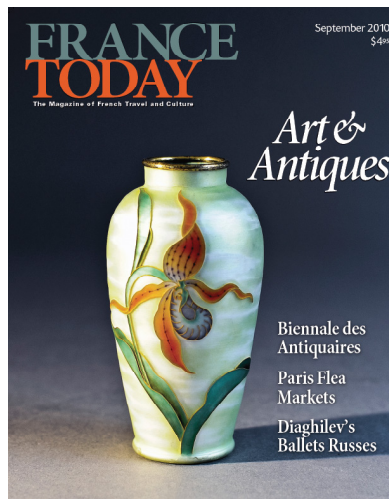


FRANCE TODAY

The Magazine of French Travel and Culture



2012 MEDIA KIT

FRANCEPRESS LLC
333 West 39th Street, Suite 702
New York, NY 10018
www.francetoday.com

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FRANCEPRESS

EXPERTISE ON FRANCE

France Today, *The Magazine of French Travel and Culture*, is published by FRANCEPRESS LLC, a privately owned company headquartered in New York with an office in Paris.

Established in 1976, FRANCEPRESS is the only independent media voice produced in the United States devoted exclusively to France. Its two publications, *France Today* and *France-Amérique*, provide readers with in-depth coverage of French news, travel, culture and lifestyle, in English and French respectively. The total print audience amounts to over 90,000 readers per month.

FRANCEPRESS also reaches 110,000 online visitors per month through its two websites, www.francetoday.com and www.france-amerique.com. Attracting 40,000 and 70,000 visitors respectively, our websites give readers a glimpse of what's covered in print as well as web-exclusive features.

FRANCEPRESS publishes two eNewsletters: *Le Petit Journal*, a weekly email newsletter written in English and read by 13,000 opt-in subscribers, and the *France-Amérique* eNewsletter, a weekly news bulletin written in French and read by 11,000 opt-in subscribers.

EDITORIAL TEAM

France Today is published by an outstanding team of editors and writers based in both France and the United States.

- Editor-in-Chief Judy Fayard, former senior editor of *European Travel & Life* and editor-in-chief of *Where Paris*

- Assistant Editor Vivian Thomas, travel writer and former assistant editor of *Where Paris*

- Martha Fay, a longtime magazine writer based in New York, and the author of *City Walks* (New York, Rome, and Tuscany)

Some of our exceptional contributors:

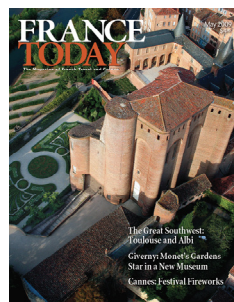
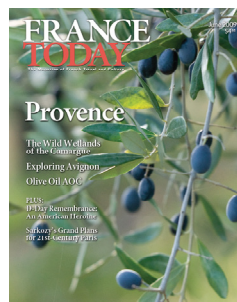
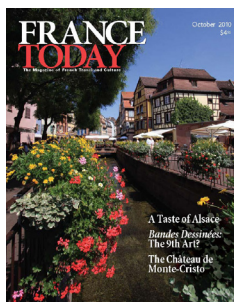
- Alexander Lobrano, author of the restaurant guide *Hungry for Paris* and former European correspondent for *Gourmet Magazine*, also writes about food and travel for *The New York Times*, *Saveur*, *Forbes Life* and others.

- Chris Redman, former senior editor of *Time International* and managing editor of *Time Europe*

- Jean Bond Rafferty, longtime Paris writer whose work often appears in *Town & Country* and *Art & Auction*

- Harriet Welty Rochefort, author of *French Toast* and *French Fried*

- Publisher Louis F. Kyle, a 27-year veteran of the publishing industry, has served as the president of the Internet Division of Trader Classified Media, Group Publisher at Ziff Davis France, president of the Cobb Group Europe, and owner and publisher of the Asian Edition of *Women's Wear Daily*



FRANCE TODAY

FRANCE TODAY: THE MAGAZINE OF FRENCH TRAVEL AND CULTURE. SERVING 40,000 READERS EVERY ISSUE, INCLUDING 8,000 PAID SUBSCRIBERS, AND GROWING.

Now in its 27th year of publication, [France Today](#) is the American authority on France, bringing our readers the most up-to-date and comprehensive coverage on France printed in English. Each issue highlights top travel destinations and the best local addresses, including hotels, restaurants and shopping. [France Today](#) gives readers an insider's look at France, from culture and the arts to society and politics. With 40,000 readers every month, [France Today](#) is the only monthly magazine about France published in the United States.

IN EVERY ISSUE:

CALENDAR: A selection of the most interesting events and exhibits across the country
A LA CARTE: Expert reviews of French restaurants
BOUTIQUE BEAT: Best tips for shopping in Paris
HOTELS: From the newest luxury places to cozy B&Bs
TRAVEL: Top regional destinations and best local addresses

WINE & SPIRITS: Discovering France's wonderful world of apéritifs, wines, brandies, liqueurs and more
REAL ESTATE: Our monthly guide to property markets around the country
FRENCH KITCHEN: The pleasures of seasonal cooking and selected recipes

2012 EDITORIAL CALENDAR

ISSUE	FEATURE HIGHLIGHTS	SPACE CLOSING	MATERIALS DUE
JANUARY	Winter Destinations / Travel Study Guide	Nov 30	Dec 7
FEBRUARY	Celebrating Carnival	Dec 30	Jan 6
MARCH	Food & Wine	Jan 30	Feb 6
APRIL	Paris Issue	Feb 27	Mar 4
MAY	Chateaux Hotels and B&Bs	Apr 2	Apr 9
JUNE	Summer in the Mountains	Apr 30	May 7
JULY/AUGUST	Seacoasts	June 1	June 8
SEPTEMBER	Art & Antiques/Biennale des Antiquaires	Aug 3	Aug 10
OCTOBER	Burgundy	Aug 28	Sep 4
NOVEMBER	Food & Wine	Oct 1	Oct 8
DECEMBER	Best of France	Oct 30	Nov 6

Feature highlights are subject to changes and additions.

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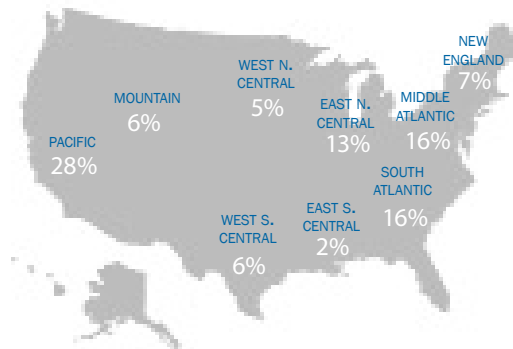
DEMOGRAPHICS

READER PROFILE

With a total circulation of 13,500 copies, **France Today** reaches 40,000 readers per issue.

FT readers are upscale, well-educated Americans. They are also extremely loyal to **France Today**, with a second year renewal rate of 85%.

GEOGRAPHIC DISTRIBUTION



Source: France Today Reader Survey

AN UPSCALE AND INFLUENTIAL FRANCOPHILE AUDIENCE

AFFLUENT

Annual household income of \$150,000 or more: 45%

AGE

Average age: 52

GENDER

Women: 60%
Men: 40%

EDUCATED

Post-graduate degree: 62%

LEVEL OF FRENCH

Fluent: 15%
Proficient: 20%
Intermediate: 35%
Beginner: 30%

AVID TRAVELERS

47% travel to France at least once a year for leisure and/or business

PROPERTY OWNERSHIP*

Intention to buy: 35%

*in France

FRANCE TODAY

CIRCULATION

MONTHLY CIRCULATION

TOTAL AUDIENCE	40,000 readers
PRINT CIRCULATION	13,500 copies
Paid circulation	9,000
Subscribers*	8,000
Newsstands (including Barnes & Noble)	1,000
Controlled circulation	5,000
Airport and train distribution	2,200
Prestigious targeted events	1,700
French-American organizations	1,000
High-end hotels	100

* incl. 1,500 subscribers to the digital edition

CONTROLLED CIRCULATION

■ PRESTIGIOUS TARGETED EVENTS

Film festivals

French and International Film Festivals:

- Focus on French Cinema, Greenwich, CT
- Sacramento French Film Festival, CA
- Newport Film Festival, CA
- French Cinema Now, San Francisco, CA
- Seattle International Film Festival, WA

Gastronomy and wine festivals

- Beaujolais Nouveau: over a dozen food & wine fairs nationwide

Bastille Day festivals

Over 30 festivals nationwide, including:

- New York Street Fair on 60th Street, New York, NY (over 20,000 visitors)
- French Festival, Santa Barbara, CA (The largest French celebration in the western United States)

Art, antique and literary fairs

- Biennale des Antiquaires, Paris
- Crossing the Line, FIAF, New York, NY
- Pen World Voices, New York, NY

Language forums

- ACTFL annual conference (American Council on the Teaching of Foreign Languages)
- Federation of Alliances Françaises Annual Convention

Galas, fund-raising events

- Annual galas of Alliance Française chapters (including the Trophée des Arts, New York, NY), French-American Chambers of Commerce and French-American schools
- Annual Gala of the French-American Foundation

Real estate conferences

- Living and Investing in France conferences: Paris, San Francisco, CA; Miami, FL

■ FRENCH-AMERICAN ORGANIZATIONS in lobbies and/or at targeted events

Alliances Françaises

110 chapters nationwide

French-American Chambers of Commerce (FACC)

21 chapters nationwide

■ HOTELS

in hotel lobbies

Sofitel Hotels

New York, NY; San Francisco (Redwood City), CA



THE TOP 10 REASONS TO ADVERTISE IN FRANCE TODAY

- 1 Now in its 27th year of publication, *France Today* is the American authority on France. Benefit from exposure in a highly-respected editorial environment that inspires readers' trust
- 2 *France Today* is the only monthly magazine dedicated exclusively to France available in America, bringing readers the most up-to-date coverage on France printed in English today
- 3 With expert reporting on French travel destinations, culture, food and wine, art and design, fashion, shopping, real estate and more, *France Today* caters to a wide variety of consumer interests
- 4 *France Today* offers a true insider perspective on France, delivered by a unique team of seasoned journalists based in Paris
- 5 With a 15% circulation growth over the last year and an exceptional 85% second year renewal rate, *France Today* is a fast-growing and highly-acclaimed publication
- 6 *France Today* provides direct access to a sophisticated and influential target group of upscale, discerning Francophile Americans who are passionate about French culture, lifestyle and all things French
- 7 *France Today* readers are avid travelers: 47% travel to France at least once a year for pleasure and/or business and over 60% use *France Today* to help plan their next trip to France
- 8 *France Today* is sold at independent booksellers and newsstands in 200 cities across the United States, including major metro-markets
- 9 *France Today* offers advertisers targeted exposure at major French-themed events across the United States, from film festivals to food & wine fairs, as well as in Air France lounges, on OpenSkies flights and in luxury hotels
- 10 *France Today* offers unbeatable advertising opportunities at www.francetoday.com providing advertisers with a comprehensive, cost-effective print and online advertising solution

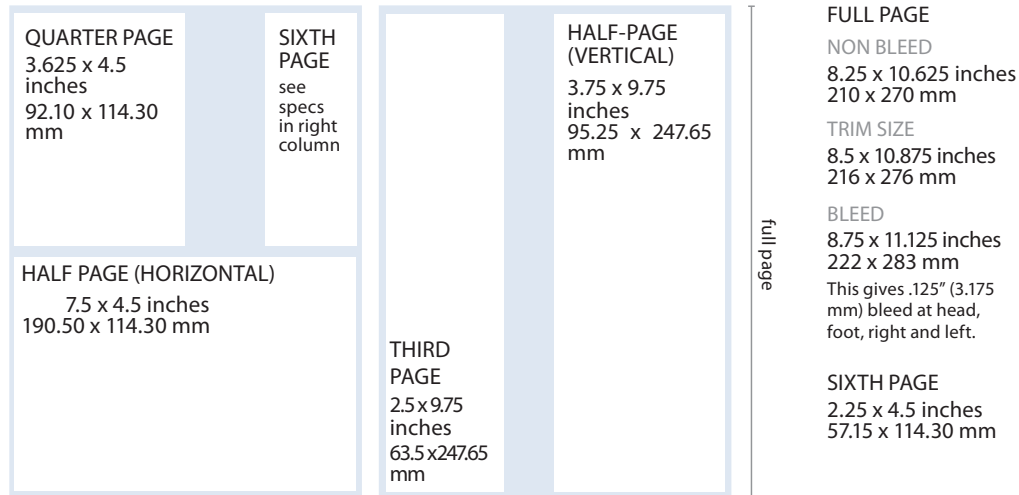
FRANCE TODAY

ADVERTISING RATES & SPECIFICATIONS

DISPLAY ADS	C O L O R			B L A C K & W H I T E		
	x1	-10% x6	-25% x11	x1	-10% x6	-25% x11
BACK COVER	\$ 2,700	2,430	2,025	COLOR RATES APPLY		
FULL PAGE	\$ 2,000	1,800	1,500	\$ 1,500	1,350	1,125
HALF PAGE	\$ 1,200	1,080	900	\$ 900	810	675
THIRD PAGE	\$ 900	810	675	\$ 650	585	490
QUARTER PAGE	\$ 600	540	450	\$ 450	400	340
SIXTH PAGE	\$ 400	360	300	\$ 300	270	225

POSITION PREMIUMS

INSIDE FRONT COVER	+20%
INSIDE BACK COVER	+10%
FULL PAGE BLEED	+10%
GUARANTEED POSITION (RIGHT-HAND PAGE)	+10%



AD MATERIAL GUIDELINES

- Supply artwork in PDF. Make sure to embed all fonts and strip out color management.
- Images should be CMYK or Grayscale mode only.
- Please do not send RGB images. Do not save images with screen angles or transfer functions.
- Image resolution should be 300 DPI and Lineart should be 1200 DPI.
- Flatten all transparencies.
- Images should be positioned in boxes with a fill of White or Black.
- Link all images.
- Duotones created using Pantone Matching System (PMS) colors must be converted to CMYK.
- Final trim size of the publication at 8-1/2" x 10-7/8" (216 x 276 mm).
- Full page bleed ads should be built to the trim size of the target publication with .125" (3.175 mm) bleed and .25" (6.35 mm) trim margin for non-bleed elements.

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FRANCE TODAY

STANDARD TERMS AND CONDITIONS

The following terms and conditions are applicable to each advertising order submitted in 2012 to the Publisher, FRANCEPRESS LLC:

- 1) Invoices are issued on or about the publication date and are due 30 days from billing date if credit has been extended. Publisher reserves the right to change the terms of payment with order or at any time. Acceptable forms of payments are: checks in U.S. dollars, most major credit cards, or wire transfers (a \$20 bank charge fee is to be added for all U.S. or international bank transfers of less than \$500; advertisers are responsible for any additional fees their own banks may charge for each wire transfer). Advertiser must provide us with the date, amount and reference for each bank transfer for proper identification. Publisher reserves the right to apply interest of 1.5% per month on overdue accounts and to charge for costs incurred with dishonored checks.
- 2) The advertiser and agency are jointly or separately liable for all invoices for advertising with Publisher.
- 3) All frequency and volume must be used within the time specified in the contract unless previously agreed by Publisher. Discounted rates due to frequency and volume will be billed in one single invoice unless Publisher previously agreed otherwise.
- 4) Publisher reserves the right to reject an ad for any reason without liability, even if it has previously been accepted and run.
- 5) All ads must contain specific issue dates, size, color and rate. Advertising materials are due no later than the stated due dates unless previously agreed by Publisher. Creative changes after the materials have been submitted and accepted are solely at the discretion of the Publisher.
- 6) An advertisement simulating the Magazine's editorial material in appearance or style or that is not immediately identifiable as advertisement will be marked as such next to the copy.
- 7) Positioning requests are not guaranteed. Publisher reserves the right to insert the advertising anywhere in the publication, or on its website, or in its biweekly email newsletter.
- 8) Once a contract has been signed, its advertising rates and conditions are secured and binding. Otherwise, rates, conditions and space units may be subject to change without notice.
- 9) Cancellations or changes in order by advertiser or agency are not accepted after the closing dates of the publication.
- 10) Publisher shall not be held responsible for errors or omissions in any advertising materials provided by the advertiser or the agency (including errors in key numbers) or for changes made by the advertiser after the closing dates.
- 11) Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement, or for any error in the advertisement, or for any remedy beyond the return of any amount paid for the ad.
- 12) Publisher shall not be liable for failure to publish or circulate all or any part of the advertising because of strikes, work stoppages, accidents, fires, acts of God or any circumstances beyond the control of the Publisher.
- 13) All advertisements are accepted and published upon the representation that the advertiser or agency is authorized to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate any law or infringe upon any right of any party.
- 14) Publisher reserves the right to cancel the contract upon default in payment or breach of any provision of the contract, in which case all unpaid charges shall become immediately payable.

PHOTO CREDITS

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