



L'OFFICIEL ^{BE}

DE LA COUTURE ET DE LA MODE DE PARIS

MEDIAKIT 2023

L'OFFICIEL BELGIUM

A real woman,
modern,
influential and chic,
aged between 25 - 55,
fashion and art conscious,
connected and international,
urban,
digital native,
ready to explore
& conquer (more of) the world.



SINCE 1921

Born in the iconic 20s in Paris, L'OFFICIEL has become a global and cross-over media brand who just celebrated its first centenary.

A true referent within culture and media industries, L'OFFICIEL is a source of inspiration for those who are interested in fashion, art, luxury, lifestyle, creativity and the latest trends.

EXPERIENCE – EXPERTISE – EXPRESSION

By 2023, L'OFFICIEL is internationally present in more than 30 countries, impacting a global community, targeting a demanding and cultivated audience, and featuring a network of acclaimed talents (stylists, influencers, journalists, storytellers, ...)

With its innovative approach, L'OFFICIEL challenges the raising media opportunities by producing one-of-a-kind content as well as developing made-to-measure 360° editorial programs for brands.

SOCIAL – DIGITAL – PRINT – EXPERIENCES

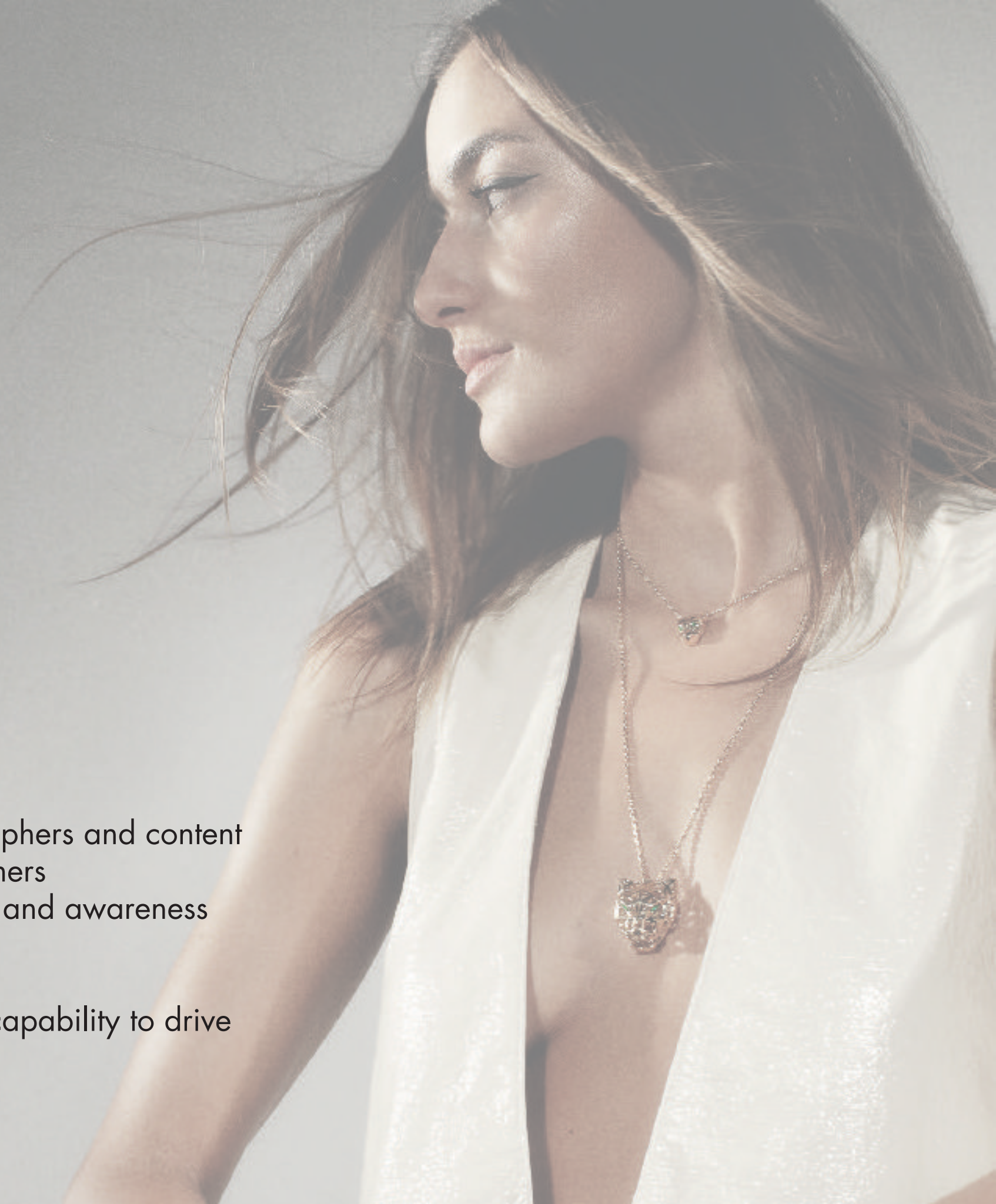
What We Do

PRODUCTS

- Print magazines
- Multi-country digital platform
- Branded content
- Video production
- Experiential marketing programs
- Display and print advertising
- Social media activation
- Creative events
- Live events coverage

SERVICES

- 400 worldwide journalists, photographers and content creators to tell the stories of our partners
- Powerful level of brand engagement and awareness
- Access to the best talents
- Knowledge of the brand targets
- Knowledge of the consumer needs, capability to drive the consumer
- Capability to target the message



MEDIA GROUP INTERNATIONALLY PRESENT

29

International Editions

2.8M 9.8M

Monthly distributed
magazines in 17
languages

Monthly readers
of L'Officiel

10.7M 5.2M

PV / month
on lofficiel.com
global platform

UV / month
on lofficiel.com
global platform

17.5M

Social media
followers

EUROPE

AUSTRIA
NETHERLANDS
BELGIUM
FRANCE
ITALY
LATVIA
LITHUANIA
SWITZERLAND
TURKEY
UNITED KINGDOM

EAST EUROPE

POLAND
RUSSIA
UKRAINE

MIDDLE EAST & AFRICA

ARABIA
MOROCCO

AMERICAS

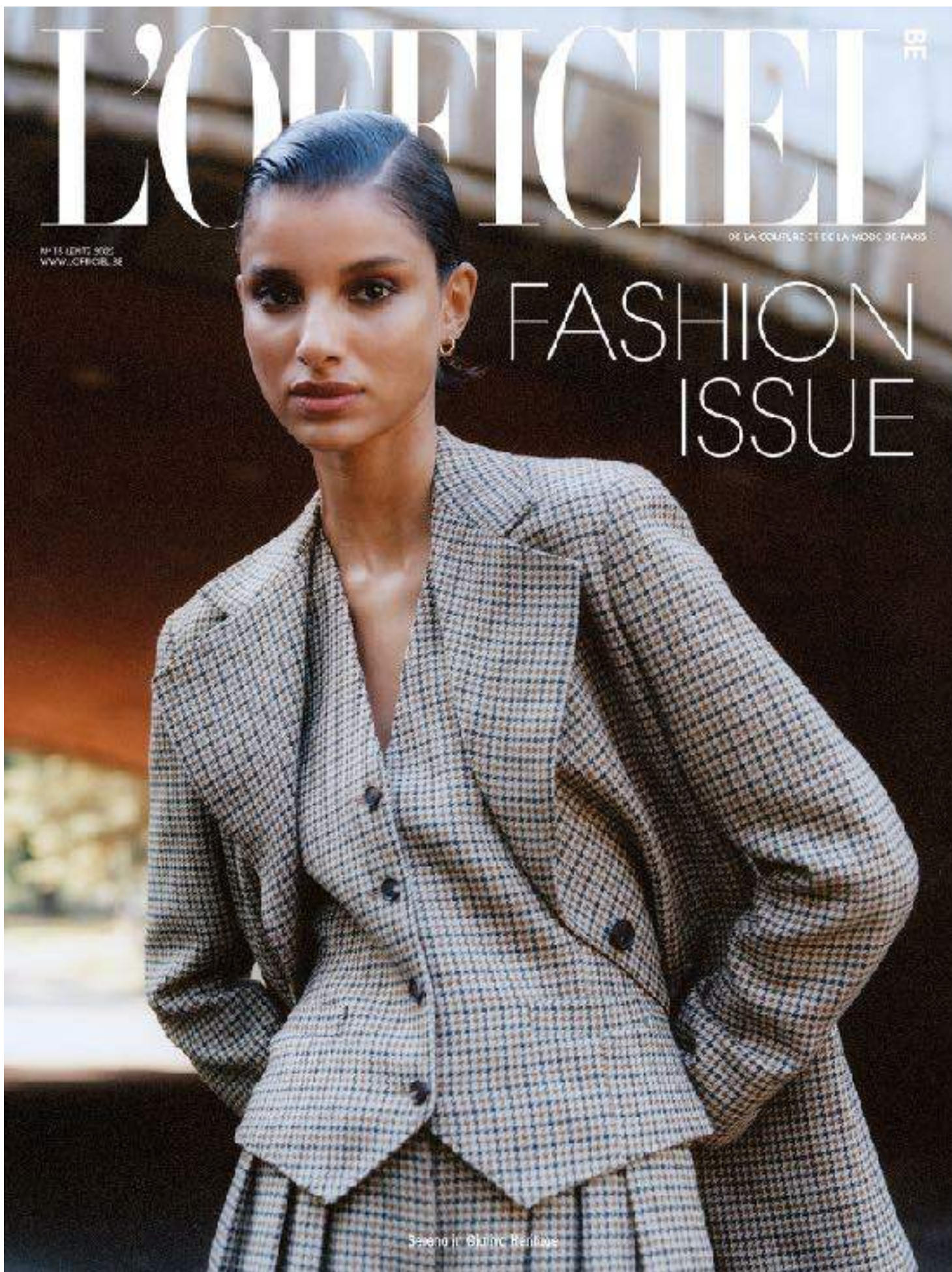
ARGENTINA
BRAZIL
MEXICO
ST BARTH
UNITED STATES

ASIE & OCEANIA

CHINA
INDIA
INDONESIA
KOREA
MALAYSIA
SINGAPORE
THAILAND
VIETNAM



1 / PRINT



L'OFFICIEL Belgium Luxury DNA

L'OFFICIEL, the French spirit of elegance and couture since 1921. The ultimate style selection of top talents in the media and direct supporters of international fashion and luxury brands.

Key Numbers

Target:
Women 22–55 years old

Circulation:
30 000 – 15 000 NL + 15 000 FR

Periodicity:
5 Issues/year

L'OFFICIEL Luxembourg

The ambition of L'OFFICIEL Luxembourg is to offer the magazine with a Luxembourg footprint.

Food, fashion, culture, art...
All with the inspiration of the Grand Duché.

Key Numbers

Target:

Women 22–55 years old

Circulation:

2500 FR

Periodicity:

5 issues / year





L'OFFICIEL Hommes Belgium Luxury DNA for men

L'OFFICIEL Hommes, the French spirit of elegance and couture since 1921. The ultimate style selection for men of top talents in the media and direct supporters of international fashion and luxury brands.

Key Numbers

Target:
Men 22–55 years old

Circulation:
30 000
30 000 – 15 000 NL + 15 000 FR

Periodicity:
2 issues/year
May & October

L'OFFICIEL – Art File

Twice a year, we create an art file in L'OFFICIEL Summer & L'OFFICIEL Luxe.

Latest trends, designers to know, inspirations, ... and way more.

Key Numbers

Target:
Women 22–55 years old

Circulation:
30 000

Periodicity:
2 issues/year:
L'OFFICIEL Summer & L'OFFICIEL Luxe
NL and FR



IK HER AAN DEEL. WILLEN UITMAKEN VAN DE maatschappij IK HEE ALTUJ EEN ander GEZIND VAN HET automatische van CONVENTIONEEL. gading: MIJN HELE LEVEN AL HER IK ANDERS wille ZIJN. niet vaak JELEZEN



De kunstenaar... (text continues with a description of the art objects and the artist's perspective on art and society).



KUNST IN DE TUIN

Maison Galérie Art 'n' Paper is deze zomer de benaming voor liefhebbers en verzamelaars van hedendaagse kunst - en tuinen.

CALENDAR 2023

TIMELINE (subject to change)

L'OFFICIEL	Date of appearance	Reservation Deadline	Deadline Material	Theme
MARCH/APRIL ISSUE	16/03	16/02	01/03	Fashion Issue
MAY/JUNE ISSUE	20/04	20/03	03/04	Beauty & Be well
SUMMER ISSUE	22/06	22/05	05/06	Summer Travel & Luxe issue + Special Art & Design
SEPT/OCT ISSUE	21/09	21/08	04/09	Full Fashion Special
NOV/DEC ISSUE	30/11	30/10	13/11	Luxe & Art & Design
L'OFFICIEL HOMMES				
MEN ISSUE	18/05	18/04	01/05	Men – Spring Issue
MEN ISSUE	26/10	26/09	09/10	Men – Fall Issue

RATES PRINT

STANDARD ADVERTISING SPACE €

Surface

Single page	8.350
Double page	16.695

STANDARD ADVERTISING SPACE €

Placement

Opening spread, cover 2,3	22.220
Second spread	18.700
Third spread	17.260
Fourth spread	16.700
Fifth spread	16.100
Sixt spread	16.100
Page facing content 1 (rhp)	9.880
Page facing content 2 (rhp)	9.485
Seperated / Consecutive spread	17.260
Page facing colofon	9.100
Page facing general colofon	8.800
Page facing editors letter	8.850
Page facing news	8.800
Page facing contributors	8.800
C3	9.550
C4	15.900

PLUSPROPOSITIONS €

Insert	C/1000
2 pages	140
4 Pages	160
6 pages	205

Additional possibilities*

Advertorial	Theme special (supplement)
Z-cover	L-shaped cover
Gatefold (front or back)	Plastic cover
Enveloppant	Backingcard (with tip on)
Lenticlar 2/3 cover	Outset
Banderol	Sponsoring (poster, booklet, calendar)
Exclusive transparant wrap	Tailormade special

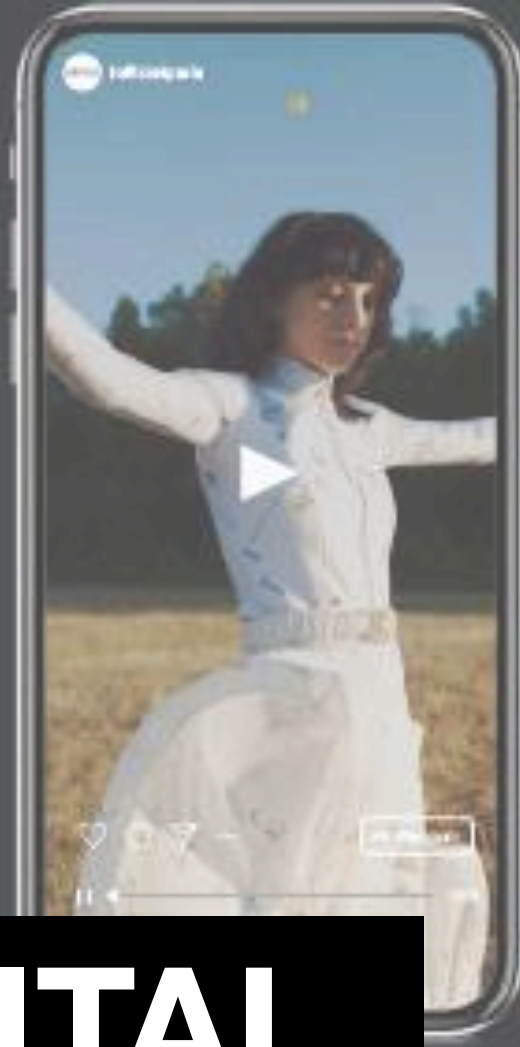
Circulation L'OFFICIEL BE 30.000
(15.000NL - 15.000FR)

Circulation L'OFFICIEL Luxembourg 2.500FR

Single page L'OFFICIEL Luxembourg € 3.120

reservation deadline is 2 weeks prior to material deadline. Cancellation period, first options on prime positioning eight weeks prior to reservation deadline (and 2 weeks prior to material deadline).

*rates on request



2/ DIGITAL

#WELLNESS

#ART

#FASHION

#BEAUTY

#CULTURE

#TRAVEL

#LIFESTYLE





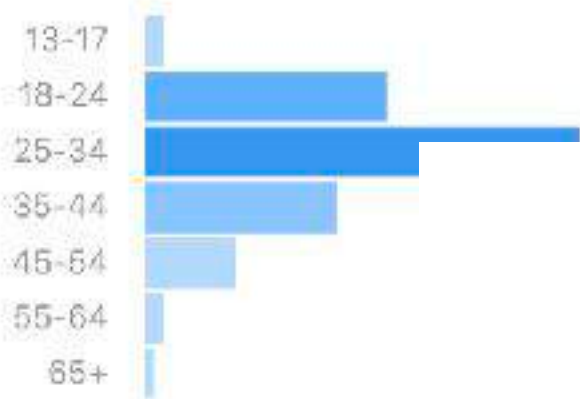
Instagram
11K followers

Facebook
6K followers

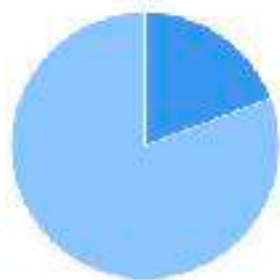
KEY NUMBERS L'OFFICIEL BE

Pageviews: 350K
 Unique pageviews: 320K
 Unique Visitors: 280K
 Av Time on page: 02:16

Age



Sex



81%
Women

19%
Men



SOCIAL-FIRST CONTENT



Inspiring contents and engaging formats:

- Fashion Portfolio digital
- Creative video series
- Digital Animated Cover
- Editorail Storytelling
- Portraits & Interview
- Focus Produit & Collections
- Interactive content



RATES DIGITAL

www.lofficiel.be Social Media	Devices	WXL	Price €	Technical Costs €
Native article	Desktop / mobile	MIN 800 words	1.600	850 (+ 320 with influencers)
Native article shopping gallery	Desktop / mobile	MIN 800 words	2.120	1.060 (+ 320 with influencers)
SEO article optimization	Desktop / mobile	1000 – 2000 words	2.120	1.060
Contest	Desktop / mobile	-	795	530
Teasing: native article, “we have tested”, survey, contest,	Desktop / mobile	-	3.975	1.590
Video production	Desktop / mobile	45sec – 1min	1.600	2.760
Teaser instagram	Desktop / mobile	15sec	530	640
Social media	Desktop / mobile	Dark post IG: Dark post FB: Not dark, 50% more	795 795 Not dark, 50% more	375 375 Not dark, 50% more
Newsletter	Desktop / mobile	Editorial newsletter: Dedicated newsletter:	530 795	265 530
Shooting	Desktop / mobile	-	4.250	-

Margins

The margin must include cutting marks and technical section

Reminder of formats: Width x height

The texts must be set back by 5 mm from the edge

1/1 PRINT SINGLE PAGE : PDF HD 224 x 297 mm (+ 5mm on either side)

Attention: double-page spreads need to be set up as two single pages

Materials to be sent to Amélie Eeckman: aee@editionventures.be

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BORN IN FRANCE - MADE AROUND THE WORLD - FREE TO CREATE OUR OWN RULES

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