

CONNEXION RATE CARD 2017-18

Established 2002

Leading English-language media for France

- **PRINT:** Monthly 64-page tabloid format sold in 6,000 newsagents and supermarkets across France, on ferries between the UK and France and by subscription. Price €4.20 an edition, €49 annual subscription to France
- **ONLINE:** connexionfrance.com Updated daily
- **EMAIL:** Twice weekly newsletter (Tuesday and Friday)
- **HELPGUIDES:** Digital / print. Annually updated, highly targeted to cover specific aspects of life in France about which readers seek information

We provide a unique mixture of news, comment and practical/cultural information about France.

Our readership is English-speaking, predominantly British. Most readers own a home in France* or have a second home in the country or plan to move over shortly. They search contacts with English-speaking services or tailored products for expatriates.

Advertisers can benefit from our close and trusted link with readers both here and in the UK.

- HELPGUIDES -



- PRINT -



40,000

Monthly print run, On sale in **6,000** plus newsagents and supermarkets across France

8,000

Subscribers

20,000

Subscribers to our 2 weekly newsletters

60%+*

Newsletter open rate

*Source MailChimp. Industry average is 17%

120,000+*

Unique visitors a month to our website

Principally France (55%) and UK (24%)

*Source Piwik

- EMAIL NEWSLETTER -



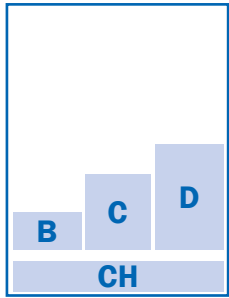
- WEB -



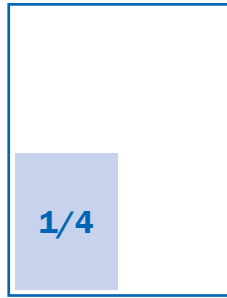
* Reader profile: 95% own property in France (14% second home owners) – 50% plus are in early or timely retirement

For more than 90% moving to France is a lifestyle choice – They have more than average time / income to enjoy leisure activities

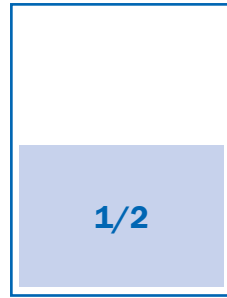
PRINT ADVERTISING SIZING (WIDTH X HEIGHT)



B - 85mm x 45mm
C - 85mm x 93mm
D - 85mm x 141mm
CH - 262mm x 45mm



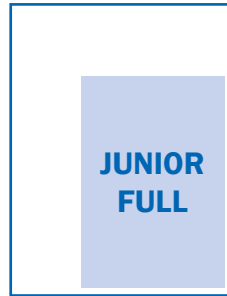
1/4
129mm x 170mm



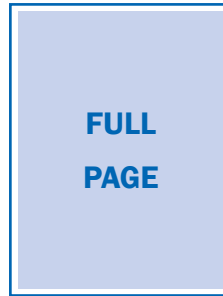
1/2
262mm x 170mm



ADVERTORIAL
262mm x 80mm



JUNIOR FULL
173mm x 282mm



FULL PAGE
262mm x 340mm

NEWSLETTER RATES

per week (two newsletters, Tuesday and Friday)

€150 HT a week for top banner. €75 HT in-text banner

€100 HT a week for in-text sponsored article, clicking through to article on our website

For longer campaigns please contact us directly for a rate.

Solus emailing is available for selected services.

WEBSITE

Top of page, side and in-text options available.

Range of positions by page, theme or individual article / keyword positioning.

Prices start from €140 HT a month

PRINT RATES

Rates are in euros and exclude 20% TVA (HT). Prices are per month

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
B	224	213	202	168
C	405	385	364	304
D	545	517	490	409
CH	405	385	364	304
1/4	913	867	822	684
1/2	1,555	1,478	1,400	1,167
JUNIOR FULL	2,116	2,011	1,905	1,587
FULL PAGE	2,932	2,786	2,640	2,199

ADVERTORIAL

These are published in the business Directory section

*415

**250

* Non 'Directory' advertisers

The 'Directory' is our 'Yellow pages' online and in print

** 'Directory' advertisers

Sponsorship of themed columns are also available. Contact us for details.

Prime and set positioning 10-15% premium

ARTWORK SPECIFICATIONS

- New artwork can be supplied between editions at no extra cost
- The deadline is the 5th of the month for all new or revised artwork for the following edition
- We can create artwork from €25HT
- Complete artwork can be supplied in the following formats: jpg, pdf, tif, eps. In CMYK or grayscale
- Resolution must be a minimum of 300dpi at the actual print size
- All black text must be 100% black, not a CMYK mixture
- Fonts must be outlined
- We recommend a minimum of 7pt text for legibility
- We print on 45gsm quality newsprint

Send all artwork to: artwork@connexionfrance.com

CONTACT US:

Tel: UK +44 20 3002 0669 / France +33 (0)6 40 55 71 63

Email: sales@connexionfrance.com