MEDIA PACK
2021
Overview:

Founded in 1943, France-Amérique is the only bilingual French-English publication in the United States.

Every month, the France-Amérique print magazine offers a compilation of portraits, reports, essays, and interviews to inspire thought and debate, combined with an elegant design and high-quality images. The publication analyzes French life and art de vivre, and offers a unique connection to the French cultural scene in the United States. Thanks to its bilingual format, France-Amérique attracts students of French and English who use the magazine to improve their written comprehension in both languages.
Since the New Year, France-Amérique cover is created by French artist Léa Morichon who creatively adapts an editorial theme from each edition into an artistic cover illustration.
Each month, readers will find:

- **NEWS**
- **COME ON OUT**
- **IDEAS**
- **BUSINESS**
- **FASHION**
- **LIFESTYLE**
- **BON APPETIT**
- **CULTURE**
- **LANGUAGE**
- **UNKNOWN FRANCE**

**Insertions:**

**School Guide:**
France-Amérique publishes a bi-annual School Guide, highlighting the latest trends and advancements in French education in the U.S, as well as a comprehensive listing of bilingual schools around the country.

**TV5MONDE Guide:**
Each print issue features the TV5MONDE Guide, highlighting the channel’s entire content.
LIFESTYLE
28
Tarocchi
Niki de Saint Phalle, Interior view of The Empress, Tarot Garden
Paul Signac,
SIGNAC AND THE INDÉPENDANTS
org/ps1. Sept. 7 at MoMA PS1 in Long Island City, NY; moma.
the interdisciplinary approach and activism of the works on paper, jewelry, and other items highlighting
at the Montreal Museum of Fine Arts in Quebec, Canada; Gauguin, and many more.
than 100 paintings by the title artist, as well as some
Paris in the Days of Post-
elars), succession d’éventails et de palmettes. Une double
collier en or pavé de 99 cristaux Swarovski (225 dol-
du Met est dédiée à la meneuse de revue française : un
lant les danseuses Ginger Rogers et Zizi Jeanmaire. La
d’une rétrospective à la Grosvenor Gallery de New
concerts de Jefferson Airplane, du Grateful Dead, de Janis
et ses figures mythologiques : le mouvement psychédélique
Les hippies donneront à l’artiste vieillissant une seconde jeu-
after the other, her works no longer sell. She sold her
les années 1930, Erté est sur le déclin. Au lendemain de la
disputes with the actresses, the artist bounded by the
1927, dessinera le spectacle de l’Exposition universelle
l’ouverture de l’exposition !

BY TRACY KENDRICK
Alphabet Soup & Abbrevianese: Lol or WTF?
LOZANO

PHILIPPE LANÇON
La vie d’après

"Everyday at 10:30 p.m. (ET)
Info FilmInterview
The Guide
Sunday, April 19 at 8:30 p.m. (ET)
Discount

LA VILLA SAVOYE

"IRONICALLY, THEY WERE ORGIANICALLY INTENDED TO HINDER UNDERSTANDING, NOT FACILITATE IT!"

La vie d’après

"On ne connaît pas
les anecdotes et anecdotes à l’époque. Que deviennent-
voisins, voisins de rues, de maisons, de villes, de pays, de
le temps a passé, nous avons des amis et des parents qui
la vie d’après.

"CEST BIEN QUE LE MESSAGE SOIT EXTENDE, MAINTENANT ON ATTEND DES ACTES."
France-Amérique is distributed to its subscriber base and to its partners at French embassies, Air France Lounges, Sofitel hotels, French consulates, French-American organizations, and prestigious targeted events in the U.S. and France.

Our advertisers have included:
Air France • Atout France • Sofitel • Alliances Française • Corcoran • LVMH • Moulin Rouge • Galeries Lafayette • Pernod Ricard • Van Cleef & Arpels • Champagne Louis Roederer • TV5MONDE • Le Petit Marseillais • Banque Transatlantique • American Friends of the Louvre • National Gallery of Art • Albertine • Croisière Europe • Heavenly Spirits • Jade • Ladurée • Delsey

Our readers are:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>60%</td>
<td>Female</td>
</tr>
<tr>
<td>40%</td>
<td>Male</td>
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<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>Avid travelers</td>
</tr>
<tr>
<td></td>
<td>Travel to France on average once a year for business and/or leisure</td>
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<table>
<thead>
<tr>
<th>Total Readership</th>
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<tbody>
<tr>
<td>120,000</td>
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<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>95%</td>
<td>Culture</td>
</tr>
<tr>
<td></td>
<td>Are interested in museums and exhibitions</td>
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Average household income:
$150,000

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Education Post-graduate degree</td>
<td></td>
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<tr>
<td>59%</td>
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<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>70%</td>
<td>Americans</td>
</tr>
<tr>
<td>30%</td>
<td>French or French Americans</td>
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<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEVEL OF FRENCH</td>
<td></td>
</tr>
<tr>
<td>advanced</td>
<td>71%</td>
</tr>
<tr>
<td>intermediate</td>
<td>18%</td>
</tr>
<tr>
<td>beginner</td>
<td>11%</td>
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PRESTIGIOUS TARGETED EVENTS:
- Film festivals
- Gastronomy festivals
- Bastille Day festivals
- Art & literature festivals
- French-language conventions
- Galas, fundraising events

FRENCH CONSULATES:
- New York, NY
- San Francisco, CA
- New Orleans, LA
- Miami, FL
- Houston, TX
- Boston, MA

FRENCH EMBASSIES:
- Washington, D.C.
- French Cultural Services, NY
- Albertine, French Bookstore on Fifth Avenue, NY

FRENCH-AMERICAN ORGANIZATIONS:
- Alliances Françaises
- Accueils Français
- French-American Chambers of Commerce
- French-American schools

SOFITEL HOTELS:
- New York
- Chicago
- Philadelphia
- Los Angeles
- Montreal

AIR FRANCE:
In premium lounges:
- New York, NY (JFK)
- Boston, MA (BOS)
- Houston, TX (IAH)

LA COMPAGNIES AIRLINES:
Visibility on all entertainment digital screens
France-Amerique.com is a go-to site for Francophiles and francophones interested in all things French taking place in the United States. Our web platforms reach an affluent, international audience of readers interested in travel, language, culture, and gastronomy.

Each Thursday, France-Amérique releases a digital newsletter called FA-Hebdo, with the latest French-American news and events going on in the US, offering unique promotional opportunities for our advertisers.

75,000 Unique visitors per month on france-amerique.com
22,000 Subscribers to FA-HEBDO weekly newsletter

REACH OUR DIGITAL AUDIENCE:

- Boost your online exposure with sponsored articles, web banners, homepage takeovers, and native advertising opportunities with rich media
- Boost your event post on our cultural agenda sponsored by Sorteer
- E-blasts allow you to send an exclusive offer to our entire database of double opt in subscribers
### PRINT RATES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>$5,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$4,000</td>
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<tr>
<td>Inside Front Cover</td>
<td>$3,080</td>
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<tr>
<td>Inside Back Cover</td>
<td>$2,940</td>
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<tr>
<td>Full Page</td>
<td>$2,800</td>
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### DIGITAL RATES

#### WEBSITE
- Top Banner: $260 Weekly, $1170 Monthly
- Right Sidebar: $260 Weekly, $1170 Monthly
- Bottom: $180 Weekly, $810 Monthly

#### NEWSLETTER
- Top Banner: $260 Weekly, $1170 Monthly
- Middle Banner: $200 Weekly, $900 Monthly
- Bottom Banner: $160 Weekly, $720 Monthly
- Event Feature in Agenda: $150 Weekly, $675 Monthly

*Frequency discounts: available upon request for all advertising packages*

### OTHER ADVERTISING OPTIONS:

**PRINT**
- Flyer/brochure mailing with the magazine
- Butterfly advertising cover

**DIGITAL**
- Social media campaigns: Instagram, Twitter, & Facebook
- Digital pop-ups

*Partnership opportunities available upon request*

### MARKETING SERVICES:

- Ad design
- Translation services
- Sponsored content creation
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