



MEDIA KIT 2018

**YOUR MESSAGE
SEEN BY YOUR CUSTOMERS
ALL OVER THE WORLD**

**| EDITORIAL CALENDAR
| ADVERTISING RATES
| SPECIAL GIFT GUIDE EDITION**

OFFRIR INTERNATIONAL – 2018 RATES

COVER (free on website)



TECHNICAL CHARACTERISTICS:

High definition PDF files (300dpi) or TIFF, JPEG or EPS + 5mm trim on all 4 sides

Send files to :
vcassard@editolux.com

OFFRIR INTERNATIONAL

Front cover	230x300mm + banner: homepage + section feed + one newsletter	€10 000
Inside cover	230x300mm + banner: static categories + section feed	€8 000
Inside back cover	230x300mm + banner: calendar + section feed	€6 800
Back cover	230x300mm + banner number of the month + welcome feed + one newsletter	€8 000
Opposite contents	230x300mm + banner choice of feed	€6 000
Editorial - other side of 1st page		
Start of section	230x300mm + banner: homepage or section feed	€5 400
Page	230x300mm + banner: homepage or section feed	€4 800
Double page	230x300mm + 2 banners: homepage or section feed	€6 800
1/2 page	100x270mm + 1 banner from two publications onwards	€2 800
1/3 page	60x270mm + 1 banner from three publications onwards	€1 800
1/4 page	90x135 mm	€1 200

In order to ensure that advertisers benefit from consistency over time, special and specific placements will be given priority in the following year.

NEWSLETTER

Banner	1080 x 140 pxls format	€1 400
Presence	Sponsored content	€1 400

VIDEOS

Banner	Video category format - per month	€800
Broadcast	on our site+Instagram...+YouTube + paper QR code	€1 200
Production	Executive production of a video lasting around 3 minutes: Shot with cameraman, editing, corporate style. Published online on our social networks with links to editorial articles. Available to your digital media supports.	€4 000

SOCIAL NETWORKS

Instagram	Distribution of content or photo or video	€1 200
Facebook	To a defined target	€1 200
Retargeting	Distribution of your banner from a web article	€1 800

ADVERTORIALS

Creation	The journalist carries out the interview working in partnership	quote
Technical costs	Page layout (text and photos) is undertaken by studio graphic designer	€600

INSERTS (price exclusive of taxes for attached or loose inserts)

	1 page (R°/V°)	€4 800
	2 pages (R°/V°)	€5 200

Rates may vary depending on weight of insert

OFFRIR INTERNATIONAL, YOUR HOME STYLE MAGAZINE

For 64 years, Offrir International has been the leading publication in the sectors of tableware, culinary arts, flatware, kitchen utensils, small household electrical items and designer gifts for the home.

READERSHIP: retailers, department stores, restaurant managers, Chefs, manufacturers, designers, trend-setters and style specialists in France and abroad.

POSITIONING: Luxury magazine, French/English bi-lingual, enabling manufacturers to optimise their communications to international distributors and stores as well as to the Café-Hotel-Restaurant sector under the 'Club des Chefs' section.

CONTENT: Offrir International is the trade's flagship publication. It is the leading entity in your market, and now features new sections too: The 4 V, enquiry, kitchen utensils, culinary preparation, cooking, the dining table, decoration & accessories, the Club des Chefs, distribution, trade shows.

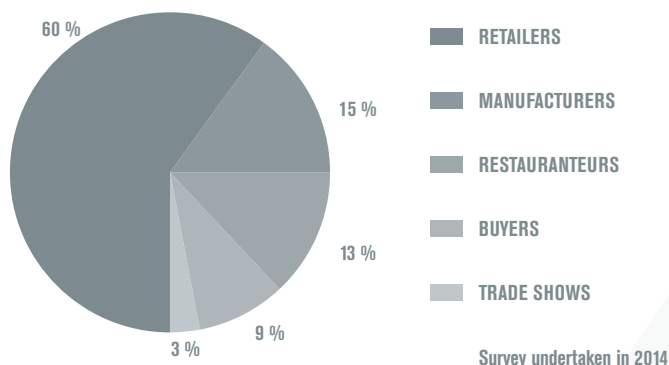
DISTRIBUTION: 7900 copies (4000 in France, 3900 abroad) that are sent to a selected list of retailers, manufacturers, department stores, Café-Hotel-Restaurant businesses and distributors as well as being widely distributed at partner trade shows: Maison&Objet, Ambiente, Homi, Equip' Hotel, Sirah, NY Now, HOST, 41 Madison Av, IHA Chicago.

WEBSITE: More comprehensive information can be found on the website at www.offrir-international.com than in the paper copy of Offrir International.

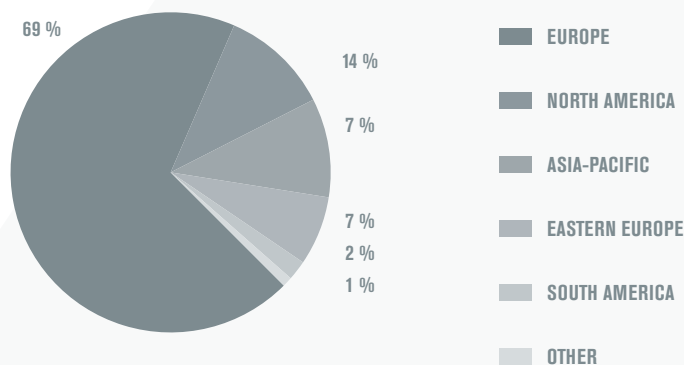
DIGITAL GROWTH: Videos on YouTube channel, Facebook page, Newsletter, sent to all magazine readers in Flipbook format (pages that turn on their screens), distribution of site and magazine content via Newsletter and on social networks.

FREQUENCY OF PUBLICATION: Quarterly (January, April, August, November) as well as a special Gift Guide edition, general public, for end of year festivities season.

DISTRIBUTION BY SECTOR OF ACTIVITY



GEOGRAPHIC DISTRIBUTION OF READERSHIP



EDITORIAL CALENDAR

JANUARY 2018

No. 463

Publication in January 2018

Casefiles: E-marketing
Coffee machines
Porcelain

LE CLUB DES CHEFS
For all hotel and restaurant managers
Technical elements: before Christmas 2018

APRIL 2018

No. 464

Publication in April 2018

Casefiles: Glass & Crystal
Wedding gifts, Father's and
Mother's day

LE CLUB DES CHEFS
Glasses & oenology
Technical elements: 15th April 2018

AUGUST 2018

No. 465

Publication in August 2018

Casefiles: small household electrical appliances
Dinner cocktails
Porcelain/fragrances
Textiles/luxury

LE CLUB DES CHEFS
Table decoration items
Technical elements: 10th July 2018

NOVEMBER 2018

No. 466

Publication in November 2018

Casefiles: Place settings / flatware
Cooking
Christmas decorations
Festive dining tables

LE CLUB DES CHEFS
Serving beer
Technical elements: 25th October 2018

Technical content: to be submitted 1 month before publication

GIFT GUIDE – 2018 RATES

LE GUIDE DU CADEAU – TARIFS 2018

DISTRIBUTION: 25 000 copies

Publication in October 2018

B2B2C Distribution

Distribution in October 2018:

To subscribers of Offrir International: stores, distributors, professional trade and hotels/restaurants.

Distribution at end of November 2018:

To the general public via distributors and stores.



Submission date for technical elements: 17th July 2018

		Tarifs
Cover I	180x240mm (+5mm bleed) + banner	€12 000
Cover II	180x240mm (+5mm bleed) + banner	€8 000
Cover III	180x240mm (+5mm bleed) + banner	€6 800
Cover IV	180x240mm (+5mm bleed) + banner	€9 600
Opp. Table of contents-Editorial-sec-	180x240mm (+5mm bleed) + banner	€6 800
Double page-quadri	360x240mm (+5mm bleed) + banner	€9 000
Page-quadri	180x240mm (+5mm bleed) + banner	€5 400
1/2 page-quadri	75x225mm / 165x105mm (+5 mm bleed)	€3 600

Industry discount: 15%

PRACTICAL FORMAT: 180 x 240 mm
AN ORIGINAL AND ATTRACTIVE DESIGN

25 000 copies + digital Facebook distribution (page flip), all pages of Gift Guide are freely accessed on the internet.

Distribution by newsletter + social networks (Instagram + Facebook campaign to the general public).

Available at all trade shows abroad throughout the year.

Offrir International and its Gift Guide are on the internet and on      

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