

Les éditions PURE



**The 2 leading magazine
for those looking for
TARGETED - PRESTIGIOUS - INNOVATIVE - EFFICIENT**

French/English
May - July - August
60,000 copies

**6 issues
/ year**

French/English
December - February
Russian December
26,000 copies

86,000 COPIES
certified by



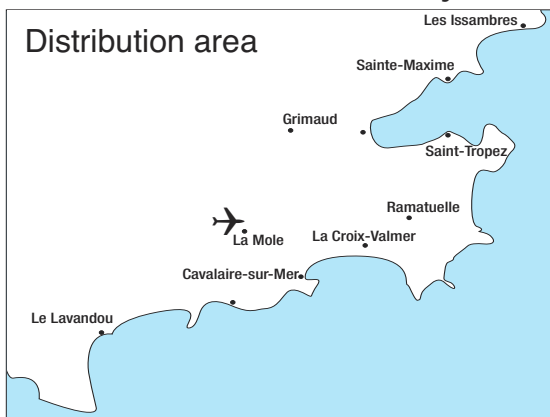
the only label you should accept

Pure

saint-tropez



3 issues per year
60,000 copies
certified by



PROFILE

- REFERENCE MAGAZINE

with 30 years of experience, is an undisputed leader thanks to:

- **Its ethics**

PURE is the only magazine to respect both its readers and advertisers, by ensuring it never becomes an ad catalogue.

- **Its print run**

PURE is the only magazine to print 25,000 copies per season.

- **Its certified distribution**

PURE is the only magazine to have OJD certification.

- PRESTIGIOUS MAGAZINE

PURE represents the village spirit of Saint-Tropez, preserving its identity while attracting an international elite. PURE is the ambassador for this unique heritage and a world of true luxury, appealing to an elite, informed readership.

- BILINGUAL MAGAZINE

PURE publishes three bilingual French/English issues per season, in May, July and August.

DISTRIBUTION

- **OJD CERTIFIED** 25,000 exemplaires

- TARGETED

PURE is distributed across an exceptional, prestigious tourist destination: The Gulf of Saint-Tropez receives more than 1 million visitors per month during the summer, its housing stock boasts the most beautiful properties in France, its port hosts the most prestigious yachts, and the quality and capacity of its hotel offering attracts the world's elite and countless personalities every year.

- NEWS STANDS (10%)

Across the Gulf of Saint-Tropez and from Les Issambres to Le Lavandou.

- SUBSCRIPTION (10%)

- FREE 80%

Across the Gulf of Saint-Tropez and from Les Issambres to Le Lavandou;

- Three-, four- and five-star hotels;
- Beaches: Pampelonne, Sainte-Maxime, Grimaud, Gassin, La Nartelle, Les Issambres, Gigaro, Cavalaire, Rayol;
- Harbour master's offices in the 8 surrounding towns;
- Participating boutiques and businesses;
- Participating restaurants;
- Hairstyling and beauty salons;
- Helicopter company VIP lounges;
- La Môle – Saint-Tropez Airport;
- Private golf clubs in Saint-Tropez and Gassin;
- Beauvallon neighbourhood and Sainte-Maxime.

- EXCLUSIVE

distribution on every yacht in the Port of Saint-Tropez every Saturday by PURE hostesses

- DIGITAL

- Online publication of the magazine and your content on our website www.pure-saint-tropez.fr, available on computers, smartphones and tablets.
- Publication on our Pure Saint-Tropez Facebook page and Instagram Edition Pure

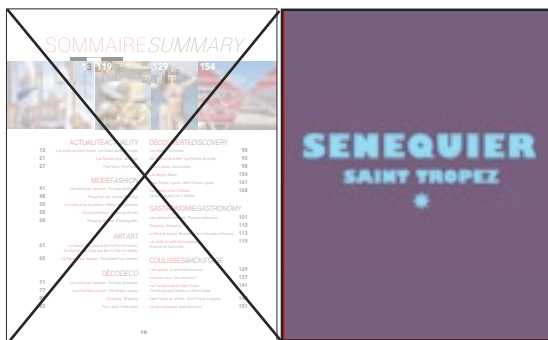
TARIFF SEASON 2020

1 issue
JULY - AUGUST - SEPTEMBER - OCTOBER

COVER PAGE

| | |
|----------------|-------|
| 4 ^e | 6 900 |
| 3 ^e | 5 700 |
| 2 ^e | 5 900 |

PREMIUM POSITION



OPPOSITE CONTENTS

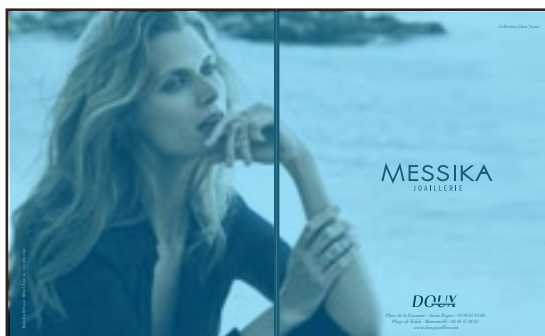
1 ISSUE 6 000



GUIDE FRONT PAGE

1 ISSUE 4 600

INSIDE PAGE



DOUBLE PAGE

1 ISSUE 9 500

1-PAGE AD

1 ISSUE 4 900



TARIFF SEASON 2020

1 issue

JULY - AUGUST - SEPTEMBER - OCTOBER

ADVERTORIALS

Formatted according to our magazine style guide, without logos



1 PAGE

1 ISSUE

4 100

1/2 PAGE

1 ISSUE

2 800



1/3 PAGE

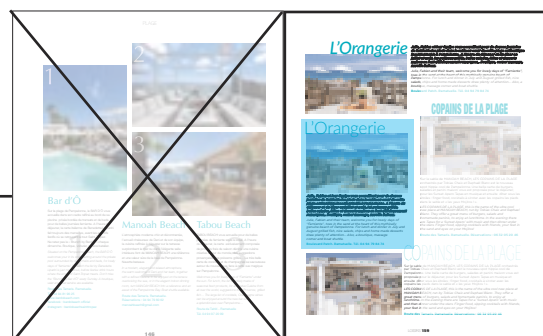
1 ISSUE

1 900

1/4 PAGE

1 ISSUE

1 700



These prices are in **EUROS** excluding taxes and excluding technical costs
CONDITIONS OF PAYMENT: 30% payment upon purchase, balance to be paid upon publication.

MAGAZINE FORMAT

240 x 295 mm
+ trimm 5 mm

Files to be provided:
PDF HD, EPS,
XPress, InDesign
300dpi
CMJN

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