

A wide-angle photograph of a lavender field at sunset. The field is filled with rows of purple lavender plants, with a dirt path leading through them towards the horizon. In the background, there are stone ruins, possibly a small chapel or tower, silhouetted against the bright orange and yellow sky. The sun is low on the horizon, creating a warm, golden glow across the entire scene.

Living France

MEDIA PACK 2017

For the life you've always dreamed of...

W E L C O M E...

Over 28 years of helpful advice...

Established in 1989, *Living France* Magazine is the essential guide for anyone who dreams of a new life in France, with all they need to know about making a successful move across the Channel. Regular features include inspirational real-life stories of people who've already made the move, alongside invaluable practical advice on everything from buying a property to starting a business or enjoying a peaceful retirement, along with key legal and financial issues, and tips for learning the language.

The magazine remains the bestselling title about living in France on the UK news stand. It appeals to readers at every stage of the journey, whether they're just starting out, planning property viewing trips or they're ready to book removal companies.

Vicky Leigh,
Living France Editor





Celebrating French lifestyle and dream destinations...

Living France reaches affluent and loyal readers, offering practical advice on a range of topics including:

PLACES TO LIVE

Everything you need to make an informed decision on your new life in France.

PROPERTY TO BUY

We've got it covered with what's on that market – ask the agent and the latest property trends.

THE BIG MOVE

We offer invaluable legal and financial advice and meet the expats who share their know how.

TRES BIEN!

Food, wine, tranquil vineyards, breathtaking scenery, the list goes on... *Living France* celebrates the good life.

In print and digital...

Living France readers look to us for practical advice and guidance for their pending move across the Channel or for their current home in France.

OPTIONS INCLUDE:

Advertorial



Display




Sponsored Editorial



OTHER OPTIONS INCLUDE:

- ✓ Classified
- ✓ Cover mounts
- ✓ Inserts
- ✓ Reader competitions
- ✓ Bagged items
- ✓ Bespoke publications
- ✓ Direct mail





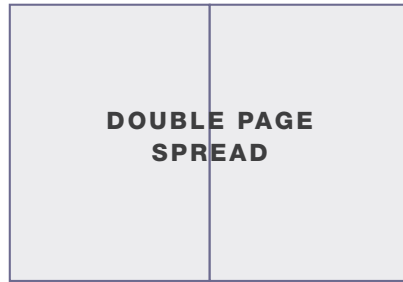
"We have worked regularly with Living France for several years now, and find that this offers us an excellent route to our client base, many of whom are regular readers. The magazine offers a very good source of information about current concerns in France, especially in relation to property and residence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

Matthew Cameron
Head of French Legal Services, Ashtons Legal

"Since our business was established in 2002, we have found Living France to be one of the leading publications offering good value for money. It is a pleasure to work with their editorial and advertising team who stay in regular contact with us; we have an excellent working relationship. It is the essential guide for anyone who dreams of a new life in France."

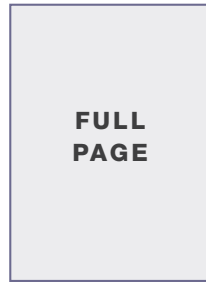
Peter Elias
(Owner of Allez-Francais property agency)
www.allez-francais.com

ADVERTISING FORMATS AND RATES



**DOUBLE PAGE
SPREAD**

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



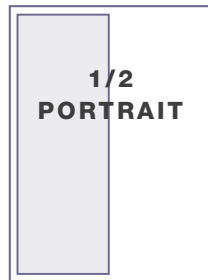
**FULL
PAGE**

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



**FULL PAGE
(TEXT)**

210mm x 297mm



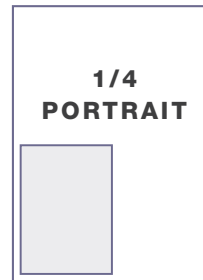
**1/2
PORTRAIT**

93mm x 270mm



**1/2
LANDSCAPE**

190mm x 133mm



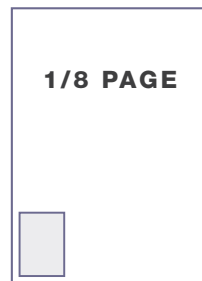
**1/4
PORTRAIT**

93mm x 133mm



**1/4
LANDSCAPE**

190mm x 65mm



1/8 PAGE

65mm x 93mm

CLASSIFIED SIZES

A Votre Service

1 column = 40mm

2 column = 82mm

Rentals / Private Sales

1 column = 43mm

2 column = 89mm

3 column = 124mm

DISPLAY SERIES BOOKING DISCOUNTS

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

DISPLAY RATES

SIZE	COST	PROPERTY
DPS	£2,360	£1,990
Full Page	£1,380	£1,130 (max. 16 Properties)
1/2 Page	£870	£595 (max. 8 Properties)
1/4 Page	£455	£320 (max. 4 Properties)
1/8 Page	£240	£185 (max. 2 Properties)

SIZE	COLOUR	MONO
4cmx1 Column (4cm)	£80	£60

ADVERTISING DESIGN FEE

£25 applicable for new clients when booking a one-off insertion.

Premium Positions: +20% of Rate Card.

Inserts: Prices on Application

Advertising Agency Discount: 10%. Prices exclude VAT

Other advertising opportunities

We can tailor any number of the following to deliver your business message to our targeted database:

- ✓ e-newsletter
- ✓ e-shots
- ✓ Digital publications
- ✓ Apps and podcasts
- ✓ Half-page ads
- ✓ We can turn your brochures into apps
- ✓ *Living France* is available to download on iTunes

Take your message even further...

WITH COMBINED DIGITAL ADVERTISING

Talk to us about our various digital solutions including e-newsletters, apps, podcasts and more... taking your message direct to the inbox of an engaged audience.

Living France is part of the comprehensive website, **www.completefrance.com**, covering all aspects of France, from property purchases, to holidaying or just enjoying France from home! Our hugely popular France forum sits on the website and attracts a wider than ever audience.

www.francepropertyshop.com

With over 16,000 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.

56,650⁺

monthly unique visitors at
www.completefrance.co.uk

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



66%

buy *Living France*
for help planning
a move



89%

of readers agree
that the magazine
contains practical
and valuable advice



72%

of people moving
to France say they
are looking for
expert advice



£49,000

is the average
annual income of
our readers



84%

of all readers
spend up to four
hours reading the
magazine

A HIGHLY LOYAL AUDIENCE

61%
of readers subscribe
to *Living France**

Source - *Readers Survey 2013.



PUBLICATION DATES AND DEADLINES

ISSUE	COPY DESIGN DEADLINE	ARTWORK DEADLINE	LAST DELIVERY DATE FOR INSERTS	ON SALE DATE
Feb	23rd Dec	4th Jan	6th Jan	18th Jan
March	30th Jan	1st Feb	3rd Feb	15th Feb
April	27th Feb	1st Mar	3rd Mar	15th Mar
May	27th Mar	29th Mar	31st Mar	12th Apr
June	24th Apr	26th Apr	28th Apr	10th May
July	22nd May	24th May	26th May	7th June
August	19th June	21st June	23rd June	5th July
September	17th July	19th July	21st July	2nd Aug
Autumn	14th Aug	16th Aug	18th Aug	30th Aug
October	11th Sep	13th Sep	15th Sep	27th Sep
November	9th Oct	11th Oct	13th Oct	25th Oct
December	6th Nov	8th Nov	10th Nov	22nd Nov
January	4th Dec	6th Dec	8th Dec	20th Dec
February	23rd Dec	3rd Jan	5th Jan	17th Jan

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 CMYK.

FORMATS – 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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