

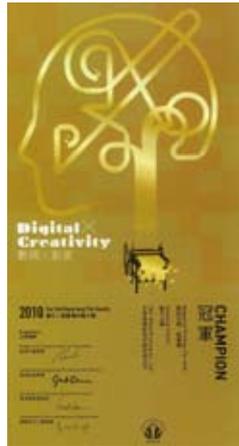
魅力法国 AMAZING FRANCE

MEDIA KIT 2013

CHINA'S PREMIER FRENCH LIFESTYLE MAGAZINE



7th Anniversary cover, 2012 autumn issue



"2010 Champion Award" magazine

Dive into L'Art de vivre, French culture and travel

Amazing France is the educative reference magazine in China for those who love France and its celebrated "Art de vivre". A lavish illustrated quarterly magazine, Amazing France is also known for its exceptional quality cultural coverage and striking design.

Since 2005, Amazing France has been a trusted partner as well as the leading authority on French culture in China. Our continued investment in quality editorial has built a dedicated readership, allowing us to deliver an attentive audience to advertisers.

Amazing France takes you into the workshop and behind-the-scenes of France's most luxurious brands, introducing you to the craftsmen's know-how and their sense of perfection. From fashion to gastronomy, from tourism to craftsmanship, immerse yourself into the French "Art de vivre", from the comfort of your home.

Targeted circulation

3 major circulation channels to reach China's elite.

57% in high-end public display in China main cities
Thanks to its uniqueness in editorial content and design, Amazing France is distributed in the most exclusive public display in China. Increase on a day-to-day basis, Amazing France accesses to the greatest venues such as Private Clubs, Luxury Villas & Residences, 5 Star hotels, Spa & Salon and Fine dining restaurants in the major cities in China.

30% to Chinese VIPs and High Net Worth Individuals
Those privileged readers receive Amazing France at home or office by direct mailing (DM). This very selective database has been developed by Amazing Publications since 2005 thanks to the trust of our luxury brand partners and during luxury events in China. The 2010 Shanghai Expo has allowed us to grow our database by 40% thanks to the collaboration we have developed with the most prestigious French luxury brands.

13% during elite events organized in China
By Amazing Publications or in co-branding partnerships. Every year, Amazing France organizes or participates in several exclusive events which allows us to develop our readership.

Magazine DNA

Background: Official and exclusive magazine of the French Pavilion during Shanghai Expo 2010. 612,000 copies printed & audited by Mazars

Award: "2010 Champion" from the 22nd Hong Kong Print Awards, organized by the Graphic Arts Association of HK, Leisure and Cultural Services Department, HK publishing professionals Society and HK Trade Development Council

Circulation: 38,000 copies distributed in China (main cities)

Periodicity: Quarterly magazine (March, June, September and December)

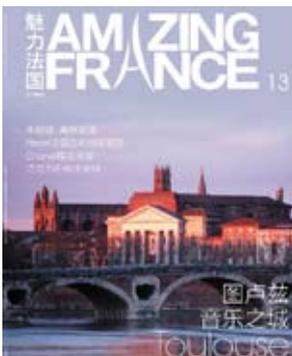
Readers profile: Chinese women (55%) and men (45%)

Pagination: From 148 to 176 pages

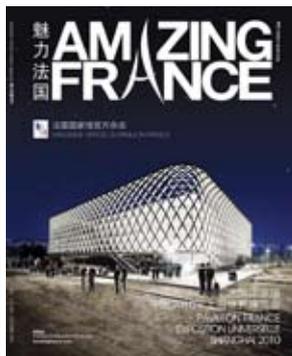
Geographical information / by region

Today, Amazing France is available in 4 regions, total 24 cities in China.

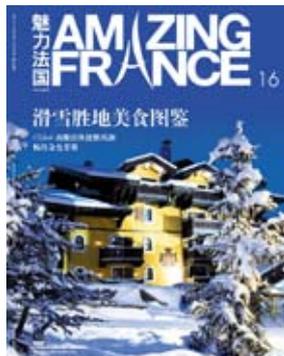
- 33% Eastern region Hangzhou, Suzhou, Nanjing, Ningbo, Shanghai
- 31% Northern region Beijing, Shenyang, Dalian, Qingdao, Tianjin, Harbin
- 21% Southern region Guangzhou, Hainan, Guilin, Kunming, Xiamen, Fuzhou, Dongguan, Shenzhen, Macau
- 15% Central region Chengdu, Chongqing, Wenzhou, Xian



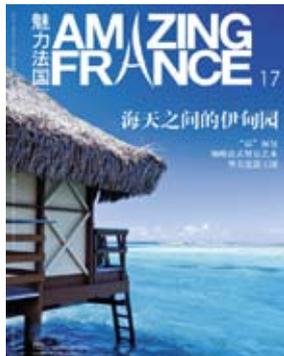
2010 spring issue



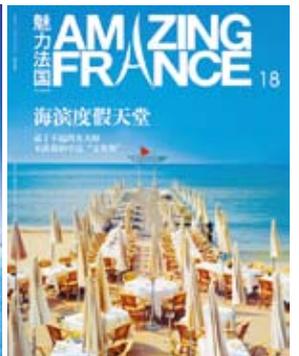
2010 Shanghai Expo issue



2010 winter issue



2011 spring issue



2011 summer issue

Le Chic Français

Elegant and enlightening, Amazing France invites you to a first class trip inside the luxurious world of France and presents you the keys to experience the French way of life.



Fashion

Latest trends in fashion shot by talented international photographers in Shanghai and Paris.



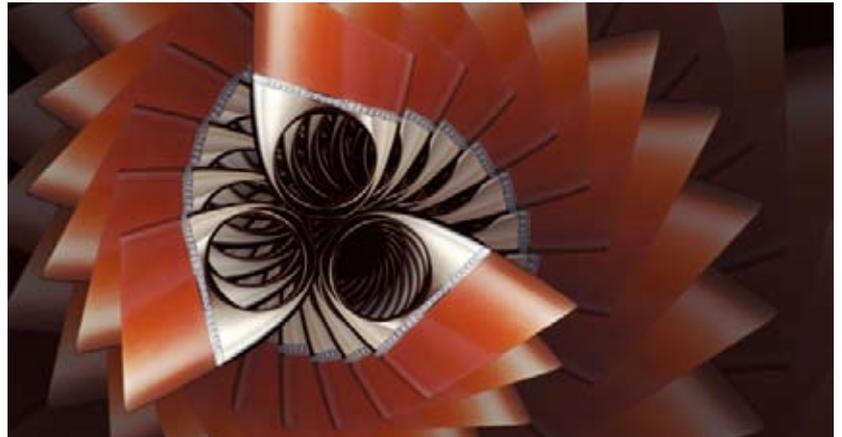
Travel

Showcase of the most beautiful regions, cities and monuments in France.



Rendez-vous with a French chef

Interview, portrait and recipes of the most talented Michelin-star chefs.



Jewellery

Masterpieces and Haute-joaillerie collections from exceptional luxury brands and "Maisons" from the Place Vendôme.



Châteaux & Vineyards

The most private Châteaux and Grands Crus cellar won't have any more secrets for you.



Craftsmanship

Meet with talented craftsmen and share their savoir-faire in their workshop.



Iconic products

Discover all stories behind the iconic "Made in France" products.

Display advertisement rates

Effective January 2013 (euros)

	1x	2x	3x	4x
IFC	29,000	27,550	24,650	23,200
2 nd DPS	27,100	25,750	23,050	21,700
3 rd DPS	25,220	23,960	21,450	20,200
DPS	23,960	22,760	20,360	19,170
OBC	18,910	17,970	16,100	15,150
FP premium position	14,500	13,750	12,320	11,600
Full page	12,610	11,980	10,750	10,100



Photoshoot jewellery & fashion

Effective January 2013 (euros)

8 pages photoshoot Jewellery	10,080
8 pages photoshoot Fashion	12,600

Rates above include: Advices, photoshoot, retouch and printing fees



Supplement

Effective January 2013 (euros)

12 pages supplement - loose insert	26,500
20 pages supplement - loose insert	37,200

Rates above include: Advices, design and printing fees

Editorial: To be provided by client

Additional Print-run: to be quoted on request

For any supplement binded to the Body magazine, extra 15 % loading fee to be charged.



Loose insert

Effective January 2013 (euros)

1 Full page format loose insert	8,100
Catalogue format insert - less than 12 pages	10,050

Loose inserts are only available for existing advertisers.

Catalogues are to be provided by client.



Material size (w x h, in mm)

	Trim	Bleed	Type
DPS format	458 x 303	468 x 313	438 x 283
Full page format	229 x 303	239 x 313	209 x 283



The luxury platform in China

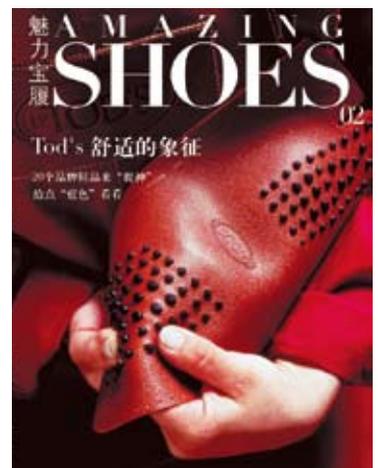
Amazing Group China has three main activities: Publications, Digital and Consulting.

Our luxury platform allows our clients

- to reach affluent and discerning Chinese HNWI,
- to enjoy a unique environment respecting the code of luxury,
- to develop loyalty and brand image amongst the wealthiest Chinese individuals,
- to get access to our network and expertise in China.

Publications unit: key-opener content and striking design

A leader in the Chinese media industry, Amazing Publications is a reference on lifestyle magazines dedicated to China's elite. With a unique mix of educative content and latest news, our publications express the know-how, DNA, backstage and heritage of the luxury brands, vineyards, craftsmen and talents. Our bi-cultural team and international standards are the key tools to our success.



"Amazing France" unlocks the secrets of France

Launched in 2005, Amazing France is a quarterly magazine circulated in 24 cities in China with a print-run of 38,000 copies. It was awarded "2010 Champion" from the 22nd Hong Kong Print Awards and was the official and exclusive magazine of the French Pavilion during 2010 Shanghai Expo with 612,000 copies printed and audited by Mazars.

"Amazing Shoes" the unique magazine in China dedicated 100% to men's shoes

Launched in 2010, Amazing Shoes is a quarterly magazine circulated in 16 cities in China with a print-run of 20,000 copies. Meet the craftsmen and shoemaker in their atelier, share their know-how and discover the backstage of world famous shoes brands.

"Amazing Italia" the sister's magazine of Amazing France

Launched in 2007 in Hong Kong, Amazing Italia is a quarterly magazine circulated in 24 cities in China with a print-run of 38,000 copies. Amazing Italia promotes the "Dolce Vita" and provides readers with the keys to experience the world famous Italian culture.

Digital unit, investing on the future

Set up in 2010, Amazing Digital leads the way on introducing smart and innovative applications for both iPad & iPhone. Thanks to the strong print background and know-how of Amazing Publications, this digital unit is transferring the DNA of the magazines into the new digital publishing.

Consulting unit, share our expertise

Amazing Consulting shares its expertise, know-how and networks to both B2B and B2C clients. B2B services set-up "tour program", "business intelligence" and organized "benchmark tour" in China for luxury brands based in France. B2C services provide tailored-made consulting travel advices for a unique experience in France and Italy.

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