



ENGLISH MEDIA KIT 2018



Launched in 1874, the **French Alpine Club** is one of the oldest associations dedicated to the practice and knowledge of the mountain in all its aspects (sportive but also cultural, scientific, environmental...).

It became the **French Federation of the Alpine and Mountain Clubs (FFCAM)** in **2004**. Today, the federation is :

- ✓ **95 000** licence holders FFCAM – **21%** are under 24 years old
- ✓ **7 500** volunteers
- ✓ **685** clubs
- ✓ **52** Departmental and Regional Committees
- ✓ **125** refuges, chalets and mountain centers
- ✓ **50 000** young people welcomed in FFCAM accommodations

The FFCAM is a **multisports federation** that proposes these activities : **mountain climbing, hike, climbing, snowshoes, sports aerials, mountain biking, mountain skiing, canyoning, speleology ...**

The FFCAM also attempts to promote the knowledge and protection of the mountain, a sensitive natural environment.

It participates in the sustainable development of high valleys through its **125 refuges, chalets and mountain centers**. **It is a major actor of the world of mountain.**

The FFCAM is a member of the [UIAA](#) (International Union of the Associations of Mountain Climbing) and of the Alpine Arc Club.



La Montagne & Alpinisme is a useful magazine, at the service of all the passionate about mountain : discoveries, human adventures, education, advice, meetings, debates, mountain from here and there...

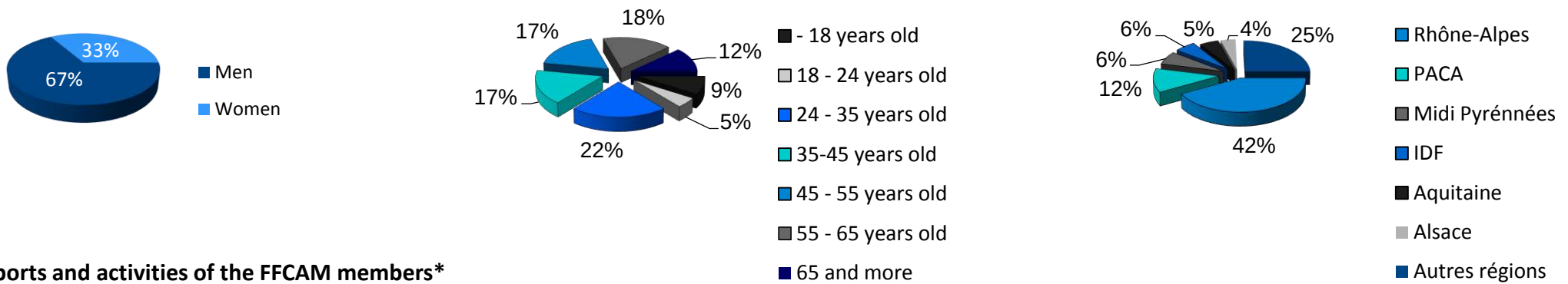
The second magazine of the specialized press of « Sports - Hike - Ski » controlled by the ACPM (OJD [Office of justification of the advertising media distribution] & AudiPresse)

- Edition : **14 472 copies***
- Total distribution : **13 380 copies***
- Periodicity : **Quarterly**
- Readership : the members of FFCAM

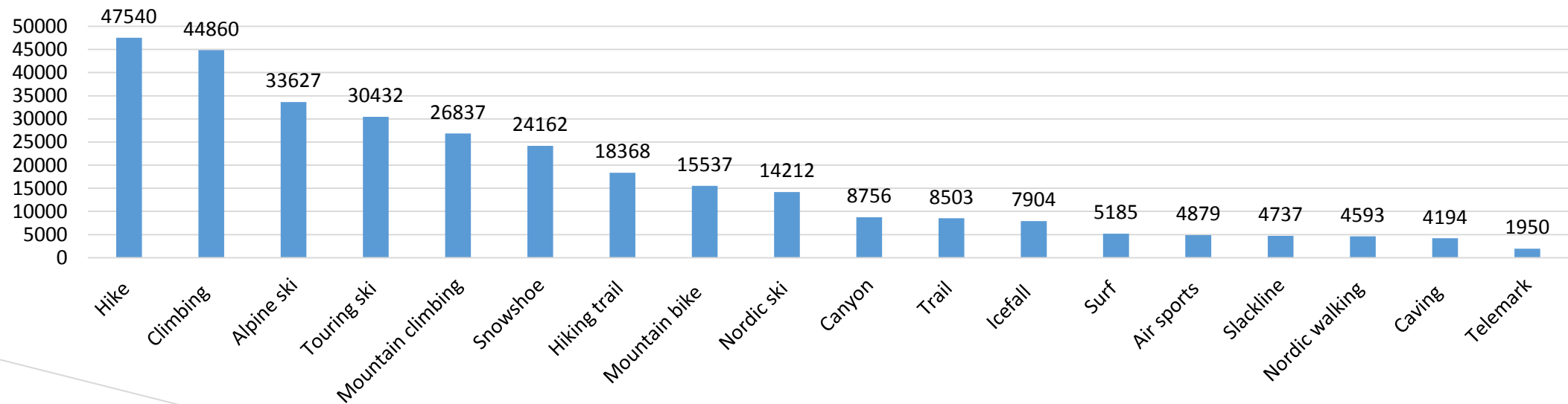
Editorial content : Since 1905, the magazine deals with the mountain at every level and in all its aspects (sports, culture, environment and society).



The FFCAM Members by gender, age and regions *



Sports and activities of the FFCAM members*



* FFCAM Activities 2018

| DIGITAL DISTRIBUTION SINCE 2014 |

Distribution : **72 600 email addresses qualified**

Consultation : digital kiosk

A distribution increased of **10 %** compared with the printed version

An unchanged price

Your advertising amplified by a link of rerouting towards your web site

Editorial content : Montagnes Infos informs all the members of all the current events of the federation, its activities, the life of clubs. This newspaper is **the link between all the members of the FFCAM.**

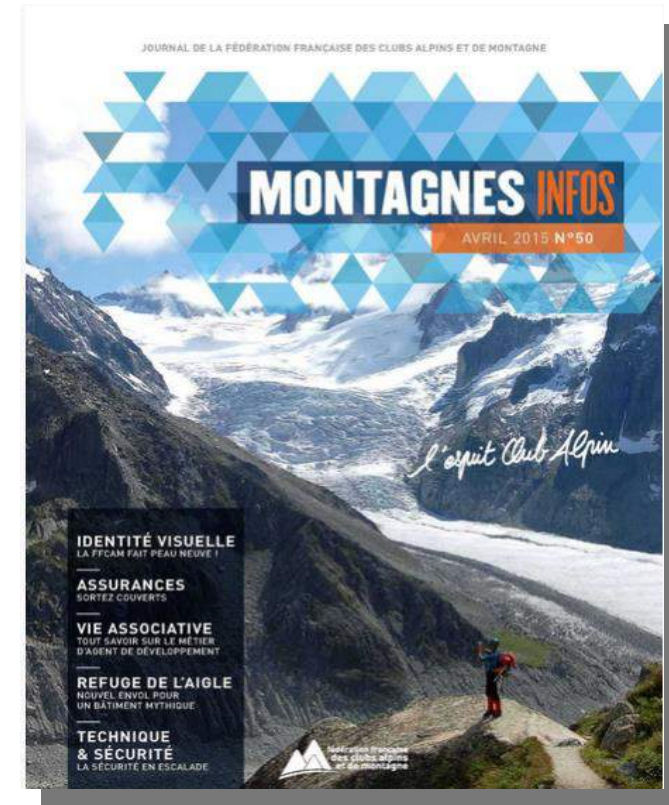
Periodicity : **Biannual**

Readership : licence holders of the FFCAM

Statistics – Exemple : Montagnes Infos n° 49

72 600 adresses > 100%

48 600 e-mail opening > 67% so **2/3 of the e-mails**



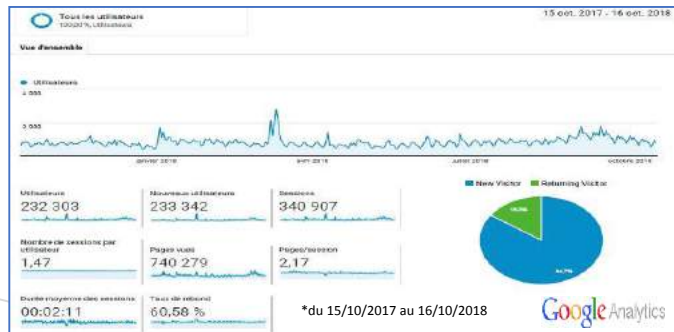
Consult the *magazine* [ici](#)

| FFCAM.FR |

NEW DESIGN IN 2015

- Unique visitors : **232 303**
- Visits : **340 907**
- Pages seen : **740 279**
- Your advertising amplified by a **redirect link** to your website

At the end of each poster campaign, a statistic recap furnished by Google Analytics is given to the advertiser (number of visitors, unique visitors, number of printing, etc.)



Consult the web site [ici](http://FFCAM.FR)

| LE MAGAZINE |

Spaces	Formats	Off tax prices
2 nd cover	210Lx270H	6 000 €
3 rd cover	210Lx270H	5 500 €
4 ^{ème} CV	210Lx270H	7 200 €
Double page	420Lx297H	9 500 €
Page	210Lx297H	4 800 €
1/2 Page	200Lx143H ou 95Lx287H	2 600 €
1/3 Page	200Lx89H ou 60Lx287H	1 800 €
1/4 Page	200Lx64H ou 95Lx143H	1 300 €
1/6 Page	5Lx89H ou 97,5Lx92,33H	680 €

| LE MAGAZINE DIGITAL |

Spaces	Formats	Off tax prices
2 nd cover	210Lx270H	6 600 €
3 rd cover	210Lx270H	6 050 €
4 ^{ème} CV	210Lx270H	7 700 €
Double page	420Lx297H	10 450 €
Page	210Lx297H	5 280 €
1/2 Page	200Lx143H ou 95Lx287H	2 860 €
1/3 Page	200Lx89H ou 60Lx287H	1 980 €
1/4 Page	200Lx64H ou 95Lx143H	1 430 €

General terms of sale – Gross rates on 01/01/2018

New customer discount : 3%	2 inserts : 10%
Loyalty discount : 7%	3 inserts : 20%
Professional discount* : 15%	4 inserts : 30%
(Certificate of mandate to be supplied)	

| THE WEB SITE |

Spaces	Off tax prices
Weekly banner home page	250 €
Banner home page season 18 weeks	2 000€
Annual banner home page annuelle	4 000€
CPM	3,56€
Decreases according to duration :	
3 months : 10%	
6 months : 25%	
9 months : 40%	
12 months : 50%	



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