



For more than 70 years, Offrir International (6 issues, 3 special editions, 44 newsletters, 1 product platform, and 2 websites) has been the flagship publication in the sectors of tableware, culinary matters, flatware, kitchenware, small household electrical items, and designer gifts for the home.

ISSUE	THEME	OTHER THEMES	
505 February	Drive-to-store/web-to-store: setting up and optimising your strategy + SPECIAL EDITION : Le Guide des Marques <i>Trade fair: The Inspired Home Show</i>	Table & Deco Cooking Hotel & Restaurant	Table linen: the levers of differentiation Tableware: coordinating without uniformity Outdoor cooking: a growing market Cutlery: what's new? Inspirations & Trends
506 April	Customer purchasing journey	Table & Deco Cooking Hotel & Restaurant	Table knife: a constantly renewed craftsmanship Building an accessible premium offering Cooking: accessories that make the difference Small electrical appliances: the era of high-performance compact formats Inspirations & Trends
507 June	Connected solutions in-store: what are the concrete benefits? + SPECIAL EDITION : Guide Technique des Nouveautés	Table & Deco Cooking Hotel & Restaurant	The brand as an ambassador for expertise Tableware as a visual language in-store Baking: from amateur practice to expert equipment Cutlery: helping customers develop their skills Inspirations & Trends
508 August	From salesperson to expert advisor: rethinking product storytelling <i>Trade fair : Maison &amp; Objet, Shoppe Object Paris</i>	Table & Deco Cooking Hotel & Restaurant	Bags & shopping trolleys Porcelain & ceramics: design and perceived value Coffee: new rituals Culinary tools: simplifying practices with a quality-driven approach Inspirations & Trends
509 October	Shelf presentation: a driver for commercial performance	Table & Deco Cooking Hotel & Restaurant	Glassware: from classic to experiential design Lifestyle: selling a moment, beyond the product Cookware coatings: an update on innovations and customer expectations Utensils and accessories: ergonomics serving the gesture Inspirations & Trends
510 December	AI shopping agents: what opportunities for specialist retailers? <i>Salons : Maison &amp; Objet, Ambiente, SIRHA, Milano Home</i>	Table & Deco Cooking Hotel & Restaurant	Candles and home fragrances "Sharing" tableware: from brunch to buffet Cookware and brand strategy Cutlery: developments and trends for 2027 Inspirations & Trends

## Offrir-retailers.com

With over 5500 items and over 1700 summary product information files, offrir-retailers.com is the 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 to market a product: sales pitches, merchandising, and logistics, thereby building up an unparalleled tableware products database.

*The information base is used to link products with items that relate to them online – and they can be selected for our Special Edition*

## OUR B2B SPECIAL EDITION: Guide Technique des Nouveautés (Products)

The Guide Technique des Nouveautés (technical guide to new products) is compiled from a selection of products available at offrir-retailers.com, and comprises summary files for product marketing.

*Available with the June issue, each summary file is linked online to further information, including documents and videos.*

Platform BtoB: offrir-retailers.com

## Guide des Marques (Brands)

Compiled from a selection of manufacturers at offrir-retailers.com, the Guide to Brands comprises straightforward and comprehensive brand presentations and related businesses (including wholesalers and representatives)

*Available with the December issue, every presentation has an online link to further information (including contact information and products)*

B2B platform: offrir-retailers.com

## B2B2C SPECIAL EDITION: Guide du Cadeau (Gift Guide)

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

Guide du Cadeau – 66<sup>th</sup> issue in figures: 35 000 copies  
350 distributing stores  
450 selected products

Website for the general public: guide-du-cadeau.com

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- x6 Offrir International : 6 issues (bimonthly)
- x1 Offrir Retailers – Specialist Guide to New Products: 1 B2B special edition
- x1 Gift Guide: 1 B2B2C special edition
- x1 Brand directory : 1 B2B special edition



## PRICES FOR 2026

In Euros – exclusive of taxes. These prices may change.

Covers – Offrir International		Prices
Front cover	180*240mm + HOME PAGE static banner + Newsletter banner	€ 6 400
Inside cover	210*297mm + CATEGORIES fixed banner	€ 4 800
Inside back cover	210*297mm + DIARY static banner	€ 3 900
Back cover	210*297mm + FIGURE OF THE MONTH static banner	€ 5 000
<i>Double cover</i>	<i>Inside cover + opposite page</i>	+ € 1 000
Inside – Offrir International		Prices
Page	210*297mm + MOVING or CATEGORY banner	€ 2 550
½ page	'Height': 85*260mm   'Width': 180*125mm	€ 1 740
<i>Specific location</i>	<i>Opposite Contents, opposite editorial, start of section</i>	+ € 600
SPECIAL EDITION – Guide du Cadeau		
GDC - Page	Guide du Cadeau format only: 175*250mm	

Set out your sales pitches, questions/responses, and other brand-new information on your products on the platform Offrir-retailers.com

## CONTENT

Native Advertising		
A4 info. summary	<i>In the 2025 Specialist Guide to New Products special edition: information summary of your product on one A4 page, interactive (QRCode).</i>	450 €
Advertorial	<i>Creation of 2 pages of interviews – Circulated in hard copy review and on the web</i>	On quote

## INTERNET

Advertising		
Newsletter banner (1080*140px, jpg)	Offrir International industry news – Bimonthly newsletter sent to ~17 000 prof.	€ 600
	Product selections – Bimonthly newsletter sent to ~18 000 prof.	€ 600
Online band	1080*140px: Choice of: In the HOMEPAGE MOVING INFO or in a CATEGORY (2 months)	€ 800

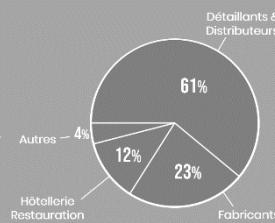
## DISTRIBUTION & READERSHIP

10 000 copies: Average distribution per issue  
8 410 copies: Total paid-for distribution (84% of subscribers)

3.5 readers per copy distributed

38 000 well-informed readers (32 500 France | 5 500 International)

Online: ~10 500 visitors/month



## NEWSLETTERS

Newsletter – Industry : ~17 500 subscribers (FR: 60% INT: 40% / 55% Retailers & Distributors / 29% Manufacturers / 10% Hotel-Restaurant industry / 6% Other)

Newsletter – Products: ~19 000 subscribers (FR: 54% INT: 46% / 64% Retailers & Distributors / 18% Manufacturers / 14% Hotel-Restaurant industry / 4% Other)