



DESIRS DE VOYAGES – MEDIA KIT

PRESENTATION

- **Désirs de VOYAGES** is a French travel and way of life bimonthly magazine. Its aim and its essence are to provide destinations and travel ideas to our readers.
- **Désirs de VOYAGES** is a very upscale magazine.
- We propose in each issue different types of destinations all around the world.
 - * International destination. Ex : Asia, India, Brazil, USA etc... •
 - * European Destination
 - * French Destination
- For each article, we try to propose different angles/ways of travelling:
 - Leisure
 - Adventure
 - Culture
 - Unusual discoveries
- Everyone can therefore find its own 'travel desire' in **Desirs de VOYAGES**. We have very different kind of readers, with one common thing: they want a specific, an ideal travel, and they have enough money to do it.
- News 2015 : Desirs de Voyages was chosen to be studied Audi Premium Press



DÉSIRS DE VOYAGES

A PAPER MAGAZINE



INFORMATIONS PRATIQUES

Paper version :

- ***Copies Number : 70 000***
- ***Circulation : 180 000 readers***
- ***Sales*** : Kiosks, Top of the range librairies, top of the range supermarkets.
- ***Places of Departures*** : Airports, Rail stations, Subways,
- ***Sales in DOM and French-speaking countries*** : Belgium, Switzerland, Luxembourg, Québec

FREE GIVEN

- **Desirs de Voyages** is free given in :
 - * **SHERATON HOTEL** – Roissy Charles de Gaulle Airport.
It is in all rooms, restaurants – bars – lobby – lounge etc...
 - * **AIRLINES LOUNGE** in Parisian Airports
- **Promotion Campaign** :
 - * **In all sales points**, for each issues

COMMUNICATION CAMPAIGN

- In sales points : Front of Desk
- In Radio : Radio spot for each issue of Desirs de Voyages in National Radio stations
- In TV : In a very famous TV show broadcast every Saturday from 6:00 pm to 8:00 pm.
Channel : TF1

PAPER MAGAZINE READERSHIP

- **Document reference :**
- **AUDI PRESSE PREMIUM Study**

PAPER VERSION :

- CSP +, ++
- Urban people
- Readers : 58 % women, 42% men
- Age bracket : From 35 years old

DIGITAL MAGAZINE



Rechercher un numéro, un article

[S'INSCRIRE / SE CONNECTER](#)

Désirs de Voyages ☆

N°68 du 30/10/2018 / Bimestriel
Voyages

[LIRE UN EXTRAIT](#) PARTAGER

Pour lire ce numéro...

Passez à LeKiosk illimité.

ESSAYER 1 MOIS POUR 0.99€

Puis 9,99€ les mois suivants

 SANS ENGAGEMENT

 PAIEMENT 100% SÉCURISÉ

EN SAVOIR PLUS

OU ALORS

[Acheter ce numéro](#)

4.90 €

Archives Désirs de Voyages

Sylvain >

DIGITAL VERSION:

- ***Sold on digital kiosk:*** Relay.fr, Lekiosk.fr, SFR Presse, Amazon, Google, Fnac, Apple
- ***Desirs de Voyages is the 2nd most selling magazine after GEO.***
- ***56% IPAD, 39% Computers, 5% Android***
- CSP +, ++
- Urban people
- Readers : ***74% men, 26% women***
- Age bracket :
 - * 36 % : 35-44 years old
 - * 30 % : 45-54 years old
 - * 15 % : 55-64 years old

DÉSIRS DE VOYAGES

WEBSITE : WWW.DESIRS-DE-VOYAGES.FR



Brèves & Actu'

Les news du voyage par la rédaction.

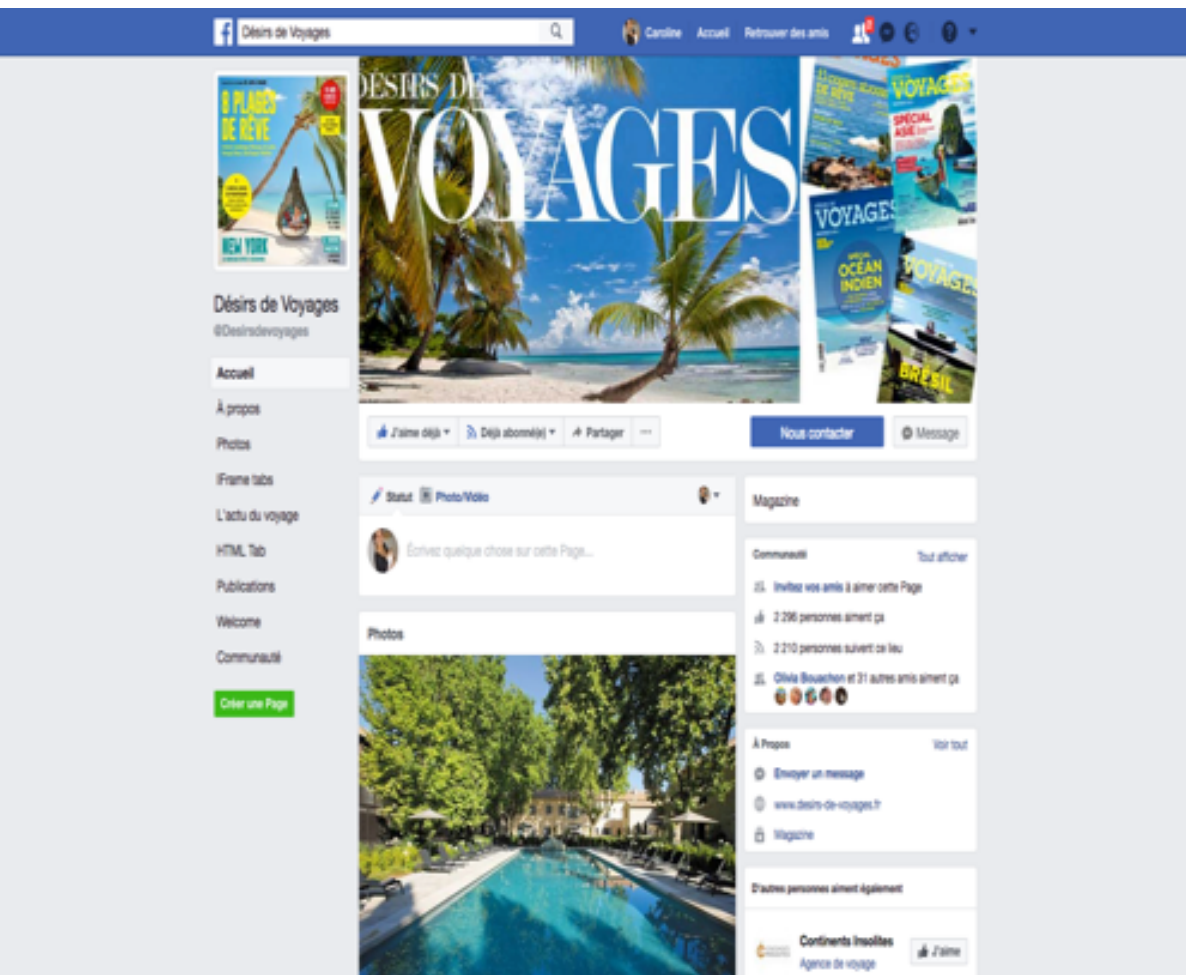


DESIRS-DE-VOYAGES.FR

- **Website** : www.desirs-de-voyages.fr
 - * 7 100 visitors / month
 - * 15 000 seen pages

Contenu : Different editorial contents from the paper and digitalized magazine. We talk about news, flashes news, rates, promotions and of course discovery articles, and advices from our journalists globe-trotters !!!

FACEBOOK & INSTAGRAM PAGES



- *Monthly*, it is send to 11 500 qualified subscribers.
- *Send on staurday morning*, this E.newsletter is about all actualities of travel, as well destinations, than operating tours, or inflights or hôtels.
- *11 500 qualified subscribers*
- *230 travel professionnall contacts*

YOUR BRAND IN
DESIRS DE VOYAGES
PAPER AND DIGITAL VERSIONS



STANDARD SIZES PAPER AND DIGITAL VERSIONS

SIZES	LOCATIONS	GROSS RATES
SIMPLE QUADRI PAGE	Internal	8 600 €
DOUBLE QUADRI PAGE	Internal	17 200 €
½ PAGE WIDTH	At the best	3 625 €
½ HEIGHT PAGE	At the best	3 625 €
1/3 PAGE WIDTH	At the best	2 416 €
1/3 HEIGHT DE PAGE	At the best	2 416 €
¼ DE PAGE	At the best	1 812 €

THIS PRICE LIST IS VALID FOR THE BOTH VERSIONS : PAPER AND DIGITAL.
EX : 8 600 € for one page, on paper and digital versions

SPECIAL LOCATIONS

PAPER AND DIGITAL VERSIONS

DOUBLE PAGE	GROSS RATES
OPENING SPREAD PAGES	19 000 €
1st DOUBLE PAGES	18 000 €
2nd DOUBLE PAGES	17 500 €
DOUBLE PAGE, FIRST PART OF THE MAGAZINE	17 200 €
SIMPLES PAGES	GROSS RATES
BACK COVER	14 000 €
2nd COVER PAGE	12 000 €
3rd COVER PAGE	11 000 €
FACE EDITORIAL/ FACE CONTENTS	11 500 €
1st FIRST SIDE	10 500 €
2nd FIRST SIDE	9 500 €
SIMPLE QUADRI PAGE	8 600 €

WEB RATES
DESIRS DE VOYAGES

DÉSIRS DE
VOYAGES

- ***E.NEWSLETTER sent to 11 500 qualified subscribers :***

* Writing, Conception (design), Réalisation, layout,
and sending to the subscribers:

Tarif net net HT : 1 800 €

- ***BANNERS in rotation on the homepage on our website :***

Tarif net net HT / Mois : 500 €

CONTACTS

DÉSIRS DE
VOYAGES

- **LES EDITIONS D'AILLEURS**
- 10 Boulevard Poissonnière
- 75 009 PARIS

Directrice de la Publicité :

- **Caroline PROST**
- TEL : + 33 1 47 70 73 41
- FAX : + 33 1 47 70 85 65
- MOBILE : + 33 6 86 55 91 43
- E.MAIL : caroline.prost@editionsdailleurs.com

Assistante :

- **Hélène VILLATA**
- TEL : + 33 1 47 70 73 41
- FAX : + 33 1 47 70 85 65
- E.mail : helene.villata@editionsdailleurs.com