

# *madame* **FIGARO**

**EDITIONS INTERNATIONALES**



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



# Madame Figaro International: 3 centuries of brand history

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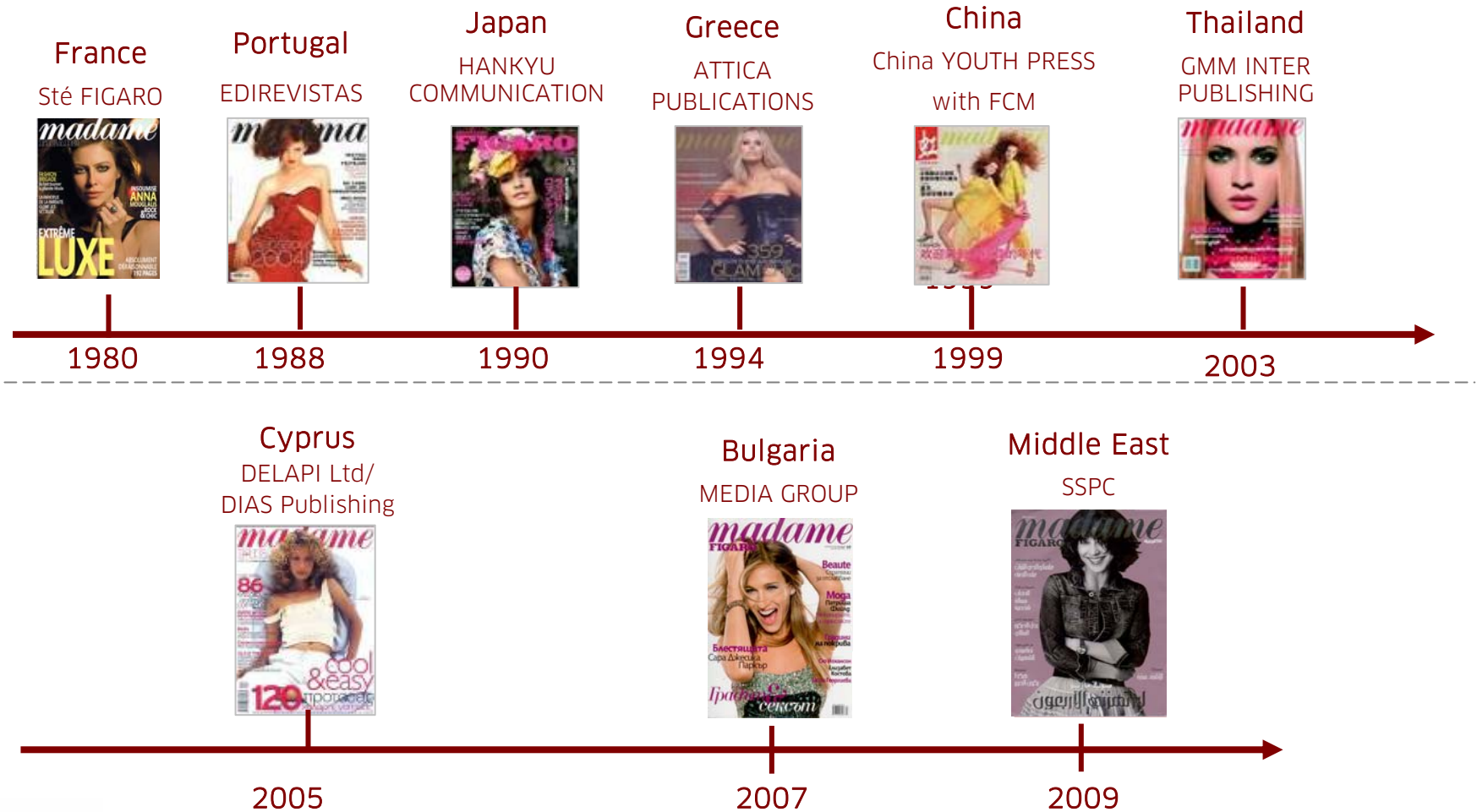
- *« Without freedom to blame, there is no true praise » : Beaumarchais in « the wedding of Figaro » 1754.*
- *1826: FIGARO first established as a « what's on », satirical periodical.*
- *2009: Figaro Group, a major French publisher:  
- daily press, magazines, web.*

- *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

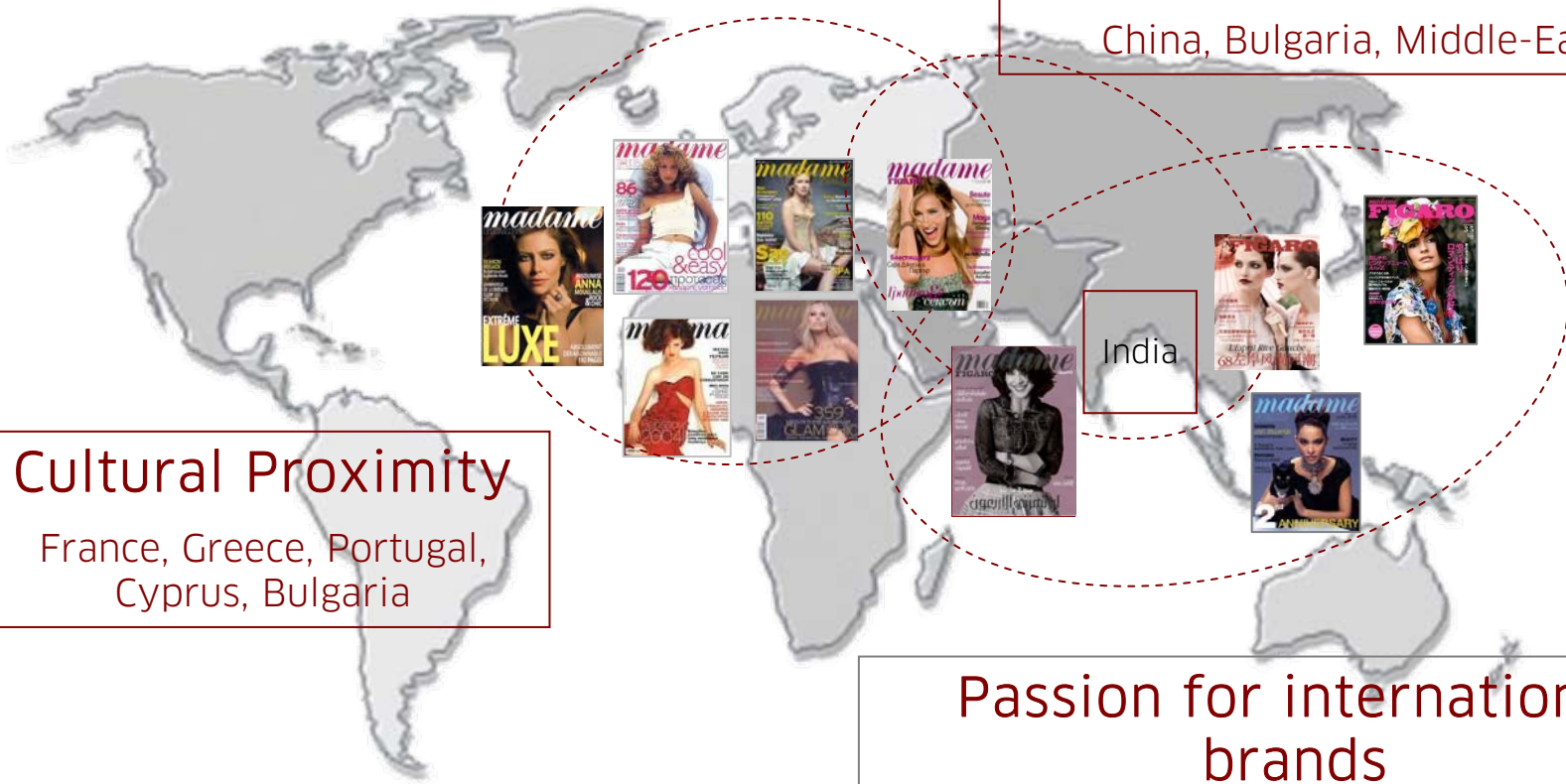
Source : KANTAR – Full year 2009 – MF Int.

# 10 editions, 3 market clusters

*madame*  
FIGARO

## The Luxury New Frontier

China, Bulgaria, Middle-East



## Cultural Proximity

France, Greece, Portugal,  
Cyprus, Bulgaria

## Passion for international brands

Japan, China, Thailand, Middle-East

## 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              |



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**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.

