

MEDIA KIT 2018

where[®]
Morris Visitor Publications

popout[®]
MAPS



PROMOTE YOUR BRAND

Customise the PopOut

PATENTED PRODUCT

GROUPE WHERE PARIS

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www.wherepariseditions.com

AWARD-WINNING CITYMAPS - PATENTED POPOUT - POCKET-SIZE MEDIA



ELEGANT
DESIGN



INNOVATIVE
AND FULLY
CUSTOMISABLE



DESIGNED
TO TRAVEL

POPOUT®

CUSTOMISABLE

UNIQUE

ELEGANT

PRACTICAL

LIGHT

RESISTANT

INNOVATIVE



UTILISATION

Gift / Goodies

Product Launch

Promotion

Events

Customer Loyalty Management

Sales Promotion

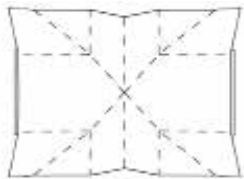
Professional Meetings

REQUEST A QUOTE FROM US

STYLE A



Front Cover



PopOut



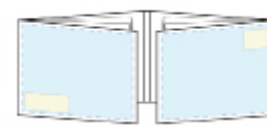
Back Cover



STYLE B



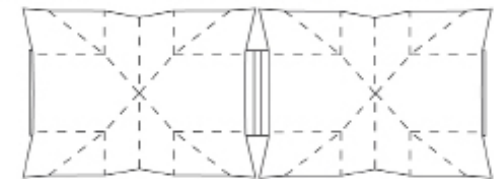
Front Cover



Inside Facing Panels



Back Cover

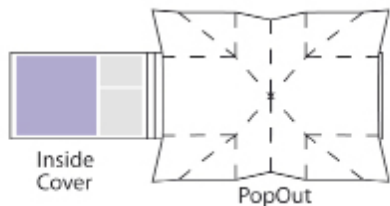
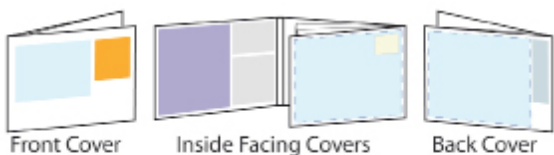


PopOut 1

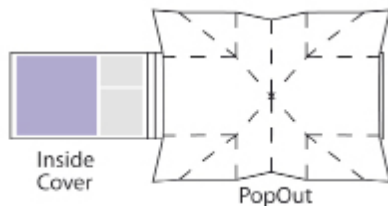
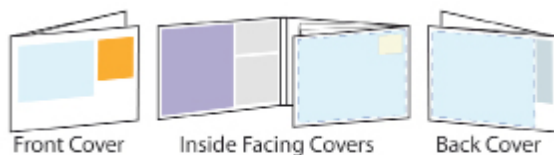
PopOut 2

REQUEST A QUOTE FROM US

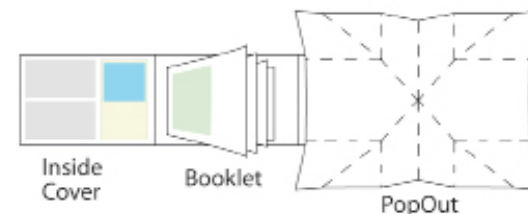
STYLE C



STYLE C OPEN

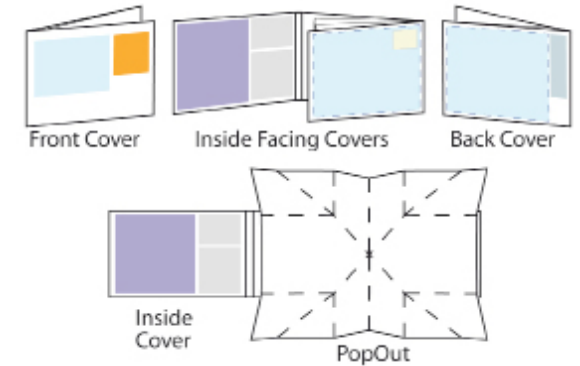


STYLE D



RATE CARD

EXAMPLE WITH MODEL STYLE C



MODEL « STYLE C »

5 000

10 000

25 000

50 000

China Print (12 weeks)

1,15€

0,88€

0,66€

0,64€

UK Print (4 weeks)

1,49€

1,19€

1,07€

1,01€

PRICING

All quotes are dependant on the style, customisation and number of units required.

PRODUCTION

A small set-up charge is incurred for customisation.

PRINTING

On average this takes 4 to 12 weeks from approval.

DELIVERY

Fully inclusive to one point destination.



SOME OF OUR CLIENTS

VENTE COMMERCE



HOTELS



VOYAGE & TOURISME



AUTOMOBILES



AUTRES SECTEURS



POPOUT[®] MAPS ARE A BEST-SELLING RANGE OF POCKET-SIZED CITY MAPS WITH OVER 100 TITLE DESTINATIONS



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OUR 3 MAGAZINES IN FOREIGN LANGUAGES



ENGLISH

Launching: 1992

MONTHLY

Circulation:
51 000 copies/month

The most widely read monthly magazine by affluent tourists in Paris!

Distribution: 400 luxury hotels in Paris and in the Greater Paris region (circulation audited and confirmed by the French organization OJD), Paris Tourism Office, Media agencies, Embassies, trendy places, Limousine companies, Private Jets, Hair/Beauty salons...

Language: English

Format: A4 (L 210 x H 297 mm)

Shaping: Perfect bound

Pagination: 84 to 116 pages

Sections: Lifestyle, fashion, beauty, 6 luxury shopping maps (with the finest boutiques by neighbourhood), fashion, gastronomy, wine, culture, art, attractions, Paris by night...

Target: English-speaking clients in luxury hotels

Reader Profile: 80% of Where's readers are either managers or company executives. Their average income, their education and their profession place them in the world elite of consumers.



CHINESE

Launching: 2011

BIANNUAL

Circulation:
25 000 copies/year

Distribution: 190 hotels where Chinese stay during their journey in Paris + strategic points of information: OTCP, Chinese banks, Embassy, Travel Agencies + distribution before the arrival in Paris by China Eastern (magazine is hand-delivered to 1st & Business Class Travellers)

Language: Simplified Chinese

Format: 190 (wide) x 260 (deep) mm

Shaping: Perfect binding, Glossy 115 gms

Pagination: 136 + 4 (covers)

Sections: Lifestyle, French expertise and the latest trends, 6 luxury shopping maps (the finest boutiques by neighbourhood), fashion, gastronomy, culture, art, attractions, Paris by night...

Target: The partnership between UnionPay France and Where ensures content tailored to the needs of Chinese customers with high purchasing power.



RUSSIAN

Launching: 2009

ANNUAL

Circulation:
20 000 copies/year

Distribution: 250 hotels where Russian-speaking visitors stay during their trip to France (the northern Alps, Provence/The French Riviera, Paris and the Greater Paris region) and also on yachts, in heliports, private airports, limousine companies, the Embassy of the Russian Federation in Paris and the Paris Tourism Office.

Language: Russian

Format: 19 x 26 cm

Shaping: Perfect binding, Glossy 135 gms

Pagination: 96 + 4 (covers)

Sections: Lifestyle, French expertise and the latest trends, 5 luxury shopping maps (the finest boutiques by neighbourhood), fashion, gastronomy, culture, art, attractions, Paris by night...

OUR 4 MAPS OF PARIS IN FOREIGN LANGUAGES



ENGLISH

Launching: 2008

ANNUAL

Circulation: 2.5 million copies/year

A targeted distribution, duration 1 year: 1600 hotels in Paris (2, 3 and 4 star hotels), Paris Tourist Office, tourist attractions, train stations (Gare de Lyon, Gare du Nord, Gare de l'Est, Gare Montparnasse), Bateaux-Mouches, Open Tour. Partner chains: Hilton group, Citadines group, Hôtels & Préférence, Les Hôtels de Paris group.

Closed format: L 8.7 x H 21.2 cm (6 accordion pleats)

Detail: Map of Paris + Subway Map
With the purchase of your advertising component, we offer you the location of your space/brand on the map.

Bilingual advertising: English/French

Target: Intended for a French and international clientele, Where Paris map is characterized by a very large distribution.



CHINESE

Launching: 2012

ANNUAL

Circulation: 100 000 copies/year

A targeted distribution, duration 1 year: 250 hotels in Paris (2, 3, 4 and 5 star hotels), Embassy of China in Paris, Travel Agencies, Cultural Center of China, Chinese banks, UnionPay Office + Tour Operator in Shanghai.

Closed format: L 8.7 x H 21.2 cm (6 accordion pleats)

Detail: Map of Paris + Subway Map
With the purchase of your advertising component, we offer you the location of your space/brand on the map.

Bilingual advertising: Simplified Chinese/French

Target: The Chinese issue of Where Paris map is specially intended for Chinese tourists visiting Paris, their favourite destination in Europe.



JAPANESE

Launching: 2013

ANNUAL

Circulation: 100 000 copies/year

A targeted distribution, duration 1 year: Travel Agencies, JCB Offices, a selection of hotels where the Chinese clientele stays.

Closed format: L 8.7 x H 21.2 cm (6 accordion pleats)

Detail: Map of Paris + Subway Map
With the purchase of your advertising component, we offer you the location of your space/brand on the map.

Bilingual advertising: French/Japanese

Target: The Japanese issue of Where[®] Paris map is specially intended for Japanese tourists visiting Paris. 94% of the Japanese purchases resulting in tax refunds in France are in Paris.



ADVERTISING AGENCY FOR THE PRINTEMPS MAP OF PARIS

Launching: 2009

ANNUAL

Circulation: 1.5 million copies/year

Where Paris has been the advertising sales agency for the Printemps Paris Haussmann department store's luxury map since 2009.

An exclusive distribution, duration: 1 year: Practical, elegant and easy to use, the map is given to clients in the 4&5 star hotels of Paris.

Format « Notebook »: 10 x 14.5 cm
Detail: Map of Paris + Subway Map
Maps personalised with the logos of the hotels or hotel chains.

Bilingual advertising: English/French

Target: The map is conceived for French and international customers with high buying power.