



# Республика

MAGAZINE FOR THOSE WHO  
REALLY INTERESTING IN FRANCE

## MEDIA KIT 2016-2017



5ème République  
[ноябрь-декабрь 2015]  
HISTOIRE + CULTURE DE LA FRANCE  
5ème République  
[mars-avril 2016]  
HISTOIRE + CULTURE DE LA FRANCE

ГЕНЕРО  
ДЕЙ ФРАНЦИИ  
СМЕРТНЫЙ  
ЖЕН-ЖЕРМЕН  
ГРАФ, МАГ, АВАНтюРИС  
ИЛИ ЧЕСТНЫЙ ВАМП  
МОНСТР ИЗ Я  
ЛЕГЕНДА И ФАКТЫ О С  
УЧИМСЯ ГИТЬ  
РУАН, ГОРОД ВОЛОКОС  
И ВОСПОМИНАНИИ  
(МИСТИ  
О ЧЕ ИХ  
Parce qu'on aime la France

ROBERT HOSSEIN  
SUR SA RUSSIE  
ВСЕ, ЧТО НУЖНО  
ЗНАТЬ О ФУА-ГРА  
И СОТЕРНЕ  
C'ÉTAIT, C'EST MOI  
и другие фразы  
Людовика XVI  
{блистательный  
LE NUMÉRO TRÈS MAJESTUEUX SUR L



5ème République  
[mai-juin 2016]  
HISTOIRE + CULTURE DE LA FRANCE  
5ème République  
MAGAZINE EN RUSSE  
INCLUS LES ARTICLES EN FRANÇAIS

ВЛАДИМИР ПОЗНЕР  
О СВОЕЙ ФРАНЦИИ  
JEAN-PIERRE MOUKY  
PARLE DE SA RUSSIE  
ЖИОН - ДУША ФРАНЦИИ  
Tel brille au second, qui  
s'éclipse au premier  
и другой великий  
Вольтер  
САНДЖЕ ИРОНИЗАНТЕ И  
ОМЕШНОЕ КАСУОИ  
В ИСТОРИИ ФРАНЦИИ  
ВКЛЮЧАЯ  
НАПОЛЕОНА,  
КРОЛИКОВ И  
ЛОА-ТРИТОИ  
{ИРОНИЧЕСКИЙ НОМЕР }  
LE NUMERO TRÈS IRONIQUE SUR LA FRANCE



RUN  
**15 000**  
ex. / issue

READERS  
**41 000+**  
par issue

- ▶ The first and only Russian-language magazine dedicated entirely to France
- ▶ Magazine includes articles in french
- ▶ Fast distribution – paid and by subscription. Plus – some quantity of issues are distributed for free in luxury hotels, airports and travel services
- ▶ Comfortable format: 19,5 cm x 23,5 cm
- ▶ Pagination: 96 pages minimum + 4 covers
- ▶ Target: CSP+ et CSP++ – immigrants and expats-specialists, who settled in the wealthy regions and cities of France



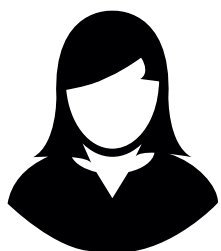
DOWNLOADS  
**1100+**  
of app for iPad,iPhone,  
Android and PDF / month

WEB-SITE VISITORS  
**85 000+**  
unique / month

## Editorial content:

- ❖ Content of each issue is unique, and highlights a certain topic - literature, music, history, etc. ❖
- ❖ Interviews with famous Russian and French persons ❖
- ❖ Discover unusual and secret places in Paris ❖ Tourism in France ❖
- ❖ Gastronomy, Wine and Spirits ❖
- ❖ Fashion trends and style ❖
- ❖ Events calendar ❖ + interesting reviews ❖

\* according to a study conducted in July 2016

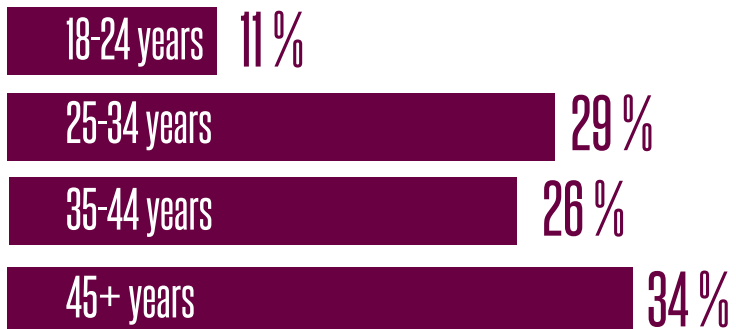


47 %



53 %

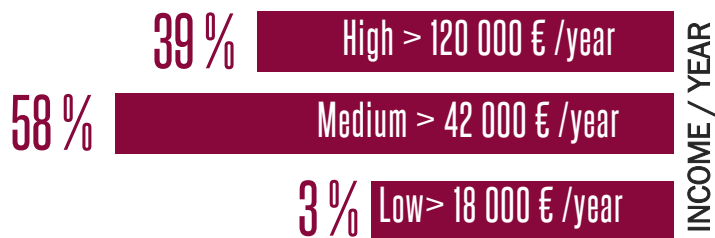
AGE OF READERS



russian-speaking  
88 %



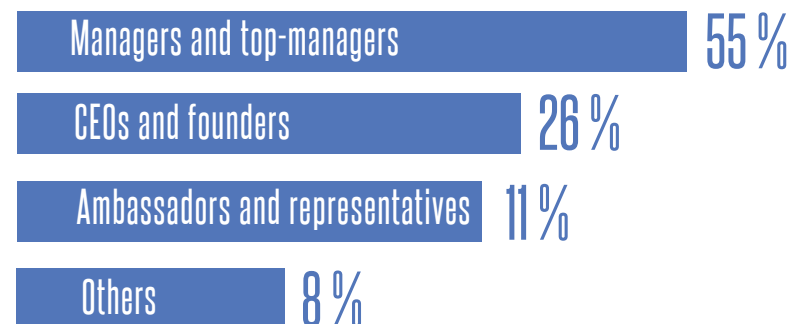
French  
12 %



INCOME / YEAR



STATUS



75% traveling regularly and staying in mid-range to luxury hotels

82% are the house/apartment's owners or tenants

52% are interested in buying a property in France

92% frequently eating out at restaurants

90% regularly buying French wines

**6** issues/  
per year

**15 000** Copies /  
per issue

**690+** Points  
of sale

**KIOSKS, SUPERMARKETS, NEWSAGENTS, TOBACCONISTS**

AND ALSO BOOKSTORES AROUND THE FRANCE

**35 %**

**PREMIUM AND SUPÉRIOR HOTELS**

Park Hyatt, The Peninsula, Fouquets, Hotel du Collectionneur, etc.  
Free distribution in Paris and PACA - *details on request*

**30 %**

**AIRPORTS**

CDG, Orly, Biarritz, Lucciana, Hyeres (Toulon), Saint-Exupery (Lyon), Lylle  
Lesquin, Nantes, Merignac (Bordeaux), Blagnac (Toulouse), Marignane  
(Marseille), Nice, Carcassone

**12 %**

**SUBSCRIBERS**

92% - FRANCE, 8% - OTHER COUNTRIES

**9,4 %**

**RUSSIAN GROCERY STORES**

Around France

**6,1 %**

**CULTURAL EVENTS**

90% - Paris, 10% - Other. Paid or free distribution depends on event

**5 %**

**TRAVEL SERVICES**

Paris and région PACA - free distribution

**1,5 %**

## Why does the part of the circulation is distributed for free?

### ESTIMATION OF RUSSIAN TOURISTS IN FRANCE



876 000  
visitors/year



5 120 000  
bed nights



5,7  
average nights

61% women

31% in couple

54% first time visitors

Average age: 36

**€198**

average per person/ per day

**€1,067**

budget per person / per visit

**€935 millions**

touristic income / year

Just 1 tourist from 27 speaks english and 1 from 200 speaks french

\* according to Global Refund and Atout France by 2015

## → AMONG OUR ADVERTISERS...





**2/1 DOUBLE PAGE**  
TRIM AREA 390x235 MM\*  
Bleed area 400x245 MM\*



**1/1 PAGE**  
TRIM AREA 195x235 MM\*  
Bleed area 201x245 MM\*



**1/2 HOR.**  
TRIM AREA 115x195 MM\*  
Bleed area 118x198 MM\*



**1/2 VERT.**  
TRIM AREA 95x235 MM\*  
Bleed area 99x245 MM\*



**2 x 1/2 HOR.**  
TRIM AREA 117x390 MM\*  
Bleed area 135x400 MM\*



**1/3 VERT.**  
TRIM AREA 63x235 MM\*  
Bleed area 66x241 MM\*



**Dining / Shopping**  
1/2 text and photo



**1/4 VER.**  
80x95 MM\*

## POSITIONS

	PRICE (H.T)
Back (4th) cover (+2 month online banner)	€ 3 177
Third cover (+1 month online banner)	€ 2 180
First spread double page (+2 month banner)	€ 2 900
Double page	€ 2 700
PAGE	€ 1 770
Page face to Editorial	€ 1 790
Double page x 1/2	€ 1 800
1/2 page	€ 950
1/3 page	€ 670
1/4 page	€ 495
Article in Dining or Shopping 1/2 page	€ 300

## Agency discount – 25%

All advertisers have the ability to place a banner on the site on special price: (300x250) - € 100 / month,

Any ads in digital version of the magazine (App for iPad and Android) have hyperlink

If you want to include multimedia in digital version (music and/or promotional videos) + 7%

Visuals must be CMYK (never RGB, nor duotone, nor multi-channel). All arts must be at least 300 dpi. If you have a vector art it's recommended to use 600 dpi to prevent pixelation.

The preferred format for final artwork is PDF. PDFs generated by Adobe Acrobat Distiller and not produced directly by an application or PDF writer.

**REMEMBER:** Always keep important info like photo credits, etc. away from the bleed (not closer than 5 mm) or they might get cropped.

### Graphic files:

TIFF, EPS  
Resolution 300 dpi  
Color model: CMYK

### Vector files:

Adobe Illustrator CS4 or earlier (EPS, AI)  
Color: CMYK  
All images used in vector files must be present separately. All fonts must be in outlines (Create Outlines).

.....  
Total colors per image:

For book 310%  
For cover 320%

Files must be provided with the following types of colour proof: ISO Coated v.2 (ECI)

We offers an in-house design service.

Please contact [design@5republika.com](mailto:design@5republika.com) for a quotation.

## DEADLINES 2016 /2017

N° 10 November-December	15 october
N° 11 December-January	21 november
N° 12 February-March	20 january
N° 13 April-May	20 march
N° 14 June-July	25 may
N° 15 August-September	25 july
N° 16 October-November	15 septembre

## DISCOUNTS AND REGRESSIVE (CUMULATIVE)

New Brand or Advertiser .....	6%
Multi-pages .....	10%
5 000 € - 7 500 € .....	12%
7 501 € - 10 000 € .....	15%
10 001 € - 14 999 € .....	18%
15 000 € - 19 999 € .....	21%
20 000 € and more .....	25%

## → CONTACT US ←

*Redaction : 10 rue Louis Vicat  
75015 Paris, France  
tel: +33 (0)1.41.08.26.60*

*Advertising Department :  
PUB@5RESPUBLIKA.COM*