



For over 65 years, Offrir International (6 issues, 2 special editions, 44 newsletters, 1 product platform and 2 websites) has been the leading publication in the sectors of tableware, culinary arts, cutlery, kitchenware, small household electrical items and designer gifts for the home.

ISSUE	THEME OF THE MONTH	OTHER THEMES	
475 February	Digitalisation of retail <i>Trade fairs : Maison &amp; Objet, Ambiente, Tabletop Show</i>	Culinary Table & Deco Hotel & Restaurant	Preservation Plancha & Grill Co-branding trend Bags, baskets and trollies Inspirations & Trends Tribune (Denis Courtiade)
476 April	The purchasing pathway <i>Trade fair : SIRHA</i>	Culinary Table & Deco Hotel & Restaurant	Cooking : What are consumers looking for ? The expert purchase: professional quality in the home Wine accessories Vases & candle holders Inspirations & Trends Tribune (Denis Courtiade)
477 June	Artisanship & Know-how <i>Trade fair : The Inspired Home Show</i>	Culinary Table & Deco Hotel & Restaurant	Small household electricals: the dominant trends Cooking: which new cookware for which usages? Tableware: do new products meet expectations? Indoor fragrances Inspirations & Trends Tribune (Denis Courtiade)
478 August	Trends & Design <b>+ SPECIAL EDITION:</b> <i>Guide Technique des Nouveautés</i> <i>Trade fair : Maison &amp; Objet, Madison Avenue, HOMI</i>	Culinary Table & Deco Hotel & Restaurant	Convivial cuisine Pâtisserie: what are consumers looking for? Porcelain: the current situation Place settings: what are consumers looking for? Inspirations & Trends Tribune (Denis Courtiade)
479 October	Additional sales	Culinary Table & Deco Hotel & Restaurant	Cutlery: Developing your offering Cooking & utensils: the winning duos of the next season Table linen Glass & crystal Inspirations & Trends Tribune (Denis Courtiade)
480 December	Packaging <i>Trade fair : HOMI 2022, Maison &amp; Objet 2022</i>	Culinary Table & Deco Hotel & Restaurant	Kitchen storage & organisation The connected kitchen On-the-go and anti-waste products Glasses and tumblers Inspirations & Trends Tribune (Denis Courtiade)

### PLATEFORME PRODUITS : OFFRIR-RETAILERS.COM

With over 2500 items, offrir-retailers.com is a B2B digital toolbox that's ideal for discovering and marketing tableware products. Manufacturers can create their own product information on the platform and input all the marketing information needed: sales pitch, merchandising and logistics, thereby building up an unmatched tableware products base.

Working from the base, products are linked to items that relate to them online, and can be selected for our 2 Special Editions.

### B2B SPECIAL EDITION: GUIDE TECHNIQUE DES NOUVEAUTÉS

The Guide Technique des Nouveautés is compiled from a base of products on offrir-retailers.com, and comprises information summary files for product marketing

Aimed at subscribers to the August edition, each information summary file is linked to an online product information file that contains additional information such as documents or videos.

B2B Plateform : offrir-retailers.com

### B2B2C SPECIAL EDITION : GUIDE DU CADEAU

A selection of gift ideas for end-of-year festivities.  
Aimed at retailers in October, then distributed free of charge to the general public via partner retailers in December.

Le Guide du Cadeau – 61st issue in figures : 35 000 copies

350 distributing stores

400 selected products

Public website: guide-du-cadeau.com

- x6  Offrir International : 6 issues (bimonthly) NEW
- x1  Offrir Retailers – Guide Technique des Nouveautés : 1 B2B special edition
- x1  Guide du Cadeau : 1 B2B2C special edition



## PRICES FOR 2021

In euros – exclusive of taxes. Applicable from 01.01.2021 to 31.12.2021

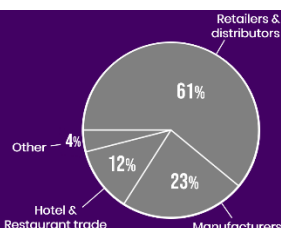
PUBLICATION		Classic	Trade fair
<b>Covers – Offrir International</b>			
Front cover	180*240mm + HOME PAGE static banner + Newsletter banner	€ 5 400	€ 6 400
Inside cover	210*297mm + CATEGORIES static banner	€ 3 800	€ 4 800
Inside back cover	210*297mm + DIARY static banner	€ 3 200	€ 4 200
Back cover	210*297mm + FIGURE OF THE MONTH static banner	€ 4 800	€ 5 800
<i>Double cover</i>		<i>Inside cover + opposite page</i>	
		<b>+ € 1 000</b>	
<b>Inside – Offrir International</b>			
Page	210*297mm + MOVING or CATEGORY banner	€ 2 400	€ 2 550
½ page	“Height”: 85*260mm   “Width”: 180*125mm	€ 1 650	€ 1 740
<i>Specific location</i>		<i>Opposite contents, opp. editorial, start of section</i>	
		<b>+ € 600</b>	
<b>SPECIAL EDITION – Guide du Cadeau</b>			
GDC – Page	Guide du Cadeau format only: 175*250mm		

## MANUFACTURERS: LIST YOUR PRODUCTS FREE OF CHARGE ON THE OFFRIR-RETAILERS.COM PLATFORM

CONTENT			
<b>Native Advertising</b>			
<b>A4 info. summary</b>	<i>In the 2021 Guide Technique des Nouveautés special edition: information summary of your product on one A4 page, interactive (QRCode).</i>	> 1st Information summary	FREE
		> 2nd information summary	€450
		> Subsequent ones	€225
<b>Advertorial</b>	<i>Creation of 2 pages of interviews – Broadcast on web and in paper review</i>		€ 3 000
INTERNET			
<b>Advertising</b>			
<b>Newsletter banner</b> <i>(1080*140px .jpg)</i>	Offrir International industry news – Bimonthly newsletter sent to ~14 000 prof.		€ 600
	Product selections– Bimonthly newsletter sent to ~14 000 prof.		€ 600
<b>Online band</b>	1080*140px: choice of: in the HOMEPAGE or in a CATEGORY (2months)		€ 800
<b>Emails</b>			
<b>Dedicated email</b>	Your email sent based on our address database (layout, test, send, statistics)		On request

## DIFFUSION & READING

- 10 000 copies: Average distribution per issue
- 8 000 copies: Total paid-for distribution (80% of subscribers)
- 3.4 readers per copy distributed
- 35 000 well-informed readers (30 000 France | 5 000 International)
- Online: ~47 000 visitors/month (+24% in 1 yr) (~3min. 21 sec.)



## NEWSLETTERS

- Newsletter – News:** 14 390 subscribers (FR: 59% INT: 41%)  
57% Retailers & Distributors | 28% Manufacturers | 9% Hotel-Restaurant industry | 6% Other
- Newsletter – Products:** 17 500 subscribers (FR: 57% INT: 43%)  
63% Retailers & Distributors | 18% Manufacturers | 16% Hotel-Restaurant industry | 3% Other