

# la FRANCE

media  
partners

Media plan 2014



Denmarks oldest and  
**ONLY MAGAZINE** on  
France and its  
excellence

For **EPICURES** with  
a desire of news and  
inspiration for adventure,  
travel, food & wine,  
home and more  
- of **EXQUISITE  
QUALITY**

**ATTRACTIVE**  
distribution both  
**directly to subscribers** and  
single copy sale plus  
French organisations,  
embassy, tourist board  
and cafes in Denmark

# la FRANCE

## Quality, loyalty and luxury

France has always fascinated and attracted the Danes. As a matter of fact France is among our first chosen destinations when it comes to plan holidays. Whether it is a wine tour to Alsace, skiing in Val d'Isère or an adventurous journey in charming Provence – France has it all.

The fact that France is much more than just a holiday destination, our 6,400 subscribers and the total readership of approx. 35,000 have discovered long ago. The laid-back lifestyle, idyllic relaxation, gastronomy, community perspectives and pure culture is essential for the dedicated and loyal group of quality-conscious Danes who read La France.

In its 16. year the entirely Danish-produced La France is a magazine in constant renewal with strong focus on dedicated and relevant articles about French culture, adventure, gastronomy, wine and perspectives. The magazine is published 6 times a year and supplemented by the digital universe at [www.lafrance.nu](http://www.lafrance.nu) and the internet shop [www.lafranceshop.dk](http://www.lafranceshop.dk) together with newsletters, reading events and other special offers.

La France is not limited to pure Francophile love. The magazine targets a broader perspective and passion cultivated with a cool overview. As a tango, where sensuality and intellect is reconciled. La France appeals to a well-defined readership with the common feature that they are quality-conscious, affluent connoisseurs who demand nothing less than the best and are able to achieve it.

Finn Rastén  
Editor-in-chief



## Publisher

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[www.lafrance.nu](http://www.lafrance.nu)

## La FRANCE offers includes on...



The magazine La France focuses on the many aspects France can offer.

From daily life and history, food and drink to culture and lifestyle - and in between sports and politics.

Magazine main fields are gastronomy, travel, culture, trends and people - and with a twinkle in his eye the editor in his column catches large and small French events.



The magazine La France brings exciting stories and articles about both the great French countryside and France's many regions and cities.

The magazine La France gets around - and is much more than just a travel guide. The magazine's journalists cover when the grapes are harvested in the vineyard, when the champagne corks pop in the castle, when the master chef juggles in the kitchen and when life is lived in the small café's. With a personal touch the reporters tell their experiences in all regions from summer life in the south to winter sports in the north. La France embraces it all.



The magazine La France also highlights the fashionable city life - from the city of cities, Paris to all the other great French cities.

From romantic castles to fun flea markets French lifestyle is the quintessence of a delicate balance between elegance and active way of life, where one goes out, enjoys, get inspiration and is alive. La France goes all the way.

## The typical reader of la France ...

### Takes an interest in:

La France is the magazine for all lovers of life who have a weakness for France. Our readers love the relaxed French way of life, but also requires high quality, whether it comes to culture, gastronomy, housing, cars or design. The finances are in order, and many dream to live in a warmer climate part of the year.



### Can be characterized as:

- Equal numbers of men and women
- Age is late 30's and up
- 92% of readers live in Denmark, 8% abroad [Norway, France, other European countries]
- 60% of readers in Denmark live east of Storebælt - 40% west of Storebælt
- Over 85% of readers live in owner-occupied dwellings
- 96% have a car in the household - and almost half of them have more cars

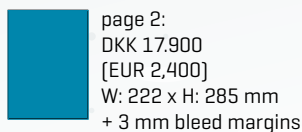
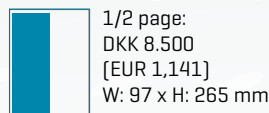
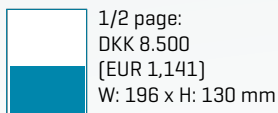
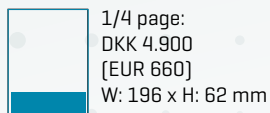
### And not least:

- 19% of the readers have a holiday home in France
- The readers are among the best paid in Denmark. The average household income is at DKK 930,000 per year
- Therefore it is not surprising that the readers with 7.7 trips abroad each year, on average, are among the most travelling Danes
- On average, 65% of the trips go to France, while the rest of the trips are long distances
- Most of the trips take place by car or by plane

### Reads and uses the magazine:

- A typical reader uses 55 minutes to indulge in La France and has been reading the magazine for more than 4 years
- 95% of readers subscribe to La France, 5% buy single copies

## Advertising rates



## Module ads



## Deadlines and publications 2014

Nr.	Deadlines	Publications
1	February 7	February 27
2	March 24	April 24
3	May 20	June 19
4	August 11	September 4
5	September 29	October 23
6	November 10	December 4

### Advertising material

Advertisement Printing Material to be delivered as print ready PDF [minimum 300 dpi, CMYK]. The material can be sent to Media-Partners on [annonce@media-partners.dk](mailto:annonce@media-partners.dk) [max. 20 MB] or via ftp server. Contact Media-Partners on this. For further technical details on the requirements for ad material see [www.media-partners.dk](http://www.media-partners.dk)

### Circulation and distribution

Subscriptions sent directly	6.400
Shop sales in Denmark and Norway	1.200
Distribution doctors waiting rooms/promotion	2.000
Miscellaneous	400
<b>Circulation in all .....</b>	<b>10.000</b>

The magazine is published in approx. 10,000 copies to approx. 35,000 readers, and can also be purchased at selected locations. La France is also distributed at French restaurants, cafés, bistros, French Trade, The French Institute, Torvehallerne, Grand Teatret in Copenhagen and through La France Shop etc. In total at approx. 40 different locations with French culture in the Capital Region.

### Colour rates

All rates are including colours

### Inserts

It is possible to send direct mails, brochures, invitations, catalogs etc. with the magazine. In the magazines full circulation or only in part of it.

Please contact Media-Partners for specific offer.

### Other prices

Special placement	+ 15 %
Inserts	Please ask for a specific offer
Banner ads	Please contact us for further information

### Discounts

2 advertisements	10 % discount
4 advertisements	20 % discount
6 advertisements	30 % discount

### Other discounts

5% discount offered to customers purchasing for at least DKK 50,000.

All discounts require a joint order. The advertisements must be inserted within 12 months.

### Agency commission

Advertising- and media bureaus receive 3% discount for advertising material ready for print. In addition, a 2% information- and security deposit to media bureaus entitled to reimbursement in accordance with DRRB's list.

## Our customers

Media-Partners are proud of our media customers. We represent relevant and targeted quality media.

Overall, there are over one million readers a month who read our media and approx. 500,000 users on our websites.



Media Partners ambition is to run a modern media sales to growth and development, so You as media utilize your abilities and true potential - and provide a better overall result on the bottom line.

This involves beside the basic media sales:

- Print and online
- Focus on a strong media documentation and advertiser-facing communication
- Optimization of contact for both readers and web users through newsletters, google optimization, etc..

Media-Partners.dk has cooperation agreements with, among others, TNS Gallup and selected media agencies in which we conduct analysis processes such as reading assessments and ad testing, plus workshops with focus groups both for readers and online users. For more info contact:

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