A scenic view of a narrow canal in a French village. The canal is flanked by half-timbered houses with colorful facades (yellow, blue, and white). The water reflects the buildings and the sky. There are trees and flower boxes on the balconies. The sky is a clear, deep blue.

FRENCH PROPERTY NEWS

MEDIA PACK 2021

W E L C O M E . . .

To the home of French property

French Property News is the buyer's ultimate guide to the property market. Our readers actively seek advice and guidance about purchasing, managing and maintaining properties in France.

From case studies and inspirational editorial for those just at the start of their property hunt, to factual and indispensable guides taking readers step by step through the buying process – *French Property News* has it all.



Extensive market research gives us an understanding of our readers...

Established in 1989, *French Property News* has been providing expert advice on the French property market and buying process for over 30 years. Now French Property News also includes a dedicated 24-page Living France section, including a nine-page 'Where to live' focus, insider expat columns and essential guides to every aspect of living in France.

The unique mix of legal, financial and tax advice with inspiring real life stories, entertaining regulars, the latest property news

and in-depth location guides makes it a must-buy publication for anyone serious about buying a property in France.

As the only UK magazine dedicated to French property, it is equally valued by its advertisers, who benefit from a close relationship with the editorial team to help ensure the best response.

Karen Tait,
Group Editor





The premier French property guide...

French Property News informs and inspires with a mix of expert advice, ideal locations and real life features.

Share your message with our affluent readers, looking for all the information they need to make a move to France.

Our regular features include the latest property news, our pick of the best properties on the market, amusing and informative columns and handy language tips.

In addition we feature a range of other subjects to which you can align your brand.





EXPERT ADVICE

Our property professionals keep readers updated on legal and tax regulations, guiding them through the process of buying a property in France. Expert features range from negotiating the best price to removals tips, renovating your home, to starting a business – if it relates to France and French property, we've got it covered.

LOCATION GUIDES


From firm favourites like Brittany, Dordogne and Provence, to less well known places off the beaten path, we have the lowdown on the different areas in France, providing vital information such as typical property prices and styles, local attractions and travel options, as well as topics such as choosing between town or country, mountains or the coast.

TRUE STORIES

Inspiring and educative tales from readers who've already bought in France, to residents who've owned their property for over 50 years and those new to the French lifestyle. We find out how they did it and what they learnt along the way.

GREAT REGULARS

Our regular pages cover the best properties on the market along with the latest property news, entertaining columns, language tips, interiors, and gastronomic delights.



“We have worked regularly with French Property News for several years now, and find that this offers us an excellent route to our client base, many of whom are regular readers. This magazine offers a very good source of information about current concerns in France, especially in relation to property and residence issues, with which our clients will inevitably identify very closely.”

**Matthew Cameron,
Head of French Legal Services
Ashtons Legal**

In print and digital...

Our readers are actively looking for information on a variety of topics to help with their property search.

We like to work hand-in-hand with advertisers to ensure you get the best response possible from your campaign in *French Property News*.

We aim to offer flexible and innovative solutions to ensure you get the most for your spend.

OPTIONS INCLUDE:

- ✓ Display
- ✓ Classified
- ✓ Sponsored editorial
- ✓ Advertorial
- ✓ Bespoke / Contract Publishing
- ✓ Inserts
- ✓ Cover-mounts / bagged items
- ✓ Direct mail to subscribers
 - 31,000 e-newsletter recipients
 - 9,200 third party email recipients
- ✓ Reader offers

Source: Email recipients January 2021

Brand Extensions

French Property News publishes the extremely successful French Property Buying Guide which is the definitive handbook for those looking to purchase a place in France – within these guides we carry many advertising opportunities, plus the ability to be the overall sponsor.

Take your message ever further with combined print and digital advertising – reaching more people, in more places, more often...

www.francepropertyshop.com

With over 14,000 current properties featured on the site at any one time, *France Property Shop* is the destination website for serious property hunters. The site has recently been re-launched and is now more user friendly than ever, with very detailed search functions to help people find their perfect properties. Each listing contains multiple tabs for information including full property details, photos, location maps, region guides and trends.

www.completefrance.com

Complete France reaches over 149,000 unique visitors every month online and over 117,000 unique viewers from search referrals.

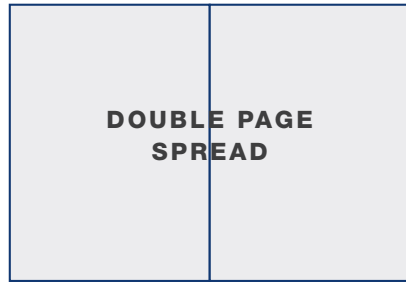
37,000⁺

average monthly UVs

www.francepropertyshop.com

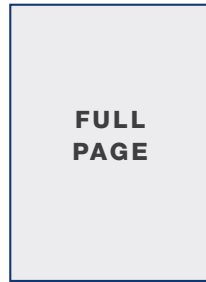
Source: Adobe Analytics, Jan – Dec 2020

ADVERTISING FORMATS AND RATES



DOUBLE PAGE SPREAD

420mm x 297mm (Trim)
426mm x 303mm (Bleed)



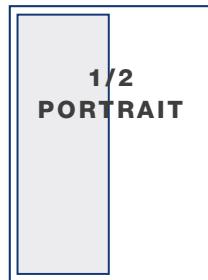
FULL PAGE

210mm x 297mm (Trim)
216mm x 303mm (Bleed)



FULL PAGE (TEXT)

210mm x 297mm



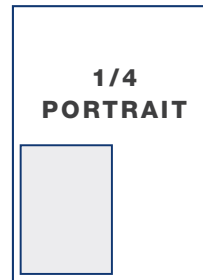
1/2 PORTRAIT

93mm x 270mm



1/2 LANDSCAPE

190mm x 133mm



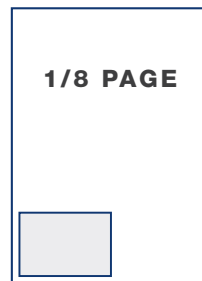
1/4 PORTRAIT

93mm x 133mm



1/4 LANDSCAPE

190mm x 65mm



1/8 PAGE

65mm x 93mm

DISPLAY SERIES BOOKING DISCOUNTS

LENGTH OF SERIES	DISCOUNT
3 months	7.5%
6 months	12.5%
12 months	17.5%

DISPLAY RATES

SIZE	COST
DPS	£2,360
Full Page	£1,750
1/2 Page	£885
1/4 Page	£455
1/8 Page	£240

SIZE	COLOUR
5cmx1 Column (3.5cm)	£82

DISPLAY: Premium Positions: +20% off Rate Card
 Inserts: Prices on application, Advertising Agency fee discount: 10%
 Prices exclude vat

PUBLICATION DATES AND DEADLINES

ISSUE	1ST AD DEADLINE	LAST DEADLINE	PDFS TO PRINTER	ON SALE DATE
Feb-21	16th Dec 2020	18th Dec 2020	21st Dec 2020	13th Jan 2021
Mar-21	25th Jan 2021	27th Jan 2021	29th Jan 2021	10th Feb 2021
Apr-21	22nd Feb 2021	24th Feb 2021	26th Feb 2021	10th March 2021
May-21	26th Mar 2021	30th March 2021	1st April 2021	14th April 2021
Jun-21	26th April 2021	28th April 2021	30th April 2021	12th May 2021
Jul-21	24th May 2021	26th May 2021	28th May 2021	9th June 2021
Aug-21	28th June 2021	30th June 2021	2nd July 2021	14th July 2021
Sep-21	26th July 2021	28th Jul 2021	30th Jul 2021	11th Aug 2021
Oct-21	30th August 2021	1st Sept 2021	3rd Sept 2021	15th Sept 2021
Nov-21	27th Sept 2021	29th Sept 2021	1st Oct 2021	13th Oct 2021
Dec-21	25th Oct 2021	27th Oct 2021	29th Oct 2021	10th Nov 2021
Jan-22	22nd Nov 2021	24th Nov 2021	26th Nov 2021	8th Dec 2021

SPECIFICATIONS:

All Archant magazines use a 100% PDF 1.3 workflow. Supplied adverts submitted to Archant for inclusion in their magazines must meet the printer's specification.

PDF 1.3 - Adobe Portable Document Format in version 1.3.

COLOUR – CMYK Colour, RGB, Pantone, Lab, Index or spot colours will be converted.

IMAGES - 300 dpi in CYMK.

FONTS – Embedded.

Perfect PDF files can be created in QuarkXPress, InDesign or via Acrobat Distiller using settings based on the magazine industry standard pass4press PDF settings found at: www.ppa.co.uk.

Preferred delivery via AdFast.

Email to specialistsupplied@archant.co.uk.

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