

AIRFRANCE

# MAGAZINE



THE LUXURY LIFESTYLE

# A powerful company

A DESIRABLE ADVERTISING TARGET

POWERFUL

50M

passengers

PROFESSIONAL

67%

AB individuals

EXCLUSIVITY

52%

Exclusive passengers

**98** COUNTRIES | **496 938** FLIGHT/YEARS | **218** STOPS OVER SERVED

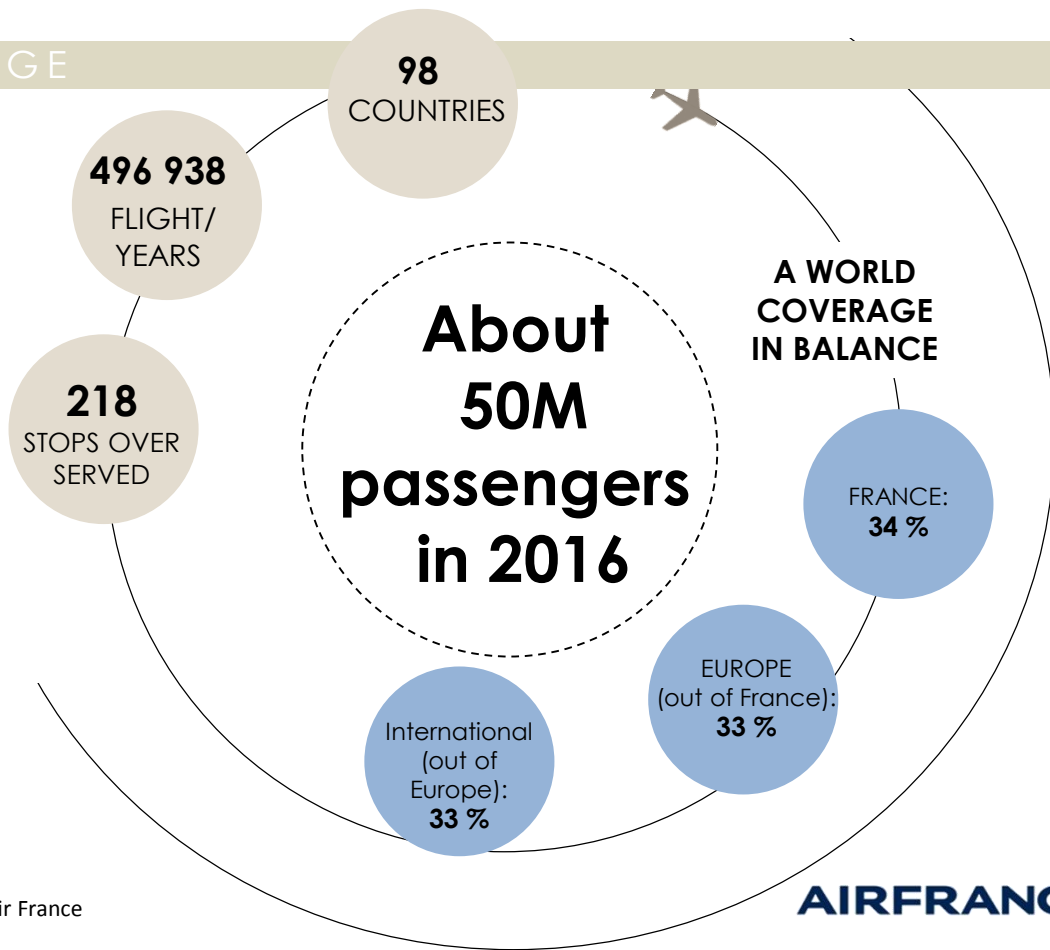


Source : Air France

**AIRFRANCE** 

# Air France traffic

BALANCED GLOBAL COVERAGE



Source : Air France

**AIRFRANCE**

# An innovative company

## FIRST STRATEGIC DESIGN AWARD 2018

### Air France and Joon earn trophies at the Strategic Design Award 2018

Air France received the 3rd place for its Terminal E Hall L show at the Paris-Charles de Gaulle airport, in the category "Architecture, Signage environment, Museography".

Joon was awarded first place for "Brand Name Creation" and Silver in the "Global Brand Design" category.



## CINEMA TO GO

BETC Paris's Cinema to Go campaign for Air France receives the Lion cyber bronze, a prize that rewards the innovative offer proposed by Air France that allows among other things to finish watching a movie on tablet after the end of its flight.



## UPMARKET

Nearly 70% of the long-haul Air France fleet equipped with the Economy BEST cabins by the end of 2018.



## 1<sup>ST</sup> CUSTOMER RELATIONSHIP

On March 15, 2018, for the third year in a row, Air France received the first prize in the Customer Relationship Podium in the Transport sector. In order to award this award, three angles of the customer experience are evaluated: execution, connection and emotion.



# A DYNAMIC NETWORK & STOPS OPENINGS

## AIR FRANCE STRENGTHENS ITS 2018-2019 NETWORK

### NORTH AMERICA

#### New

Seattle +3flights /week (AF) – 25/03/2018

#### Enhancement

Détroit 7 flights /week (AF)

New York 28 flights /week (AF)

Montréal 13 flights /week (AF) ( soit +1 flight /week )

### FRANCE

#### 9 new lines from its main hubs and regions

Lorient (AF)

Toulon (AF)

La Rochelle (HOP!)

Genève (HOP!)

Marseille (HOP!)

Lyon (HOP!)

Brest (HOP!)

Bruxelles (HOP!)

Strasbourg (HOP!)

\*Flight operated 1 to 14 times a week

### EUROPE

#### New\*

Bari (AF)

Catania (AF)

Cork (AF)

Wroclaw (AF)

Bergen (JOON)

\*Flight operated 1 to 14 times a week

### ASIA

#### New

Ho Chi Minh City 1 vol/semaine (AF)

Dubai 3 vols/semaine (AF)

Mumbai 1 flight/day(JOON)

#### Enhancement

Osaka 5 flights /week (AF)

Tokyo-Haneda 12 flights /week (AF) (soit +2 vol/semaine)

Séoul 3 flights /week (AF) (soit +2 flights /week )

Taipei 3 flights /week (AF)

### SOUTH AMERICA

#### Enhancement

San José 4 flights /week (AF) – 16/04/2018

Fortaleza-Brésil 3 flights /week

(JOON) – 03/05/18

Rio de Janeiro 10 flights /week (JOON) ( soit +3 flights /week )

St. Martin 5 flights /week (AF)

( soit +4 flights /week )

### AFRICA

#### New

Nairobi 3 flights /week (AF)

Mahé 3 flights /week (JOON)

03/05/18

#### Enhancement

Malé 3 flights /week (Air France)

Cape Town 5 flights /week (JOON)

Ouagadougou :7 flights /week (AF)

( soit +3 flights /week )

# A very selective profile

MIXED PROFILE

25-64 YEARS OLD

CEO'S AND EXECUTIVES



## SEX

Female

Male

## AGE

- 24 yo

25 to 44 yo

45 to 64 yo

+ 65 yo

## PROFESSIONAL

C-Suirs

Executives

Liberal professionals

## NATIONALITY

France

Europe (except Fr)

Others (out of Europe)

## AF FOUND TRIP FREQUENCY

1

2 to 3

4 & +

## AF GLOBAL

44%

56%

6%

39%

44%

11%

18%

38%

11%

48%

27%

25%

34%

33%

3%

# Accompanying exceptional targets

ALL THROUGH ITS AIRCRAFT





# The luxury lifestyle

EDITORIAL EXPERTISE | BRAND CONTENT | A STRONG CIRCULATION | ONLINE COMMUNITY | AIR FRANCE NEWS

THE LUXURY LIFESTYLE



BRAND CONTENT



AIRFRANCE / **MAGAZINE**



EDITORIAL EXPERTISE



# The luxury lifestyle

AIR FRANCE MAGAZINE RAISES TRAVEL & DISCOVERY IN LIFESTYLE RANK



## A reading that drives you to dream

A poetic vision of the journey that invites the reader to indulge in discovery.

An angle deliberately off the beaten path and a hedonism assumed



## An experience of traveling through the feathers of Gallimard

With each publication of the destinations explored under the particular angle of the pleasure of the senses

The trends, the discovery, the opening, the escape around 5 sequences combining unusual themes and prescriptive sections for passengers insiders.

A unique reading context to reach a captive and receptive audience

### On the way to dream

A nomadic spirit, an invitation to travel

An inscription in the trend and the time

A look and affirmed biases



# Air France magazine sections

ICI & AILLEURS

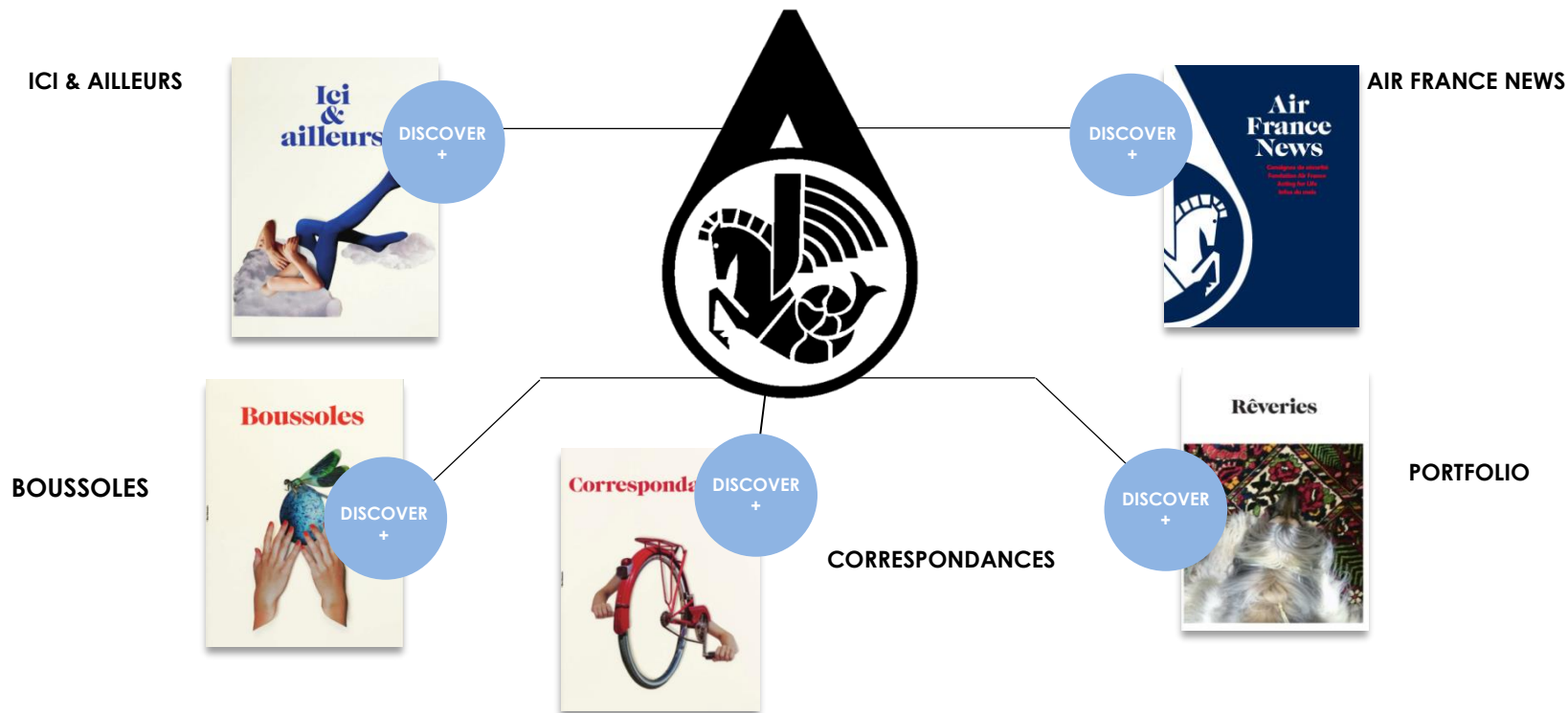
BOUSSOLES

CORRESPONDANCES

RÊVERIES

ACTUALITÉS AIR FRANCE

TRENDS, DISCOVERY, OPEN-MINDENESS, ESCAPISM COVERED IN 5 SECTIONS COMBINING EXCEPTIONAL SUBJECTS AND SPECIFIC ARTICLES



# Diversification

## SUPPLEMENTS AND SPECIAL ISSUE

### SPECIAL WINE



2015 JUNE

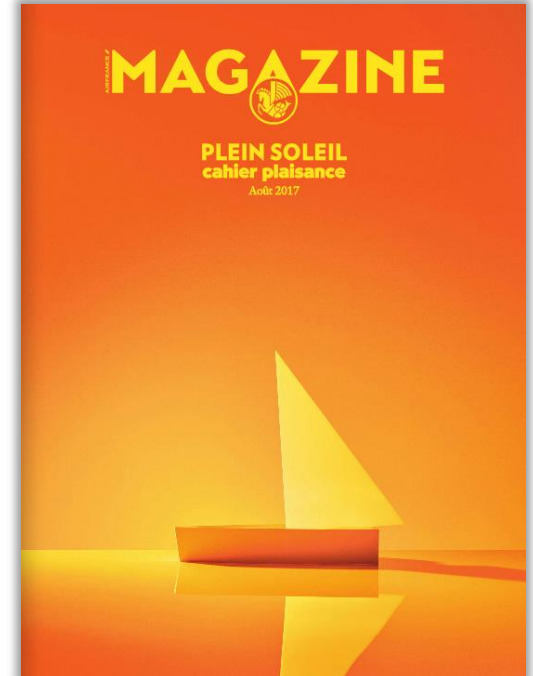
2017 JUNE

### SPECIAL AUTOMOBILE



2016 SEPTEMBER

### SPECIAL YACHTING



2017 AUGUST

# Special operations

DEVICES

THE KOOPLES

## PROGRAMING

10 pages of shooting in the « Reveries » section of the magazine. Shooting would be realized by 8 renowned photographers.

Reveries portraits

### Latitudes, Attitudes

Comme son nom l'indique de façon amusée, la marque française The Koooples célèbre les couples et l'union de leurs styles. Restait à ouvrir la géographie de sa silhouette rock-dandy en invitant dix couples du globe à donner leur propre vision d'une pièce iconique, **le perfecto**. Huit photographes commandités par le magazine ont fait entrer l'inaltérable blouson noir dans d'autres décors, traquant, sous son allure androgyne, des histoires d'amour aux quatre coins du monde.

TEXTES Marie Lemaire



Talia di Istanbul

27 et 30 ans, à Berlin, par le photographe polonaise Beata Huzarska. Telle une silhouette, le chef d'œuvre de cette assemblée de deux ans. Faut-il que la même école, sans se connaître, s'est dans un même Berlin et Beata Huzarska que dans un autre jusqu'à présent se sont rencontrés. Depuis, leur vie se mesure du côté de leur vie à Berlin. Et de transporter à Berlin la nuit d'Istanbul.

27 and 30 years old, in Berlin, by the photographer Polish Beata Huzarska. The night, Berlin, the silhouette, the night of Istanbul.



Spa di Ljubljana

24 et 27 ans, à Berlin, par le photographe polonaise Beata Huzarska. Telle une silhouette, le chef d'œuvre de cette assemblée de deux ans. Faut-il que la même école, sans se connaître, s'est dans un même Berlin et Beata Huzarska que dans un autre jusqu'à présent se sont rencontrés. Depuis, leur vie se mesure du côté de leur vie à Berlin. Et de transporter à Berlin la nuit d'Istanbul.

24 and 27 years old, in Berlin, by the photographer Polish Beata Huzarska. The night, Berlin, the silhouette, the night of Istanbul.

# A strong visibility

**MAGAZINE**

DISTRIBUTED IN ALL :    FLIGHTS |    CLASSES    |    BOARDING LOUNGES    |    VIP LOUNGES



**428,895**

copies every month



# An upscale readership

THE PREMIUM MAGAZINE

| A QUALIFIED READER

LEADER OF ITS CU IN AFFINITY ON TOP EXECUTIVES &amp; TOP INCOME

## UN LECTORAT SÉLECTIF

- A very **selective** target
- **Ultra-qualified**
- **A highly-captive** audience setting
- A **rare** yet sought-after target group

## UNE AUDIENCE PREMIUM

- A **AB+ clientele**
- **High-Income**
- Main target of business managers
- **Foreign tourists**

## EUROPE

- **1 042 000** high income European readers\*

## FRANCE

- **350 000** Premium readers
- **286 000** Top incomes readers
- **200 000** Top executives readers
- **168 000** Top executives & Top incomes readers

## EUROPEAN READERSHIP

<b>25%</b> of opinion leaders	Ind. <b>246</b>
<b>40%</b> of Decision makers	Ind. <b>207</b>
<b>43%</b> of very high incomes (TOP3)	Ind. <b>234</b>
<b>53%</b> of C-suite executives	Ind. <b>128</b>

## FRENCH AUDIENCE

<b>81%</b> Top 8	Ind. <b>121</b>
<b>19%</b> Top 1	Ind. <b>217</b>
<b>32%</b> Top 2	Ind. <b>189</b>
<b>40%</b> Top executives & Top incomes	Ind. <b>171</b>



# 2019 rates

## 2019 ADVERTISING RATES

**MAGAZINE**

12 issues per year

428,895 copies CDD 2017-2018

1,042,000 European Readers A.I.A., Europe Affluent Survey 2018 - 22 countries

350,000 Premium Readers A.I.A., Affluence Premium 2017

NATIONAL RATE - gross rate - Starting from issue n°202

Below the 15% professional discount (i.e. general sales conditions)

Full page rate size 300 mm W x 240 mm L - contract proof



### STANDARD POSITIONS

SINGLE

SPREAD

Single Page	25 100 €	Spread	50 200 €
-------------	----------	--------	----------

### PREMIUM POSITIONS

Back cover	42 000 €	Opening Spread	68 000 €
Facing editorial	33 500 €	2nd opening spread	65 600 €
Facing Table of contents	33 300 €	3rd opening spread	60 100 €
LHP Moods	33 300 €	4th opening spread	58 400 €
RHP Moods	32 800 €	Other opening spread	56 000 €
Facing contributors	32 800 €		
1st RHP	31 600 €		
2nd RHP	31 500 €		
Inside back cover	31 400 €		
Opening LHP of editorial section	31 400 €		

### OTHER SPECIFIC POSITIONS

	FIRST	
3rd RHP	31 200 €	
	STARS	
4th and 5th RHP	30 200 €	Double 1st part 53 500 €
	ESSENTIALS	
RHP in editorial section	29 800 €	
	OPPORTUNITIES	
Facing on board price list	20 900 €	

### INSERTS (cost per thousand)

Card sticker	42 €	12 pages	340 €
2 Pages	120 €	16 pages	430 €
4 Pages	150 €	20 pages	440 €
6 Pages	190 €	24 pages	450 €
8 pages	240 €		

### OTHER ADVERTISING FORMAT

1/2 page	17 100 €
----------	----------

### VOLUME DISCOUNT \*

Gross revenue from	50 200 €	3%
Gross revenue from	75 300 €	4%
Gross revenue from	125 500 €	5%
Gross revenue from	175 700 €	7%
Gross revenue from	251 000 €	9%
Gross revenue from	376 500 €	12%

\*Volume discount calculated on gross rate for advertisers or group of advertisers (i.e. general terms and conditions)



### AGENCY DISCOUNT \*

Discount on agency turnover calculated on gross rate from the 1st € 3%

\* Applicable to the representative. Each discount is based on the gross revenue of rates basis (after any application of modulation rates)

### OTHER RATE CONDITIONS

RHP required : +10%  
RHP 1st part : +15%  
Successive / isolated Ads: +10%

Find the entire advertising rates and T&C on  
our website:

<http://www.lagardere-pub.com>

# 2019 Editorial calendar



N°	Date	Themes	Commercial Deadline	Technical Deadline
261	January	Decoration / Design	27 November	06 December
262	February	Accessories	26 December	03 January
263	March	Fashion Issue	29 January	05 February
264	April	Watches	26 February	05 March
265	May	Beauty Issue	27 March	03 April
266	June	High-tech	26 April	03 May
267	July	Leather goods / Luggage	24 May	03 June
268	August	Cars	26 June	03 July
269	September	Men Issue	26 July	02 August
270	October	Perfumes & Beauty	28 August	04 September
271	November	Watches Issue	26 September	03 October
272	December	Luxury / End of Year Gifts	29 October	03 November

# Contacts



## **Caroline POIS**

Deputy Managing Director

## **Emmanuel LALA**

Commercial director

+33 1 41 34 83 95 – [emmanuel.lala@lagardere-pub.com](mailto:emmanuel.lala@lagardere-pub.com)

## **Vincent BOUTBOUL**

Advertising director

+33 1 41 34 92 30 – [vincent.boutboul@lagardere-pub.com](mailto:vincent.boutboul@lagardere-pub.com)

## **Emmanuel ASCHER**

Sales manager

+33 1 41 34 87 42 – [emmanuel.ascher@lagardere-pub.com](mailto:emmanuel.ascher@lagardere-pub.com)

## **Laurène CARLE**

Sales executive

+33 1 41 34 85 71 – [laurene.carle@lagardere-pub.com](mailto:laurene.carle@lagardere-pub.com)

Assisted by

## **Caroline HARRAULT**

+33 1 41 34 86 64 – [caroline.harrault@lagardere-active.com](mailto:caroline.harrault@lagardere-active.com)