

MAGAZINE FOR THOSE WHO ARE IN LOVE WITH FRANCE

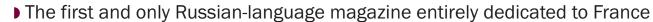
MEDIA KIT 2018



BIMONTHLY MAGAZINE / UNIQUE CONCEPT

RUN 15 000 ex. / issue

READERS par issue



- ▶ Founded in 2014
- Biligual magazine (russian / french)
- ▶ Fast distribution paid and by subscription. Plus some quantity of issues are distributed for free in luxury 5* hotels, business-launges and private jet terminals (for example in private jet terminal of Le Bourget) of airports across the France
- ▶ Confortable format: 19,5 cm x 23,5 cm
- ▶ Pagination: 96 pages minimum + 4 covers
- ▶ Target: CSP+ et CSP++ expats and french intellectuals who settled in the wealthy regions and cities of France





















DOWNLOADS 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 English, Russian and French persons ❖
 - ❖ Discovering unusual and secret places in Paris ❖ Tourism in France ❖
 - Gastronomy, Wine and Spirits
 - Trends and style
 - Events calendar * + reviews *

CONTACT US: PUB@5RESPUBLIKA.COM

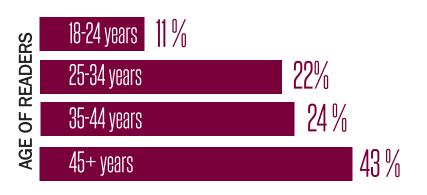


READER'S PROFILE

* according to study conducted in July 2017

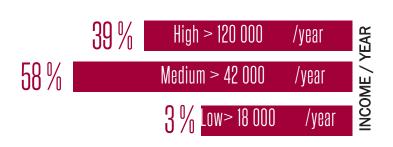




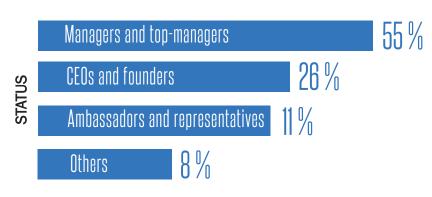














75% travelling regularly and preferring luxury and mid range accommodation

82% are house/appartment's owners or tenants

52% are interested in buying property in France

92% frequently eating out at restaurants

90% regularly buying French wines



ULTRA-TARGETED DISTRIBUTION OF MAGAZINE

issues/
per year

Copies /
per issue

BOOKSTORES, KIOSKS, SUPERMARKETS, NEWSAGENTS

ACROSS FRANCE

PREMIUM AND SUPERIOR HOTELS

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

SUBSCRIBERS

92% - FRANCE, 8% - OTHER COUNTRIES

AIRPORTS AND JETS

Includes Le Bourget (private Jet terminal) and business-lounges around France

RUSSIAN GROCERY STORES

Around France

TURAL EVENTS

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

TRAVEL SERVICES

Paris and région PACA - free distribution

15 %

14.9 %

Why is the number of copies distributed free?

ESTIMATION OF RUSSIAN-SPEAKING VISITORS IN FRANCE



876 000 visitors/year

5 120 000 bed nights

by 2015

according to Global Refund and Atout France

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

→ AMONG OUR ADVERTISERS...

























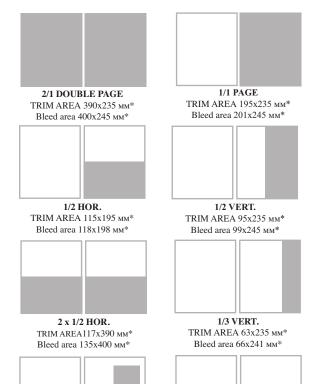








PRICES AND SPECIFICATION



Dining / Shopping

1/2 text and photo

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	€ 1770
Page face to Editorial	€ 1790
Double page x 1/2	€ 1800
1/2 page	€ 950
1/3 page	€ 670
1/4 page	€ 495
Article in Dining or Shopping 1/2 page	€ 300

Agency discount - discussable

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 multichannel). 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 then 5 mm) or they might get cropped.

Graphic files:

TIFF, EPS

Resolution 300 dpi Color model: CMYK

Vector files:

Adobe Illustrator CS4 or earler (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

We offers an in-house design service.

Please contact **design@5respublika.com** for a quotation.

DEADLINES 2018 /2019 N° 15 January-February 21 December N° 16 March-April 17 February N° 17 May-June 20 April N° 18 July-August 25 June N° 19 September-October 20 August N° 20 November-December 15 October N° 21 January-February 18 December

1/4 VER. 80х95 мм*

DISCOUNTS AND REGRESSIVE (CHMILATIVE)

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%

\rightarrow CONTACT US \leftarrow

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