

MEDIA KIT 2023

FRANCE-AMÉRIQUE



"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

A stylized white signature of Guénola Pellen on a dark blue background.

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).

MANIFESTO

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.



COVERS

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.



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.

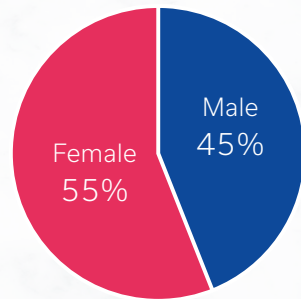
FRANCE-AMÉRIQUE SHOWCASES THE BEST OF FRENCH CULTURE & LIFESTYLE



OUR READERS

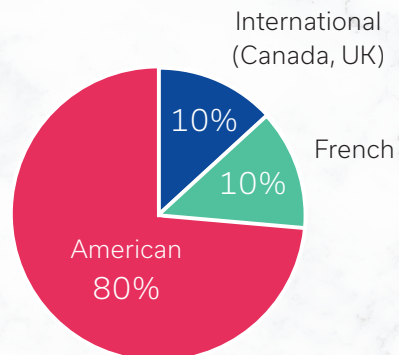
125.000

Monthly readership



\$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 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 FRANCAIS 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 FRANCOPHONIES • SERVICES CULTURELS DE L'AMBASSADE DE FRANCE • TV5MONDE • TV5MONDE USA • UNIVERSITY OF CALIFORNIA BERKELEY • UNIVERSITY OF FLORIDA



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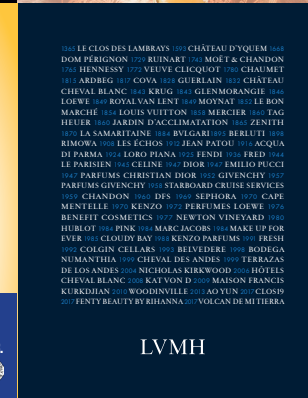
HEAVENLY SPIRITS
FROM FRANCE WITH LOVE

THE TOP RATED
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OF THE YEAR.

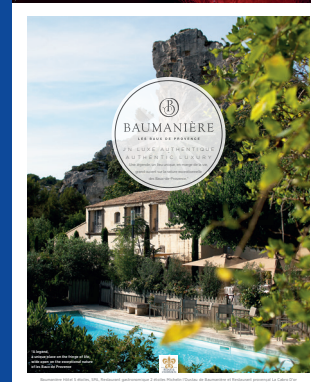
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LOUIS ROEDERER



LA VILLA

LA VILLA



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 • The Red Wheelbarrow, Paris.



EDITORIAL CALENDAR 2023

MONTH	AD DUE	SPECIAL COVERAGE
January	9-Dec	Politics, Ideas
February	9-Jan	Made in France, Valentine's Day
March	8-Feb	Francophonie, Women
April	10-Mar	Green, Environment
May	10-Apr	French-American Friendship
June	10-May	Art & Culture
July-August	9-Jun	Bastille Day, Gastronomy
September	9-Aug	Fashion
October	8-Sep	Wine
November	9-Oct	Tourism
December	8-Nov	Holidays, Luxury

ADVERTISING RATES 2023

PRINT - FULL PAGE		PRICE	SPECS
Double Page Spread		\$5,000	17 x 10.87 inches + 0.125 bleed
Back Cover		\$4,000	8.5 x 10.87 inches + 0.125 bleed
Inside Front Cover		\$3,100	8.5 x 10.87 inches + 0.125 bleed
Inside Back Cover		\$2,900	8.5 x 10.87 inches + 0.125 bleed
Full Page		\$2,800	8.5 x 10.87 inches + 0.125 bleed
DIGITAL MAGAZINE		PRICE	
Full Page		\$900	
WEBSITE	WEEKLY	MONTHLY	840K YEARLY VISITORS
Top Banner	\$300	\$1,100	1024 x 130 pixels
Right Sidebar	\$260	\$800	1024 x 130 pixels
Bottom	\$180	\$500	1024 x 130 pixels
Sponsored Article		\$1,500	500 words
Translation		\$180	
EMAIL MARKETING	WEEKLY	MONTHLY	25K SUBSCRIBERS
Newsletter Top Banner	\$260	\$1,170	600 x 150 pixels
Newsletter Middle Banner	\$200	\$900	600 x 150 pixels
Newsletter Bottom Banner	\$160	\$720	600 x 150 pixels
Featured Event	\$150	\$500	
Dedicated Email Blast	-	\$1,500	600 pixels maximum width

SOCIAL MEDIA	ONE-TIME		40K FOLLOWERS
Social Media Post	\$500		1200 px X 1200 px
Event Promotion	\$500		
Event Instagram Live	\$1,500		
DESIGN	ONE-TIME		
Print Ad Design	\$500		
Banner Ad	\$150		
Social Media Post	\$150		
Hourly Rate	\$150		
FRENCH EDUCATION GUIDE	ONE EDITION	BOTH EDITIONS	SPECS
Back Cover	\$2,500	\$5,000	8 x 10.85 inches + 0.5-inch bleed
Inside Front Cover	\$2,000	\$4,000	8 x 10.85 inches + 0.5-inch bleed
Inside Back Cover	\$2,000	\$4,000	8 x 10.85 inches + 0.5-inch bleed
Full Page	\$1,800	\$3,600	8 x 10.85 inches + 0.5-inch bleed
Half Page	\$1,200	\$2,400	7 x 4.207 inches
1/4 Page	\$800	\$1,600	3.75 x 4.5 inches
1/6 Page	\$600	\$1,200	2.32 x 4.5 inches
Expanded Words	\$100	\$200	100 words in Fench and 100 words in English
Package: Back Cover	\$2,860	\$5,720	Back Cover + Expanded Words + Top Newsletter Banner
Package: Inside Front Cover	\$2,360	\$4,720	Inside Front Cover + Expanded words + Top Newsletter Banner
Package: Inside Back Cover	\$2,360	\$4,720	Inside Back Cover + Expanded Words + Top Newsletter Banner
Package: Full Page	\$2,160	\$4,320	Full Page + Expanded Words + Top Newsletter Banner
Package: Half Page	\$1,560	\$3,120	Half Page + Expanded Words + Top Newsletter Banner
Package: 1/4 Page	\$1,160	\$2,320	1/4 Page + Expanded Words + Top Newsletter Banner

ADVERTISING SALES CONTACT

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