



## PROVISIONAL CONTENTS 2020

Issue	Theme of the month	Other themes
471 January	Distribution <i>Trade fairs : Ambiente, The Inspired Home Show, Table Top</i>	<b>Kitchenware:</b> Batch cooking trends <b>Culinary preparation:</b> grills and plancha <b>Cooking:</b> What's new for new usages? <b>Table:</b> Ceramic trend <b>Deco/accessories:</b> Decoration and co-branding <b>Club des Chefs with Denis Courtiade:</b> <i>Best maitre d'h in the world</i> <b>Distribution:</b> back in the field <b>Trade shows:</b> trend to be confirmed
472 April	The purchasing pathway	<b>Kitchenware:</b> get your content strategy in place <b>Culinary preparation:</b> Small electricals: understanding the purchasing cycles <b>Table:</b> marketing initiatives: When? Why? How? <b>Cooking:</b> How can we steer the purchasing decision? <b>Deco/accessories:</b> Mother's Day and Father's Day <b>Club des Chefs with Denis Courtiade:</b> <i>Best maitre d'h in the world</i> <b>Distribution:</b> which positioning for which clientele? <b>Trade shows:</b> novel trends seen at new year shows
473 August	Small household electrical items <i>Trade fairs : Equip'Hotel, HOMI, Madison AV.</i>	<b>Kitchenware:</b> Kitchen linen <b>Culinary preparation:</b> what's new? <b>Cooking:</b> Oven dishes: a flagship category for the autumn-winter season <b>Table:</b> Glass and crystal – wine glasses: what are consumers looking for? <b>Deco/accessories:</b> Autumn/winter trends in Candles & home fragrances <b>Club des Chefs with Denis Courtiade:</b> <i>Best maitre d'h in the world</i> <b>Distribution:</b> Are new developments meeting expectations? <b>Trade shows:</b> can we discern 2021 trends?
474 November	Flatware <i>Trade fairs : MaisonsObjet, Sirha</i>	<b>Kitchenware:</b> Child-orientated offerings <b>Culinary preparation:</b> food processors – what developments for what responses? <b>Cooking:</b> Creative patisserie special <b>Table:</b> table linen – Porcelain: state of play <b>Deco/accessories:</b> Are the end of year Festivities conducive to creation? <b>Club des Chefs with Denis Courtiade:</b> <i>Best maitre d'h in the world</i> <b>Distribution:</b> manufacturers' choice? <b>Trade shows:</b> do novelties herald a break with tradition?

## READERSHIP – DISTRIBUTION

For over 65 years, Offrir International (5 publications, 44 newsletters, website) has been the flagship media support for the tableware, cookware, flatware, kitchenware, small household electrical appliance and designer gift sectors for the home.

*Readership typology: Retailers, department stores, restaurateurs, Chefs, manufacturers, designers, trendsetters in France and abroad*

*Market positioning: High-end stores, French-English dual language, meaning that manufacturers can optimise their communication to international distributors and stores to the CHR sector with the 'Club des Chefs' section.»*

**Offrir International (quarterly):** 10,000 copies distributed per issue (6,200: Europe | 1,800: International | 2,000: Trade Fairs)

**Newsletter 'News' (bimonthly):** 14,000 subscribers (8,000: Europe | 6,000: International)

**Newsletter 'Product Sélections' (bimonthly):** 12,000 subscribers (7,000: Europe | 5,000: International)

**offrir-international.com (website):** 38 000 monthly visitors – average visit duration : 3 min 12 sec.

## GUIDE DU CADEAU – SPECIAL B2B2C EDITION

Guide for retailers and consumers that lists a selection of great gift ideas for the end of year festivities.

*Comprises over 400 products taken from the online platform, it is designed for retailers during October (in addition to subscribers).*

*As well as re-stocking suggestions and inspiration that can be found in the Guide, the retailers can become partners for the end of year festivities, and receive free additional Guides to give to their customers.*

**Guide du Cadeau – 60th edition in figures:**

Circulation: 35 000 copies

Partners: 300 stores distributing the publication across the whole of France

Products: 400 selected products, already over 1 500 registered online.



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## PRICES 2020

PARUTION			
Covers		Classic	Trade Show
Front cover	204*233mm+ static HOME PAGE banner + newsletter banner	6 800 €	8 000 €
Inside cover	230*300mm + CATEGORY static banner	4 800 €	5 200 €
Inside back cover	230*300mm + DIARY static banner	3 800 €	4 200 €
Back cover	230*300mm + FIGURE OF THE MONTH static banner	6 000 €	7 000 €
<i>Double cover</i>	<i>Inside cover + opposite page</i>	<i>+ 1 000 €</i>	
Inside		Classic	Trade Show
Page	230*300mm + MOVING or CATEGORY banner	2 400 €	2 550 €
½ page	"Height": 115*300mm   "Width" 150*115mm	1 650 €	1 740 €
<i>Specific location</i>	<i>Opp. contents, opp. editorial, section opening</i>	<i>+ 600 €</i>	

## MANUFACTURERS: LIST YOUR PRODUCTS ON THE ONLINE GUIDE DU CADEAU FREE OF CHARGE

CONTENT		
Native Advertising		
Advertorial	Creation of 2 pages of interviews – broadcast on web and in paper review	3 000 €
Video lounge	Creation and assembly of video interview at stand in 2 formats: > YouTube Format : ~1 minutes 30 seconds. > Social Network Format : ~30 seconds.	2 800 €
<i>Additional distrib.</i>	<i>Distribution on our social networks + Newsletter</i>	<i>+ 400 €</i>

INTERNET		
Advertising		
Newsletter banner (1080*140px .jpg)	Offrir International Industry news – Bimonthly Newsletter sent to ~14 000 prof.	600 €
	Guide du Cadeau product select° – Bimonthly Newsletter sent to ~14 000 prof.	600 €
Online band	1080*140px: choice: in the HOMEPAGE MOVING INFO or in a CATEGORY	800 €
Emails		
Dedicated email	Your email to 2 500 selected addresses (layout, test, send, statistics)	600 €
	Your email to 5 000 selected addresses (layout, test, send, statistics)	1 000 €