

ARABIA
L'OFFICIEL

**MEDIA
KIT
2024**



Chalk Media





INTRODUCTION

Since 1921, L'Officiel is the leader of luxury lifestyle media network for both women and men. Today L'Officiel stands for a global voice for the lifestyle culture, combining data, technology and storytelling to connect brands to the widest and best targeted premium audience.

L'Officiel & L'Officiel Hommes is a global and multichannel network producing over 40K unique contents per year and reaching 14M users around the world through multiple channels.

Print, website, social media, event,
L'Officiel creates stories to **deliver the real marketing experience.**

KEY FACTS

60

Titles distributed in 28 countries

7.6M

Followers on social media
2.7M UV (monthly)
7.5M PV (monthly)

2M

Printed magazines every
month in 17 languages

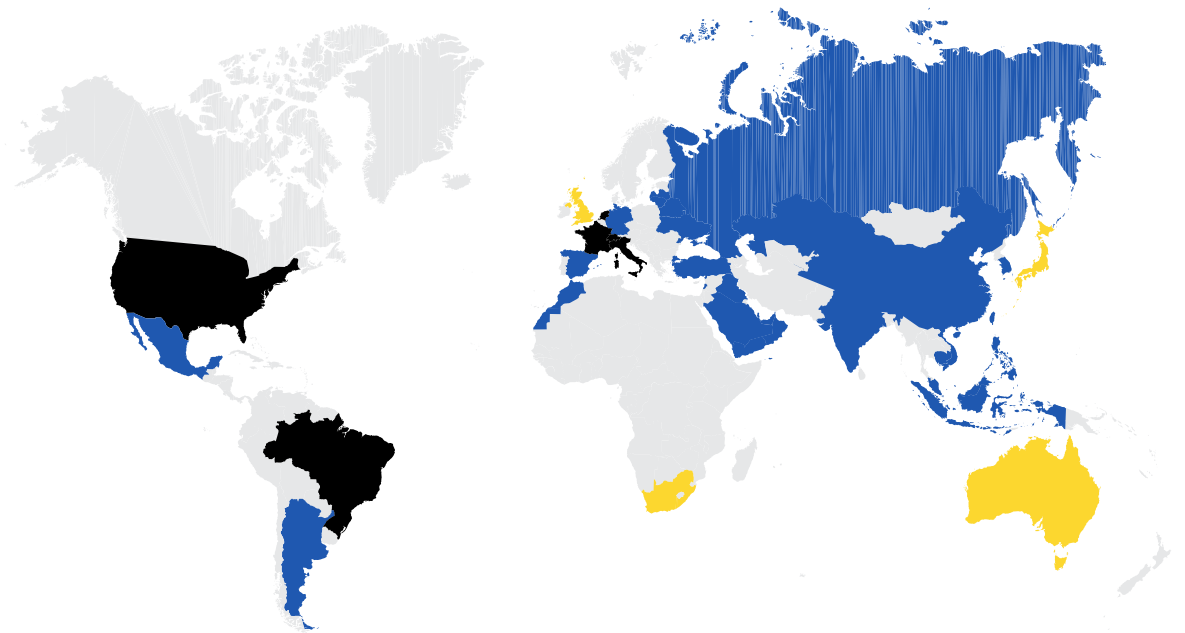
8.5M

Readers per month

500K

Fashion archives since 1921

● Direct countries ● Licenses ● Prospect countries



INTERNATIONAL COUNTRIES

FRANCE / BRAZIL / ITALY / HOLLAND / SWITZERLAND / USA
MEXICO / STBARTH / GERMANY / LATVIA / LITHUANIA / POLAND
RUSSIA / SPAIN / UKRAINE / CHINA / ARGENTINA / KAZAKHSTAN
SOUTHKOREA / LEBANON / MIDDLEEAST / MOROCCO / TURKEY
INDIA / INDONESIA / MALAYSIA / THAILAND / VIETNAM
AUSTRALIA / JAPAN / UK / SOUTHAFRICA / MONACO

L'OFFICIEL ARABIA

Target reader:

Self confident, cosmopolitan, elite, urban, passionate for fashion, independent, social, educated businesswomen and affluent housewives.

With 10 issues per year, the magazine will be distributed throughout the Middle East, with an editorial mix of locally produced content and syndication of original content produced by L'Officiel Arabia.





L'OFFICIEL ARABIA

Audience (English)

OUR READERS ARE...

Educated
Fashion-Conscious
International
Well-Traveled
Digitally-Proficient
Self-Confident
Beauty-Conscious
Economically-Advantaged

DISTRIBUTION

GEOGRAPHY

UAE	15000
KSA	12000
Kuwait	6000
Bahrain	2000
Oman	2000

READERSHIP

PUBLICATION FREQUENCY

Monthly (10 issues/year)

PRINT RUN

37,000

LANGUAGE

English

Selective locations for maximum exposure. Financial districts, airports lounges, spas, hotels etc. Priority Visual Merchandising Partnership with key events across the region.

2024 CALENDAR & RATES

The print issue will feature the best in contemporary fashion, art and culture, integrated digitally with the website, providing global coverage with access to L'Officiel's international network of publications.

#March

100% Fashion, «How to dress»

#April

Easy to wear, Fashion and Accessories report

#May

Body issue, Beauty focus

#June

Travel issue, Summer fashion

#July

Lifestyle and Travel issue

#August

Reboot issue, new season fashion

#September

100% Fashion

#October

Retail Issue, 100% Accessories

#November

Business issue

#December / January

Super Luxe issue, Luxury and jewelry report

POSITION

REVERSE FRONT COVER GATEFOLD DPS	32 000
INSIDE FRONT COVER SPREAD	28 000
OBC	26 000
DPS1	24 000
DPS2	23 000
DPS3	22 000
DPS4	21 000
DPS5	20 000
DPS6-10	19 000
DPS	15 000
IBC	14 000
OPPOSITE CONTENTS 1	12 500
OPPOSITE CONTENTS 2	12 500
OPPOSITE FLANNEL 1	12 500
OPPOSITE FLANNEL 2	12 500
OPPOSITE EDITOR'S LETTER	12 500
ROP	10 000

USD

SIZES

SINGLE PAGE

Bleed 234x307 mm

Trim 224x297 mm

DOUBLE PAGE

Bleed 458x307 mm

Trim 448x297 mm

Booking Deadline : 16th of Preceding month

Material Deadline : 18th of Preceding month



L'OFFICIEL HOMMES

L'Officiel Hommes is our bi annual publication out every April and October

Target reader : Self confident, cosmopolite, elite, urban, passionate for fashion, independent, social, educated fashion concious men.

SIZES

SINGLE PAGE

Bleed 234x307 mm

Trim 224x297 mm

DOUBLE PAGE

Bleed 458x307 mm

Trim 448x 297 mm

RATE CARD

L'Officiel Hommes (English) - 20,000 copies

POSITION

USD

Reverse Front Cover Gatefold DPS	32000
Inside Front Cover Spread	28000
OBC	26000
DPS1	24000
DPS2	23000
DPS3	22000
DPS4	21000
DPS5	20000
DPS10-6	19000
DPS*	15000
IBC	14000
Opposite Contents1	12500
Opposite Contents2	12500
Opposite Flannel1	12500
Opposite Flannel2	12500
Opposite Editor Letter	12500
ROP	10000



L'OFFICIEL ART

L'Officiel Art is our Annual publication which showcases the importance of local and international art in the region.

SIZES

SINGLE PAGE

Bleed 234x307 mm
Trim 224x297 mm

DOUBLE PAGE

Bleed 458x307 mm
Trim 448x297 mm

RATE CARD

L'Officiel Art (English) - 20,000 copies

POSITION

USD

Reverse Front Cover Gatefold DPS	32000
Inside Front Cover Spread	28000
OBC	26000
DPS1	24000
DPS2	23000
DPS3	22000
DPS4	21000
DPS5	20000
DPS10-6	19000
DPS*	15000
IBC	14000
Opposite Contents1	12500
Opposite Contents2	12500
Opposite Flannel1	12500
Opposite Flannel2	12500
Opposite Editor Letter	12500
ROP	10000



L'OFFICIEL ARABIA

Digital (English)

DIGITAL CONTENT

L'Officiel Arabia website and digital assets were launched on October 1st 2018. L'Officiel's international multi-media platform, which allows editors to select content from a shared pool of posts drawn from its global digital editions. Hosted on a private cloud utilizing patented technology, regional editions have access to real-time content from around the world, creating a mix of both unique and attributed assets for a truly global perspective.

DIGITAL AUDIENCE *

Gender

Female	55%
Male	45%

Age

18-24	27.5%
25-34	33.5%
35-44	15.5%
45-54	12.5%
55-64	5.5%
65+	5.5%

CORE VERTICALS

Fashion
Art
Men's
Music
Beauty
Film & TV
Culture
Travel & Living
Wellness

*Forecast based on lofficiel.com network audience

Article on www.lofficielarabia.com : \$5000

CLIENT SOLUTION

The L'Officiel global network provides clients with a unique opportunity to scale content and media for strategic storytelling and vast reach in the Middle East and beyond. L'Officiel responds directly to client needs and goals by creating custom programs to build brand solutions and ROI across multimedia platforms.

- **BRANDED CONTENT**

(Video production, Cover full look, Cover product placement, Full look photoshoot, Product integration, Interviews, etc.)

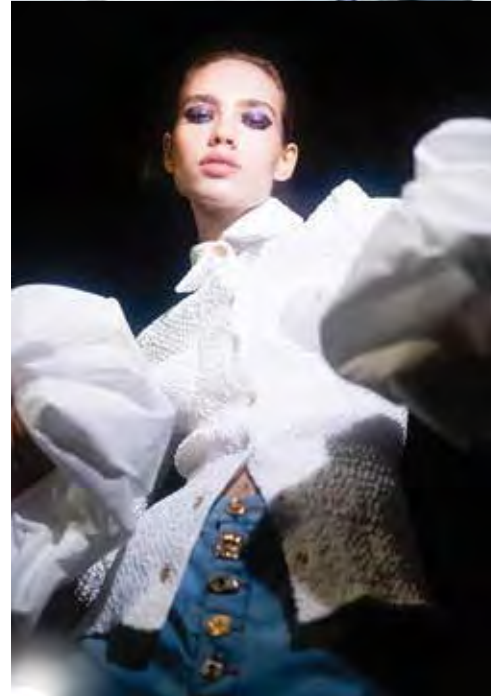
- **ADVERTORIALS**

(Content creation using brand guidelines, images, copy content, content alignment)

- **NATIVE DIGITAL CONTENT PRODUCTION**
- **HIGH IMPACT AND DISPLAY ADVERTISING PACKAGES**
- **PRINT ADVERTISING PROGRAMS**
- **EVENTS**
- **COVER SHOOTS**

Digital Covers

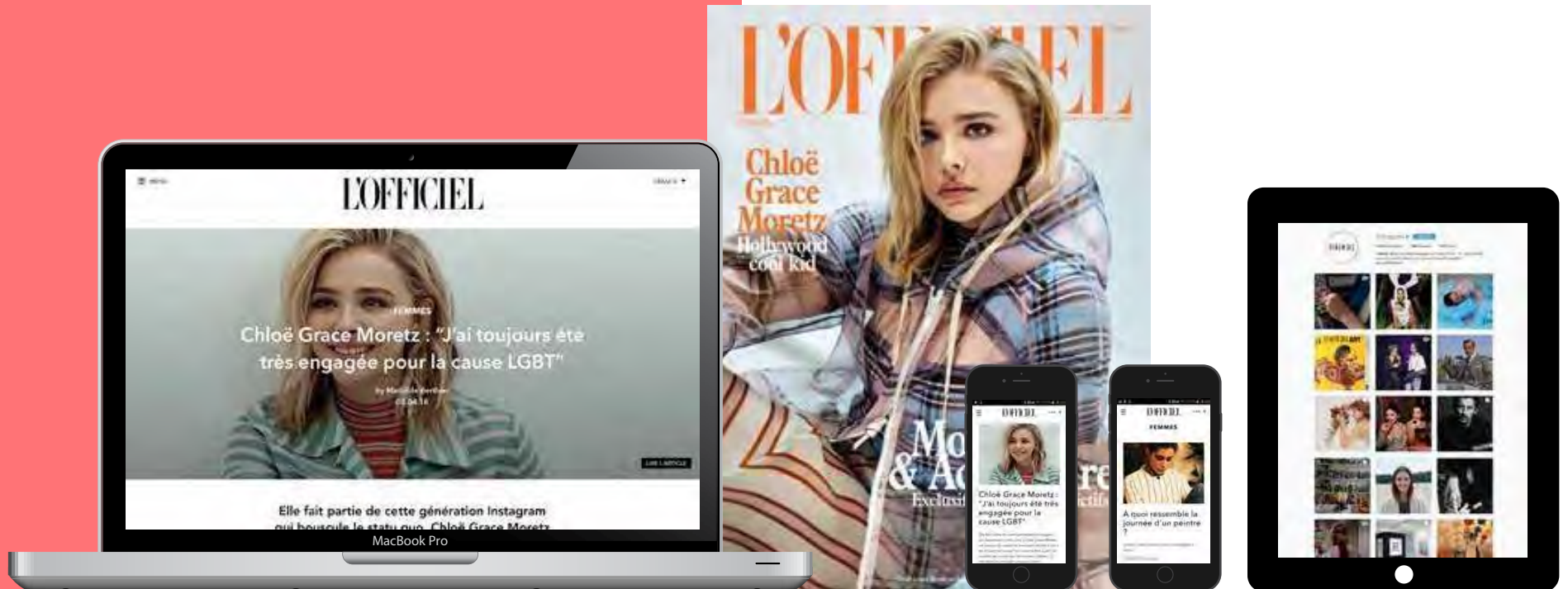
- **CONTENT CREATION**



L'OFFICIEL ARABIA

L'Officiel Arabia will be part of the global and multichannel network targeting women with exclusive luxury lifestyle and fashion contents. Combining data, technology and storytelling, L'Officiel Arabia will connect brands to the best targeted premium audience.

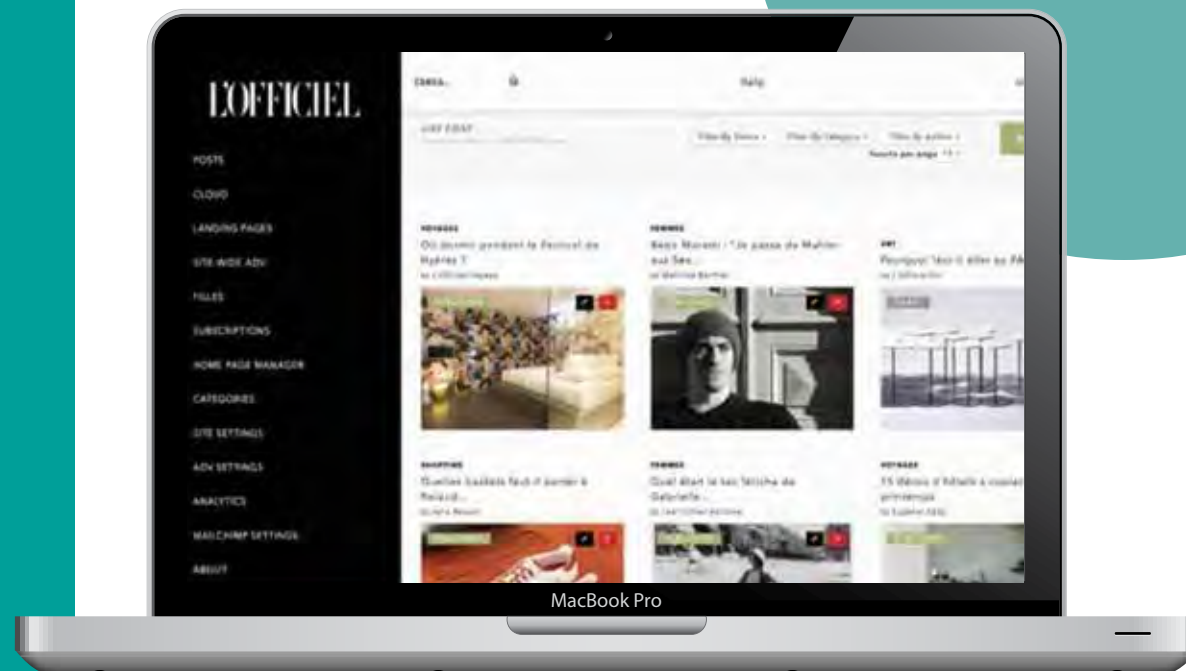
PRINT DIGITAL SOCIAL MEDIA



GLOBAL BACK END

An unseen back-office offers to each country the possibility to share and multiply the content and productions via a common cloud. More than 400 journalists and contributors feed every day L'Officiel Cloud with highly qualitative lifestyle contents.

THE STRENGTH OF A NETWORK OF GLOBAL REPORTERS, EXPERTS IN FASHION, WOMEN & MEN, ART & DESIGN, FOOD, JEWELLERY, WATCHES, HOTELS, BEAUTY...



400
Journalists



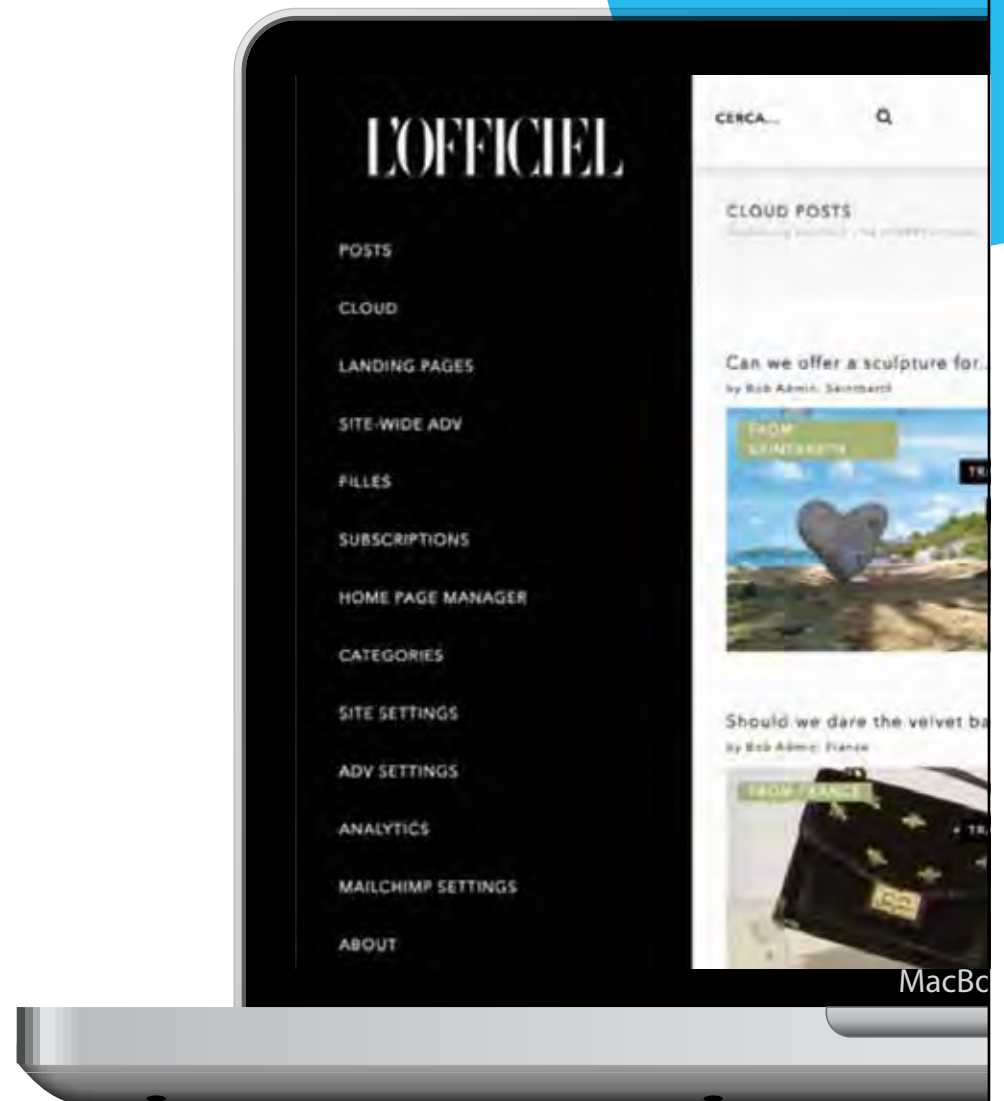
CONTENT SYNDICATION

A unique hub of high quality contents

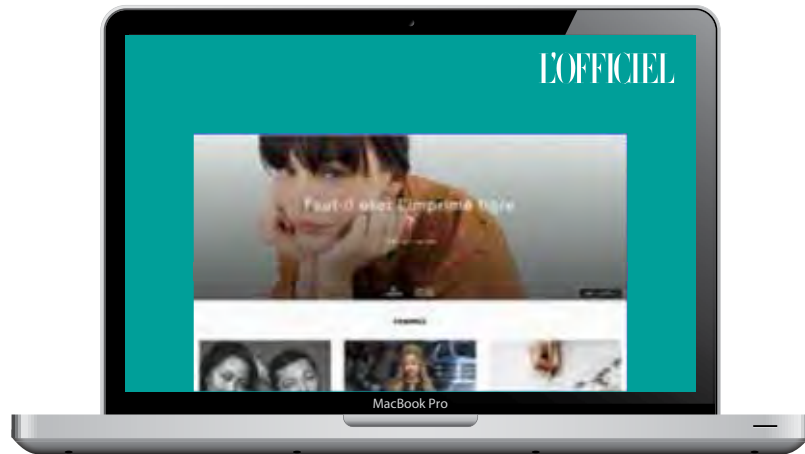
Each country can browse the Cloud, with dedicated search tools, by key word, sector, type of content, country or contributor. All lifestyle content of the highest quality will be available to import on the local website, pre-translated, designed according to the layout of the website and to the content type.

CONTENT SYNDICATION

ARTICLES, INTERVIEWS, DIAPORAMAS, VIDEOS, LIVE CONTENTS, THANKS TO OUR GLOBAL TEAMS, WE ARE ABLE TO DELIVER CONTENTS IN DIFFERENT FORMATS, GUARANTEEING THE TOP QUALITY OF EACH OF THESE CONTENTS.



ADVERTISING FORMATS

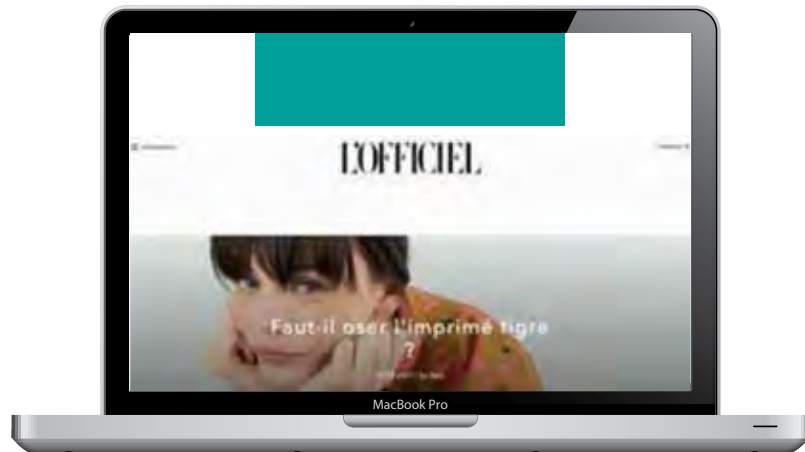


SKINPAGE



INTERSTITIEL

UNIQUE VISITORS
100,000/MONTH



BILLBOARD



SLIDER

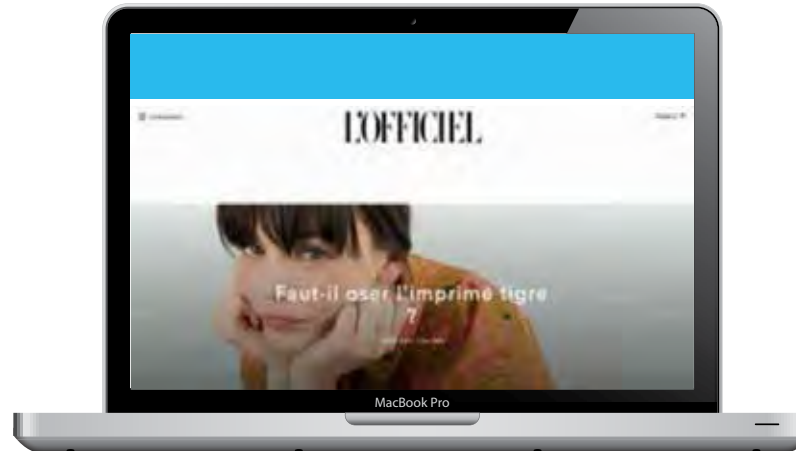
RATE CARD

HOME PAGE	USD 65
ROS	USD 50

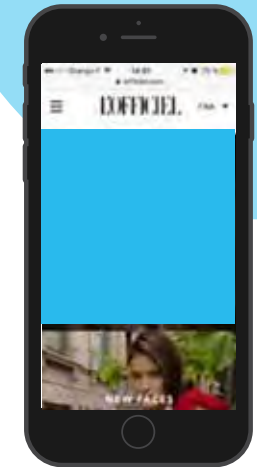
ADVERTISING FORMATS



CENTRAL BANNER



INBOARD



PAVÉ



HALF PAGE



INREAD



L'OFFICIEL ARABIA
470K FOLLOWERS

ADVERTISING FORMATS - DIGITAL EXAMPLES



SKINPAGE - ISSEY MIYAKE | USA

ADVERTISING FORMATS DIGITAL EXAMPLES



MontBlanc - Video
Banner Home Page | FR



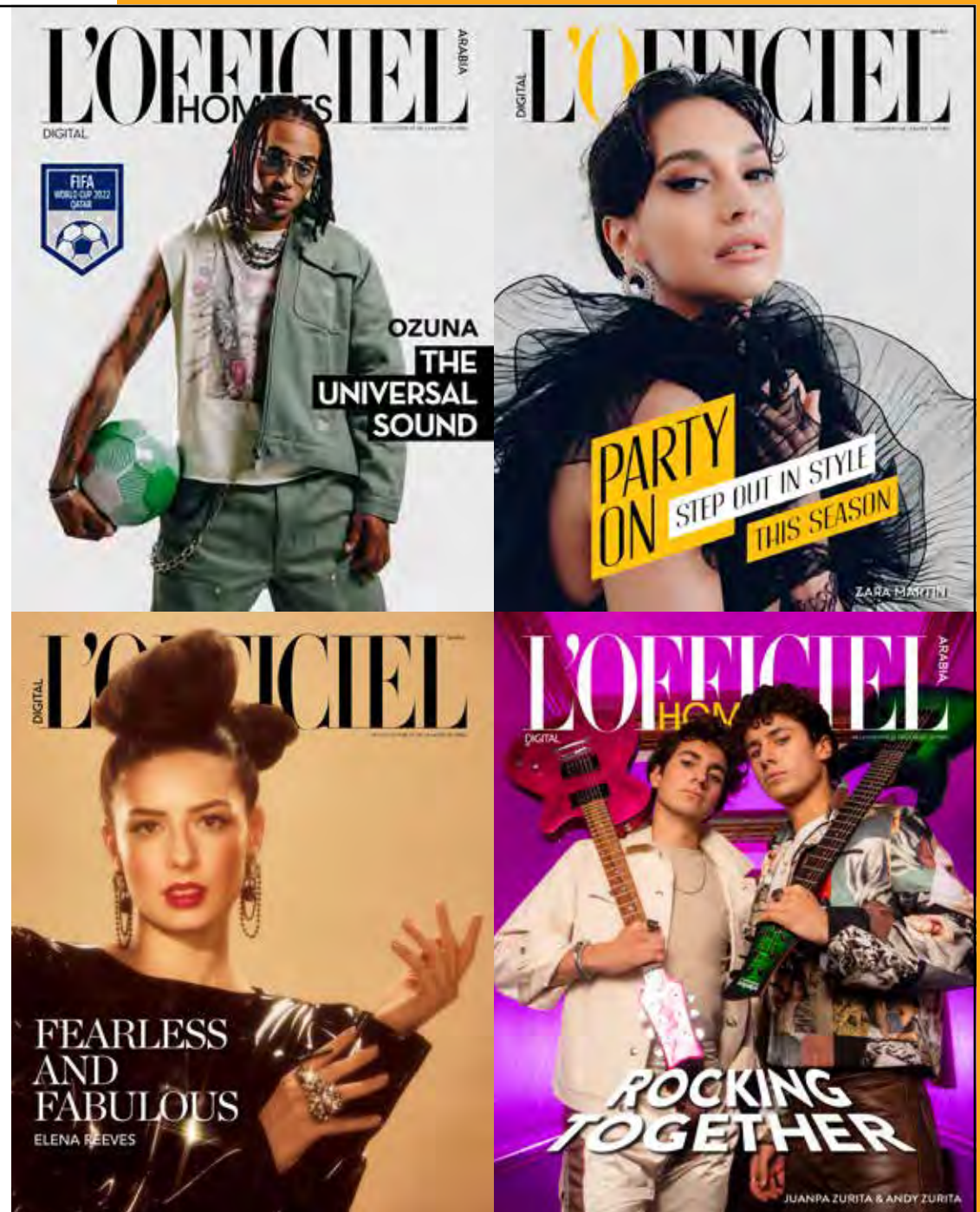
Cartier Native content
for FB and IG | FR

ADVERTISING FORMATS - DIGITAL EXAMPLES



TIFFANY & CO - SKINPAGE + TOP BILLBOARD | FR

DIGITAL COVER ACTIVATIONS



EXCLUSIVE EVENTS



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