



L'OFFICIEL

PARIS

DE LA COUTURE ET DE LA MODE DE PARIS

MEDIA KIT BELGIUM 2019

L'OFFICIEL BELGIUM

The Belgian audience is served with qualitative content via the creation of interesting & unique stories.

2 MAGAZINES

L'OFFICIEL & L'OFFICIEL ART

WEBSITE

L'OFFICIEL.BE

SOCIAL CHANNELS

EXPERIENCES



L'Officiel Belgium

The luxury DNA

L'Officiel has captured the French spirit of elegance and couture's top talents since 1921. It now stands as the ultimate style selection media and directly supporting the retail activity of international fashion and luxury brands featured on the magazine.

The L'OFFICIEL Belgium

a real woman, modern, influential and chic, aged between 25-55, fashion and art conscious, connected and international, urban, a digital native, ready to explore & conquer (more of) the world.

TARGET :
WOMEN 25-55 YEARS OLD

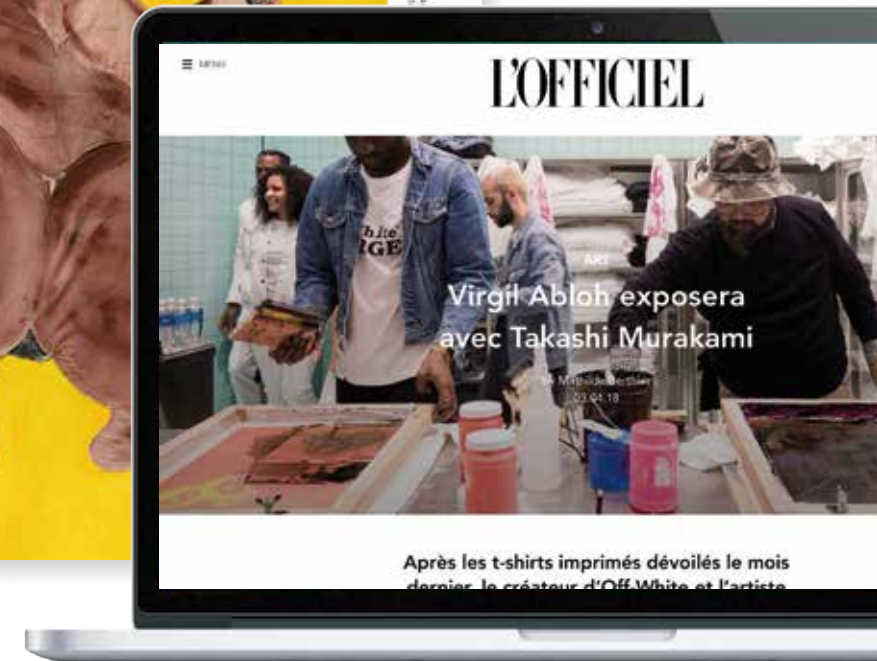
CIRCULATION : 30 000 COPIES 15 000 FR/15 000 NL
PERIODICITY : 5 ISSUE A YEAR

INSTAGRAM : 168K
FACEBOOK : 231K

L'Officiel Art International

Art is a lifestyle

The ambition of L'Officiel Art is to offer a new kind of magazine where artists uncover and describe our times from multiple dimensions and perspectives, in order to reveal a different point of view on the world and on contemporary art. L'Officiel Art is a mirror for our times, seen through the spectrum of art. Through a series of exceptional encounters, the magazine reflects the true territory of art, constantly feeding from and fuelling other cultural fields: fashion, design, architecture, lifestyle, cinema and music. Art as lifestyle, and as a way of fully embracing our times. Issue Oct 2019.



TARGET :
25-55 YEARS OLD

CIRCULATION : 15 000 COPIES
PERIODICITY : 1 ISSUE A YEAR (OCT 2019)

INSTAGRAM : 8.9K
FACEBOOK : 5.4K

Key Numbers

Launched in 2017, lofficiel.com is a global community present in 20 countries today and more to come. Journalists from all over the world produce exclusive contents every day, including videos, shooting interviews, podcasts, etc.

8K
Contents / month

Audience

2.3M
UV / month

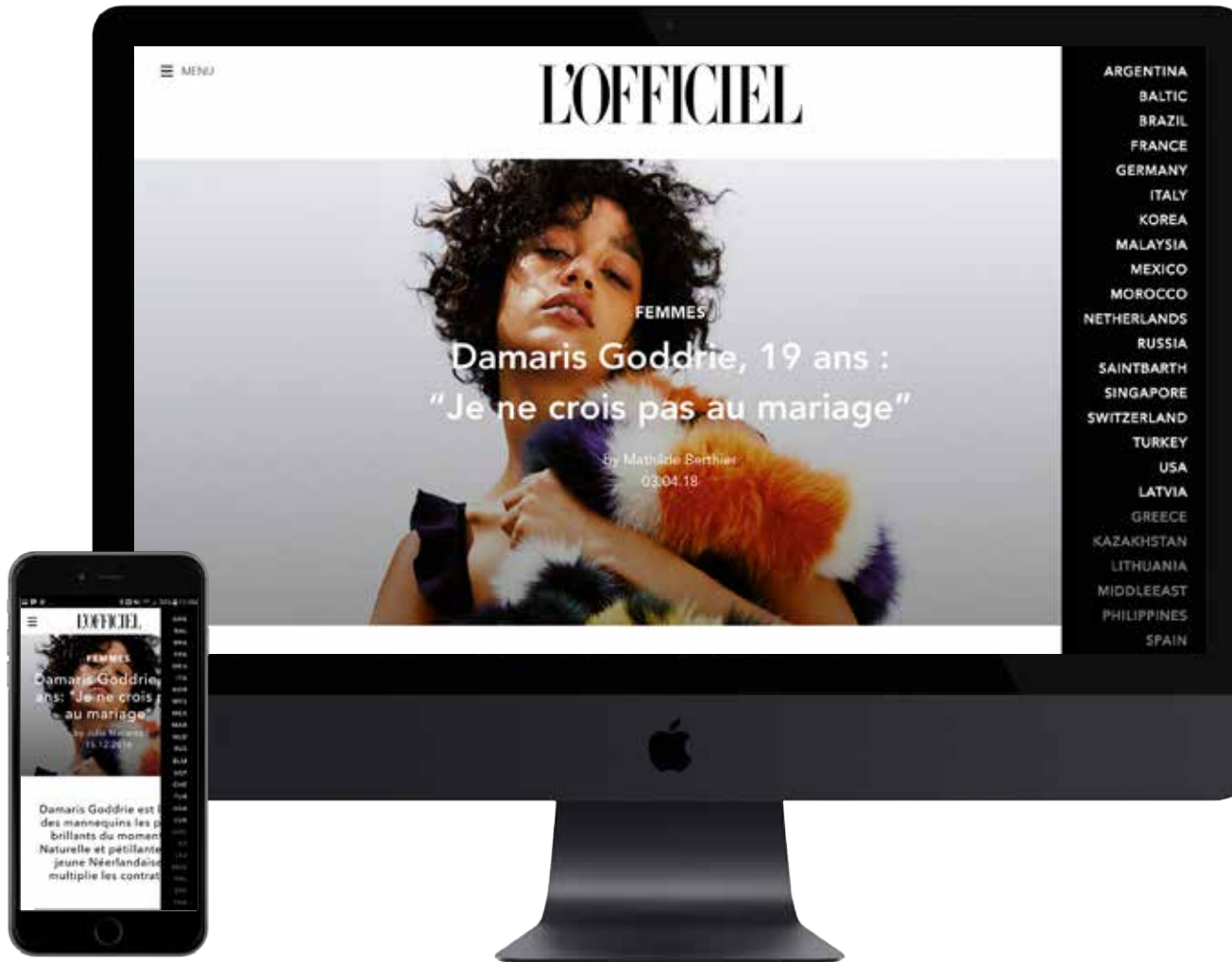
5.2M
PV / month

4
Minutes of average
time on page

ARGENTINA / BALTIC / BRAZIL / CHINE / FRANCE
GERMANY / ITALY / KOREA / MALAYSIA / MEXICO
MOROCCO / THE NL / RUSSIA / ST BARTH / SINGAPORE
SWITZERLAND / TURKEY / USA / LATVIA / SPAIN



Key Numbers



20

Countries

400

Journalists

300

Influencers and contributors

8K

Contents / month

18

Categories of content

CALENDAR 2019

L'OFFICIEL BE	Date of appearance	Reservation deadline	Deadline material	Theme
MARCH ISSUE - BE	07/mar/19	04/feb/19	18/feb/19	Big Fashion Issue
MAY/JUNE ISSUE - BE	02/may/19	04/apr/19	18/apr/19	Health & Beauty
SEPT ISSUE - BE	22/aug/19	22/jul/19	01/aug/19	Big Fashion Issue
OCT/NOV ISSUE - BE	10/oct/19	19/sept/19	22/sept/19	Lux Health & Beauty
DEC/JAN ISSUE - BE	28/nov/19	28/oct/19	07/nov/19	Jewellery & Holidays

L'OFFICIEL ART & DESIGN BE	Date of appearance	Reservation deadline	Deadline material	Theme
OCT/NOV ISSUE - BE	10/oct/19	20/sept/19	27/sept/19	Belgium Hot spot Art & Culture

RATES 2019

STANDARD ADVERTISING SPACE		€	PLUSPROPOSITIONS		€
<i>Surface</i>			<i>Insert</i>		<i>c/1000</i>
Single page		7.500	2 pages		187
Double page		15.000	4 pages		250
PREMIUM POSITIONS		€	6 pages		313
<i>Placement</i>			8 pages		345
Opening spread, cover 2,3		19.955	Additional possibilities*	Theme special (supplement)	
Second spread		16.800	Advertorial	L-shaped cover	
Thrid spread		15.505	Z-cover	Plastic cover	
Fourth spread		14.280	Gatefold (front or backside)	Backingcard (with tip-on)	
Fifth spread		13.770	Envelopant	Outset	
Sixth spread		13.770	Lenticlar 2/3 cover	Sponsoring: poster, booklet, calendar	
Page facing content 1 (rhp)		8.875	Banderol	Tailormade special	
Page facing content 2 (rhp)		8.520	Exclusive transparant wrap		
Separated spread / Consecutive spread		15.505			
Page facing colofon		8.160			
Page facing general colofon		7.905			
Page facing editors letter		7.950			
Page facing news		7.905			
Page facing contributors		7.905			
C3		8.570			
C4		14.280			
			Circulation L'OFFICIEL BE 30.000 15.000 FR/15.000 NL		
			The reservation deadline is two weeks prior to the material deadline. Cancellation periods first options on prime positioning eight weeks prior to the reservation deadline (and ten weeks prior the material deadline).		
			* Rates on request		

L'OFFICIEL ART & DESIGN - RATES 2019

STANDARD ADVERTISING SPACE

€

Surface

Single page	5.250
Double page	10.500

PREMIUM POSITIONS

€

Placement

Opening spread, cover 2,3	13.970
Second spread	11.760
Third spread	10.855
Fourth spread	9.995
Fifth spread	9.640
Sixth spread	9.640
Page facing content 1 (rhp)	6.215
Page facing content 2 (rhp)	3.965
Separated spread / Consecutive spread	10.855
Page facing colofon	5.710
Page facing general colofon	5.535
Page facing editors letter	5.565
Page facing news	5.565
Page facing contributors	5.565
C3	6.000
C4	9.995

PLUSPROPOSITIONS

€

Insert

c/1000

2 pages	187
4 pages	250
6 pages	313
8 pages	345

Additional possibilities*

Advertorial

Z-cover

Gatefold (front or backside)

Envelopant

Lenticlar 2/3 cover

Banderol

Exclusive transparent wrap

Theme special (supplement)

L-shaped cover

Plastic cover

Backingcard (with tip-on)

Outset

Sponsoring: poster, booklet, calendar

Tailormade special

Circulation L'OFFICIEL ART & DESIGN BE

15.000 EN

The reservation deadline is two weeks prior to the material deadline. Cancellation periods first options on prime positioning eight weeks prior to the reservation deadline (and ten weeks prior the material deadline).

* Rates on request

WEB - RATES 2019

WEBSITE	FORMATS	DEVICES	WxL	CPM
L'Officiel FR & NL	Billboard	Desktop / Tablet	970 x 250	25€
L'Officiel FR & NL	Half Page	Desktop / Tablet	300 x 600	25€
L'Officiel FR & NL	Large leaderboard	Desktop / Tablet	840 x 150	20€
L'Officiel FR & NL	Leaderboard	Desktop / Tablet	728 x 90	20€
L'Officiel FR & NL	Medium rectangle	Desktop / Tablet	728 x 90	20€
L'Officiel FR & NL	Takeover	Desktop / Tablet	variable	45€
L'Officiel FR & NL	Takeover + Half Page	Desktop / Tablet	variable	63€
L'Officiel FR & NL	Takeover + Medium Rectangle	Desktop / Tablet	variable	74€
L'Officiel FR & NL	In-article	Desktop / Tablet	640 x 360	40€
L'Officiel FR & NL	Leaderboard	Mobile	640 x 150	10€
L'Officiel FR & NL	Medium rectangle	Mobile	600 x 500	10€
L'Officiel FR & NL	In-article	Mobile	640 x 360	40€
L'Officiel FR & NL	In-article	Desktop / Tablet	640 x 360	40€
L'Officiel FR & NL	Large leaderboard + leaderboard	Desktop / Tablet	840 x 150 - 728 x 90 - 640 x 150	14€
L'Officiel FR & NL	Leaderboard	Desktop / Tablet	728 x 90 - 640 x 150	14€
L'Officiel FR & NL	Half Page + Medium rectangle	Desktop / Tablet	300 x 600 - 728 x 90	13€
L'Officiel FR & NL	Medium rectangle	Desktop / Tablet	728 x 90 - 600 x 500	14€
L'Officiel FR & NL	Takeover + leaderboard	Desktop / Tablet	variable - 728 x 90 - 640 x 150	23€
L'Officiel FR & NL	Takeover + Half Page + leaderboard	Desktop / Tablet	variable - 728 x 90 - 640 x 150	30€
L'Officiel FR & NL	Takeover + leaderboard + medium rectangle	Desktop / Tablet	variable - 728 x 90 - 600 x 500	33€

WEB - RATES 2019

WEBSITE	FORMATS	Media Value	WxL	Technical cost	Coments
L'Officiel FR & NL	Native Article	1 500€	min. 800 words	800€	If influencer involved + 300€ + Technical costs
L'Officiel FR & NL	Native Article + Shopping galery	2 000€	min. 800 words	1 000€	
L'Officiel FR & NL	Search Engine Optimization Article	1 400€	1000-2000 words	min 350€	
L'Officiel FR & NL	Contest	750€	variable	500€	Plus gift send to winner
L'Officiel FR & NL	Teasing (Native article + «We have tested» + contest + 1 survey + 1 article about the survey)	3 750€	variable	1 500€	
L'Officiel FR & NL	Video	1 500€	45 sec - 1 minute	2 600€	
L'Officiel FR & NL	Teaser video Instagram	500€	15 seconds	500€ + 100€ coordination	NO swipe up
L'Officiel FR & NL	Dark post Instagram (if not dark + 50%)	750€	variable	250€ boost + 100€ coordination	
L'Officiel FR & NL	Dark post Facebook (if not dark + 50%)	750€	variable	250€ boost + 100€ coordination	
L'Officiel FR & NL	Editorial Newsletter	500€	variable	250€	Open rate
L'Officiel FR & NL	Dedicated Newsletter	750€	variable	500€	Open rate
L'Officiel FR & NL	Shooting	4 000€	variable	0€	
L'Officiel FR & NL	Survey / Testing	2 500€	variable	1500€ (Data base via opt-in)	

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The ways of travel luxury

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