

The Connexion Advertising Rate Card 2023

Established 2002

Leading English-language media for France

- **PRINT:** Monthly 64-page tabloid format sold in 4,500 newsagents and supermarkets across France, and by subscription. Price €6.25 an edition, €60 annual subscription to France edition, €66 annual subscription to France
- **100% DIGITAL:** Subscriptions €54 a year, €15 for three months
- **ONLINE:** connexionfrance.com updated daily
- **EMAIL:** Free daily newsletter (Monday-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, although we have a growing number of American readers. 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 and the US.



PRINT



DIGITAL TURN PAGE



WEBSITE



NEWSLETTER



HELP GUIDES

35,000

Monthly print run

On sale in **4,500 plus** newsagents and supermarkets across France

25,000

Subscribers

15,000 Digital subscribers

10,000 Print + digital subscribers

50,000

Subscribers to our free daily (Monday-Friday) newsletter

55%+*

Average newsletter open rate

*Source MailChimp. Industry average is 25%

1,200,000*

Unique visitors a month to our website

Principally:

France (26%),

UK (39%),

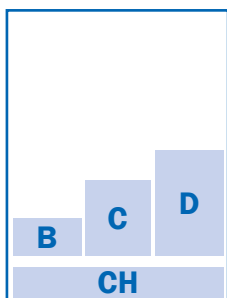
US (10%)

Other (25%)

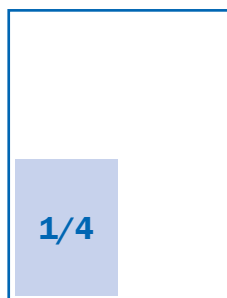
* Similarweb May 2023

www.connexionfrance.com

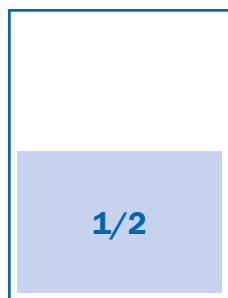
PRINT ADVERTISING SIZING (WIDTH X HEIGHT)



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



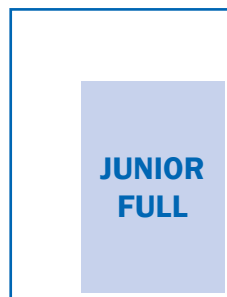
129mm x 170mm



262mm x 170mm



262mm x 80mm



173mm x 282mm



262mm x 340mm

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

*415
 These are published in the business Directory section **250

* Non 'Directory' advertisers
 The 'Directory' is our 'Yellow pages'
 ** '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
- 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