

France magazine

THE BEST OF CULTURE, TRAVEL & ART DE VIVRE

■ Advertise on Francemagazine.org

Francemagazine.org offers a premium portal for advertisers who wish to reach an affluent market of American francophiles. Francemagazine.org attracts over 15,000 affinity users per month—people traveling to France or who are attracted to all things French. Our targeted audience provides *your* potential customers.

Francemagazine.org is an ideal gateway to direct traffic to your site. Your Francophile client is just one click away from your home page!

The screenshot shows the France Magazine website home page. At the top left is the France Magazine logo. Below it is a navigation menu with links like 'Subscribe', 'A great gift idea', 'Back issues', 'Our sponsors', 'Selected sites', 'Advertising', 'Contributors' guidelines', 'About us', and 'Contact us'. The main content area features a 'Winter 2006-07' section with 'features' and 'departments'. The 'features' section includes articles like 'Our Marquis' and 'Building Excitement'. The 'departments' section includes 'The F-Section', 'Dishes & Sausers', 'Vins & Vineyards', 'Selles Lattes', 'Interview', and 'Calendar'. On the right side, there is a 'France magazine' logo and a 'The best gift of all!' banner. At the bottom, there is a search bar and a 'Advanced search' link. The page also contains several advertising spots with dimensions: 'Home page type "A" ad' (W = 215 px x H = A px), 'Home page type "B" ad' (W = 142 px x H = B px), and 'All pages type "C" ad' (W = 468 px x H = 60 px (rotating banner)).

Advertising rates for Francemagazine.org

- **Left marquee (type A):**
Exclusive placement is available for \$300/month.
- **Right tower (type B):**
Exclusive placement is available for \$400/month.
- **Rotating banner ad (type C):**
Ads appear on every page of the Web site in rotation with up to 10 images. Cost of lower banner is \$300/month.

Discounts

- France Magazine offers a:
- 15% discount on ad placement of three months or longer.
 - 35% discount on web ads that run in conjunction with print ads placed in France Magazine.

Web site traffic:

- 15,000 visitors on average every month.
- New visitors each month: 9,000 on average.
- Total number of pages viewed each month: 30,000.
- Web exchanges and e-mail blasts continually drive new visitors to our Web site.

Contacts

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