CONNEXION RATE CARD

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 €4.80 an edition, €55 annual subscription to France
- DIGITAL ONLY: Subscriptions €46 a year, €12 for three months
- ONLINE: connexionfrance.com Updated daily
- EMAIL: Three weekly newsletters (Monday, Wednesday and Friday)
- HELPGUIDES: 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.

* 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

40,000
Monthly print run, On sale in 6,000 plus newsagents and supermarkets across France

11,000
Subscribers

40,000
Subscribers to our 3 weekly newsletters

55%+*
Newsletter open rate
*Source MailChimp. Industry average is 17%

700,000+*
Unique visitors a month to our website
Principally France (51%), UK (21%), US (8%) and other (20%)
* Google Analytics July 2020

connexionfrance.com
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.

WEB SITE
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 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
JUNIOR FULL - 262mm x 80mm
FULL PAGE - 173mm x 282mm

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

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<th>6 MONTHS</th>
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ADVERTORIAL
These are published in the business Directory section
* Non ‘Directory’ advertisers
** ‘Directory’ advertisers

WEB SITE
Top of page, side and in-text options available.
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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: sales@connexionfrance.com

CONTACT US:
Tel: UK +44 20 3002 0669 / France +33 (0)6 40 55 71 63
Email: sales@connexionfrance.com