KIT MEDIA
2019

ISIS-COLOMBE COMBREAS

CO-FOUNDER OF MILK

A WOMAN WHO EMBODIES
HER MAGAZINE

15 YEARS OF PICTURES
AND INSPIRATION

AN INDEPENDENT
MAGAZINE

THE DNA

A TOP-OF-THE LINE AND SELECTIVE MAGAZINE
A PRESENCE IN FRANCE AND ABROAD
AN ORIGINAL GRAPHIC DESIGN
AN UNIQUE PHOTOGRAPHIC APPROACH

STATE OF MIND

THE OBSERVATORY OF TRENDS
KIDS/FAMILY

OFFBEAT
THE ORIGINAL LIFESTYLE
OF PARENTAL MAGAZINES

A MAGAZINE DESIGNED
IN THE SAME WAY AS A WOMAN'S MAGAZINE

FASHION FOR ALL FAMILY

THE MILK UNIVERSE

A TRIMESTRIAL ISSUE

15 YEARS !

Milk Magazine

MILK MAGAZINE

Since 2003

A BIANNUAL SPECIAL ISSUE

MILK Kid's Collections

Since 2009

TWO FRANCHISES JAPAN AND KOREA

MILK JAPON

Since 2005

MILK COREE

Since 2014

MILK ONLINE

MILKMAGAZINE.NET

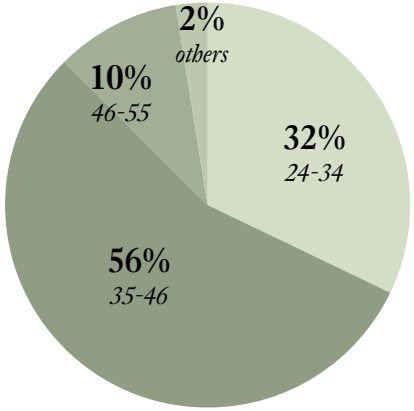
130K VISITS / MONTH
100K UNIQUE VISITORS / MONTH
115K SUBSCRIBERS OF THE NEWSLETTER
(December 2018)

SOCIAL MEDIA

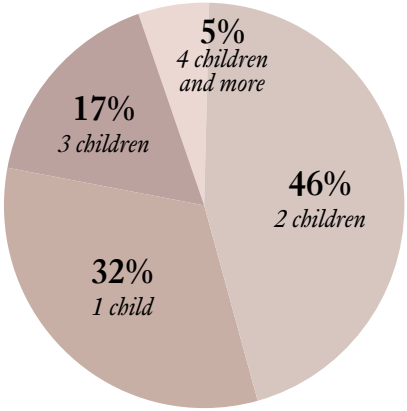
FACEBOOK : **130K**
PINTEREST : **875K**
INSTAGRAM : **215K**
TWITTER : **20K**
(December 2018)

PRINT READERS

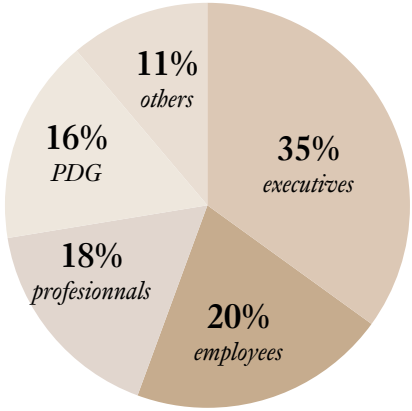
AGES



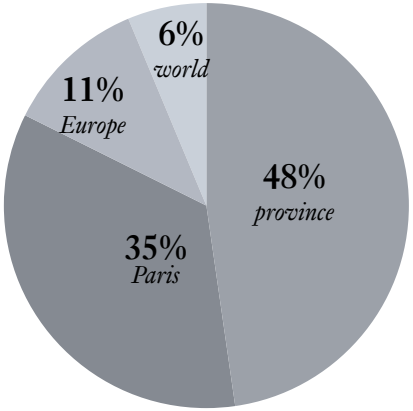
NUMBER OF CHILDREN



PROFESSIONS

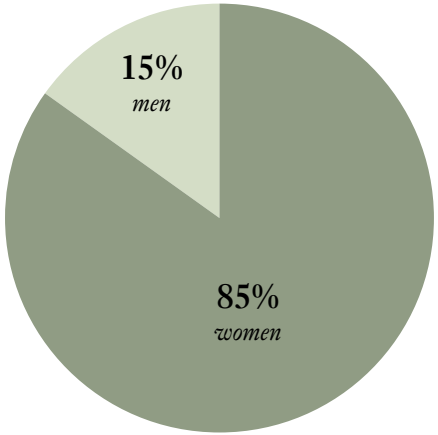


GEOGRAPHICAL BREAKDOWN

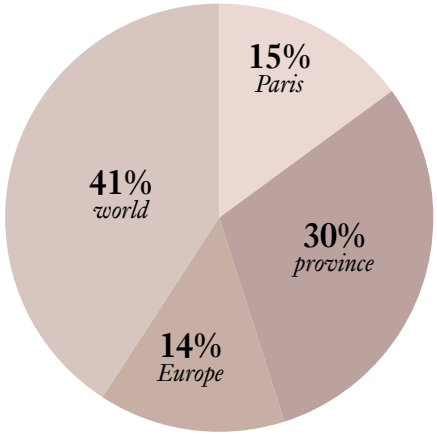


WEB READERS

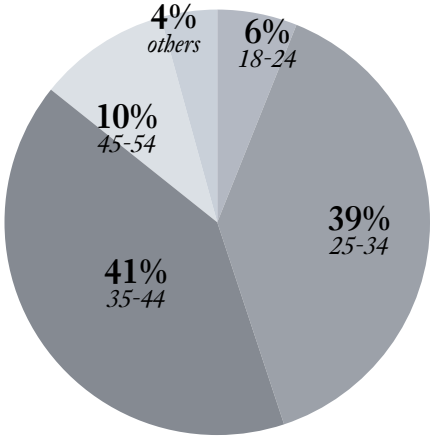
GENDER



GEOGRAPHICAL BREAKDOWN



AGES



ADVERTISING OFFER

in the magazine

KEY FIGURES

4 ISSUES/YEAR

80 000 COPIES
(20,000 ABROAD IN ENGLISH)

A POSTER CAMPAIGN IN NEW'S AGENT'S/ISSUE

PRESENCE **AT TRADE FAIRS IN FRANCE AND WORLDWIDE**
(DISTRIBUTED AT EXHIBITIONS, AWARD CEREMONIES, TRADE FAIRS AND LECTURES...)

MANY **PARTNERSHIPS AT EVENTS** ORGANIZED BY OUR ADVERTISERS (JACADI, DIESEL, UNIQLO, GAP, VAN CLEEF, CHANEL, BMW...)

DELIVERIES TO A SELECTION OF **CONCEPT-STORES AND HOTELS WORLDWIDE**

PRICE : 6,50 EUROS
SIZE : 330 MM X 220 MM
PAGINATION : 192 PAGES

REGULAR FEATURES

LIFESTYLE

FASHION

DESIGN

BEAUTY

JEWELLERY

CULTURE

EDUCATION PSYCHOLOGY

TRAVEL EXPERIENCES

RATES

STANDART POSITIONS

Double page: € 15 225 ex VAT
Single page: € 7 650 ex VAT

PREMIUM POSITIONS FOR DOUBLE-PAGE SPREAD

Opening DPS: € 17 660 ex VAT
1e DPS : €17 200 ex VAT
2e DPS : €16 130€ ex VAT
3e DPS : €15 320€ ex VAT
Closing DPS: € 15 630 ex VAT

PREMIUM POSITIONS FOR SINGLE PAGES

OBC. : €15 120€ ex VAT
IFC : €10 550€ ex VAT
BC : €11 880€ ex VAT
Opp. contents, Opp. masthead, Opp. contributor, Opp. editorial : €10 560€ ex VAT
1er recto : €9650€ ex VAT
2er recto : €9135€ ex VAT
3er recto : €8630€ ex VAT

SPECIAL OPERATIONS

Quotes on demand.
Milk offers you the chance to display a brand within the framework of a photo series. Stylists, photographers, artists and designers who contribute to the magazine boost the brand's value in the creative tone of the magazine. These pages can include the brand logo and captions. Subject to conditions, the brand can re-use these visuals or «similar ideas to the shoot» in the scope of other media.

EDITORIAL CALENDAR

MilK magazine n°63
(March 2019 - released on February 22, 2019)
MilK magazine n°64
(June 2019 - released on May 31, 2019)
MilK magazine n°65
(Sept. 2019 - released on August 23, 2019)
MilK magazine n°66
(Dec. 2019 - released on Nov. 22, 2019)

DISCOUNT GRID

New advertiser : **- 10 %**
(applies to all advertisers which placed adverts last year)
Professional discount : **-15%**
Progress discount: **-5%**
Multi buy discount: **-5%**

Quantity :
From 2 p/ year : **- 8 %**
From de 4 p/year : **- 10 %**
Fromde 6 p/year : **- 15 %**
(applies to an advertiser, a group of advertisers, on a number of pages in the magazine by its mandatory)

ADVERTISING OFFER

on the website

1 - ADVERTORIAL ON THE HOMEPAGE

A high visibility advert perfectly integrated with
the website content and which moves from space
over 10 days
+ a relay on Facebook/Twitter included.

3 OPTIONS

↙

a single article
€1000

↓

article
+ 4 shoppings
€1200

↘

article
+ 8 shopping
€1500

+

direct links to your e-shop

+ Instagram relay: €500
Rate applied only inthe framework
of the educational publication

2 - VISIBILITE DANS LA SECTION «Look de rue»

1 week HOME PAGE

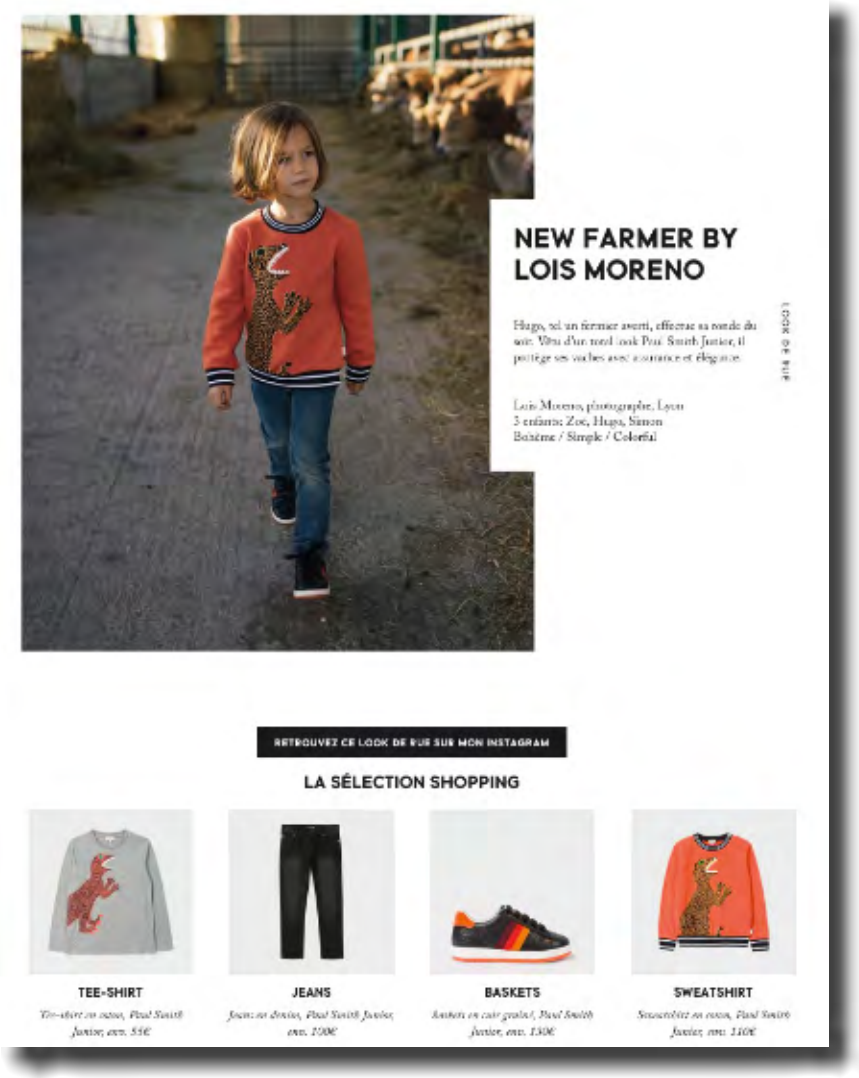
+ Relay on social media:
Facebook, Pinterest
and MilK newsletter

+ direct links pointing to **your e-shop**

+ Relay on the blogger's Instagram
tagging your brand

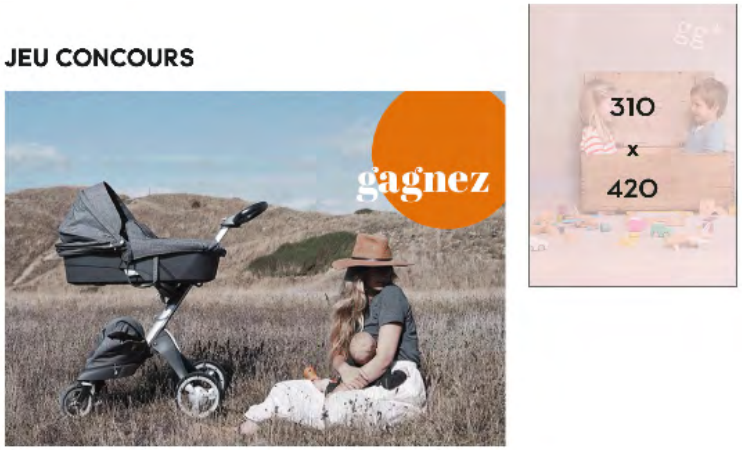
1. in partnership with
an influent blogger
€1500

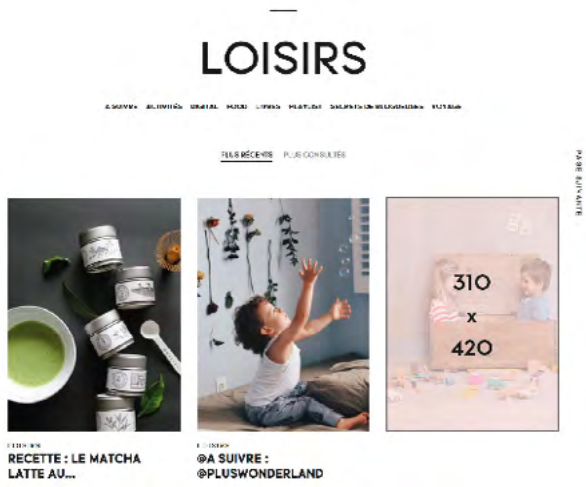
2. in collaboration with our fashion Editor (relay on milks instagram)
€1300



* Collaborations with the bloggers can be subject of adjustments

3 - ROTATING «Grand angle» BANNER





1. ON THE HOME PAGE

1 month
€700

3 months
€1 500

A RELAY ON NEWSLETTER INCLUDED

2. IN A SECTION

1 month
€500

3 months
€1 000

4 - MEGA BANNER

The banner is placed under every article in the section of your choice.

1 month	3 months
€500	**€800**

5 - VIDEO

VIDÉO

A MILLION DREAMS, NICI + KARIN

Your video on our homepage website during 10 days, a relay on face-book included. (min 5K views)

€2000

6 - VISIBILITY IN OUR WEEKLY NEWSLETTER

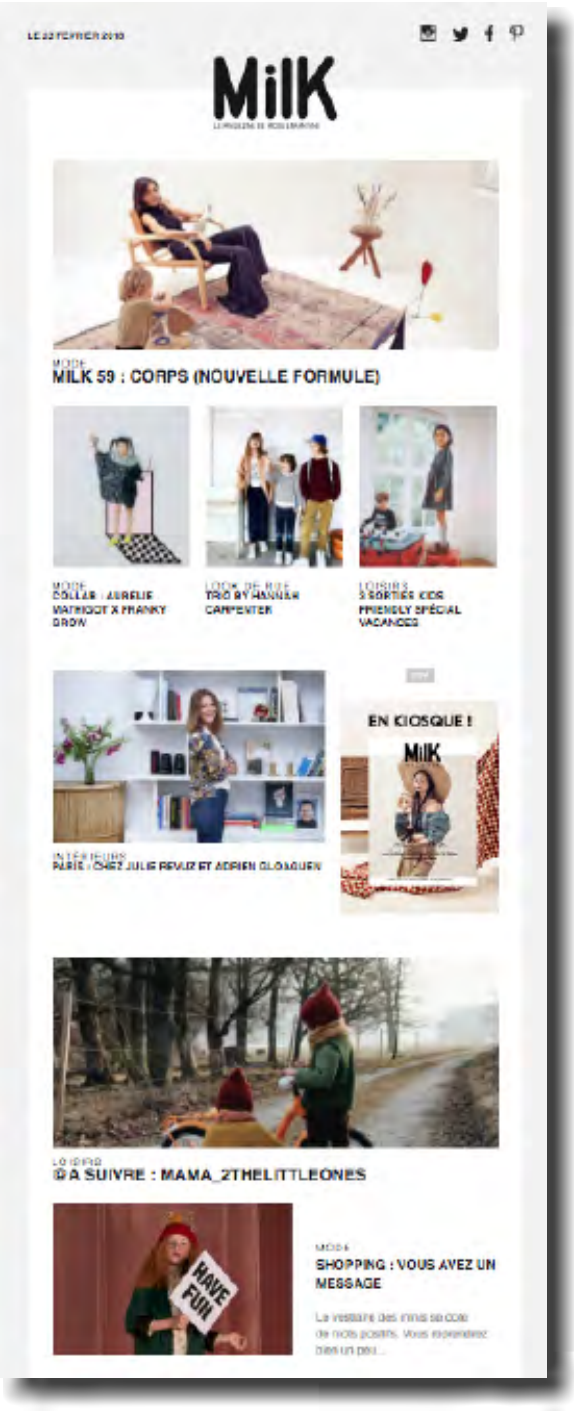
Relay of your advertorial

€500

Send every week to more than

115K contacts

(opening rate 20%)



7 - YOUR VERY OWN NEWSLETTER

THE SHOP

6 highlighted products on the home page
(+ links to your shop)

1 week
€700

2 weeks
€900

JEU CONCOURS EN HOME PAGE

2 Options

1. BASIC

- 15 days on the HomePage
- special page
- banner creation
- relay in the newsletter
- sponsored facebook post
- technical managment

+ opt-in /e-mails

€1500
(+ Gift of a minimum
value of €300)

2. PREMIUM

- basic package

+ dedicated newsletter
advertising the giveaway/or the winner

€3000
(+ Gift of a minimum
value of € 300)

OPENING RATE ABOUT 25%

SITE COUVERING

On home page

- background

(1920x2600 pixels)

+ banner «grand angle»

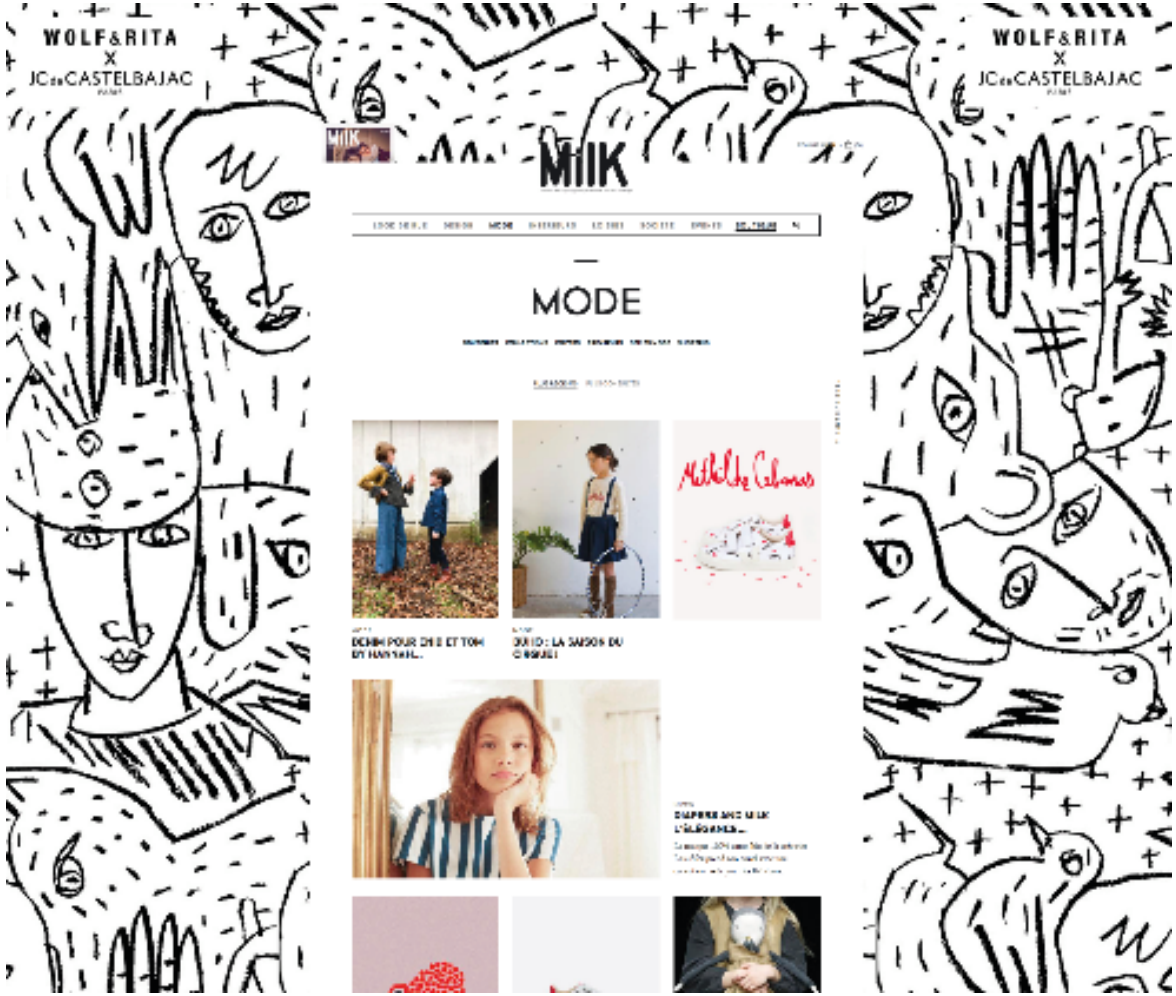
(310 x 420 pixels)

15 days

€3000

1 month

€4000



ADVERTISING OFFER

on the social networks

INSTAGRAM 215K

1. Highlight

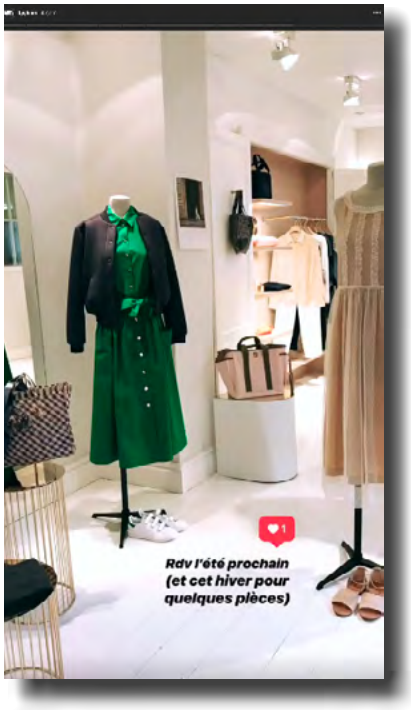
« coup de coeur » product

€1200

2. Giveaway

post + story

€1500



3. Story

your product or event on our story + link
to your website
included (during 24hours)
8K views approx.

€500

+ OPTION €400

if photo made by our
partner photographer
Oliver Fritze

4. Your story «In the news»

For 15 days
with link to your e-shop

€700

PINTEREST 875K

Based on the « Best practices » our tools are always custom made.

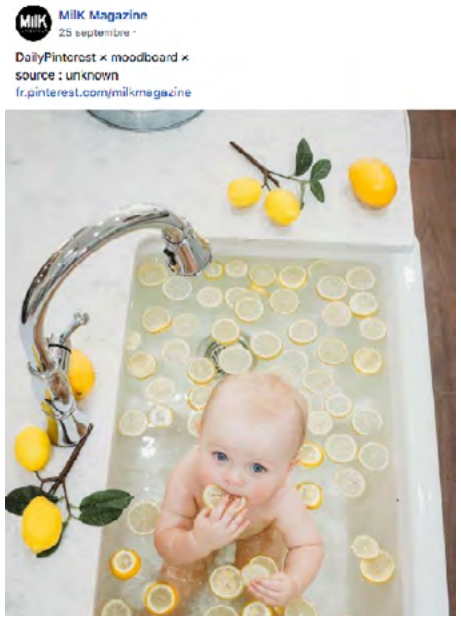
1.

Glveaway

Game mechanic

pointly defined

€500



2.

Daily Pinterest

Relayed on our Facebook

€300

3.

Five pinned

pictures(100€/pic-

tures) **€500**

REPORT

TO HAVE A COMPLETE REPORT OF THE OPERATION

(VISITORS, DIGITAL PRINTINGS, LIKE...)

€300

CONTACTS

Marie PERRIERE
ADVERTISING
DIRECTOR
+33 1 45 08 91 46
marie@milkmagazine.fr

Mandy FIXY
ADVERTISING
MANAGER
+33 1 45 08 91 49
mandy@milkmagazine.fr