



The ultimate shopping guide

Bi-Annual



MARKET POSITION:

Paris is every year the leading touristic destination with more than 18 million visitors per year. The main part of this tourist belongs to the AB+ socio-professional category.

L'Officiel Shopping is a top of the range fashion guide dedicate to this category which spend more than 60% of their budget to the luxury. This guide has for objective to see Paris like the "capital of the shopping".

L'Officiel Shopping will presents the main top of the range Paris' districts and their shops, but also cultural events, the best restaurant and the 'must see places' of Paris.

		L'Officiel Shopping
Total Circulation	Publisher Figures 2016	50 000

EDITORIAL PROFILE:

The concept of this guide is to help the tourist in their shopping in giving advice and in submitting desires.

This original concept takes form as a concierge system. In mixing a concierge service and media, this innovating concept is unique. The services offered have for objective to answer and anticipate each desire of the consumers/readers.

This service could be to book the best seat in a fashion show, a table in the new top of the range restaurant, or the privatisation of a unique place for a surprise birthday party.

ADVERTISING RATES 2018:

Format	Rate (4C and B&W)
1 RHP	17 000 €
1 LHP	17 650 €
1 Double	26 500 €
Inside Back Cover	13 900 €
Outside Back Cover	33 250 €

TECHNICAL SPECIFICATIONS:

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