



FRANCE

THE BEST OF FRANCE

Today

PRINT + DIGITAL
UK + INTERNATIONAL EDITIONS

OUR MAGAZINE

Since 1985, France Today magazine has been inspiring Francophiles to visit France and discover its wealth of culture and history.

Now published in two editions, UK and International, France Today is a magazine with a truly global reach.

Many of our subscribers have been with us for decades and their love for the product shines through in our annual reader surveys.

Thanks to our beautiful magazine design and talented team of writers this new audience of readers are inspired to plan their next visit to France.

Our mission is to showcase the very best of French culture and travel. Let's celebrate France together in the pages of France Today.

Sold in bookshops, newsagents and independent retailers in over 60 countries around the world including:

- **NORTH AMERICA** Canada, USA
- **EMEA** Abu Dhabi, Austria, Belgium, Denmark, Dubai, Finland, France, Germany, Italy, Malta, Norway, Qatar, Spain, Sweden, Switzerland
- **SOUTH AMERICA** Argentina, Brazil, Chile, Mexico
- **ASIA** China, Hong Kong, Japan, Malaysia, Singapore
- **OCEANIA** Australia, New Zealand

OUR COVERS



OUR EDITORIAL FEATURES

GREAT DESTINATIONS

No other magazine devotes so much space to the regions as France Today. In every issue we publish two 12 page Great Destination features devoted to a region of France. Superb photography, insightful writing and handy Where to Stay, What to See and What to Do guides create a complete tour in print.

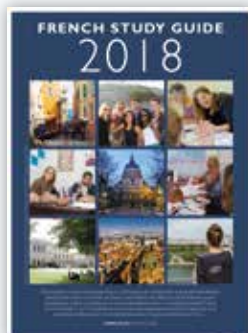
GUIDES

Every issue contains at least one of our helpful Guides where we get to grips with the where, when how and why of hot tourism topics including Museums, Festivals, Boating and Language Learning. All Guides are also available to download for free from our website, extending the audience reach.

CITY FOCUS

Dedicated to teasing visitors to discover new city break destinations, our popular City Focus feature, takes the time to bring out the best of France's fascinating city heritage. Check our features schedule for the upcoming list.

But this is just a taster! Ask for a copy to see the full range of our cultural and travel coverage in our 164 page issues.





FRANCE TODAY MAGAZINE READERS ARE

94% are interested or very interested in museums and exhibitions



"I especially enjoy all the cultural reviews and event coverage"

77% visit more than one a year



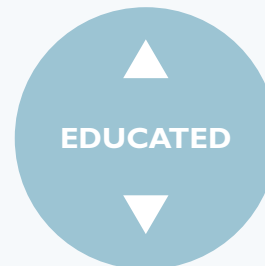
"Love the magazine. It is my 'go to' source for every trip to France. I am trying to get to my preferred villages, chateau's and museums by the end of my life. That's why this magazine is so important to me!"

94% of readers look for top quality restaurants at their destinations



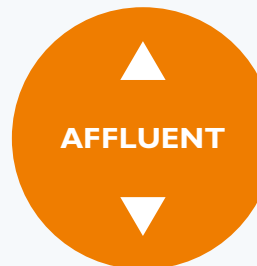
"I love the restaurant reviews and recipes"

89% are educated to university degree level



"To repeat, the magazine is outstanding and easily in the top handful of the 21 print magazines to which I subscribe"

Professor of Journalism at a US University



73% earn over \$150,000
77% have a budget of \$200 per night for accommodation

78% are between 50 and 70 years old



"Now that I am semi-retired I can plan even more trips to my favourite country!"

Our advertisers have included:

- British Airways • Atout France • Chateau Versailles • Paris Sorbonne University
- Paris Musées • Alliance Francaises • Voyage SNCF • Vins Provence • Moulin Rouge
- CRDT Paris • Galeries Lafayette • Bateaux Mouches • Michelin
- Rolex Master Monaco • Canal+

2018 / 2019 MEDIA KIT

VISIT OUR BEAUTIFUL AUVERGNE

TOP THINGS TO DO IN CLERMONT-FERRAND

- STUNNING VOLCANIC LANDSCAPES**
Take in unspoiled views of over 80 peaks and craters from the area's largest volcano, the dormant Puy de Dôme, certified as a "Grand Site de France".
- PLACE DE JAUDE**
The beating heart of the town since the days of the Romans, Beaumonts and department stores decorate it and bring it to life. The statue of Voltaire sits by Barthold stands in the centre of the square.
- LOCAL FLAVOURS & FINE DINING**
World famous cheeses, delicious cured meats and local wines. Inspired with herbs and honey make the Auvergne a food lover's dream come true. 13 Michelin red star restaurants and multiple 3 Michelin green stars put the Auvergne on the culinary map.
- MUSEUM COLLECTIONS**
At the MUSEO, the fine arts collections are exhibited in a 17th century townhouse that was rededicated in the 20th century, don't miss the 19th century grand gallery Gustave Dore, Courbet, Barbis, Camille Claudel. The Henri Lecoq museum preserves two rare ethnologic masterpieces by Gustave Perard, born in Clermont in 1823. The Bergson museum is home to a rich ethnologic collection of objects from the days of the Gauls, unique in Europe.
- CONTEMPORARY ART**
Several sites dedicated to the best of today's creations: La Source, Hotel Fortipiccola (photography centre) and the Parc d'Avignon, right in the historic centre.
- EXCITING FESTIVALS**
The Auvergne's cultural diary includes both international festivals and local events, from classical and jazz festivals to concerts and street theatre.
- L'AVENTURE MICHELIN**
On a restored former industrial site, the epic tale of the mythological company is recounted in a detailed series of museum displays.
- THE GOTHIC NOTRE DAME DE L'ASSOMPTION CATHEDRAL**
Made of dark lava stone from Mûrac and has preserved superb original stained-glass windows, and the Romanesque Notre-Dame-de-la-Porte, a UNESCO World Heritage Site containing a striking relief decorated with carved capitals and a crypt with a Black Virgin that attracts a large number of pilgrims each year.

www.auvergne-tourism.com

DIRECT FLIGHTS WITH RYANAIR
Getting to Auvergne from the UK has never been easier, thanks to RYANAIR's direct flights from London to Clermont-Ferrand.

ACCREDITED RYANAIR TRAVEL PARTNER

OUR READERS IN NUMBERS

60%
female

40%
male

220,000k
global readership

78%
plan to visit France in next 6 months

89%
educated to grad level

Spend over
250\$
per room on average

93%
stay in hotels or apartments

81%
visit at least three destinations per trip

84%
have tablets or smartphones

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£40

dubvoyage Brittany Ferries

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FRANCE TODAY DIGITAL

FranceToday.com is the only website that reaches a truly international audience of affluent travelers to France. Our readers love visiting France on a regular basis to discover hidden treasures, stay in beautiful accommodation, experience the local culture and gastronomy and to immerse themselves in the French way of life.

Every week Le Petit Journal, France Today's popular digital newsletter generates thousands of responses for our online advertisers.

KEY FACTS

- Market leader with over 150,000 unique visitors per month
- Weekly newsletter Le Petit Journal – with over 35,000 double opt-in subscribers
- A worldwide audience of Francophiles who are looking for the “Best of France” culture, travel, tours, food & drink, activities, accommodation and attractions.
 - Maximise your online exposure with sponsorships, MPUs, Info-Adverts, and homepage/zone takeovers
 - Native advertising opportunities including video and rich media
 - Be seen on the go-to-site for all events, attractions and museums with our directory and calendar listings
- Bonnes Vacances Newsletter; advertise in our double opt-in monthly French Tourism e-newsletter with over 80,000 subscribers
 - Solus email, send an exclusive offer to our entire database of double opt in subscribers



PRINT RATES

Double page	POA	440mm x 297mm +3mm bleed
Full page	£2,500	220mm x 297mm +3mm bleed
Half page	£1,300	185mm x 128mm
Quarter page	£900	90mm x 128mm
Eighth page	£500	90mm x 62mm
Cover position	Additional 30%	
Series discount	3 series = up to 10%, 6 series = up to 20%	

ONLINE RATES

SIZE	PRICE	REQUIREMENTS
MPU/ Leaderboard Banner	From £300 per month	300 x 250 pixel animated GIF file
Newsletter	From £300 per insertion	Various options available
Advertorial	From £250 per month	Up to 800 words, 10 images, 2 links
Info advert	From £200 per month	Up to 30 words, image, 1 link
Sponsorships	POA	Available on request
Interstitial Adverts	POA	Available on request
Solus Exclusive newsletters	From £4000 per send	Available on request

OTHER OPPORTUNITIES

- **Social media** We have a thriving social media reach with over 30,000 followers across Facebook, Twitter, and Pinterest.
- **Marketing services** such as bespoke ad creation, flyers/inserts, translation services, brochure creation plus more.

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