



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 ISSUES A YEAR

INSTAGRAM : 168K
FACEBOOK : 231K

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

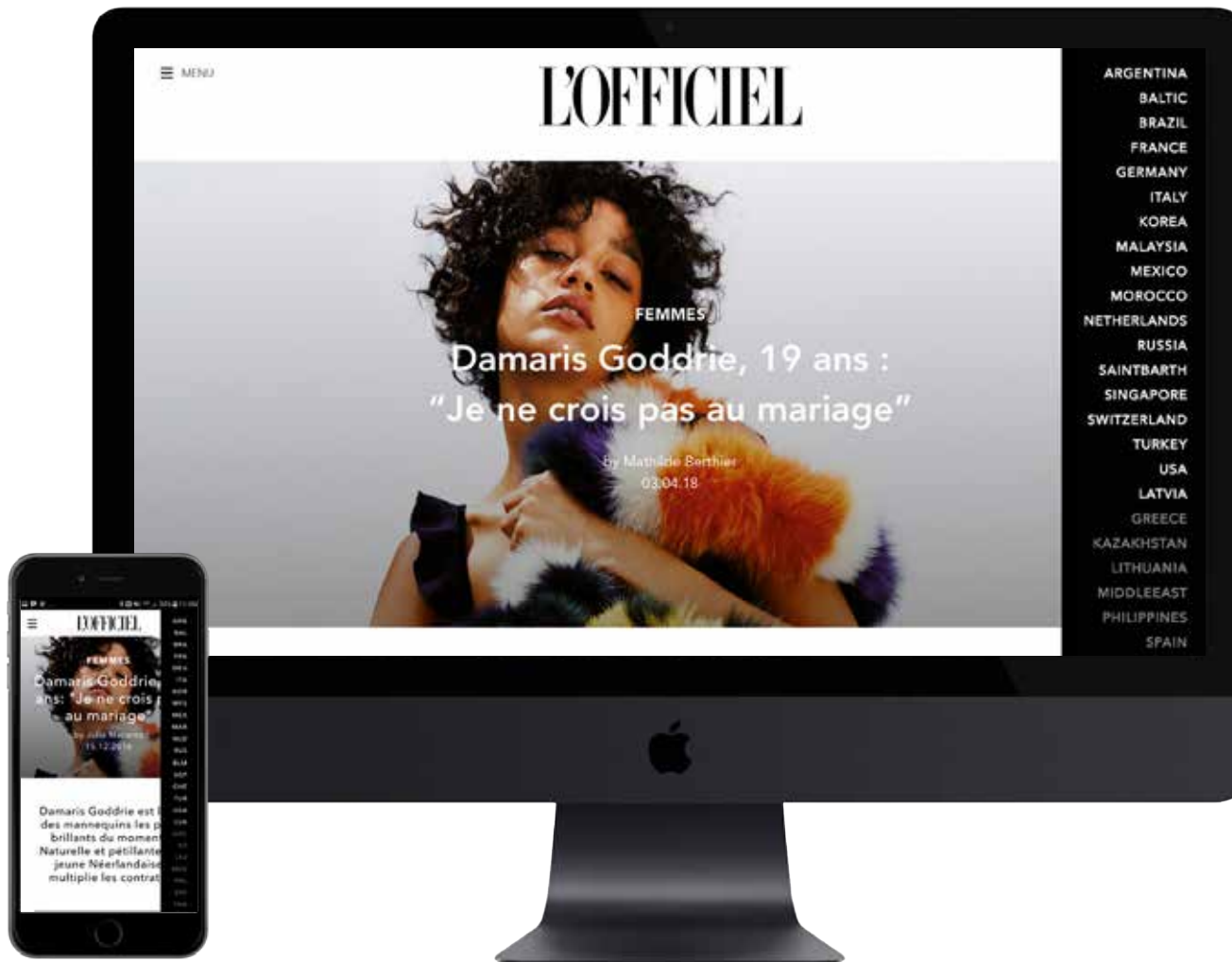
4

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	Reservatation 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 BE	Date of appearance	Reservatation 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
			6 pages		313
			8 pages		345
PREMIUM POSITIONS		€			
<i>Placement</i>			<i>Additional possibilities*</i>		
Opening spread, cover 2,3		19.955	Advertorial		Theme special (supplement)
Second spread		16.800	Z-cover		L-shaped cover
Third spread		15.505	Gatefold (front or backside)		Plastic cover
Fourth spread		14.280	Enveloppant		Backingcard (with tip-on)
Fifth spread		13.770	Lenticular 2/3 cover		Outset
Sixth spread		13.770	Banderol		Sponsoring: poster, booklet, calendar
			Exclusive transparant wrap		Tailormade special
Page facing content 1 (rhp)		8.875			
Page facing content 2 (rhp)		8.520			
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		7.950			
Page facing contributors		7.950			
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		€	PLUSPROPOSITIONS		€
<i>Surface</i>			<i>Insert</i>		<i>c/1000</i>
Single page		5.250	2 pages		187
Double page		10.500	4 pages		250
			6 pages		313
			8 pages		345
PREMIUM POSITIONS		€			
<i>Placement</i>			Additional possibilities*		Theme special (supplement)
Opening spread, cover 2,3		13.970	Advertorial		L-shaped cover
Second spread		11.760	Z-cover		Plastic cover
Third spread		10.855	Gatefold (front or backside)		Backingcard (with tip-on)
Fourth spread		9.995	Enveloppant		Outset
Fifth spread		9.640	Lenticular 2/3 cover		Sponsoring: poster, booklet, calendar
Sixth spread		9.640	Banderol		Tailormade special
			Exclusive transparant wrap		
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			
			Circulation L'OFFICIEL ART & DESIGN BE		15.000 EN

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* Rates on request

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The ways of travel luxury

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DE LA COUTURE ET DE LA MODE DE PARIS



Cool girls
Le monde leur appartient
Rowan Blanchard, Jeanne Damas, Cappola, Ni Ni