MEDIA KIT
2018-2019

where®
Chinese Edition

Paris

MEDIA KIT
2018-2019

THE OFFICIAL MAGAZINE
OF UNIONPAY
THE LEADING PAYMENT CARD
IN CHINA AND ASIA
A PRACTICAL GUIDE TO PARIS FOR CHINESE VISITORS

FREQUENCY: Biannual guide
DURATION: 2 x 6 months (May and November)
QUANTITY: 2 x 25,000 copies/issue
HOTEL DISTRIBUTION IN PARIS: +190 hotels where the Chinese stay during their trip in Paris
DISTRIBUTION BEFORE ARRIVAL IN PARIS: China Eastern Airline
ADDITIONAL DISTRIBUTION IN PARIS: Strategic points of information: OTCP, Chinese banks, Embassy, Travel Agencies

ARTWORK DEADLINE:
Spring-Summer issue: March 12
Autumn-Winter issue: September 13

Language: Simplified Chinese
Size: 190 (wide) x 260 (deep) mm
Nb of pages: 136 + 4 (covers)
Inside paper: Glossy 115 gms
Cover: 250 gms / matt laminate finish
FIRST CLASS DISTRIBUTION
Distribution of the 50,000 copies annually

Inform tourists in places they frequent
- Paris Tourist Office (OTCP)
- Chinese Embassy
- Chinese Culture Center
- Chinese Banks

Incoming agencies
- Agence Chine Tourisme, Agence Sino-Europeenne, Aiguemarine, Ansel (2 points), Au Tour du Monde, Chinaco, Eap International, Eurasia, Europa Holiday Travel, France Chine Tour, Agence Mandarin Voyages, Orient Travel Center France, Panda Voyage, Via Chine Voyages

Capture the attention of your clients before they arrive in France
- China Eastern Airlines: Shanghai to Paris flights, the magazine is hand-delivered to 1st and Business Class Travellers

Hotel selection
- More than 190 hotels welcoming Chinese guests in Paris and the Greater Paris region (p4)
ULTRA-TARGETED DISTRIBUTION
A selection of hotels where the Chinese stay

Hotel 1K
Hotel Acadia Opéra BW
Hotel Albion (d')
Hotel All Seasons Bercy
Hotel All Seasons Paris Voltaire République
Hotel Amaranthe
Hotel Amaranthe Beau Manor BW
Hotel Amaranthe Champs-Elysées
Hotel Ambassador (Marriott)
Hotel Ampère
Hotel Arcade (de l')
Hotel Ariane Montparnasse
Hotel Astor St Honoré
Hotel Astra Opéra BW
Hotel Atala
Hotel Baltimore - MGallery Collection
Hotel Balzac
Hotel Beauchamps
Hotel Bedford
Hotel Bel Ami Saint-Germain-des-Prés
Hotel Bradford Elysées
Hotel Bristol (Le)
Hotel Buddha-Bar
Hotel California
Hotel Campanile - Pont de Suresnes
Hotel Campanile Paris 19 - La Villette
Hotel Campanile Paris Sud - Clamart
Hotel Castiglione (de)
Hotel Castille Starhotels
Hotel Catalonihe Paris Gare Montparnasse
Hotel Chambiges
Hotel Champs-Elysées Friedland
Hotel Champs-Elysées Plaza
Hotel Château Frontenac
Hotel Chateauaubriand
Hotel Chinagora Huatian
Hotel Clardige Bellman
Hotel Colisée BW (du)
Hotel Collectionneur Arc de Triomphe (du)
Hotel Courtyard by Marriott
Hotel Courtyard by Marriott Colombes
Hotel Courtyard by Marriott St Denis
Hotel Crowne Plaza République
Hotel Darby Alma (Le)
Hotel Disneyland®
Hotel Disney’s Hotel New York®
Hotel Ducs de Bourgogne BW
Hotel Empire Elysées BW
Hotel Evergreen Laurel
Hotel Flèche d’Or BW
Hotel Forest Hill La Villette
Hotel Fouquet’s Barrière
Hotel Four Seasons George V Paris
Hotel Franklin Roosevelt
Fraser Suites - Le Claridge Paris
Fraser Suites Harmonie
Hotel Gaillon Opéra BW
Hotel Général (Le)
Hotel Grand Hotel Inter-Continental
Grand Hôtel du Palais Royal
Hotel Hilton Paris Opera
Hotel Hilton Paris CDG
Hotel Hilton Paris La Defense
Hotel Holiday Inn
Hotel Holiday Inn Express Canal de la Villette
Hotel Holiday Inn Paris Bastille
Hotel Holiday Inn Porte de Clichy
Hotel Home Plaza Jardin du Marais
Hotel Horset Opéra
Hotel Horset Washington (L)
Hotel Hyatt Regency Paris Etoile
Hotel Hyatt Regency Paris Rossy
Hotel Hyatt Regency Paris Madeleine
Hôtel Indigo Paris-Opéra
Hotel Ibis Bercy
Hotel InterContinental Marceau
Hotel Kepller
Hotel Kleber
Hotel Knyiad Montmartre
Hotel Knyiad Paris Ouest - La Défense
Hotel Knyiad Porte d’Orléans
Hotel Lancaster
Hotel Lavoisier (Le)
Hotel Left Bank Saint-Germain BW
Hotel Londres et New York
Hotel Louvre (du)
Hotel Louvre Marcellier Opéra
Hotel MacMahon
Hôtel Masion Fl
Hôtel Marriott Rossy CDG
Hotel Maison Champs-Elysées (La)
Hotel Majestic & Villa
Hotel Malonin (Le)
Hotel Mandarin Oriental, Paris
Hotel manufacture (La)
Hotel Marais Bastille BW
Hotel Mareud
Hotel Marriott Champs-Elysées
Hotel Marriott Rossy CDG
Hotel Mathis Elysées Matignon
Hotel Median Porte de Versailles
Hotel Melia Royal Alma Boutique Hotel
Hotel Mercure haussmann St. Augustin
Hotel Mercure La Défense 5
Hotel Mercure Paris la Villette
Hotel Mercure Convention
Hotel Meridien Etoile
Hotel Meurice
Hotel Millennium Opéra Paris
Hôtel Millennium Roissy
Hotel Montalembert
Hotel Mövenpick
Hotel Napoléon
Hotel Newton Opéra
Hotel Normandy
Hotel Novotel Paris Gare Montparnasse
Hotel Novotel Paris Les Halles
Hotel Novotel Paris Porte d’Italie
Hotel Novotel Paris Tour Eiffel
Hotel Oceania Paris Porte de Versailles
Hotel Opal Opéra BW Premier
Hotel Opéra Liège BW Premier
Hotel Opera Primrose
Hotel Lancaster
Hotel Lavoisier (Le)
Hotel Left Bank Saint-Germain BW
Hotel Londres et New York
Hotel Louvre (du)
Hotel Louvre Marcellier Opéra
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THE OFFICIAL MAGAZINE OF UNIONPAY

UnionPay works with more than 200 Chinese banks, which issue the UP credit card. The partnership between UnionPay and Where Paris ensures content tailored to the needs of Chinese customers with high purchasing power.

EDITORIAL FEATURES:

- Dossier Where Now selection: «Chic» trends
- Jewelry, fashion, beauty, lifestyle, spas...
- 6 luxury shopping maps (with the finest boutiques by neighbourhood):
  * Montaigne/Champs-Elysées
  * Rue Saint-Honoré/Rivoli
  * Faubourg Saint-Honoré
  * Vendôme/Opéra
  * Saint-Germain-des-Prés
  * Le Marais
- Gastronomy, wine, a selection of Michelin-starred restaurants
- Culture, art, attractions
- Tourism & Leisure features
- Practical information about Paris
- Paris by Night
Factors that encourage Chinese tourists to use their UnionPay payment card

- UnionPay is a trusted brand in China. It is the national network of payment cards.
- The UnionPay logo on a store window or at the cash register instills a sense of security, which facilitates sales.
- 95% of the cards issued by UnionPay are debit cards. In this way the cardholders are not limited in their spending as long as they have sufficient funds in the bank.
- UnionPay ensures the conversion rate and charges no fees to the cardholders. In addition to which many loyalty programme services and cash backs are included with the card.
- A network of places that accept the card is already existent in France with over 100,000 affiliated merchants.
- Through the unique security mechanism put into place by UnionPay, not a single case of fraudulent use has been observed since the introduction of the UnionPay card in France in 2006.

About UnionPay

1st network for payment cards
In terms of the number of cards issued in the world, 5 billion UnionPay cards are issued in 40 countries and geographic zones.

2nd leading network for payment cards
In terms of the volume of transactions, that is to say 6,000 billion euros in 2014.

3rd leading network for payment cards
In terms of the number of places that they are accepted. The UnionPay card is accepted in 150 countries and geographic zones by 26 million merchants and at 1.8 million cash machines.

Chinese Tourism in France

The number 1 destination for Chinese tourists travelling to Europe*
*Arrivals of Chinese tourists in France: 1.6 million in 2016

Atout France anticipates the arrival of 5 million Chinese tourists between now and 2020*
* Average length of stay of a Chinese tourist: 6.5 nights in 2014

Shopping: an average of 1,500€ spent during the stay in 2016*
*New trends: individual travel, travelling as a couple, family trips
## Rates and Formats 2018-2019

<table>
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<th>Covers</th>
<th>Rates for 6 Months</th>
<th>Rates for 12 Months</th>
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**Double Page**

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**Other Formats**

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<td>€ 13 200 HT</td>
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<tr>
<td>1/2 right page</td>
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<td>€ 6 600 HT</td>
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IN ADDITION TO THE MAGAZINE, DISCOVER OUR WEBSITE

WWW.WHEREPARIS.CN

THE SITE IN A FEW WORDS:
- Content in simplified Chinese
- Web responsive design
- Site hosted in China
- Practical for travel preparations
- Useful for discovering Paris
- Share information over WeChat
A SELECTION OF OUR ADVERTISING PARTNERS

ACCESSORIES & FASHION
Akris
Angela Caputi
BCBGMAXAZRIA
Beretta
Boggi
Cadolle
Chanel
Coach
Crockett & Jones
De Fursac
Francis Klein
GrandOptical
Lana di Capra
Louis Quatorze
Marella
Marina Rinaldi
Michael Kors
Montagut
Mulberry
Paraboot
Rimowa
Thomas Pink
Weston
Yohji Yamamoto
Yumi Katsura

ARTS
Art Elysées
Ateliers d’Art de France
Carré Rive Gauche
Foire de Chatou
Galeries Bartoux
Galerie Tamenaga
Opera Gallery
Paris Deco Off
Salon du Dessin
Salon du Vintage

CABARETS
Crazy Horse
Lido
Moulin Rouge

SHOPPING AREAS
Aéroports de Paris
Aeroville
Beaugrenelle
Bercy Village
BHV Marais
Carrousel du Louvre
FNAC
Galeries Lafayette
La Vallée Village
Monoprix
Montparnasse Rive Gauche
One Nation
Printemps

FINANCES
American Express
JCB
MasterCard
Premier Tax Free
UnionPay

GASTRONOMY
Bodum
Champagne Boizel
Cordon Bleu
Debauve & Gallais
Kusmi Tea
Ladurée
Lavinia
Nicolas
Ruinar
Zwilling

JEWELLERY & WATCHES
A.Lange & Söhne
Arije
Audemars Piguet
Breguet
Bucherer
Cartier
Chaumet
Cvstos
de Grisogono
Dodo
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Gucci
Harry Winston
Hublot
Jaquet Droz
Parmigiani
Piaget
Pomellato
Redline
Rolex
Tasaki
Tous bijoux
Tudor
Vacheron Constantin
Wempe
Qeelin

LEISURE & CULTURE
Bateaux-Mouches
Bateaux-Parisiens
Cité de l’Architecture et du Patrimoine
Disneyland Paris
Fondation Custodia
Fondation Louis Vuitton
Mémorial de la Shoah
Musée de l’Armée
Musée de Montmartre
Musée de Cinéma
Musée Guimet
Musée Jacquemart-André
Paris L’Open Tour
Paris Musées
Paris Museum Pass
Philarmonie de Paris
Vedettes de Paris
Visit Indonesia

OUR INSTITUTIONAL PARTNERS

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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

*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 Russians 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...

WHERE PARIS : 35 rue des Mathurins, 75008 Paris    |   Tel: 01 43 12 56 56     |     www.wherepariseditions.com   |   www.whereparis.cn     |  paris@wheremagazine.com
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MAPS OF PARIS

ENGLISH
Launching: 2008
ANNUAL
Circulation: 2.5 million copies/year

CHINESE
Launching: 2012
ANNUAL
Circulation: 100 000 copies/year

JAPANESE
Launching: 2013
ANNUAL
Circulation: 100 000 copies/year

ADVERTISING AGENCY FOR THE PRINTEMPS
Launching: 2009
ANNUAL
Circulation: 1.5 million copies/year

POPOUT CHINESE
Launching: 2012
ANNUAL
Circulation: 5 000 copies/year
MAGAZINES

We can create diverse media products to make your campaign effective such as advertorials, inserts, cover-partners, made-to-measure photo shoots and ever so much more.

A MAP OF PARIS IN YOUR COLOURS

Do you wish to distinguish yourself, communicate about your image, showcase your implantations and strengthen your customer relations?
Where Paris brings you its expertise by producing for you a customised map (design, contents, printing) and advises you on distribution networks (hotels, tourist spots and so forth).