

# OFFICIEL .COM

The best of modern lifestyle

## **MARKET POSITION:**

*L'Officiel* print edition is distributed in 29 countries, with one edition per country. *L'Officiel* has an international digital eco-system composed of 18 websites, one per geographical area. All these websites are an extension of the country edition and offers news and editorial content completely dedicated to fashion in general and its latest evolution. *L'Officiel.com* international digital eco system, targets mainly an audience composed of women aged between 25 and 44 years old.

## **WEBSITE CONTENT:**

*Lofficielmode.com* offers a rich editorial content which is daily updated. Each website is slightly adapted to the country culture and fit the lifestyle consumption habits of each country. *Lofficielmode.com* gives a selective, trendy and popular overview of these topics that are shaping the world of fashion and focus on dressing in link to seasons and events (Summer, Wedding, Holidays...).

France – Italy – Netherlands – Switzerland – Spain – Germany – Poland – Russia – Turkey – Japan – Thailand – Singapore – Malaysia – Phillipines – Middle East – Morocco – Mexico – Brazil – US (September 2017)

## **ADVERTISING RATES 2017:**

| Position                                     | Size    | Gross CPM  |
|--|---------|------------|
| MPU<br><i>Interactive video or classical</i> | 300x250 | 60 €       |
| HPTO + banner 300x600                        |         | 1000 €/day |
| Banner                                       | 300x600 | 80 €       |
| Banner expand                                | 600x600 | 60 €       |

## **TECHNICAL SPECIFICATIONS:**

Please contacts us for details

## **CREATIVE DEADLINE:**

Please contact us for all details

If you would like to receive copies, a media pack or coverage rankings, please contact  
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