FRANCE-AMÉRIQUE
MEDIA KIT 2023
“France-Amérique Magazine is the ultimate resource for lovers of everything French. We’re offering something that you won’t find anywhere else: a truly intercultural perspective, filled with cultural insights, stunning design, and independent journalism.”

GUÉNOLA PELLEN, Director of Publication

TOTAL FOOTPRINT

MAGAZINE
120,000
Monthly readers

WEBSITE
840,000
Yearly unique visitors

SOCIAL MEDIA
40,000
Followers

AUDIENCE HIGHLIGHTS

NUMBER 1
publication for Francophiles in the world, with 70% American readers and 30% French or French-American readers.

$15M
France-Amérique’s affluent readers wield over $15 million in total buying power.

60%
of France-Amérique’s audience is made of Millennials (24-39 years-old) and Generation X (40-55 years old).
In May 1943, French resistance fighters exiled in New York City founded France-Amérique.

Giving voice to a bond that stretches back to the birth of a nation.
And creating a conversation between countries that has endured for 80 years.

From the new spring of post-war reconstruction,
To a world teetering on the nuclear edge of a Cold War,
To the hornet’s nest of a global economy.
France-Amérique has been there.
Walking the path of the Transatlantic entente.
Bringing readers along, every step of the way.
Stripping facts bare to reveal even the hardest of truths.
Then framing those truths in the words of intellectuals such as Camus, Sartre and Kessel.
For we are the voice of France in America.
Telling the stories of La Francophonie from Louisiana to Montreal.
Giving life to our language in the halls of America.
Through journalists, essayists, artists who provoke and create dialogue,
with those who would know more than just our language.
France-Amérique is the home of the modern Francophile.
Intellectual, yet playful.
Ever growing and evolving, like the culture itself.
With content from world-renowned artists and writers.
And access to France’s greatest figures, political and otherwise.
This is more than just a cultural showcase, it is a transatlantic conversation.
A discussion of an ever evolving shared history that has united two nations for two and a half centuries.
And which carries us into a new future just as we started...
Together.
In 2023, France-Amérique’s covers will be illustrated by twelve different artists. By commissioning renowned illustrators and painters, we want to turn our front pages into unique works of art. Each month, the cover will reflect the issue’s most important article and highlight an aspect of French-American culture and friendship.

Some of the artists we will work with in 2023:

**TOM HAUGOMAT:** His solid colors and overlays, though digitally processed, almost intentionally invoke the technique of screen printing.

**CHARLIE DAVIS:** His images capture an atmosphere and forms that are expressive, chic, and rich in texture.

**SHELLEY NEWMAN:** Her originals and prints are appreciated throughout Canada, the United States, and around the world.

**BENOIT AUPOIX:** His drawings are striking and effective, and their reading immediate thanks to an intuitive sense of composition and staging.

**FRANCIS LIVINGSTON:** He has been painting for 25 years. He is considered one of America’s finest illustrators and is the recipient of the New York Society of Illustrators’ Silver Medal.

**MATT MURPHY:** His style fits editorial projects because of his ability to communicate conceptual ideas with simplicity, in a few strokes.

**MADS BERG:** He is widely known for his modern Art Deco style and vintage graphics. His pared-back environments provide an elegant simplicity that delivers a concise narrative message.
**CONTENT**

Every month inside *France-Amérique*:

**FROM THE NEWSDESK**
Recent political, educational, and cultural events in France, explained to American readers and students of French with a glossary and notes on the related terminology.

**COME ON OUT**
An overview of French cultural events in the United States and Canada.

**EDITORIAL**
Economist, essayist and *France-Amérique* editor-at-large Guy Sorman comments on French-American current events.

**INTERVIEW**
Economist, essayist and *France-Amérique* editor-at-large Guy Sorman sits down with French and American thinkers who are making the news.

**THE OBSERVER**
Columnist Anthony Bulger takes a jab at explaining French cultural topics that may puzzle, surprise or even shock American readers.

**BUSINESS**
From chefs to Silicon Valley CEOs, business writer Benoît Georges profiles French entrepreneurs who are making it in America.

**LIFESTYLE**
Journalist Jean-Gabriel Frédet explores iconic French museums and cultural destinations that Francophile readers need to know about.

**ALBERTINE DIARIES**
Carte blanche to the residents of Villa Albertine in the United States, the artistic residence program launched by the French Ministry of Foreign Affairs.

**BON APPETIT**
French culinary traditions, innovations and celebrities, explained to an American audience.

**RECIPE**
Celebrated French chefs share their favorite recipes.

**A CANVAS, AN ARTIST**
Art critic Tracey Kendrick spotlights the work of a French artist that is part of an American museum’s permanent collection.

**PORTFOLIO**
On 10 pages, the best of contemporary photography.

**BEYOND THE SEA**
The most extravagant and the most fashionable Americans who made France their home from the Belle Époque to the Swinging Sixties.

**BOOK REVIEW**
The latest in French-language literature, recently translated into English and published in the United States.

**THE WORDSMITH**
Language writer Dominique Mataillet explains the roots and the meaning of new words and expressions found in the news.

**UNKNOWN FRANCE**
From underground villages to off-the-beaten-path museums, an exploration of French cultural destinations that didn’t make it to most guidebooks.

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**French Education Guide**
Since 2009, *France-Amérique* publishes a bi-annual French Education Guide with the latest trends and advancements in French education in the United States, as well as a comprehensive listing of bilingual schools around the country. Due to popular demand, France-Amérique’s Education department recently launched a Higher Education Guide highlighting dual-diploma programs in France and North America.
FRANCE-AMÉRIQUE SHOWCASES THE BEST OF FRENCH CULTURE & LIFESTYLE
OUR READERS

125,000
Monthly readership

Female 55%
Male 45%

$150,000
Average yearly income

100%
Anglophones

70%
Francophones

100%
Francophiles

80%
Avid travelers

60%
Postgraduates

90%
Art, culture & book lovers

Who reads France-Amérique?

Pierre, executive, 47 years old, New York
Sophie, academic, 55 years old, Paris
Léanne, digital marketing associate, 30 years old, San Francisco
They are trusting us

AIR FRANCE • ALBERTINE • ALLIANCE FRANÇAISE D’ATLANTA • ALLIANCE FRANÇAISE D’ALBUQUERQUE • ALLIANCE FRANÇAISE DE BERKELEY • ALLIANCE FRANÇAISE DE BOSTON & CAMBRIDGE • ALLIANCE FRANÇAISE DE CHICAGO • ALLIANCE FRANÇAISE DE DENVER • ALLIANCE FRANÇAISE DE GREENWICH • ALLIANCE FRANÇAISE DE KANSAS CITY • ALLIANCE FRANÇAISE DE MILWAUKEE • ALLIANCE FRANÇAISE DE MINNEAPOLIS • ALLIANCE FRANÇAISE DU NORTH SHORE • ALLIANCE FRANÇAISE DE LA NOUVELLE-ORLÉANS • ALLIANCE FRANÇAISE DE PASADENA • ALLIANCE FRANÇAISE DE PORTLAND • ALLIANCE FRANÇAISE DE SACRAMENTO • ALLIANCE FRANÇAISE DE SARASOTA • AMBASSADE DE FRANCE AUX ÉTATS-UNIS • AMERICAN ASSOCIATION OF TEACHERS OF FRENCH • AMERICAN FRIENDS OF THE CHÂTEAU DE FONTAINEBLEAU • AMERICAN FRIENDS OF THE LOUVRE • AMERICAN FRIENDS MUSÉE D’ORSAY • AMERICAN FRIENDS OF VERSAILLES • AWTY INTERNATIONAL SCHOOL • CHAMBRES DE COMMERCE FRANCO-AMéricaines • NEW YORK, OHIO, MIAMI, CHICAGO • COUCOU • FRENCH CLASSES • LA COMPAGNIE • FÉDÉRATION INTERNATIONALE DES ACCUEILS FRANÇAIS ET FRANCOPHONES • FONDATION CARTIER POUR L’ART CONTEMPORAIN • FONDATION HERMÈS • FRANCE MÉDIAS MONDE • FRANCE PAVILION • FRENCH-AMERICAN ENTREPRENEURSHIP AWARD • FRENCH-AMERICAN FOUNDATION • NEW YORK • FRENCH-AMERICAN FOUNDATION • PARIS • FRENCH-AMERICAN PIANO SOCIETY • FRENCH HERITAGE SOCIETY • FRENCH INSTITUTE / ALLIANCE FRANÇAISE DE NEW YORK • FEDERATION ALLIANCES FRANÇAISES USA • LA SORBONNE • LA REVUE POUR L’INTELLIGENCE DU MONDE • LYCÉE FRANCO-AMÉRICAIN DE COOPER CITY • LYCÉE FRANÇAIS DE NEW YORK • LYCÉE INTERNATIONAL DE BOSTON • LYCÉE INTERNATIONAL DE LOS ANGELES • OFALYCÉE • ONLINE FRENCH-AMERICAN LYCÉE • PARIS AMERICAN CLUB • RADIO FRANCE INTERNATIONAL • RÉSEAU INTERNATIONAL DES MAISONS DES FRANÇOPHONIES • SERVICES CULTURELS DE L’AMBASSADE DE FRANCE • TVSMONDE • TVSMONDE USA • UNIVERSITY OF CALIFORNIA BERKELEY • UNIVERSITY OF FLORIDA
DISTRIBUTION

In addition to its subscribers throughout the world, France-Amérique is also distributed to exclusive partners and prestigious events in North America and in France.

PRESTIGIOUS TARGETED EVENTS:
- Film festivals
- Gastronomy festivals
- Bastille Day festivals
- Art & literature festivals
- French-language conventions
- Galas, fundraising events.

FRENCH EMBASSY & CONSULATES:
- Washington, DC
- New York, NY
- San Francisco, CA
- New Orleans, LA
- Miami, FL
- Houston, TX
- Boston, MA
- Chicago, IL
- Los Angeles, CA
- Atlanta, GA.

FRENCH INSTITUTIONS:
- French Cultural Services, NY
- Albertine Books, NY.

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

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

AIR FRANCE LOUNGES:
- New York, NY (JFK)
- Boston, MA (BOS)
- Houston, TX (IAH).

LA COMPAGNIE AIRLINE:
- Visibility on all in-flight entertainment screens.

BOOKSTORES:
- Smith & Son, Paris
- Barnes & Noble
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# ADVERTISING RATES 2023

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<td>Event Instagram Live</td>
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## DESIGN

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## FRENCH EDUCATION GUIDE

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<td>Inside Back Cover</td>
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## SPECS

- **Print Ad Design**: 8 x 10.85 inches + 0.5-inch bleed
- **Social Media**: 1024 x 130 pixels
- **Design**: 1024 x 130 pixels
- **Both Editions**: 8 x 10.85 inches + 0.5-inch bleed
- **Specs**: 600 x 150 pixels
- **One-Times**: 600 pixels maximum width
- **Price**: $1,170
- **Website**: 600 x 150 pixels
- **Email Marketing**: 600 x 150 pixels