

# *madame* **FIGARO**

**EDITIONS INTERNATIONALES**



- ***TRADITION***
- ***MODERNITY***
- ***STRENGTH***
- ***PURPOSE***



# Madame Figaro International: 3 centuries of brand history

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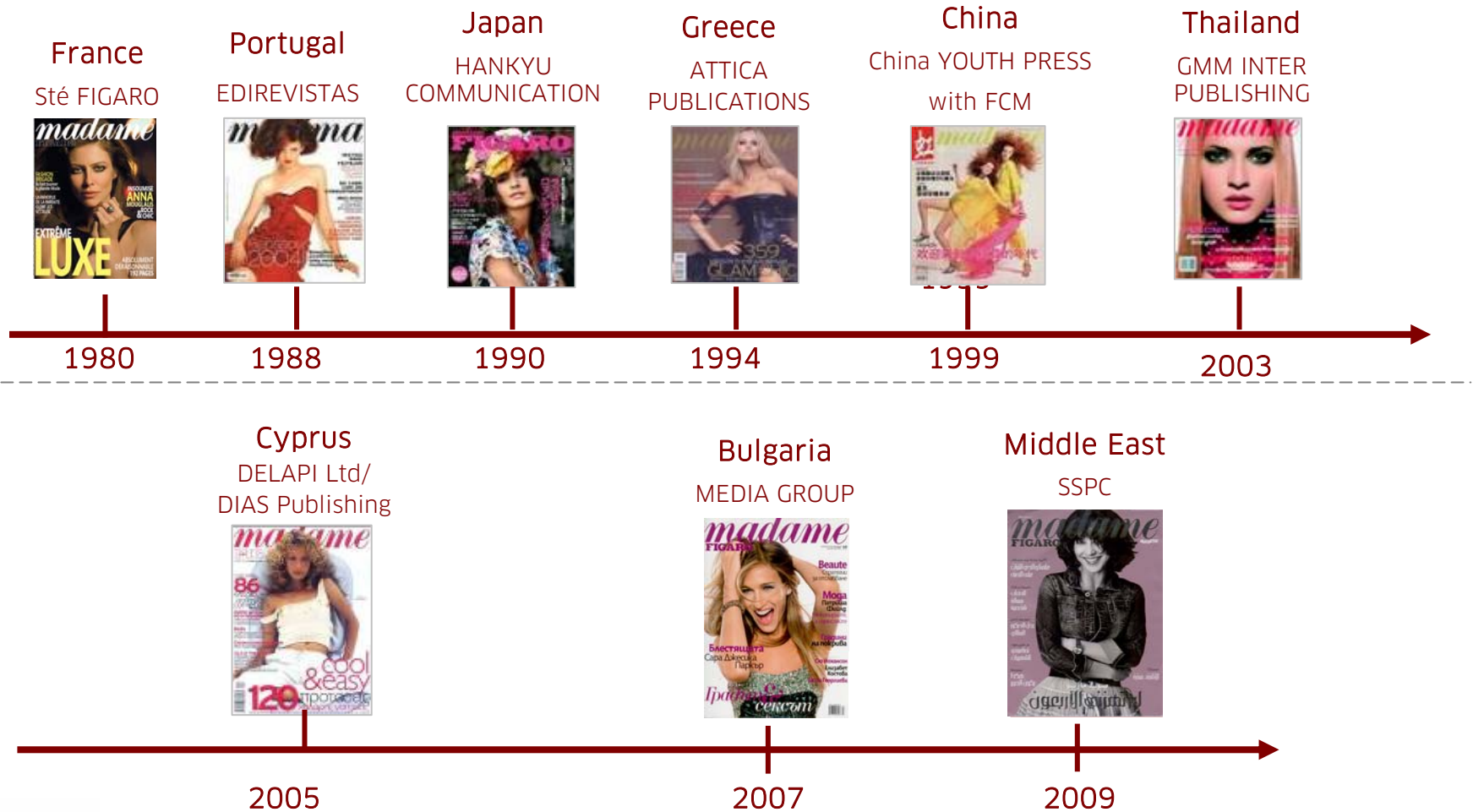
- *« Without freedom to blame, there is no true praise » : Beaumarchais in « the wedding of Figaro » 1754.*
- *1826: FIGARO first established as a « what's on », satirical periodical.*
- *2009: Figaro Group, a major French publisher:  
- daily press, magazines, web.*

- *1980: Madame Figaro launched in Paris.  
Become weekly in 1984*
- *1988: First foreign language edition of  
Madame Figaro with « Maxima » Portugal.*
- *2009: Madame Figaro Arabia, the 10th edition  
of Madame Figaro.*

# A growing international network



10 editions covering Europe, Asia and the Middle East.



- ***Combined Circulation:***  
*over 2 000 000 copies/reconstructed monthly scale*
- ***Total Audience: 5 million readers/month***
- ***Total Ad Volume: 6 759 pages (2009)***
- ***An impressive world-wide advertisers Top 20***

Source : KANTAR – Full year 2009 – MF Int.

# Worldwide top 20

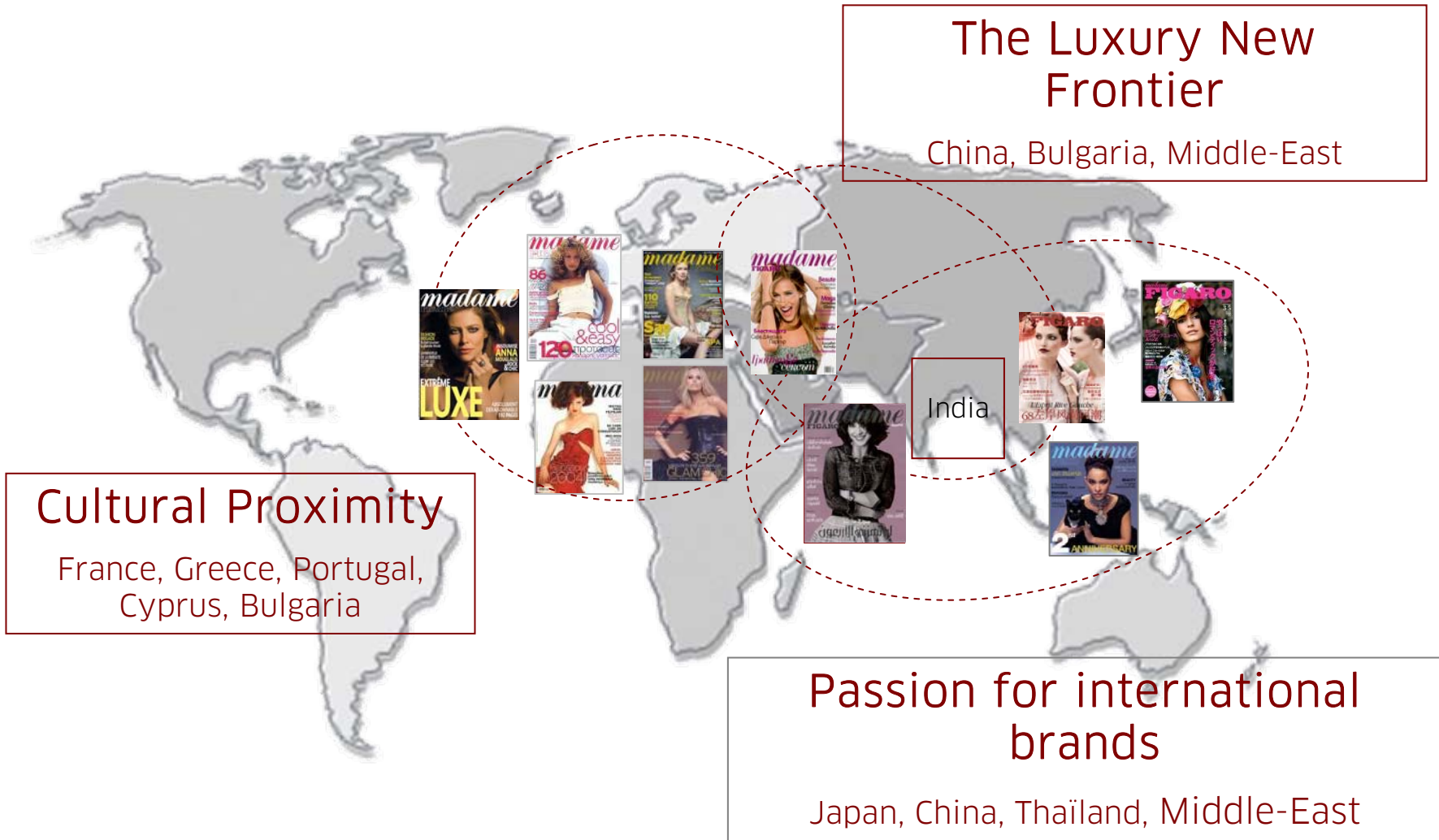
|                            |                               |
|----------------------------|-------------------------------|
| 1. L OREAL PARIS           | 11. BEIERSDORF                |
| 2. ESTEE LAUDER COSMETICS  | 12. PROCTER & GAMBLE PRESTIGE |
| 3. COSMETIQUE ACTIVE VICHY | 13. UNILEVER FRANCE           |
| 4. SHISEIDO FRANCE         | 14. CHRISTIAN DIOR COUTURE    |
| 5. LANCOME                 | 15. LOUIS VUITTON             |
| 6. CHANEL PARFUMS          | 16. GEMEY MAYBELLINE GARNIER  |
| 7. GUCCI COUTURE           | 17. SEVEN SECONDS             |
| 8. CHRISTIAN DIOR PARFUMS  | 18. LABO.JOHNSON & JOHNSON    |
| 9. PROCTER & GAMBLE FRANCE | 19. CARTIER JOAILLIER         |
| 10.CHANEL COUTURE          | 20. STEFANEL                  |

 13 COSMETICS

 7 FASHION & ACCESORIES

Source : KANTAR – Full year 2009 – MF Int.

# 10 editions, 3 market clusters



## International Advertising Rates

|                 | Circulation    | Language   | RATES (in €) |                      |                    |                    |
|-----------------|----------------|------------|--------------|----------------------|--------------------|--------------------|
|                 |                |            | 1 FP 4C      | Double Page 4C (DPS) | Inside Front Cover | Outside Back Cover |
| <b>Arabia</b>   | 50 000 copies  | Arabic     | 5 000        | 10 000               | 37 500             | 60 000             |
| <b>Bulgaria</b> | 40 000 copies  | Bulgarian  | 2 300        | 3 000                | 2 800              | 3 500              |
| <b>China</b>    | 300 000 copies | Chinese    | 16 800       | 38 800               | N/A                | 36 700             |
| <b>Cyprus</b>   | 5 000 copies   | Greek      | 2 100        | N/A                  | N/A                | N/A                |
| <b>France</b>   | 421 389 copies | French     | 31 500       | 63 000               | 51 500             | 80 500             |
| <b>Greece</b>   | 37 576 copies  | Greek      | 9 300        | 18 600               | 37 000 (DOUBLE)    | 22 000             |
| <b>Japan</b>    | 90 000 copies  | Japanese   | 11 900       | 25 300               | 26 750 (DOUBLE)    | 17 850             |
| <b>Portugal</b> | 60 968 copies  | Portuguese | 6 400        | 9 500                | 7 750              | 9 600              |
| <b>Thailand</b> | 150 000 copies | Thai       | 1 260        | 4 000                | 1 800              | 2 100              |

**FRANCE**

Deputy Manager  
Flore PILZER  
[fpilzer@figaromedias.fr](mailto:fpilzer@figaromedias.fr)  
Tel: +33 1 56 52 23 31  
Fax: +33 1 56 52 27 43

**GERMANY**

Mercury Publicity  
Contact: Angelika Marx,  
[a.marx@mercurypublicity.de](mailto:a.marx@mercurypublicity.de)  
Seifgrundstrasse  
Bad Homburg D 61348  
Tel: + 49 61 72 9664 0/1  
Fax: + 49 61 72 9664 49

**GREECE**

A&O Media Worldwide  
Contact: Nikos Barbopoulos,  
[nbarbopoulos@a-omedia.com](mailto:nbarbopoulos@a-omedia.com)  
11 Tzavella Str.  
GR-152 31  
HALANDRI ATHENS  
Tel: + 302 106 742 023  
Fax: + 302 106 771 43

**ITALY**

Cesamedia  
Contact: Paolo Cesana,  
[Paolo.cesana@cesamedia.com](mailto:Paolo.cesana@cesamedia.com)  
Via dei Fontanilli, 13  
20141 Milan  
Tel: + 39 02 8440 441  
Fax: + 39 02 8481 0287  
Except MF Portugka and Greece

**JAPAN**

Shinanointernational, Inc.  
Contact: Yasunari Ibe,  
[yibe@bunkoh.com](mailto:yibe@bunkoh.com)  
Akasaka Kyowa  
Building 2F  
1-6-14 Akasaka ,  
Minato-ku  
107-0052 Tokyo  
Tel: + 81-3-3584-6420  
Fax: + 81-3-3505-5628

**UK**

Mercury Publicity  
Contact: James Griffiths,  
[james@mercury-publicity.com](mailto:james@mercury-publicity.com)  
25 John Street  
London WC 1N 2BS  
Tel: +44 207 611 1900  
Fax: +44 207 404 4674

**USA**

World Media Inc  
Contact: Conover Brown,  
[conoverbrown@worldmediaonline.com](mailto:conoverbrown@worldmediaonline.com)  
19 West 36th Street  
7th Floor  
New York NY 10018  
Tel: + 1 212 244 5610  
Fax: + 1 212 244 5321

**SPAIN**

Luis Andrade  
Contact: Luis Andrade,  
[lAndrade@luisandrade.com](mailto:l Andrade@luisandrade.com)  
Plaza Descubridor  
Diego de Ordas, 1-2°B  
Madrid 28003  
Tel: + 3491 441 6266  
Fax: + 3491 441 6549

**SWITZERLAND**

Publicitas International AG  
Contact: Massimiliano Pantieri  
[massimiliano.pantieri@publicitas.com](mailto:massimiliano.pantieri@publicitas.com)  
Kornhausgasse 5/7,  
Postfach  
CH- 4002 Bale  
Tel: +41 61 275 46 60  
Cell: +41 79 856 33 86  
Fax: + 41 61 275 47 30

**Your Contacts**

**Circulation**

France = 421 389 copies\*  
Arabia = 50 000 copies  
Bulgaria = 40 000 copies  
China = 300 000 copies  
Cyprus = 5 000 copies  
Greece = 37 576 copies  
Japan = 90 000 copies\*  
Portugal = 60 968 copies  
Thailand = 150 000 copies

**TOTAL MONTHLY = 2 374 000 copies**

\* France : weekly  
Japan : bimonthly  
All others : monthly

**Distribution**

Stand alone up market women's magazine distribution in newsstands and by subscription.

