

# FRANCE TODAY.COM

THE INSIDER'S GUIDE TO FRENCH TRAVEL AND CULTURE



## 2012 MEDIA KIT

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

Julie Singer - U.S.A.  
Advertising Manager  
+1 212.221.6700 ext 102  
jsinger@francetoday.com

Marie Armande de Sparre - France  
Advertising Agency - MAS MEDIA  
+33 1 42 84 33 80  
madesparre@cortado.eu

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## THE INSIDER'S GUIDE TO FRENCH TRAVEL AND CULTURE

### ■ A UNIQUE RESOURCE FOR LOVERS OF FRANCE

Packed with practical information and tips on the hottest French destinations, hotels, restaurants, shopping and much more, [Francetoday.com](http://francetoday.com) is a one-stop resource for anyone planning a trip or simply wanting to stay "au courant" on what's happening in France.

The highly-acclaimed website offers extensive content from our print publication plus a complete calendar of must-see exhibitions, festivals and events and other web-exclusive features such as Editor's Picks, Chef's Corner, Made in France and The Week in Review... all in an elegant and user-friendly format.

### ■ A WORDLY AND AFFLUENT AUDIENCE

Visitors to our site are cosmopolitan, upscale Francophile Americans who are passionate about French culture and lifestyle. They are frequent travelers to France and avid consumers of French products and services. They represent a prime target group for advertisers.

### ■ CONSTANT GROWTH IN VISITORS

The site counts over 40,000 visits and 55,000 page views per month - and traffic is growing rapidly.

MONTH	VISITS	PAGE VIEWS
Jan 09	10,365	33,132
Jan 10	17,998	41,051
Jan 11	30,838	55,546

### ■ CONTENT

**Travel:** Discover fascinating travel destinations in France, detailed information on the best restaurants and hotels, practical guides and a special section dedicated to Paris.

**Culture:** An inside look at French culture, society, expert coverage of art and antiques, extensive book reviews and top film picks.

**Life & Style:** The best of French art de vivre with our exclusive shopping tips, wine reviews, recipes, fashion and more.

**Real Estate:** Real estate coverage and advice on how to find your dream home in France.

**Editor's picks:** Our favorites in French culture, dining, shopping and more.

**Calendar:** An exceptional selection of the most interesting exhibits, festivals, concerts and more throughout France.

**France in America:** A complete agenda of French cultural events in the United States.

### ■ KEY FIGURES

Monthly traffic:

- Total visits: 43,000
- Total page views: 69,500

Readers:

- Cosmopolitan, affluent and well-educated
- English-speaking Francophiles
- From USA, Canada, France and U.K.

### ■ INTERACTIVITY

[Francetoday.com](http://francetoday.com) offers numerous interactive features, including:

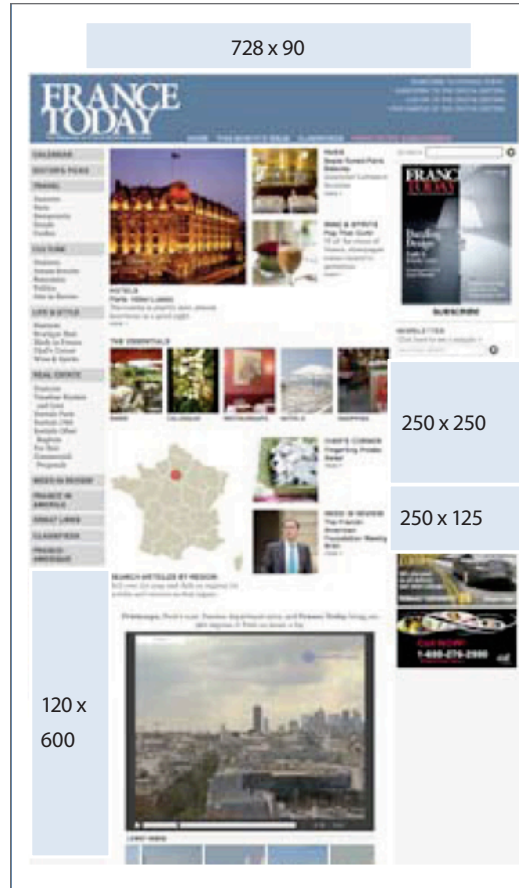
- [RSS](#) feeds to keep its readers on top of the latest news
- A "[comment on an article](#)" option that allows readers to post their comments and share their views
- Presence on [Twitter](#) and [Facebook](#)
- [Automated online classified](#) service allowing for instantaneous ad postings
- Exclusive [video](#) from the rooftop of Paris.

### STATISTICS

Statistical tracking is available for all ad placements

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## BANNER RATES



		MONTHLY RATES			
		728x90px	120x600px	250x250px	250x125px
FULL SECTION	HOME PAGE	\$ 205	155	180	130
	TRAVEL*	\$ 565	400	485	325
	LIFE & STYLE*	\$ 425	300	365	245
	CULTURE*	\$ 315	225	270	180
	REAL ESTATE*	\$ 70	50	50	40
		CPM RATES			
		728x90px	120x600px	250x250px	250x125px
FULL SECTION	HOME PAGE	\$ 40	30	35	25
	TRAVEL*	\$ 35	25	30	20
	LIFE & STYLE*	\$ 35	25	30	20
	CULTURE*	\$ 35	25	30	20
	REAL ESTATE*	\$ 35	25	30	20

### FREQUENCY DISCOUNTS

6 MONTHS ▶ -5%

12 MONTHS ▶ -10%

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## BANNER SPECIFICATIONS

DIMENSIONS	AD SPECS	FILE SIZE	FORMAT ACCEPTED
728 x 90 pixels	3 <sup>rd</sup> party accepted	40k	GIF, Animated GIF, JPEG, Flash
250 x 250 pixels	3 <sup>rd</sup> party accepted	40k	GIF, Animated GIF, JPEG, Flash
200 x 200 pixels	3 <sup>rd</sup> party accepted	20k	GIF, Animated GIF, JPEG
250 x 125 pixels	3 <sup>rd</sup> party accepted	20k	GIF, Animated GIF, JPEG, Flash
120 x 600 pixels	3 <sup>rd</sup> party accepted	40k	GIF, Animated GIF, JPEG, Flash

### RICH MEDIA BANNERS

**DEFINITION & DIMENSIONS** Standard banners that use rich media technologies such as HTML, Flash and Java.

**RICH MEDIA FILE** SizeUp to 35k initial loadUp to an additional 85k may be loaded after a user moves the cursor over or clicks on the banner

**AUDIO/VIDEO** A banner may play audio and/or video content after a user clicks on it, and should display a visible "stop" or "pause" button once the audio/video begins.

### ANIMATED GIFS

**DURATION** 15-second limit

**LOOPING** 3 loops max

**DESIGN** No "strobing" or "flashing" creatives

### FLASH BANNERS WITH VIDEO

**DEFINITION & DIMENSIONS** A video that contains a video encased in Flash.

**VIDEO FILE SIZE & FORMATS** Up to 1.2Mb for movie or Streaming Format-Video: BetaSP, DigitalBeta, MPEG4 or Mov via FTP.

**SOUND & FRAME RATE** 16 bit sound, 22 khz  
Max of 30 fps

**DURATION** :05 to :60 seconds

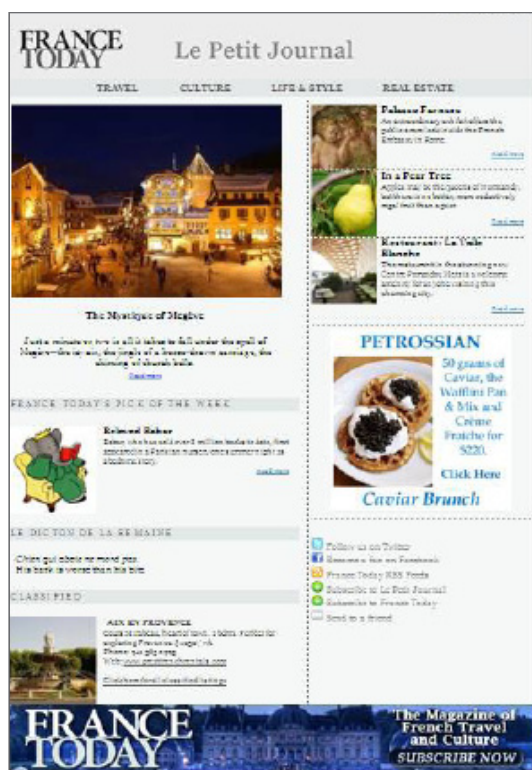
**FLASH REQUIREMENTS** The Flash banner requirements are the same as in the Rich Media Specifications.

**PUBLISHING** Be sure to include fla, fonts, and GIF/JPEG backup.

**CLICK TRACKING** For tracking click-throughs on Flash, advertisers/agencies should insert "clickTAG" (do not include quotes) in the Flash creative.

AMERICA'S LEADING ENEWSLETTER ON FRANCE

## Le Petit Journal



### ■ A WEEKLY RENDEZ-VOUS

**Le Petit Journal** eNewsletter keeps its Francophile subscribers connected to France every week, providing features on the best of French travel, gastronomy, products, people, design and more.

### ■ A TARGETED AND CAPTIVE AUDIENCE

**Le Petit Journal** eNewsletter is sent only to individuals who subscribe. Its readers have strong ties to French travel, culture and art de vivre and a demonstrated interest in French products and services.

### ■ EXCLUSIVITY

With only one advertising spot available per issue, **Le Petit Journal** offers a unique opportunity for advertisers.

### ■ KEY FIGURES

Subscribers (opt-in): 13,000

Open-rate: 27%

Click-through rate: 8%

### ■ BANNER RATE

FORMAT	PLACEMENT	RATE/ISSUE
250 x 250 pixels	Right column	\$250

## ADVERTISING CONTACTS

Julie Singer - U.S.A.  
Advertising Manager  
+1 212.221.6700 ext 102  
jsinger@francetoday.com

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Advertising Agency - MAS MEDIA  
+33 1 42 84 33 80  
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