

MEDIAKIT BELGIUM 2020

L'OFFICIEL^{BE}

DE LA COUTURE ET DE LA MODE DE PARIS

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

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L'OFFICIEL^{BE}

DE LA COUTURE ET DE LA MODE DE PARIS

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

A GLOBAL BRAND, DEFINED BY LUXURY, LIFESTYLE AND FASHION, GUIDED BY CREATIVITY AND INNOVATION.

L'Officiel has captured the French spirit of elegance and couture's top talents since 1921. It now stands for the ultimate style selection title and directly supports the (inter)national activity of retail and luxury brands featured in the magazine.

Numbers

60

Titles distributed
in 28 countries

7.6M

Followers on social media
2.4M UV (monthly)
11.3M PV (monthly)

2M

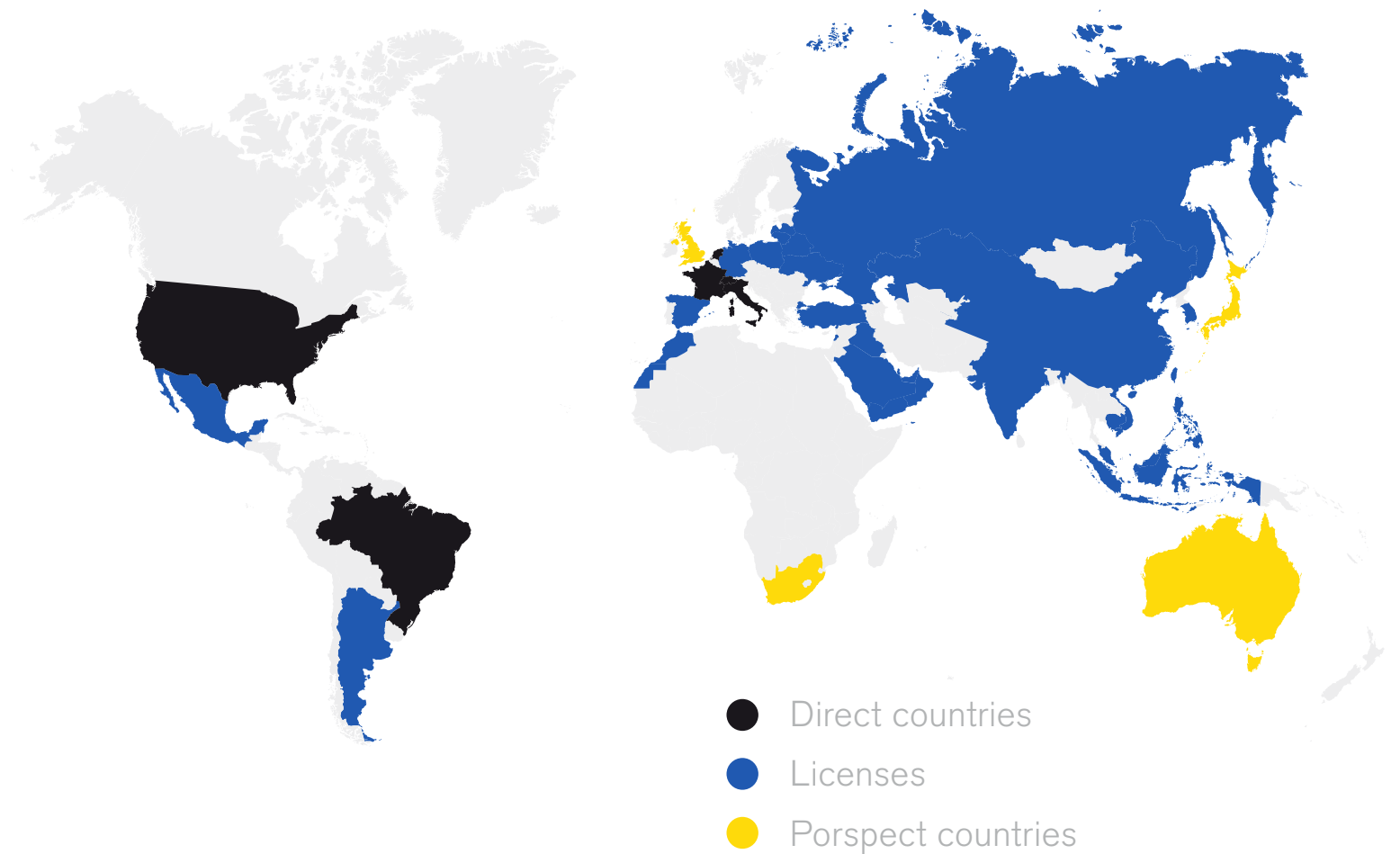
Printed magazines
every month in 17
languages

8.5M

Readers
per month

500K

Fashion archives
since 1921



International countries

FRANCE / BRAZIL / ITALY / HOLLAND / SWITZERLAND / USA
MEXICO / ST BARTH / GERMANY / LATVIA / LITHUANIA / POLAND
RUSSIA / SPAIN / UKRAINE / CHINA / ARGENTINA / KAZAKHSTAN
SOUTH KOREA / LEBANON / MIDDLE EAST / MOROCCO / TURKEY
INDIA / INDONESIA / MALAYSIA / THAILAND / VIETNAM
AUSTRALIA / JAPAN / UK / SOUTH AFRICA / MONACO
AND NOW : BELGIUM

PRINT



L'Officiel Belgium

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



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



PRINT
NL
FR
LUX



DIGITAL

1 GLOBAL ECOSYSTEM

SOCIAL MEDIA

EXPERIENCE/EVENTS



PRINT

L'Officiel Belgium Our Luxury DNA

L'Officiel has captured the French spirit of elegance and couture's top talents since 1921. It now stands as the ultimate style selection media and directly supports the activity of International fashion and luxury brands featured in the magazine.

Key Numbers

Target:

Women 22-55 years old

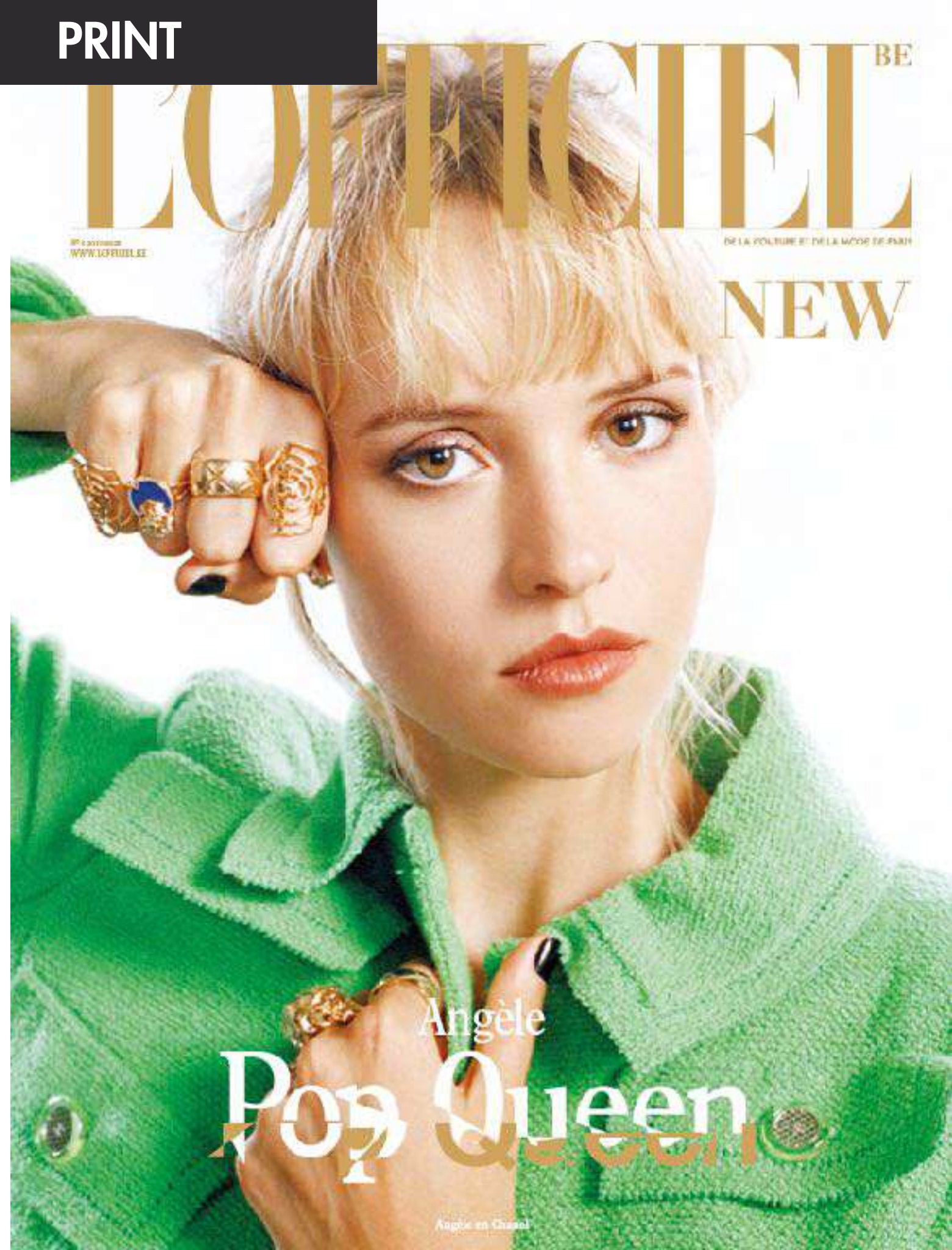
Circulation:

30 000 - 15 000 NL + 15 000 FR

Periodicity 6 Issues / year

Instagram: 3,7K

Facebook: 3K



PRINT

L'Officiel Luxembourg

The ambition of L'Officiel Luxembourg is to offer the magazine with a Luxembourg footprint. Food, fashion, culture, art... All about inspiration by the Grand Duché.

Key Numbers

Target
Women 22-55 years old

Circulation
2500

Periodicity:
6 issues / year



PRINT

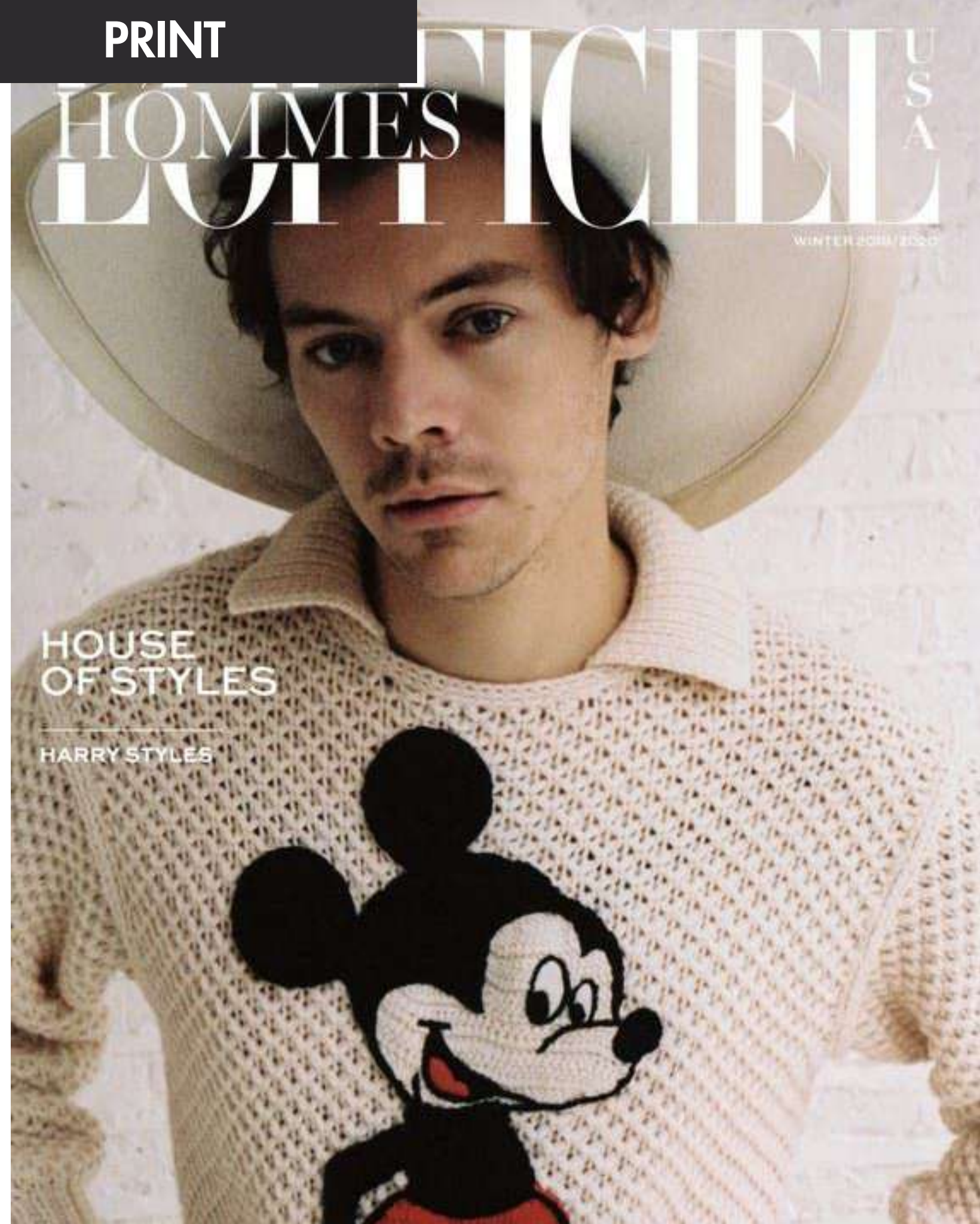
L'Officiel Hommes Belgium Our Luxury DNA for men

L'Officiel has captured the French spirit of elegance and couture's top talents since 1921. It now stands as the ultimate style selection media and directly supports the activity of International fashion and luxury brands featured in the magazine.

Circulation: 30 000

Periodicity:
1 issue in October

Language: NL + FR



PRINT

L'Officiel Art International

Art is a lifestyle

The ambition of L'Officiel Art is to offer a new kind of magazine where artists uncover and describe our times from multiple dimensions and perspectives, in order to reveal a different point of view on the world and on contemporary art. L'Officiel Art is a mirror for our times, seen through the spectrum of art. Through a series of exceptional encounters, the magazine reflects the true territory of art, constantly feeding from and fuelling other cultural fields: fashion, design, architecture, lifestyle, cinema and music. Art as lifestyle, and as a way of fully embracing our times.

Circulation: 15 000

Periodicity:
2 Issues - April & October

Language: English



DIGITAL



KEY NUMBERS L'OFFICIEL BE

Pageviews: 150K

Unique pageviews: 120K

Unique Visitors: 91K

Av Time on page: 02:04



Key Numbers

Launched in 2017, lofficiel.com is a global community present in 20 countries today and more to come. Journalists from all over the world produce exclusive contents every day, including videos, shooting interviews, podcasts, etc.

8K

Contents / month

Audience

2.3M

UV / month

5.2M

PV / month

4

Minutes of average
time on page

ARGENTINA / BALTIC / BRAZIL / CHINE / FRANCE
GERMANY / ITALY / KOREA / MALAYSIA / MEXICO
MOROCCO / THE NL / RUSSIA / ST BARTH / SINGAPORE
SWITZERLAND / TURKEY / USA / LATVIA / SPAIN / BELGIUM



DIGITAL

Key Numbers

20

Countries

400

Journalists

300

Influencers and
contributors

8K

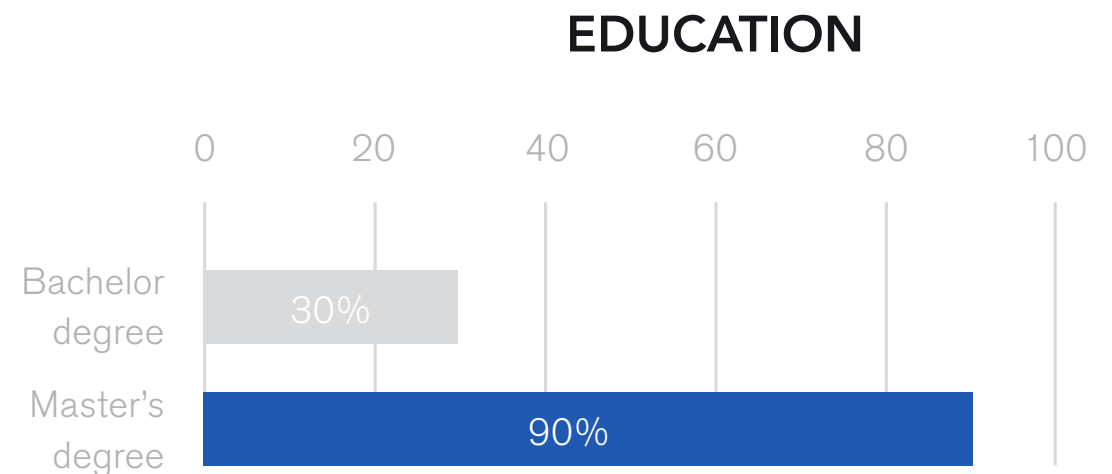
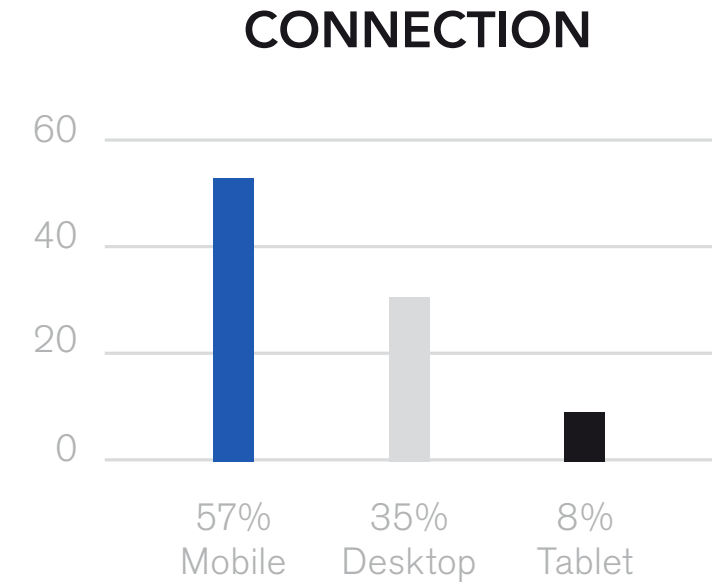
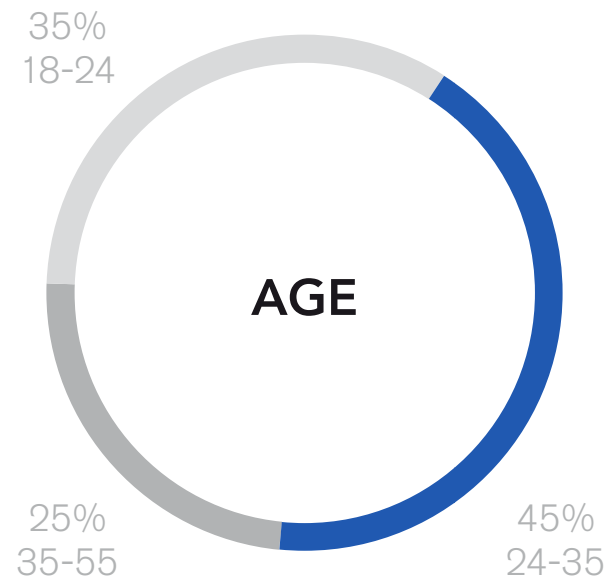
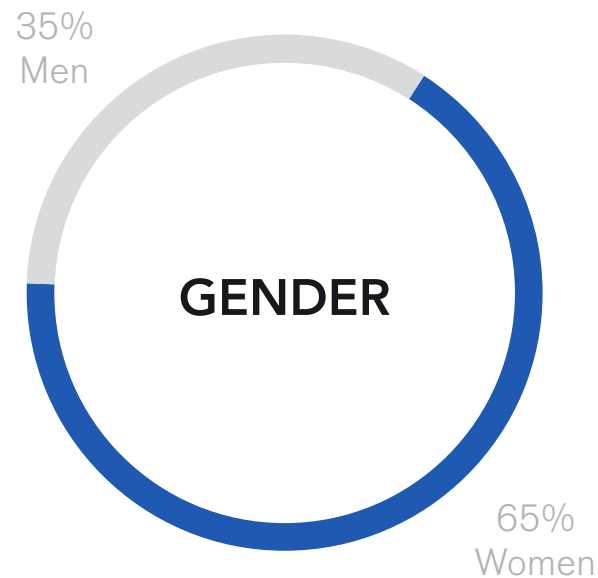
Contents / month

18

Categories of
content



DIGITAL



Our Users

Fashion conscious, passionate of art, culture, entertainment, international travelers, social travelers, social curious, self-confident, selective, and last high level of education and buying power.

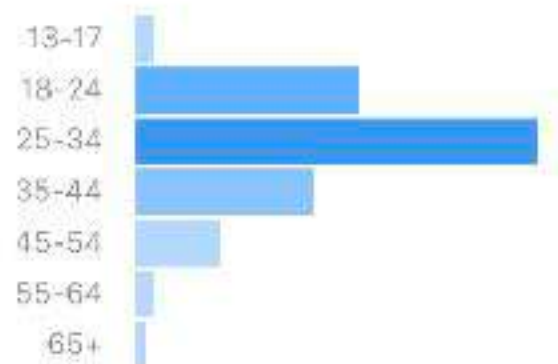
125K
Income per year

84%
Owner of principal residence

Audience

2.5K Facebook Fans
3.3K Instagram Fans

Age



Sex



81%

Women

19%

Men



Editorial Line

Exclusive regular digital content



SAGAS

Journalistic Sagas (ex: Talitha Getty)
Time: 4min / Periodicity: 1 per week



DON'T MISS

Hot news (livestreams, trailers, etc.).
Time and periodicity depend on the news.



PODCAST

Fashion whispers audio only
Time: 1 to 3 min / Periodicity: 1 per week



HOW TO

Video tutorials with themes linked to print issues. Time: short / Periodicity: 1 per week

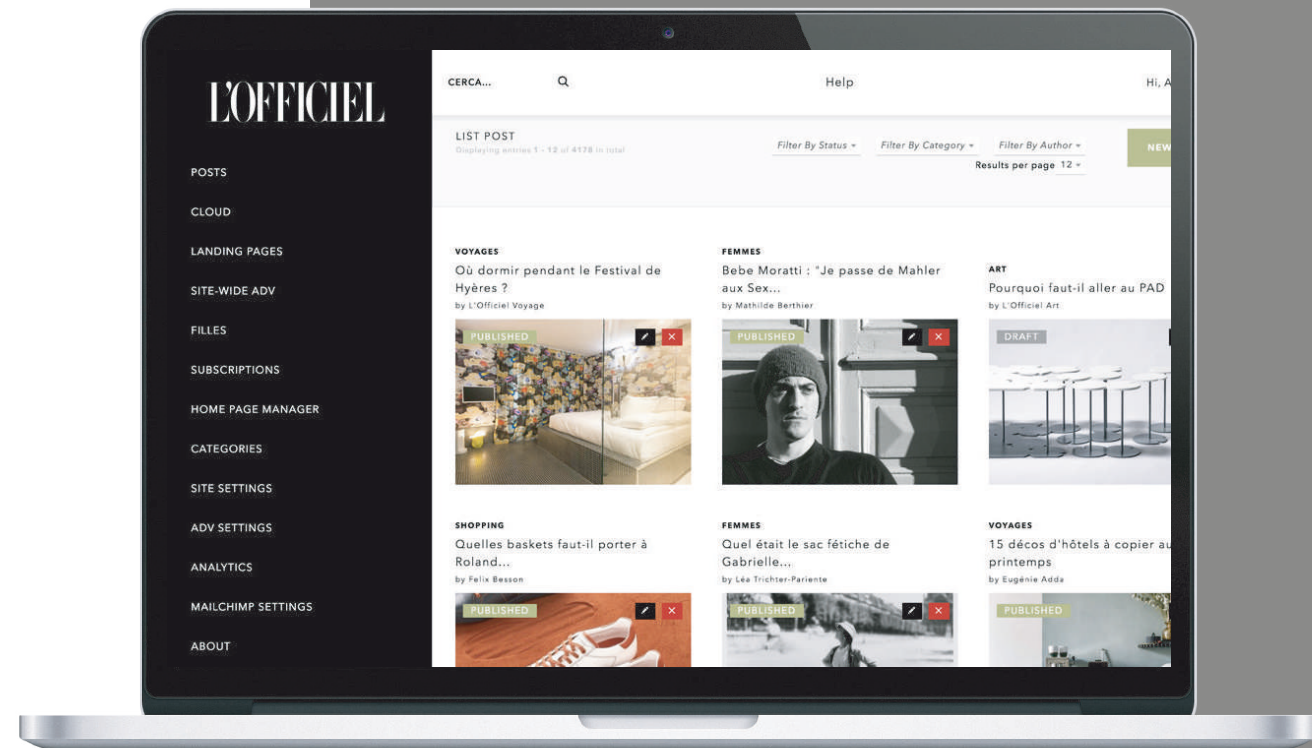


STREET STYLE

E-fashion story created by our Fashion Editor in Chief. Periodicity: 1 per week

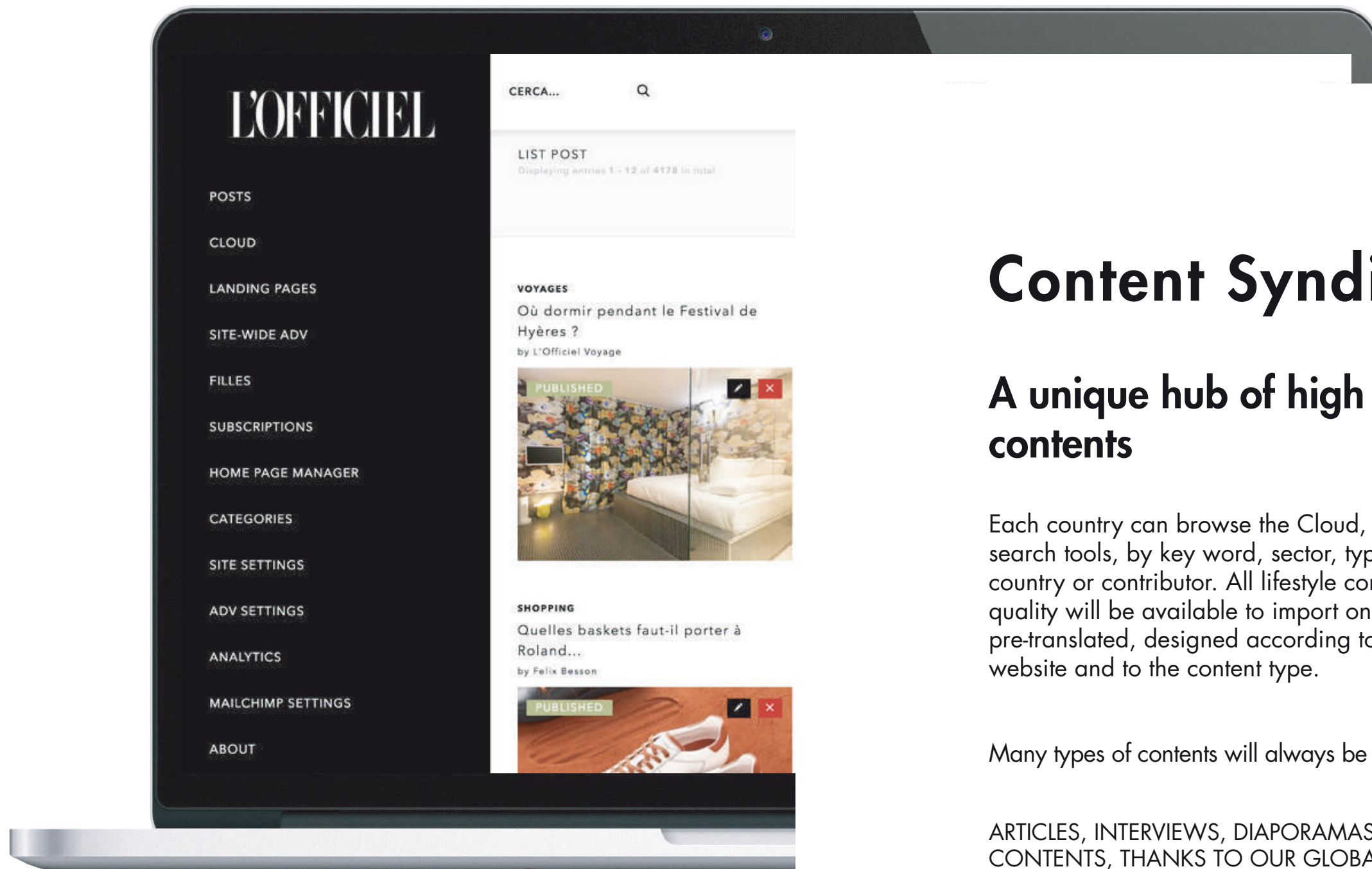
Global Back-end

An unseen back-office offers to each country the possibility to share and multiply the content and productions via a common cloud. More than 400 journalists and contributors feed every day L'Officiel Cloud with highly qualitative lifestyle contents.



THE STRENGTH OF A NETWORK OF GLOBAL REPORTERS, EXPERTS IN FASHION, WOMEN & MEN, ART & DESIGN, FOOD, JEWELLERY, WATCHES, HOTELS, BEAUTY...

400
Journalists



Content Syndication

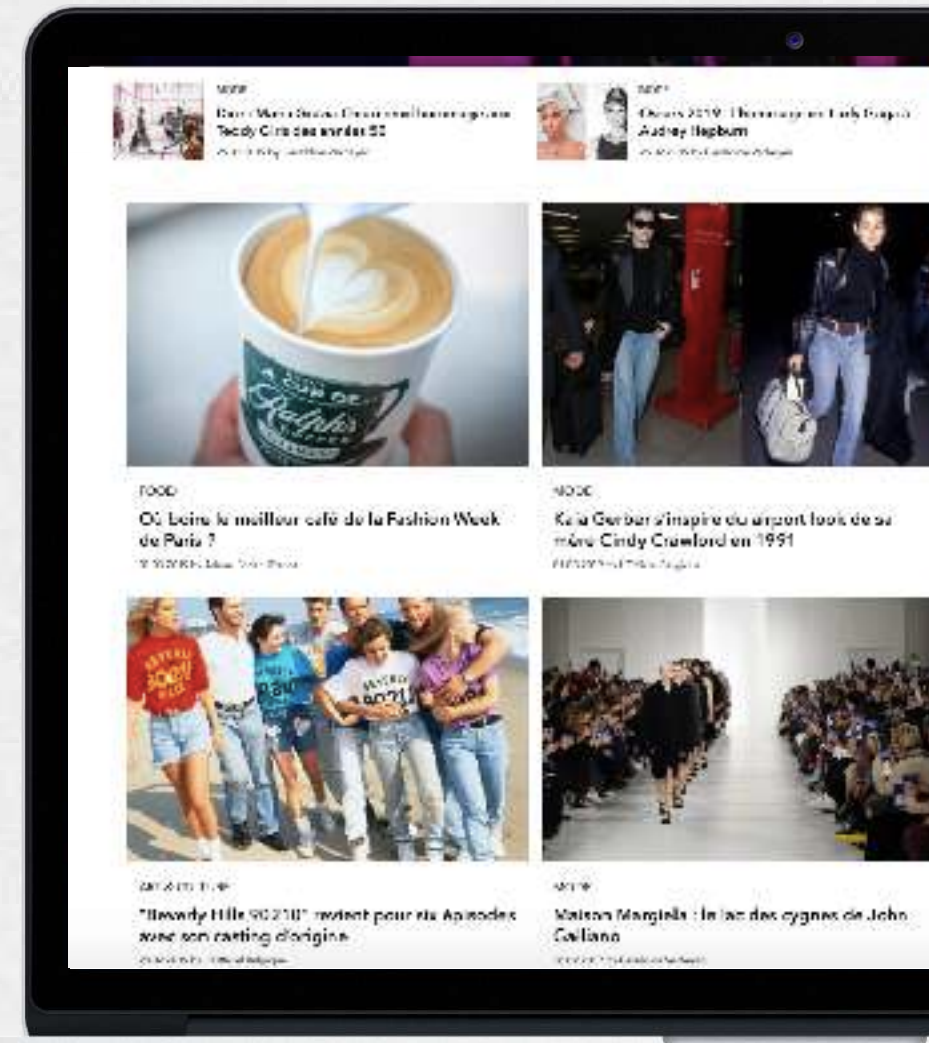
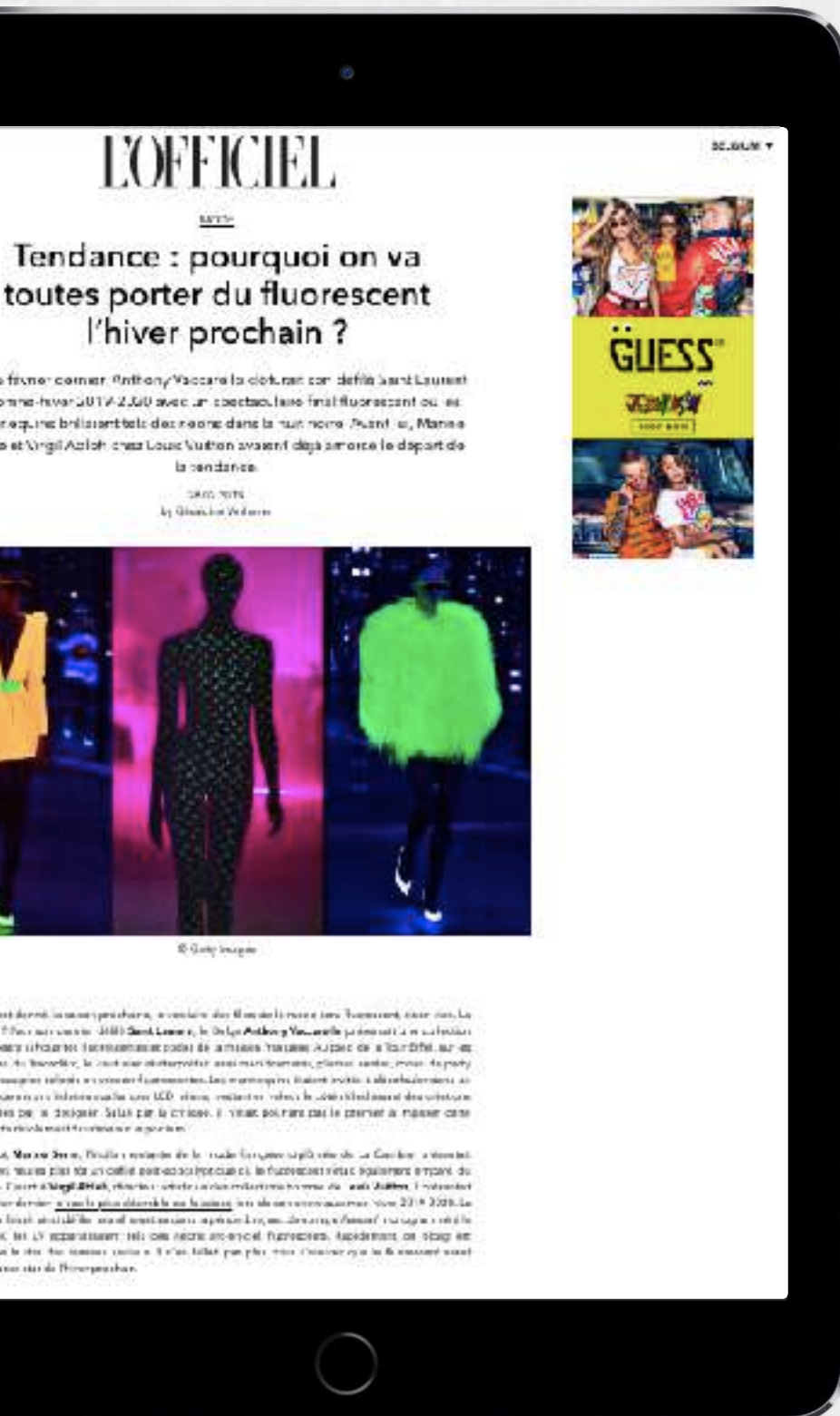
A unique hub of high quality contents

Each country can browse the Cloud, with dedicated search tools, by key word, sector, type of content, country or contributor. All lifestyle content of the highest quality will be available to import on the local website, pre-translated, designed according to the layout of the website and to the content type.

Many types of contents will always be available:

ARTICLES, INTERVIEWS, DIAPORAMAS, VIDEOS, LIVE CONTENTS, THANKS TO OUR GLOBAL TEAMS, WE ARE ABLE TO DELIVER CONTENTS IN DIFFERENT FORMATS, GUARANTEEING THE TOP QUALITY OF EACH OF THESE CONTENTS.

Global Channels



Branded Native Content

To accompany brands, we are able to create dedicated content around a specific theme. Fashion photostory, interview, video content, saga, focus... Formats and contents are tailor made to client's needs.



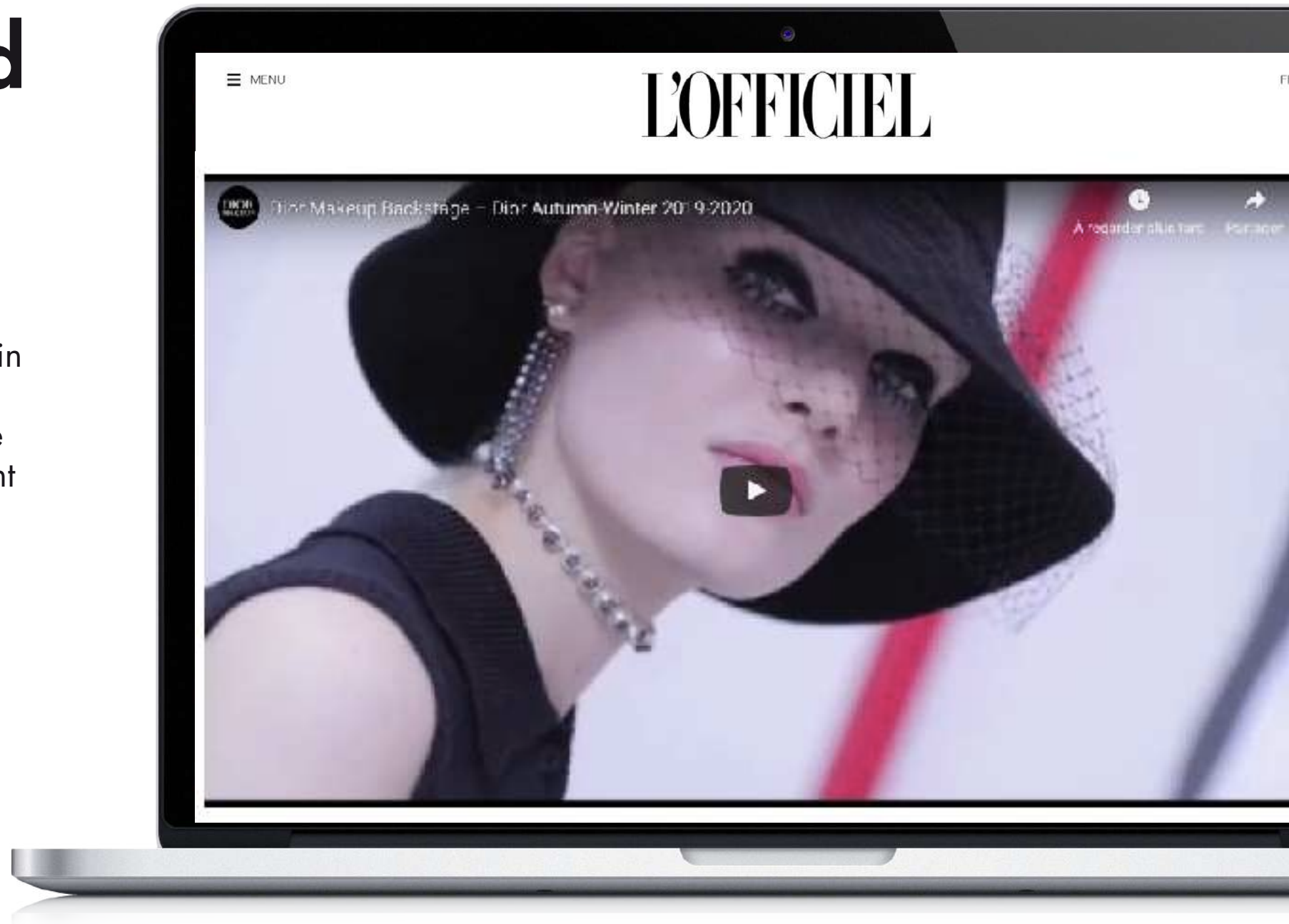
Social Media Amplification

To push the traffic and increase the impact of the campaign, we propose the amplification via Facebook and Instagram on your special projects.



Video Production and Livestream

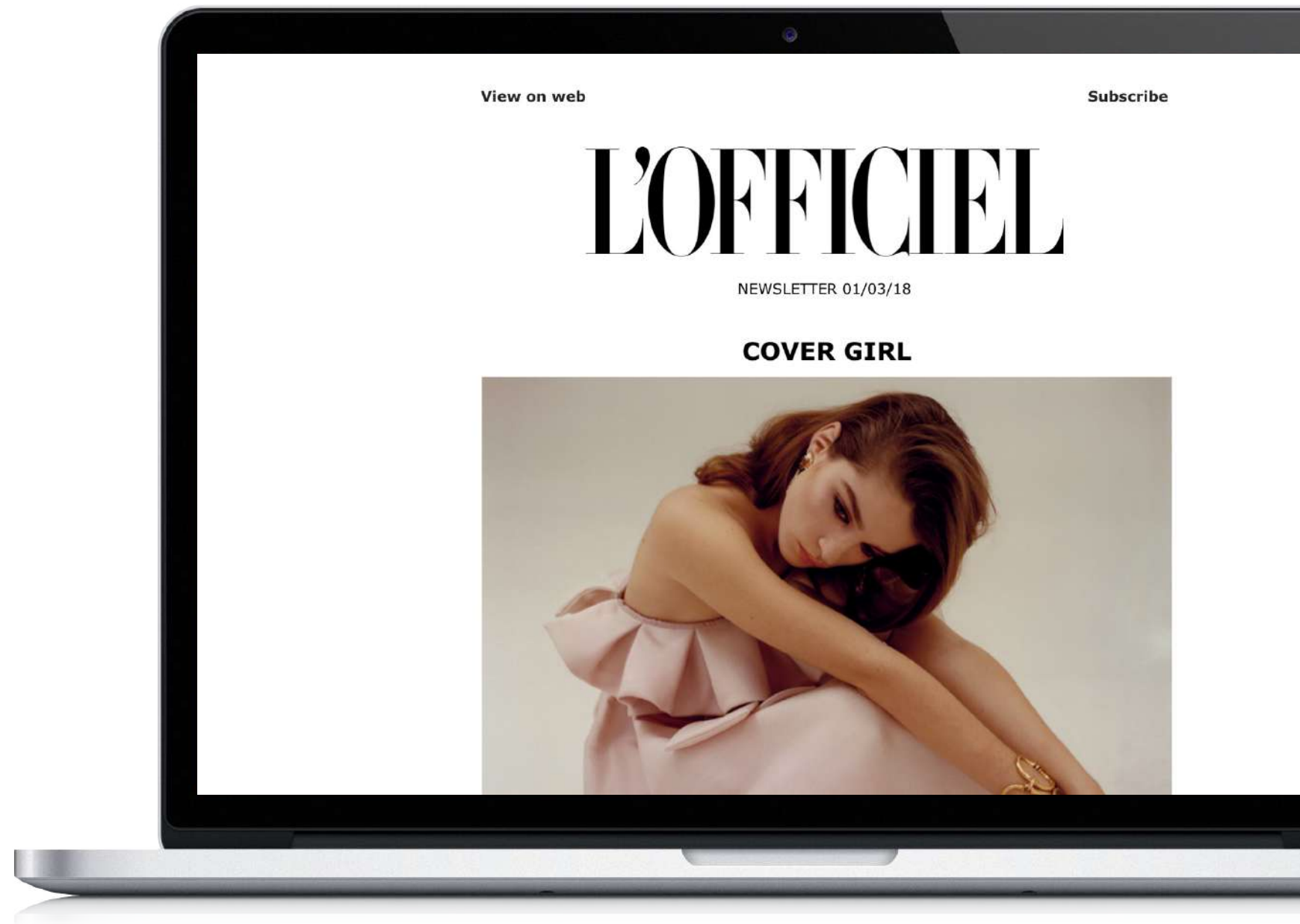
Creation of real story telling by high quality videography that will be visible in homepage and category page. We will be able as well to publish on live on the platform lofficiel.com on the day or night of your event.



Newsletter

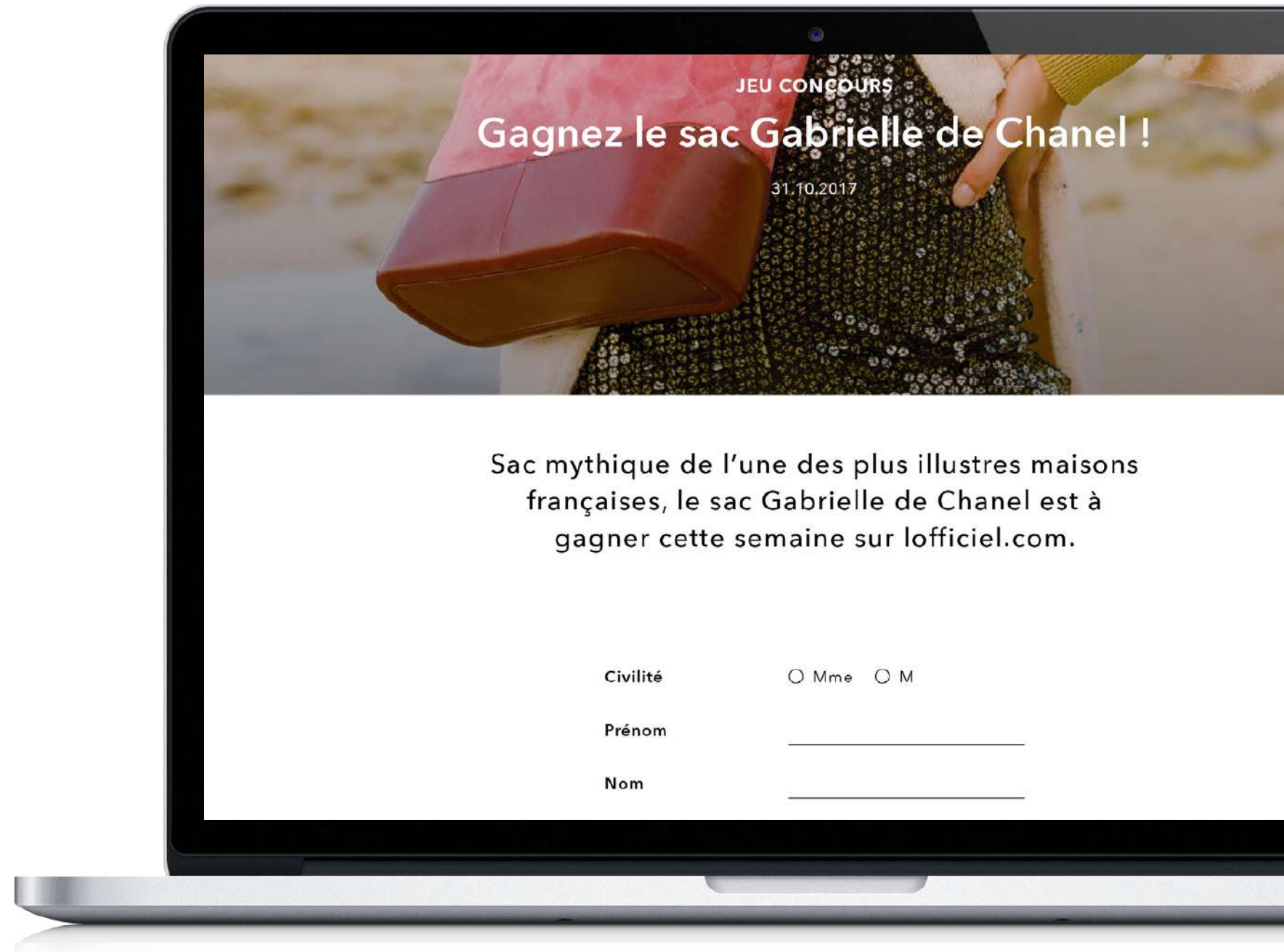
Communicate personally with our loyal subscribers. Integration of brand article or banner inside the weekly mailing.

1x week



Contest

Creation of a contest page to collect user data.



The laptop screen shows a contest page with a background image of a red Chanel Gabrielle bag. The text on the screen reads: 'JEU CONCOURS', 'Gagnez le sac Gabrielle de Chanel !', and '31.10.2017'. Below this, a paragraph describes the bag as a mythical item from one of the most illustrious French houses. At the bottom, there is a form to collect user data with fields for 'Civilité', 'Prénom', and 'Nom'.

JEU CONCOURS

Gagnez le sac Gabrielle de Chanel !

31.10.2017

Sac mythique de l'une des plus illustres maisons françaises, le sac Gabrielle de Chanel est à gagner cette semaine sur lofficiel.com.

Civilité ☐ Mme ☐ M

Prénom

Nom

EXPERIENCES

At L'Officiel Belgium we try to approach all collaborations in a personal, 360° way. That's why we're also offering L'Officiel Experience. We want to add an unforgettable experience to our readers next to print + digital.



<https://www.youtube.com/watch?v=ZGhbqNJ5T1k>

EXPERIENCES

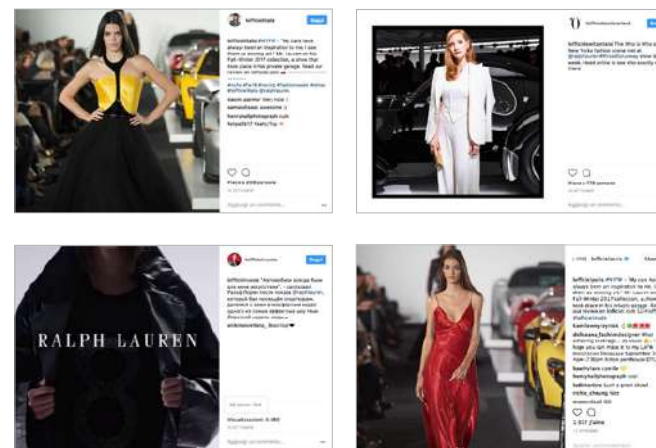
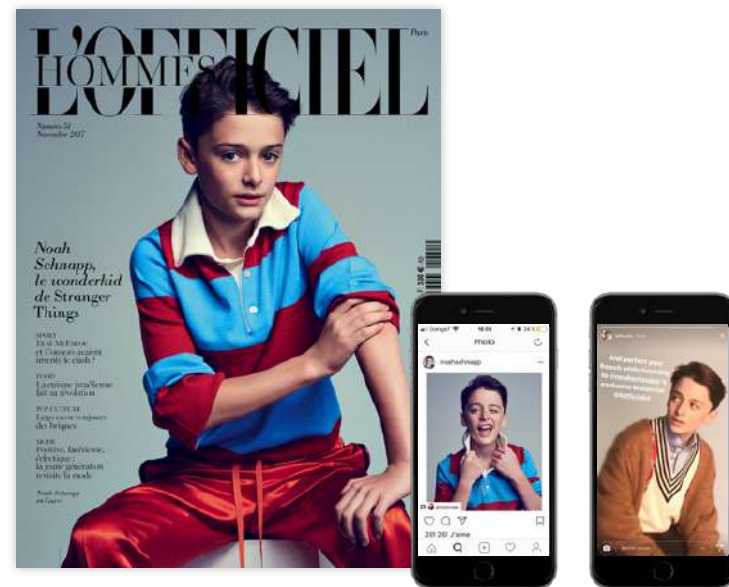


Special Projects

GUCCI

RALPH LAUREN

MICHAEL KORS



PRINT + DIGITAL CAMPAIGN VALENTINO

Covershoot + 4P article + 2P ad with testers
Digital campaign with native Articles, Social media and a bannering campaign.



CASES



Skinpage



CASES

L'OFFICIEL NL X HUGO BOSS

PRINT YEAR DEAL

L'OFFICIEL NL

Covershoot

Editorial content Trailblazer Quest *

Different editorial pages

DIGITAL YEAR DEAL

Editorial content with direct link

to e-commerce on www.lofficiel.nl

Online articles

Fashion film

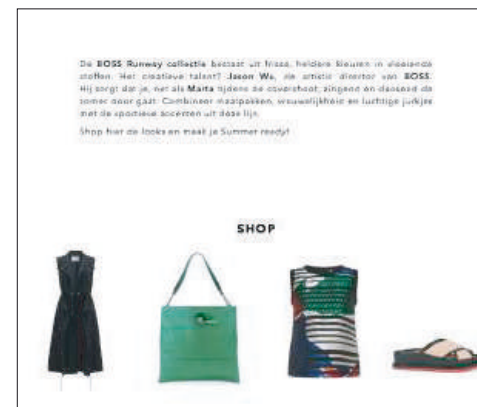
Social media exposure



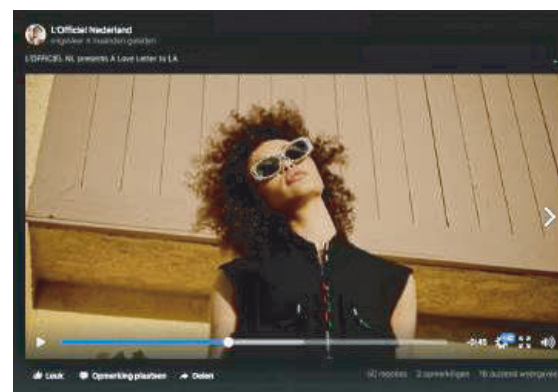
Cover



Cover shoot



Online article with link to e-commerce



Fashion Film



*Trailblazer Quest= in collaboration with HUGO BOSS, L'OFFICIEL NL started a quest to find cool women/power houses/selfmade ladies to be featured and interviewed in the magazine & on the website + social push. They were dressed in the Back to Work collection of the brand.



Print interview



Online broadcasting

CALENDAR 2020

TIMELINE

L'OFFICIEL^{BE}
DE LA COUTURE ET DE LA MODE DE PARIS

L'OFFICIEL	Date of appearance	Reservation Deadline	Deadline Material	Theme
MARCH/APRIL ISSUE	28/02	28/01	07/02	Green Fashion Issue
MAY/JUNE ISSUE	30/04	30/03	09/04	Be well Issue
JULY/AUG ISSUE	05/06	05/05	15/05	Summer Luxe & Travel
SEPT ISSUE	21/08	21/07	31/07	Big Fashion Issue
OCT/NOV ISSUE	09/10	09/09	18/09	Beauty & Travel Destinations
DEC/JAN ISSUE	25/11	26/10	04/11	International Anniversary issue
L'OFFICIEL ART				
SUMMER ISSUE	03/04	06/03	16/03	Zoute & Art BXL
WINTER ISSUE	09/10	09/09	18/09	Art
L'OFFICIEL HOMMES				
MEN 2020 ISSUE	15/10	15/09	24/09	Men

RATES PRINT

STANDARD ADVERTISING SPACE

€

Surface

Single page	7.500
Double page	15.000

PREMIUM POSITIONS

€

Placement

Opening spread, cover 2,3	19.955
Second spread	16.800
Thrid spread	15.505
Fourth spread	14.280
Fifth spread	13.770
Sixth spread	13.770
Page facing content 1 (rhp)	8.875
Page facing content 2 (rhp)	8.520
Separated spread / Consecutive spread	15.505
Page facing colofon	8.160
Page facing general colofon	7.905
Page facing editors letter	7.950
Page facing news	7.905
Page facing contributors	7.905
C3	8.570
C4	14.280

PLUSPROPOSITIONS

€

Insert

c/1000

2 pages	187
4 pages	250
6 pages	313
8 pages	345

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

Circulation L'OFFICIEL BE	30.000	15.000 FR/15.000 NL
Circulation L'OFFICIEL Luxembourg		2.500 FR
Single page L'Officiel Luxembourg		2.800 €

The reservation deadline is two weeks prior to the material deadline. Cancellation periods first options on prime positioning eight weeks prior to the reservation deadline (and ten weeks prior the material deadline).

* Rates on request

RATES PRINT ART

STANDARD ADVERTISING SPACE	€
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Surface

Single page	5.250
Double page	10.500

PREMIUM POSITIONS €

Placement

Opening spread, cover 2,3	13.970
Second spread	11.760
Thrid spread	10.855
Fourth spread	9.995
Fifth spread	9.640
Sixth spread	9.640

Page facing content 1 (rhp)	6.215
Page facing content 2 (rhp)	3.965
Separated spread / Consecutive spread	10.855
Page facing colofon	5.710
Page facing general colofon	5.535
Page facing editors letter	5.565
Page facing news	5.565
Page facing contributors	5.565
C3	6.000
C4	9.995

PLUSPROPOSITIONS €

Insert

 $c/1000$

2 pages	187
4 pages	250
6 pages	313
8 pages	345

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

Circulation L'OFFICIEL ART & DESIGN BE 15.000 EN

The reservation deadline is two weeks prior to the material deadline. Cancellation periods first options on prime positioning eight weeks prior to the reservation deadline (and ten weeks prior the material deadline).

* Rates on request

FORMATS DIGITAL

Top-Desktop-970x250

L'OFFICIEL

Cactus: Cartier's rebellious
asset

Top-Desktop-1920x250

L'OFFICIEL

Cactus: Cartier's rebellious
asset

Top-Mobile-300x50

MENU

L'OFFICIEL

MORE

FOOD

The 10 Most Luxe Hotel Private Plunge Pools Across the Globe

Check out the latest trend in luxury travel.

07.05.2018

Top-Tablet-728x90

MENU

L'OFFICIEL

UK

FOOD

The 10 Most Luxe Hotel Private Plunge Pools Across the Globe

Check out the latest trend in luxury travel.

07.05.2018

by Monica Mendal, Usa

Reading time 2 minutes



FORMATS DIGITAL

MENU

L'OFFICIEL

Cherchez votre inspiration

So whether you're taking a morning dip before soaring the markets of Marrakech, enjoying a sunset swim and cocktails after a long day exploring coral reefs, or simply spending an entire day in the privacy of your luxurious abode doing absolutely nothing, here are the most luxurious private plunge pools around the world to get away from it all.

Undertitle-Desktop-970x250

1. Nizuc, Cancun



MENU

L'OFFICIEL

MORE

spending an entire day in the privacy of your luxurious abode doing absolutely nothing, here are the most luxurious private plunge pools around the world to get away from it all.

Under Title-Webt-300x250

1. Nizuc, Cancun



MENU

L'OFFICIEL

MORE

spending an entire day in the privacy of your luxurious abode doing absolutely nothing, here are the most luxurious private plunge pools around the world to get away from it all.

Under Title-Mobile-320x50

1. Nizuc, Cancun



MENU

L'OFFICIEL

JK

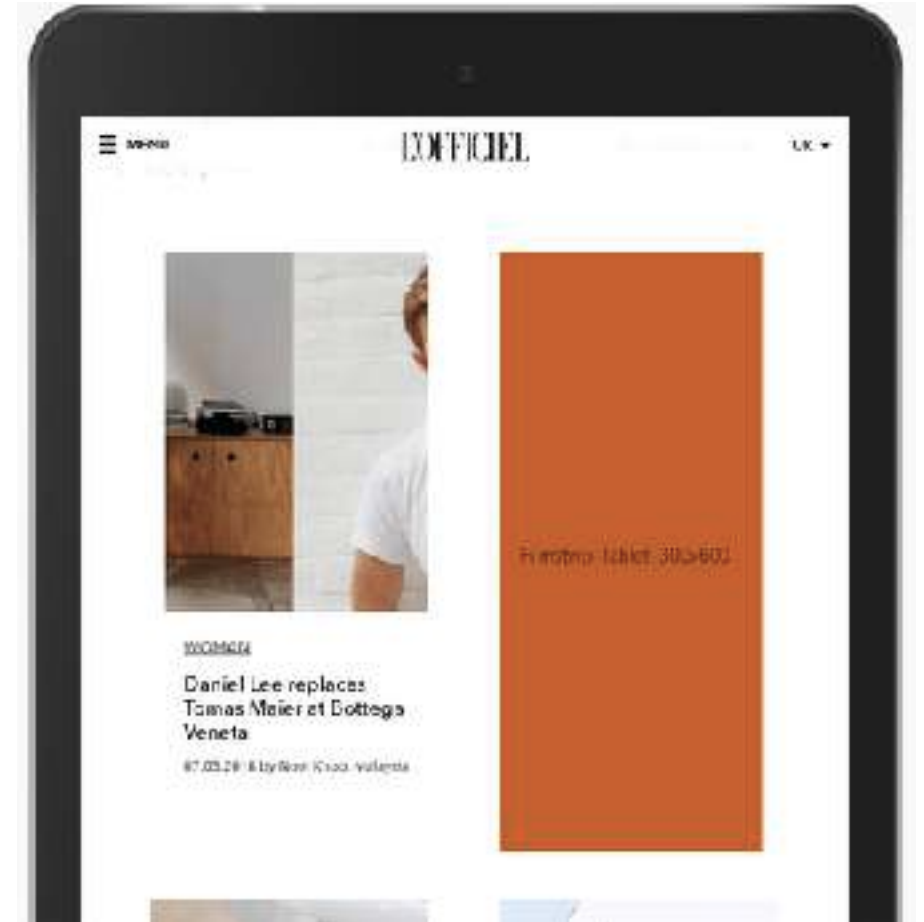
So whether you're taking a morning dip before soaring the markets of Marrakech, enjoying a sunset swim and cocktails after a long day exploring coral reefs, or simply spending an entire day in the privacy of your luxurious abode doing absolutely nothing, here are the most luxurious private plunge pools around the world to get away from it all.

Undertitle-Tablet-970x250

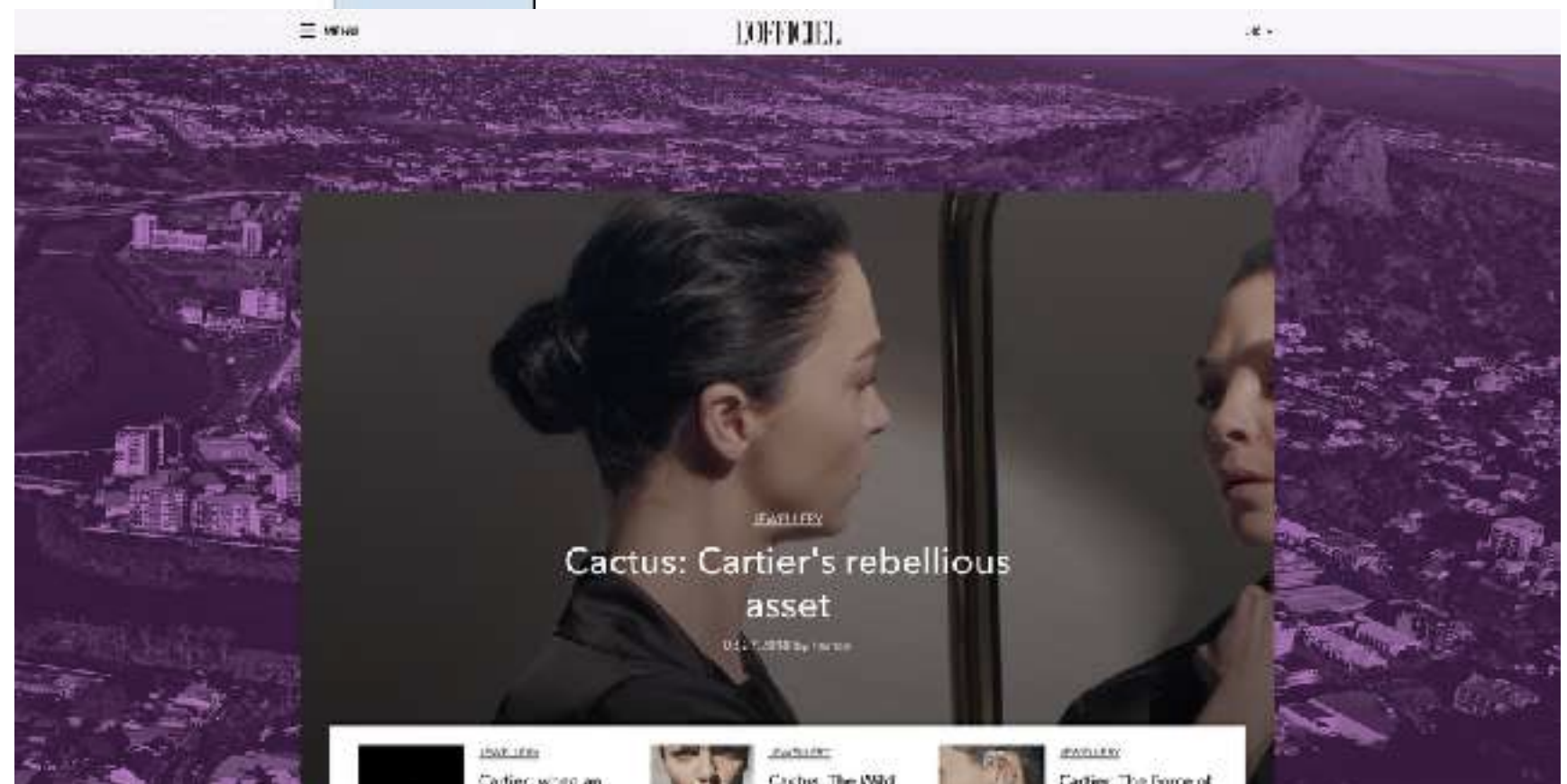
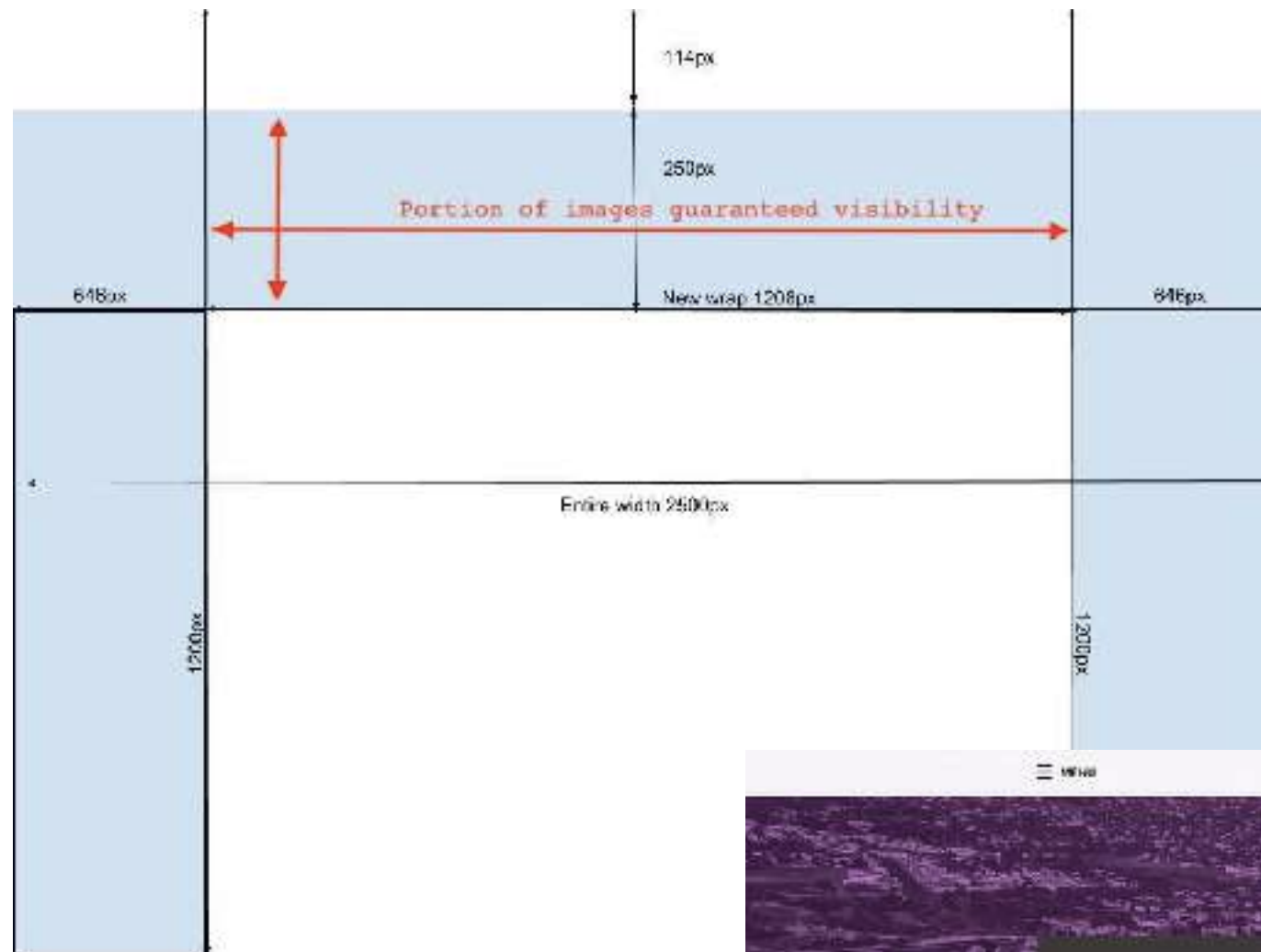
1. Nizuc, Cancun



FORMATS DIGITAL



Skinpage Banner 2500x1200px



RATES DIGITAL

L'OFFICIELBE SOCIAL MEDIA	DEVICES	W X L	PRICE	TC
NATIVE ARTICLE	DESKTOP / MOBILE	MIN 800 WORDS	1500 €	800 € (+ 300 € with influencer)
NATIVE ARTICLE SHOPPING GALLERY	DESKTOP / MOBILE	MIN 800 WORDS	2000 €	1000 € (+ 300 € with influencer)
SEO ARTICLE OPTIMIZATION	DESKTOP / MOBILE	1000 - 2000 WORDS	2000 €	1000 €
CONTEST	DESKTOP / MOBILE	-	750 €	500 €
TEASING : NATIVE ARTICLE, « WE HAVE TESTED », CONTEST, SURVEY, SURVEY'S ARTICLE	DESKTOP / MOBILE	-	3750 €	1500 €
VIDEO PRODUCTION	DESKTOP / MOBILE	45 seconds - 1 minute	1500 €	2600 €
TEASER INSTAGRAM	DESKTOP / MOBILE	15 seconds	500 €	600 €
SOCIAL MEDIA	DESKTOP / MOBILE	Dark post Instagram : Dark post Facebook : If it is not dark, it is 50% more.	750 € 750 € If it is not dark, it is 50% more.	350 € 350 € If it is not dark, it is 50% more.
NEWSLETTER	DESKTOP / MOBILE	Editorial Newsletter : Dedicated Newsletter :	500 € 750 €	250 € 500 €
SHOOTING	DESKTOP / MOBILE	-	4000 €	-

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