



ENGLISH MEDIA KIT  
2018

| THE BAYARD GROUP |



5th French publishing and printing media group

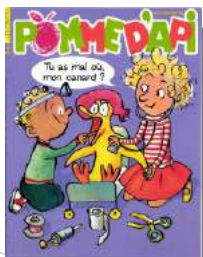
4 areas :

- Youth (Pomme d'Api, J'aime lire...)
- Religious (La Croix, Pèlerin)
- Seniors (Notre temps)
- Nature (Terre Sauvage)

Active in 16 countries

36 billion readers

5 billion subscribers



| THE MILAN EDITIONS |



**Nature et Territoires** from **Milan Presse** publishes magazines that place human relationship to nature, at the heart of its concerns. Our vocation, led by common values, is to reveal to our readers the wealth and diversity of their territory, share our will of action to protect our natural heritage. Respect and responsibility of each: these are the keys of a sustainable balance between men and nature

- 54 issues per year
- 3 400 000 readers (source AEPM 2011)
- 85 000 subscribers : loyal readers
- 245 000 copies in newsstands every month

## MAGAZINE

- Periodicity : **6 issues /year + special issues**
- Print run\*: **28 358 copies**
- Audience : **345 650 readers\*\***
- Circulation\*: **13 826 copies whose the 7 067 subscribers**

→ **France**

→ **Étranger**

\*Données Certifiées ACPM (OJD & AudiPresse) – DSH 2015

## THE EDITORIAL LINE

Alpes Magazine is a concret invitation of the Alpes meeting :

- Sport & leisure alpine (ski alpine, ski de hiking, raquettes...)
- Mountain tourism
- Society : people from above, people from below
- Heritages alpine
- Lifestyle in mountain
- Alpine culture

The Alps Magazine reveals in every number of multiple facets of the Alps: the territory, the history, the nature, the environment, the lifestyle, the traditions, the gastronomy and the sport



Consultez le magazine [ici](#)

## THE READER

### The passionate of mountain

- 76% leave to the mountain the summer and the winter
- 89% Practice the hike
- 52% Practice the Alpine skiing
- 47% make snow shoes...

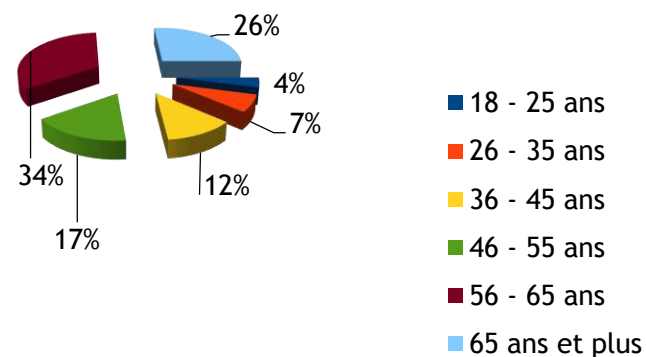
→ 30% Owners of a holiday home in mountain are

### Loyal and regular readers

- 52 % readers are subscribed
- 87 % read every number

### A national readership

- 40 % resident in Rhône-Alpes
- 20 % resident in Île de France
- 18 % resident in region PACA
- 10 % resident in Suisse ...



| SPECIAL ISSUE HAS THE DISCOVERED OF THE ALPINE TREASURES |

- Circulation : 60 000 copies
- Audience : **768 000 readers**
- Sent to **7 067 subscribers**
- Available in kiosk during 3 months



**SPECIAL HIKE ISSUE**  
«Les plus belles randonnées des Alpes»

Release : may



**SPECIAL SUMMER ISSUE**  
« La grande aventure des trains des Alpes»

Release : june



**SPECIAL MUSHROOM ISSUE**  
« reconnaître, cueillir, savourer »

Release : september



**SPECIAL WINTER ISSUE**  
« La folle Histoire de Chamonix»

Release : december

## MAGAZINE

- Periodicity : **6 issues /year + 3 special issues**
  - Circulation\* : **50 000 copies**
  - Audience : **746 000 readers\*\***
  - Distribution\* : **32 000 copies** whose the **subscribers**
- **France**
- **Étranger**

\*Certified Datas ACPM (OJD & AudiPresse) – DSH 2015

## THE EDITORIAL LINE

**PYRENEES MAGAZINE** shares communal ambitions for its readership:

- > Reveals the wealth and the diversity of the natural and cultural patrimonies.
- > To share the knowledge to permit to the readers to know better the territories and their issues.
- > To awake to the responsibility and respect concerning the shared heritage where the ecosystem is weaken and to invit to a sustainable development, guarantee of a more balanced relationship between humans and nature.

## THE READING INTEREST

- Nature **82 %**
- Heritage **71 %**
- The historical articles **65 %**
- The portraits **50 %**
- The hinking ideas **50 %**
- Lifestyle **47 %**
- News **41 %**



	Alpes Magazine classic	Alpes Magazine Special issue	Pyrénées Magazine classic	Pyrénées Magazine Special issue	Destination Provence
2 <sup>nd</sup> cover	5 400 €	6 480 €	5 900 €	7 080 €	5 600 €
3 <sup>rd</sup> cover	5 100 €	6 120 €	5 572 €	6 686,4 €	5 400 €
Back cover	6 200 €	7 440 €	6 800 €	8 160 €	6 400 €
Double page	8 900 €	10 680 €	8 900 €	10 680 €	8 700 €
Full page	4 500 €	5 400 €	4 500 €	5 400 €	4 400 €
1/2 page	2 600 €	3 120 €	2 390 €	2 868 €	---
1/3 page	1 900 €	2 280 €	2 000 €	2 400 €	---

**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)

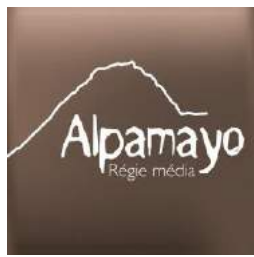
2 inserts : **10%**

3 inserts : **20%**

4 inserts : **30%**

5 inserts : **40%**

6 inserts and more : **50%**



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**Céline Guglielminetti** – *Sales administration*



Panossesque - Fenai, Andes, Cordillère Blanche

Supports professionnels :



>>> Sites Web



Supports spécialisés Grand-Public :



>>> Magazines

