



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.

		<b>L'Officiel Shopping</b>
<b>Total Circulation</b>	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 2017:**

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### **TECHNICAL SPECIFICATIONS:**

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