Paris

where

MEDIA KIT 2018

www.wherepariseditions.com
Paris
European Capital of Shopping

50% of tourists prefer Paris for shopping, in front of London (25%) and Milan (18%)
WHO ARE WE?

Where Paris is a division of the American Group MVP (Morris Visitor Publications), the leader for premium visitors to Paris.


TARGET

English-speaking clients in luxury hotels: American, British, Chinese, Indian, Japanese, Brazilian, Russian, Korean, French...

READER PROFILE

- More than 80% of Where’s readers are either managers or company executives
- Their average income, education and profession place them in the world elite of consumers
- They spend largely more than average and come to Paris 4 times a year. They stay on average for 4 days
- 55% come to Paris for leisure, 45% for business
- Mixed readership

Where Paris is available in the suites, rooms and concierge services of the 400 largest luxury hotels and palaces in Paris. A member of the team is dedicated to the distribution and visits all of our partner hotels.
CULTURE
ARTS & ATTRACTIONS

ENTERTAINMENT
HOT DATES, CONCERTS, BARS, PARIS BY NIGHT

SHOPPING
FASHION, BEAUTY, LIFESTYLE, LUXURY SHOPPING PLANS

DINING
RESTAURANTS, GASTRONOMY
**WHERE PARIS IS DISTRIBUTED IN PARIS IN 100% OF 5* HOTELS AND PALACES**

### 1er ARRONDISSEMENT
- Hotel Pavillon de la Reine
- Hotel Petit Moulin / Villa Marais
- Hotel Tournelles (Les)
- Hotel Villa Beaumarchais
- Les Bains Paris

### 2ème ARRONDISSEMENT
- Hotel Cluny Square
- Hotel Dames du Panthéon (Les)
- Hotel Grands Hommes (des)
- Hotel Henri IV
- Hotel Jardin de Cluny (BW)
- Hotel Lanterne (La)
- Hotel Melia Colbert
- Hotel Notre Dame (le)
- Hotel Notre Dame (Le)
- Hotel Observatoire Luxembourg
- Hotel Petit Paris (Le)
- Hotel Relais Saint Jacques (au)
- Hotel Sérêtolet Lutèce
- Hotel Villa Pantheon
- Libertel Austerlitz Jardin des Plantes

### 3ème ARRONDISSEMENT
- Hotel 1K
  - Hotel Abbaye (de l')
  - Hotel Académie et des arts (des)
  - Hotel Aramis Saint-Germain (BW)
  - Hotel Astorus
  - Hotel Aubusson (d')
  - Hotel Auvic
  - Hotel Baume
  - Hotel Bel Ami
  - Hotel Belloy Saint-Germain (BW)
  - Hotel Buci
  - Hotel Danube (du)
  - Hotel Dauphine Saint-Germain
  - Hotel Edouard VI
  - Hotel Esprit Saint-Germain
  - Hotel Fleurie (dé)
  - Hotel Grand Hôtel de l'Univers
  - Hotel Holiday Inn Paris Notre Dame
  - Hotel Holiday Inn Paris Saint-Germain
  - Hotel Hôtel (L')
  - Hotel Jardin Le Bréa
  - Hotel La Belle Juliette
  - Hotel Left Bank Saint-Germain (BW)
  - Hotel Littre
  - Hotel Louis II
  - Hotel Lutetia
  - Hotel Luxembourg
  - Hotel Luxembourg Parc
  - Hotel Madison
  - Hotel Manoir Saint-Germain (BW Premier)
  - Hotel Milleisime Hotel
  - Hotel Novanox
  - Hôtel Odeon Saint-Germain
  - Hotel Pas de Calais
  - Hotel Perle (La)
  - Hotel Recamier

### 4ème ARRONDISSEMENT
- Hotel Varenne (de)
- Hotel Veineuil
- Hotel Walt (Le)

### 5ème ARRONDISSEMENT
- Hotel Thourinex
- Hotel Tourville (Le)
- Hotel Vaneau Saint-Germain
- Hotel Varnene (de)

### 6ème ARRONDISSEMENT
- Hotel Recamier
- Hotel Collectionneur Arc de Triomphe

### 7ème ARRONDISSEMENT
- Hotel 7 Eiffel
- Hotel Bac Saint-Germain
- Hotel Belleshasse
- Hotel Bersoly's Saint-Germain
- Hotel Bourdonnais (La)
- Hotel Bourgogne et Montana
- Hotel Cinq Codet (Le)
- Hotel Derby Alma (Le)
- Hotel Duc de Saint Simon
- Hotel K+K Cayre
- Hotel Montalembert
- Hotel Narcisse Blanc (Le)
- Hotel Pont-Royal
- Hotel Relais Christine
- Hotel Relais Hôtel du Vieux Paris
- Hotel Relais Medicis (Le)
- Hotel Relais Saint-Germain (Le)
- Hotel Sainte Beuve
- Hotel Senat (Le)
- Hotel Sèvres Saint-Germain
- Hotel Six (Le)
- Hotel Saint Germain-des-Prés
- Hotel Saint Gregoire (Le)
- Hotel Saint Paul
- Hotel Trianon Rive Gauche

**WHERE PARIS IS DISTRIBUTED IN PARIS IN 100% OF 5* HOTELS AND PALACES**

### 8ème ARRONDISSEMENT
- Hotel Al psychosis - Le Claridge Paris
- Hotel Al psychotherapy Sommier
- Hotel Alliance
- Hotel Amaranthe Beau Manoir (BW)
- Hotel Amaranthe Champs-Elysées
- Hotel Arcade (de)
- Hotel Astoria Opéra
- Hotel Atalia
- Hotel Balzac
- Hotel Bedford
- Hotel Berri (de)
- Hotel Bradford Elysées
- Hotel Bristol (Le)
- Hotel Buddha-Bar
- Hotel California
- Hotel Castiglione (de)
- Hotel Chambiges
- Hotel Champs-Elysées Friedland
- Hotel Champs-Elysées Plaza
- Hotel Château Frontenac
- Hotel Chateaubeaufrand
- Hotel Claridge Bellman
- Hotel Calisée (Le)
- Hotel Collectionneur Arc de Triomphe
- Hotel Concorde
- Hotel Daniel
Hotel Trémoille (de la)
Hotel Vernet
Hotel Vignon (Le)
Hotel Vigny (de)
Hotel Waldorf Madeleine
Hotel Warwick
Hotel West End
La Réserve Paris Hotel and Spa
Maison Astor Paris, Curio Collection by Hilton
Maison Albar Paris Diamond

9ème ARRONDISSEMENT
Hotel 9 Hôtel (Le)
Hotel Acadia Opera (BW)
Hotel Adèle & Jules
Hotel Acadia Opera (BW)
Hotel Opéra Cadet
Hotel Millennium Opéra Paris
Hotel Mattle
Hotel Indigo Paris - Opéra
Hotel Intercontinental Paris le Grand
Hotel Maison Athénée
Hotel Maison Souquet
Hotel Madeleine
Hotel Millennium Opéra Paris
Hotel Opéra Cadet
Hotel Opéra Faubourg (BW Premier)
Hotel Parister
Hotel Péra (Le)
Hotel Ronceray Paris Opéra (BW)
Hotel Scribe
Hotel Saint Petersbourg
Hotel Touraine Opéra
Hôtel Triangle d’Or (du)
Hotel Villa Opéra Drouot
Hotel Villa Royale
Hotel Villathena
Hotel Vintage
Hotel W Paris Opéra
Opéra Ligue (BW Premier)
Holiday Inn Paris Opera - Grands Blvds
Liberthal Montmartre Duplemé
The Chess Hotel

10ème ARRONDISSEMENT
Hotel Avalon
Hotel Eurostars Panorama
Hotel Grand Amour
Hotel Holiday Inn Paris - Gare de l’Est
Hotel Renaissance Paris République
Hotel Rocroy
Libertel Gare de l’Est Français
Libertel Gare du Nord Sudé
11ème ARRONDISSEMENT
Hotel Crowne Plaza République
Hotel Général (Le)
Hotel Home Plazza Jardins du Marais
Hotel Marais Bastille (BW)
Hotel Mareuil
Hotel Paris Bastille Boutet
Hotel Patio St. Antoine (Le) (BW)
Hotel The Original Hotel
12ème ARRONDISSEMENT
Hotel Holiday Inn Paris Bastille
Hotel Marceau Bastille
Hotel Pavillon Bastille (Le)
Hotel Pullman Paris Bercy
Hotel Quartier Bercy Square (Le)
13ème ARRONDISSEMENT
Hotel Manufacture (La)
Hotel Villa Lutece Port Royal
OFF Paris Seine
14ème ARRONDISSEMENT
Hotel Catalogne Paris Gare Montparnasse
Hôtel de l’Orchidée
Hotel Lenox Montparnasse
Hotel Paix (de la)
Hotel Paris Marriott Rive Gauche
Hotel Pullman Montparnasse
Hotel Villa Montparnasse
15ème ARRONDISSEMENT
Hotel Balli de Suffren Tour Eiffel
Hotel Eiffel Seine
Hotel Marquis Eiffel
Hotel Median Porte de Versailles
Hotel Novotel Paris Gare Montparnasse
Hotel Novotel Paris Tour Eiffel
Hotel Oceania Paris Porte de Versailles
16ème ARRONDISSEMENT
Hotel Bois (du)
Hotel Duret
Hotel Elysées Bassano
Hotel Elysées Regencia
Hotel Floride Etoile
Hotel Garden Elysée
Hotel Kepler
Hotel Kleber
Hotel La Clef Tour Eiffel
Hotel Melia Alexander
Hotel Molitor
Hotel Renaissance Paris Le Parc-Trocadéro
Hotel The Peninsula
Hotel Pergolese
Hotel Plaza Tour Eiffel
Hotel Radisson Blu Dokhan’s
Hotel Radisson Blu Metropol得分
Hotel Raphael
Hotel Royal Elysées
Hotel Shangri-La Paris
Hotel Sofitel Baltimore Paris Tour Eiffel
Hotel Square
Hotel Saint James Paris
Hotel Tocadéro La Tour
Hotel Waldorf Tocadéro
La Réserve Paris - Apartments
Maison FL
Villa des Ambassadeurs
Villa & Hotel Majestic
17ème ARRONDISSEMENT
Hotel Accacia Etoile (L’)
Hotel AC Marriott Paris Porte Maillot
Hotel Ampère
Hotel Balmoral
Hotel Banville (de)
Hotel Belfast
Hotel Cécilia
Hotel Céleste
Hotel Courcelles Etoile
Hotel Doisy-Etoile
Hotel Empire Elysées (BW)

18ème ARRONDISSEMENT
Hotel Kube
Hôtel Particulier Montmartre
Hotel Terrass Hôtel

REGION PARISIENNE
SEINE-ET-MARNE
Hotel Disney’s Hotel New York®
Hotel Disneyland®
Hotel Radisson SAS Paris CDG
Hotel Radisson SAS Disneyland
Marriott’s Village d’Ile de France
Relais Spa Val d’Europe - Chézy

YVELINES
Hotel Pullman Château de Versailles
Hotel Trianon Palace - Versailles

HAUTS-DE-SEINE
Fraser Suites Harmonie - Paris La Défense
Hotel Courtyard by Marriott Boulogne
Hotel Courtyard By Marriott Colombes
Hotel Crowne Plaza Paris-Neuilly
Hotel Evergreen Laurel - Levallois
Hotel Hilton Paris La Defense
Hotel Holiday Inn - Porte de Clichy
Hotel Jardin de Neuilly (Le)
Hotel Melia Paris La Défense
Hotel Mercure La Défense
Hotel Pullman Paris La Défense
Hotel Radisson SAS Boulogne
Hotel Renaissance Paris La Défense
Renaissance Paris Hippodromme de St-Cloud
Hotel Sofitel Paris La Défense

SEINE-SAINT-DENIS
Hotel Courtyard by Marriott Saint-Denis
Hotel Holiday Inn Paris-Marne la Vallée

VAL-DE-MARNE
Hotel Chingara Huatian
Hotel Courtyard by Marriott Arcueil
Hotel Royal Regency Vincennes

VAL-D’OISE
Auberge du Jeu de Paume
Hotel Crown Plaza Paris-CDG
Hotel Grand Hôtel Barrière-Enghien
Hotel Hilton Paris CDG
Hotel Hyatt Regency Paris Roissy
Hôtel du Lac
Hôtel Marie-Louise
Hotel Marriott Roissy CDG
Hotel Millennium Roissy
Hotel Sheraton Paris Airport Roissy
Mercure Paris CDG Airport & Convention
Only Suites Residence Paris CDG
Pentahotel Paris CDG
**PRE-TRAVEL**

In every car on board the Eurostar from London to Paris, as well as in the Business Premier Lounge at St Pancras

**PROVINCE HOTELS**

Villa Maia / LYON
Grand Hôtel de la Grotte / LOURDES
Hôtel Royal Thalasso / LA BAULE

**OTHER PLACES IN PARIS**

**EMBASSIES**

Ambassade d’Australie
Ambassade de Brunei
Ambassade du Canada
Ambassade des États-Unis

**FURNISHED APARTMENTS**

Short Stay Group
Sweet Inn
Squarbreak
Perfectly Paris
Appartements Azzedine Alaïa
Appartements Le Roi de Sicle

**RESTAURANTS**

Opéra Restaurant
Café Pinson
Sir Winston
La Gare
Danton

Groupe Lina’s (7 restaurants sur Paris) :
Lina's Etienne Marcel
Lina's Hausmann
Lina's Malesherbes
Lina's Marbeuf
Lina's Neuilly sur Seine
Lina’s Maréchal Juin

**COMPANIES OF LIMOUSINES**

Premier Limousines
Service Prestige

**HAIRDRESSERS & BEAUTY**

Salon Confidentiel (1er)
Salon Rossano Ferretti (1er)
Salon John Nollet (2ème)
Salon David Mallett (2ème)
Alexandre de Paris (6ème, 8ème)
Carita Faubourg Saint-Honoré (8ème)
Coifffirst Saint-Germain-des-Prés (6ème)
Coifffirst Odéon (6ème)
Alexandre Patois (6ème)
Christophe-Nicolas Biot (6ème)
Jean Louis David International (16ème)
Salon Leonor Greyl (8ème)
Salon Lucie Saint-Clair (16ème)
Spa Cinq Mondes (9ème)
Spa Clarins (7ème)

**OTHER PLACES IN PARIS**

**EACH MONTH THE PAGE MY PARIS IS WRITTEN BY A CLEFS D’OR CONCIERGE OF A LEADING PARISIAN HOTEL**

BASTIEN LALANNE
Hôtel National des Invalides

**LES CLEFS D’OR**

Where® is the media partner of the Clefs d’Or (Golden Keys) Association of France

The hotel concierges founded the Clefs d’Or Association in Paris in 1929 and now the association is present in over 42 countries, that groups 430 concierges from 350 of the most prestigious hotels in France. In direct contact with clients of luxury hotels, the Clefs d’Or concierges do this best to make sure that their clients’ sojourn is as perfect as possible, assuring an excellent personalised service.

**OPINIONS**

“Where® always listens to tourism professionals. What’s more I had the pleasure of collaborating on the new version of the monthly Where Paris, which fulfils to an even greater extent the refined expectations of our guests. Where®, with its various publications, is an essential reference on the market and for hotels.”

Benoît Barrault, Head Concierge
Hotel Buddha-Bar Paris

“Where Paris magazine is the essential of what our guests are looking for in our beautiful city of light. This is also a great support for our Concierge team in order to keep up to date new events and hot spots.”

Sonia PPET, Head Concierge
Hôtel Le Bristol Paris

“Where® Paris is the media essential of what our guests are looking for in our beautiful city of light. It is also a great support for our Concierge team in order to keep up to date new events and hot spots.”

Philippe CHERENCE, Concierge
Hôtel Paris Marriott Rive Gauche Hotel & Conference Center
# Editorial Calendar 2018 - 2nd Semester

## July (date of publication: July 1st)
- Provence Rosé Wine
- The Chateaux of France
- Dali Paris

**PHOTO SHOOT:** Summer Looks

## August (date of publication: August 1st)
- Family-Friendly Paris
- Gay Games 2018

**PHOTO SHOOT:** Swimsuits

## September (date of publication: September 1st)
- Interior Design Boutiques and Trends Interview

**PHOTO SHOOT:** Fine Jewellery & Watches

## October (date of publication: October 1st)
- Jean Paul Gaultier Interview
- Bordeaux Wines and Restaurants Art Exhibitions

**PHOTO SHOOT:** Autumn/Winter Looks

## November (date of publication: November 1st)
- Tahiti and its Pearls
- Street Art Interview
- Art Exhibitions

**PHOTO SHOOT:** Wedding Special

With the exception of future changes

## December (date of publication: December 1st)
- Christmas Lights and Markets
- Champagne and Cocktails Interview

**PHOTO SHOOT:** Christmas Special

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# 2018 - Closing and Material Deadline Dates

<table>
<thead>
<tr>
<th>Month</th>
<th>Deadlines</th>
<th>Paris Distribution</th>
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<tr>
<td>January</td>
<td>NOVEMBER 22</td>
<td>JANUARY 1st</td>
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<tr>
<td>February</td>
<td>DECEMBER 19</td>
<td>FEBRUARY 1st</td>
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<tr>
<td>March</td>
<td>JANUARY 26</td>
<td>MARCH 1st</td>
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<td>April</td>
<td>FEBRUARY 28</td>
<td>APRIL 1st</td>
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<tr>
<td>May</td>
<td>MARCH 26</td>
<td>MAY 1st</td>
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<td>June</td>
<td>APRIL 23</td>
<td>JUNE 1st</td>
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<td>July</td>
<td>MAY 29</td>
<td>JULY 1st</td>
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<td>August</td>
<td>JUNE 27</td>
<td>AUGUST 1st</td>
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<td>September</td>
<td>JULY 17</td>
<td>SEPTEMBER 1st</td>
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<td>October</td>
<td>AUGUST 28</td>
<td>OCTOBER 1st</td>
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<td>November</td>
<td>SEPTEMBER 28</td>
<td>NOVEMBER 1st</td>
</tr>
<tr>
<td>December</td>
<td>OCTOBER 29</td>
<td>DECEMBER 1st</td>
</tr>
</tbody>
</table>

Dates may be subject to change

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**Every Month**

**Shopping:** Photo shoot, new boutiques, trends for him, her and children, beauty news, spas, decoration

**Arts and Leisure:** Exhibitions, boat cruises, monuments, museums, trade shows

**Gastronomy:** Not-to-be-missed restaurants and new restaurants to discover

**Entertainment:** Concerts, bars, clubs, cabarets

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**Subscribe to Our Monthly Newsletter**

The Where newsletter is sent by e-mail at the beginning of each month to our entire B2B file of industry influencers: Parisian hotel professionals, Clefs d’Or concierges, tourism partners and advertisers = more than 30,000 contacts.

[paris@wheremagazine.com](mailto:paris@wheremagazine.com)
### OUR ADVERTISING RATES FOR 2018

**SPECIAL OPERATIONS AND INSERTS: RATES ON REQUEST**

#### DISCOUNTS

- **Cumulative calculation**
  - 1 000 € - 5 000 € = 7%
  - 5 001 € - 7 500 € = 10%
  - 7 501 € - 10 000 € = 15%
  - 10 001 € - 14 999 € = 18%
  - 15 000 € to 19 999 € = 20%
  - 20 000 € and more = 23%

- **NEW ADVERTISER:** 6%
- **LOYALTY:** 8%
- **INCREASE:** 5%
- **PUBLICATION PACKAGES:** 5%

- **PROFESSIONAL DISCOUNT:**
  - Upon presentation of an agency agreement with an order form
  - 15% for the representative on the invoice, calculated on the net amount after discount.

- **RENEWAL OF CAMPAIGNS**
  - Calculated on the gross price
  - 2% de 7 000 € à 30 000 € (excluding taxes)
  - 3% + de 30 001 € (excluding taxes)

### Position and Price Table

<table>
<thead>
<tr>
<th>Position</th>
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<td>Inside Front Cover Spread</td>
<td>15 500 €</td>
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<tr>
<td>DPS 2</td>
<td>14 300 €</td>
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<td>DPS 3</td>
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<td>PS 4</td>
<td>12 200 €</td>
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<td>Double Page</td>
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<td>IBC</td>
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<td>OBC</td>
<td>11 000 €</td>
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<tr>
<td>Facing the Editorial / Contents</td>
<td>7 600 €</td>
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<td>1st Recto</td>
<td>7 150 €</td>
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<td>2nd Recto</td>
<td>6 700 €</td>
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<td>3rd Recto</td>
<td>6 600 €</td>
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<tr>
<td>Facing Map / Beginning Magazine</td>
<td>6 550 €</td>
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<tr>
<td>Standard Page</td>
<td>6 100 €</td>
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<td>Small Formats:</td>
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<tr>
<td>1/2 Page</td>
<td>3 800 €</td>
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<tr>
<td>1/3 Page (Entert, Arts &amp; Attractions)</td>
<td>2 750 €</td>
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<tr>
<td>1/4 Page (Dining Time)</td>
<td>2 200 €</td>
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<td>Shop Stop (Plans Shopping)</td>
<td>1 300 €</td>
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<tr>
<td>1/8 Page (Dining)</td>
<td>1 050 €</td>
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<tr>
<td>1/12 Page (Services)</td>
<td>840 €</td>
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</table>
INSTITUTIONAL PARTNERS

ACCESSOIRES & FASHION
Akris
Angela Caputi
Aubercy
BCBGMAXAZRIA
Beretta
Boggi
Cadolle
Cerruti
Chanel
Coach
Crockett & Jones
De Fursac
El Ganso
Gresley
Louis Quatorze
Marella
Michael Kors
Montagut
Mulberry
Paraboot
Rimowa
Thomas Pink
Weston
Yohji Yamamoto
Yumi Katsura

ARTS
Art Elysées
Carré Rive Gauche
Foire de Chatou
Galeries Bartoux
Galerie Tamenaga
Marché aux puces de Saint-Ouen

Music
INSTITUTIONAL PARTNERS OUR PARTNERS & ADVERTISERS THEY TRUST US

OPERATIONS
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
Klépierre Saint-Lazare
Galeries Lafayette
La Vallée Village
Monoprix
Montparnasse Rive Gauche
One Nation
Printemps

FINANCES
American Express
MasterCard
Premier Tax Free
UnionPay

JEWELLERY & WATCHES
A.Lange & Söhne
Angela Caputi
Anjie
Audemars Piguet
Breguet
Carlier
Chaumet
Charron
Cynthia
David Yurman
de Grisogono
Dodo
Dubail
Ekso
Elysées Horlogerie
Franck Muller
Gas Bijoux
Gucci
JEM
Harry Winston
Hublot
Jaquet Droz
Panerai
Parmigiani
Piaget
Ralph Lauren
Rolex
Tasaki
Tous bijoux
Tudor
Ulysse Nardin
Vacheron Constantin
Wempe
Qeelin

😬+ELeISUR & CULTURE
Bateaux-Mouches
Bateaux-Parisiens
Disneyland Paris
Fondation Custodia
Fondation Louis Vuitton
La Cinémathèque Française
L’Open Tour Paris
Mémorial de la Shoah
Musée de l'Armée
Musée de Montmartre
Musée Guimet
Musée Jacquemart-André
Opéra de Paris
Paris Musées
Paris Museum Pass
Philharmonie de Paris
VeDettes de Paris
Visit Indonesia

Sandra Iskander, the editor-in-chief of the Where Paris collection of magazines, is a member of the jury of the Prix Villegiature Awards, which recompense each year in various categories the most beautiful hotels in Europe, Asia, Africa and the Middle East.

Suzanne Tang who manages distribution for the Where Paris publications is a member of the jury of the David Campbell Trophy, which designates the best receptionist of the year.

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OUR COMMITMENTS

THE PRIX VILLEGIATURE AWARDS

THE DAVID CAMPBELL TROPHY
**MAGAZINES**

**ENGLISH**
- Launching: 1992
- Monthly
- Circulation: 51,000 copies/month
- The most widely read monthly magazine by affluent tourists in Paris!

**CHINESE**
- Launching: 2008
- Annual
- Circulation: 2.5 million copies/year

**RUSSIAN**
- Launching: 2009
- Annual
- Circulation: 20,000 copies/year

**ADVERTISING AGENCY FOR**
**THE PRINTEMPS**
- Launching: 2009
- Annual
- Circulation: 1.5 million copies/year

**JAPANESE**
- Launching: 2012
- Annual
- Circulation: 100,000 copies/year

**POPOUT CHINESE**
- Launching: 2012
- Annual
- Circulation: 5,000 copies/year

**MAPS OF PARIS**

**ENGLISH**
- Launching: 2011
- Biannual
- Circulation: 25,000 copies/year

**CHINESE**
- Launching: 2012
- Annual
- Circulation: 100,000 copies/year

**JAPANESE**
- Launching: 2013
- Annual
- Circulation: 100,000 copies/year

**MAGAZINES**

**CHINESE**
- Launching: 2011
- Biannual
- Circulation: 25,000 copies/year

**RUSSIAN**
- Launching: 2009
- Annual
- Circulation: 20,000 copies/year
OUR MADE-TO-MEASURE SOLUTIONS
AND WHITE-LABEL PRODUCTS

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).
AN INTERNATIONAL SUCCESS STORY FOR OVER 80 YEARS

WHERE® WORLDWIDE

- In the United States since 1936
- More than 100 destinations throughout the world and 50 million magazines/maps distributed annually
- Circulation in more than 26,184 hotels and 1,716,000 hotel rooms
- www.wheretraveler.com

WHERE® IN PARIS

- In Paris since 1992
- Publishes 3 magazines in English, Chinese and Russian
- We can create custom content
- www.wherepariseditions.com
- www.parimap.fr
- www.whereparis.cn

AUSTRALIA, ASIA & AFRICA

<table>
<thead>
<tr>
<th>Country</th>
<th>Monthly:</th>
<th>Annually:</th>
</tr>
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CANADA

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EUROPE

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UNITED STATES

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