

Sport & Style

L'EQUIPE

Sport and Fashion free magazine
 Luxury supplement of L'Equipe
 Issued 1st Saturday each month



MARKET POSITION:

The world of sport has always been closely linked with fashion, luxury and lifestyle. **Sport & Styles** manage to combine passion for sport and healthy living with the world of fashion giving the best insights and reports on fashion, luxury and sport in one glamorous magazine. It is aimed at a powerful upmarket male audience (84%), mainly comprised of executives (32%), aged between 15 and 49 (73%).

		L'Equipe Magazine
Total Circulation	OJD 2019	213,512
Domestic Paid Circulation	OJD 2019	210,753
<u>Readership</u>		
ONE (Total Readership)	2017	2,538,816
PREMIUM 2017		
All		610,951
Top 8% Wealthiest		373,447
Senior Management		410,961

EDITORIAL PROFILE:

Sport & Style offers different exclusive portraits of famous sportsmen and women, illustrated by the most successful photographers and covering unique reports and articles on the major news in sport.

This concept was exported overseas with a Chinese edition in publication and running for the last 2 years. The magazine's new i-pad application offers its readers enhanced viewing with videos, sound and animations. This supplement provides quality content with different sections such as: the fashion and shopping pages, sport events, star profiles, reports...

ADVERTISING RATES 2020:

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TECHNICAL SPECIFICATIONS:

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