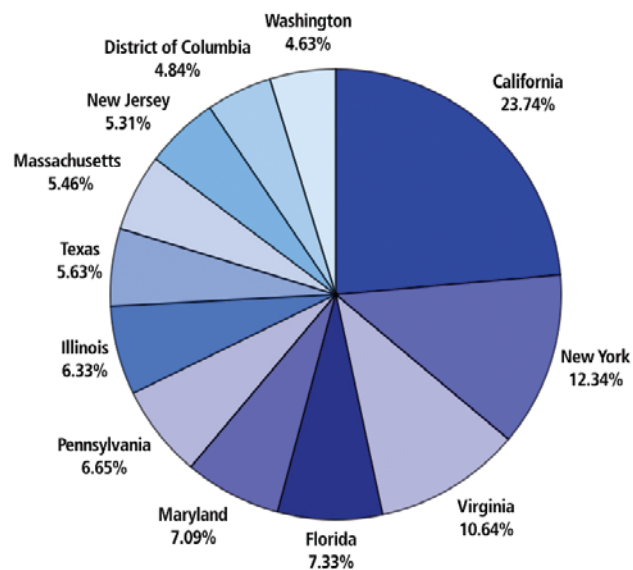
*(includes pass-through readership, based on October 2008 survey)*

**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**

*Airport First Class/Business Class Lounges*  
**US, France**

*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, Canada**

*Airport First Class/Business Class Lounges*  
**US, UK, France, Canada**

**US AIRWAYS**

*First Class/Business Class In-Flight Distribution*  
**France**

**DASSAULT FALCON JET CORP.**

*US Lounge & Private Jet Fleet*  
**Teterboro Airport, NJ**

**EUROSTAR**

*First Class/Business Class Cars and Lounges*  
**London to Paris trains**

■ CIRCULATION ■

## Luxury Hotels: 7,000

### HOTELS

*Paris:*

Hôtel Bristol • Hôtel de Crillon • Hôtel Fouquet's Barrière  
Hôtel George V • Hôtel Meurice • Hôtel Plaza Athénée  
Hôtel Ritz Paris • The Royal Monceau - Raffles Paris  
The Shangri La Hotel • 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

### 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.

### **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 who belong to the Congressional French Caucus.
- 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*

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	
#101 - Spring 2012	Feb. 21	March 6	April 1
#102 - Summer 2012	May 22	June 7	July 1
#103 - Fall 2012	Aug. 23	Sept. 7	Oct. 1
#104 - Winter 2012-13	Nov. 22	Dec. 6	Jan 1, 13

## 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.

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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.