

PASSION  
**Rando**  
LE MAGAZINE DE LA FRANDONNÉE

ENGLISH MEDIA KIT  
2018



### | MARKET OF HIKE IN France |

- The hike is the sport **most practiced** by the French (41%)\*
- Hiking is the **favorite sport** of the French (31%)\*
- 5.5 million French people regularly go hiking (2016 BVA study)
- **46% of 50 years and more and 52% of 65 years and more** practice walking (hiking and trekking)
- **43%** of hikers have a significant purchasing power

### | FIGURES OF THE FEDERATION |

- **242 000** licence holders, whose 62% are women
- **20 000** volunteer taggers **8 500** buoys et **10 000** organisers with certificate
- **3 500** associations and **110** Departmental and Regional Committees
- **180 000 km** of marked trails (3 times the earth's)
- A collection of **230** guide-books (Topoguides®)

\* Survey FFRP january 2018

..... KEY FIGURES : FFRP .....

**Key figures \*:**

- **Print run** : 71.434
- **Paying subscribers** : 44.189 copies (5 100 offers subscribers : *clubs, VIP*)
- **Total circulation** : 42.952 copies
- **Audience** : 400.000 readers



**Reader Profiles :**

- 89% of the readers practice hiking year-round
- 78% of the readers practice hiking weekly
- 67% of the readers practice hiking in France
- 34% men and 66% women
- 16% of the readers practice hiking abroad

| **RELEASE** |

○ **MARCH**  
 dated april-may-june

○ **JUNE**  
 dated july – august - september

○ **SEPTEMBER**  
 Dated october - november - December

○ **DECEMBER**



| **FFRANDONNEE.FR** |

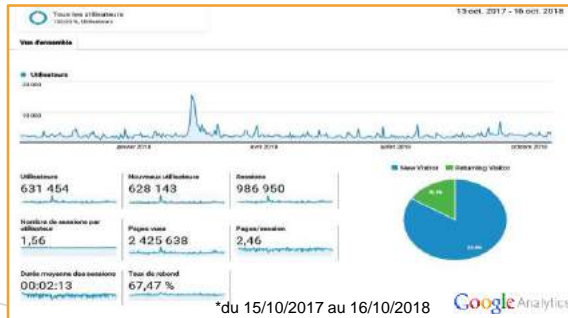
The website of the French Federation of Hiking on wich members, hikers and clubs connect :  
News, advices, routes presentation ...

**Key figures\*:**

- 940 000 annual visitors
- 700 000 Unique visitors
- 2,5 millions annual viewed pages
- 3 minutes average length of visit

**Profile of the internet users :**

- 54% of womens - 46% of mens
- 18-34 years old : 28% - 35-55 years old : 37% - + de 55 years old : 35%
- 66% practice hiking every week
- 62% are members of the French Federation of Hike



Consult the websit [here](http://www.ffrandonnee.fr)

| **MONGR.FR** |

**The 100% routes website** : customization of routes, presentation of the trails, practical advice, membership, preferential rates at partners FFRandonnée, online store ...

**Key figures :**

- 936 000 Annual visitors
- 664 000 Unique visitors
- 1,9 millions Annual viewed pages
- 2 minutes Average length of visit

**Profile of the internet users :**

- 18-34 years old : 36% - 35-55 years old : 34% - + de 55 years old : 30%
- 61% are younger than 34
- Interests : sports, computers, food and travel



Consult the website [here](http://mongr.fr)

..... SIZES AND PRICE LIST .....

| THE MAGAZINE |

Spaces	Off tax prices
2 <sup>nd</sup> cover	9 000 €
3 <sup>rd</sup> cover	8 000 €
Back cover	10 000 €
Page	6 000 €
1/2 Page	3 500 €
1/3 Page	2 500 €
1/4 Page	2 000 €
1/6 Page	1 500 €

Encart :

- Right of asilage: 100 € HT the mile
- Above 2 pages: + 3 € excl. VAT / page
- Technical costs: 650 € HT
- File extraction option: 200 € HT
- Postal fees: according to weight inset

| DIGITAL |

[ffrandonnee.fr](http://ffrandonnee.fr)

**Square Headband :** 7,90 € HT (300\*200 - 800 Ko)

**Banner :** 8,90 € HT (728x90 - 800 Ko)

**Lining :** 360 € HT the day (1 week )

[monGR.fr](http://monGR.fr)

**Giga Banner :** 8,90 € HT (1120x205 - 800 Ko)

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

New customer discount : **3%**

Loyalty discount : **7%**

Professional discount\* : **15%**

(Certificate of mandate to be supplied)

2 inserts : **10%**

3 inserts : **20%**

4 inserts : **30%**

5 inserts : **40%**

6 inserts or more : **50%**



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Foto: Arnaud, Corinne, Blanche

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