COMPLETE FRANCE
Media Pack
Complete France is the dedicated UK website for all things French.

From French properties to buy and let, to the beautiful language and sophisticated culture – Complete France is the go-to-guide for the digitally-savvy Francophiles.

With our market leading France Property Shop app - available on the iTunes app store, three wonderful France magazines and three of the best French exhibitions in the UK; Complete France is the perfect online compendium for all France-lovers.

Complete France – the perfect way to reach an engaged and interested audience looking for information and advice about France
135,130 average monthly UV’s
9,382 average monthly UV’s from Social Referrals
103,921 average monthly UV’s from Search Referrals
Digital Advertising Opportunities...

**Half Page** A premium website placement alongside our engaging and relevant editorial content. Providing your business with high visibility, creating excellent brand awareness, with a link directly to your website. Talk to our team about expandable formats and video.

300 x 600 pixels

**Billboard** A billboard is the first advertisement website visitors will see on www.completefrance.com. A prominent position at the top of every webpage, linking directly to your website.

970 x 250 pixels

**MPU** Prime placement across the entire website, alongside our relevant content, linking directly to your website. Talk to us about expandable formats and video.

300 x 500 pixels

**Wallpapers** are best used in conjunction with a Billboard. That way they can be kept for branding, using images and colours, but not too much text or vital information. **Wallpaper opportunity** - £360+VAT per section on a tenancy basis.

1600 x 1200 pixels

**Super Leaderboard** One of the first advertisements a user sees when they click onto our website. A highly prominent position at the top of every webpage. Links directly to your website.

970 x 90 pixels

£35 per thousand

£39 per thousand

£29 per thousand

£25 per thousand

Complete France is home to France Magazine, Living France and French Property News. It acts as the user friendly digital hub for all three publications alongside France Property Shop which has over 25,000 French properties to buy.

**FRANCE**

France Magazine is Britain’s and North America’s best selling magazine, all about France. It’s the essential read for every France fanatic, featuring lifestyle topics and travel features.

**Living France**

Living France, established in 1989, is the must-read guide for anyone who dreams of a new life in France. Regular features include real life stories and practical advice on everything from buying a property to learning the language.

**French Property News**

French Property News is the go-to magazine for the French property market – our readers are actively seeking advice and guidance on purchasing, managing and maintaining properties in France.

**France Property Shop**

France Property Shop brings together all the best of French Property from a farmhouse in Brittany, to a villa in Provence. France Property Shop can help you find your dream French home.
Our newsletter offerings

France Magazine’s engaging newsletters stand as an essential read for every Francophile. From inspirational travel to culture and lifestyle topics highlighting the very best of France... readers will be engaged with our carefully selected content written by our talented Editor, sent directly to our audience by email.

49,224 newsletter recipients

19.45% newsletter open rate for France Magazine

Leaderboard
A display advertisement at the top of the newsletter ensuring you are seen first.

MPU
Appearing alongside our content with a display advertisement

Product Placement
You will appear amongst our editorial content, which includes a headline, image and short summary.

Source: E-shot™
Our newsletter offerings

Living France’s newsletter gives you the opportunity to communicate directly with our targeted audience, which loves the blend of aspiration on dream destinations and lifestyle, as well as in-depth practical advice from a broad range of experts. Carefully selected content by our Editor is sent directly to our loyal audience by email to achieve a high level of engagement.

17,380 newsletter recipients
18.15% newsletter open rate for Living France

Source: E-shot™
Our newsletter offerings

French Property News is the go-to newsletter for anyone considering a French Property Purchase, packed full of expert advice from property professionals, including estate agents, lawyers and builders. Our publication stands as an ultimate ‘house hunter’s’ guide to the French property market that is sent directly to the inboxes of our loyal audience.

36,550 newsletter recipients
15.27% newsletter open rate for French Property News

- **MPU** (£150 per newsletter): Appearing alongside our engaging content with a display advert of your choice.
- **Product Placement** (£150 per newsletter): You will appear amongst our editorial content, which includes a headline, image and short summary.
- **Leaderboard** (£200 per newsletter): Display advertisement at the top of our newsletter which ensures you are the first to be seen when someone visits our website.

Source: E-shot™
Our newsletter offerings

France Property Shop brings together the best of French Property from leading estate agents across France and in the UK. From the glamour of the French Riviera, to the rustic charms of Normandy, France Property Shop offers an incredible variety of landscapes – and an equally varied choice of properties.

- **18,671** newsletter recipients
- **20.72%** newsletter open rate for France Property Shop

**Leaderboard**
Display advertisement at the top of our newsletter which ensures you are the first to be seen when someone visits our website.

Source: E-shot™
Impressive Content Marketing

At Complete France our aim is to provide a long lasting, high value promotional format for businesses looking to reach consumers who have a passion for French living. Your message will appear next to this editorial content on mobile, tablet, laptop and PC.

121,825 monthly newsletter subscribers across all publications

Our newsletter offering
- Professionally written editorial, following an 20 minute in-depth telephone interview
- Your editorial content will be placed on all relevant sections of our website www.completefrance.co.uk
- A 300 word content article and images of your choice
- The option to include a video in the newsletter and if you don’t have one we can help you with this
- Your bespoke article will be visible on our website for three months. After this period it will be archived and discoverable through search engines for up to 12 months
- Complete France will make sure to drive additional traffic to your editorial by featuring it on one of our monthly newsletters

The benefits of advertising
- Engage with loyal customers and build real, lasting brand awareness
- You’re the expert in your field – why not let our readers know all about what you have to offer?
- Reach a valuable online audience that you may have not reached before

Source: E-shot™
Unmissable Competitions

Competitions are a truly fantastic way of engaging with new and even existing customers. We will promote your competition across our successful digital channels.

The winner and runner-ups will be notified by you. Once you have the winners details, you will be able to contact the winner and issue the prize directly.

We will send an email to each entrant who have opted to third party promotions on your behalf after the competition closes.

👩‍💻 135,130* monthly unique visitors
✉️ 124,215 monthly newsletter subscribers across all publications

Source: *Adobe Analytics, Jan – Dec 2018. E-shot™

How our competitions work

- Each competition lasts up to a month – you can specify dates
- Minimum prize value of £150
- Up to 100 word description of your business
- 300 words to explain the competition and prize
- A question for us to use to ask entrants and 3 multiple choice answers (Make sure to highlight the correct answer)
- Any additional T&C’s you wish to include in addition to our standard ones (Details of our T&C’s can be found on our website)
- Answer must not be included in the text supplied
- Competition open and closing dates
- Up to two images

£299 per competition
Our audience loves offers and promotions.

You can now upload an offer to our various digital channels. These include:

- The Complete France Website
- One newsletter

A typical offer has:

- 400-600 words
- 1-4 images
- Links to your website and social media pages
- Opening and closing times for your business
- Your Terms and conditions alongside ours

Each offer runs for a maximum of one month – helping you reach even more people, in more places, more often.

Source: *Adobe Analytics, Jan – Dec 2018. E-shot™
Our directory listings are the perfect way to get seen by our loyal readers who love to view content online. You can have a place in our directory which acts like a mini website for your business; helping you to be seen by Francophiles who are looking for your services and products online.

Enhanced and Expanded Enhanced Listing includes:
- Business Name
- Logo
- Address
- Telephone Number
- Email
- A link to your website
- 5 images of your choice
- Short (20 words) general description of your business
- Long (300 words) description of your service offering in depth

These directory listings are presented in a box and positioned, giving priority access to page visits.
Events

FRANCE SHOW
The France Show is the UK’s largest annual show dedicated to bringing the best of France home to the UK. From the publishers of Living France, France Magazine and French Property News – you can be rest assured all of the best exhibitors from industries including property, building and renovation, travel & lifestyle and food & drink will be there on the day.

FRENCH PROPERTY EXHIBITION
The French Property Exhibitions are another very popular annual event where visitors can browse hundreds of properties for sale and attend the free, informative seminar programme, giving legal and financial advice on all aspects of buying in France. These exhibitions take place in Wetherby and London Olympia.

Readers and Francophiles won’t want to miss out on these fantastic events which share all the best that France and French living have to offer.
Please contact your Advertising Account Manager or call the sales team on 01242 264 750 today to start advertising online.