

What is Living France?

Living France is a market-leading magazine, published in the UK for a Francophile audience. Now in its 18th year, Living France magazine is recognised for its ability to combine practical advice and inspirational features. It has developed a worldwide following and its circulation keeps on growing (we are currently selling 14% more copies than we did at the same time last year).

You will find below information and advice on how to advertise in Living France, but why don't you just call us? Together we can discuss your requirements and find a solution to guarantee you maximum exposure for your budget.

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Et si vous préférez nous parler en français, aucun problème. Nous sommes bilingues.

The distribution strategy

On sale in WH Smith, Sainsburys and Tesco stores nationwide, as well as at airport and other leading newsagents, Living France is purchased by people who are genuinely interested in France. An average of 10,000 copies are sold on the newsstand for every edition. In addition, each edition is sent by post to 7,000 regular subscribers. The circulation of Living France is audited by ABC, so these numbers are verified. For the certificate, please visit www.abc.org.uk

Living France reaches an even wider audience every time we run a property exhibition (approximately 6 times a year), as visitors to the show can consult and/or buy all the latest editions.

Living France also publishes special supplements (eg ski property) which, on top of the usual distribution, is given to thousands of readers of other Archant titles, all of them affluent professionals based in London and the surrounding counties. We call these our "Dating Agency" products because they bring together Living France and readers from other magazines but with the right consumer profile.

Who will get to see your advert?

- Our readers actually buy the magazine, it is not given away free. At £3.99 per copy, they are going to read it thoroughly, and they are going to notice your advert.

- 39% of our readers are looking to buy a property in France in the next 12 months and a further 45% in the next three years. Others own property in France already and need advice on how to renovate / insure / maintain their homes.
- Living France readers visit France an average of 3.3 times a year, for pleasure and for house-hunting.
- 82% buy French products even when at home in the UK.
- Living France readers keep their copy of the magazine for future reference which means that your advert has a long shelf life.
- Each copy is read by 2.57 people.

How to maximise return on your advertising?

Advertising works best when it is targeted at the right audience, planned carefully over the length of a campaign and followed up by a competent sales force. Make sure you are ready to pick up the phone when our readers start calling you!

Whether you have an advertising campaign ready to go, would like advice on how to start one, or need help with creating your adverts and making the most of your budget, we can help you. The prices below are given as guidelines but for a specific quote, it is always better to call us and explain your personal requirements. We will make sure your budget buys you the right campaign.

Whatever the length of your campaign you can choose to be invoiced monthly, hence spreading the cost of your campaign over time. Alternatively you can pay us quarterly or as a lump sum at the start of the campaign.

Also please note that advertisers receive the best return on their investment when they advertise consistently, because they receive a discount, their adverts will be positioned in advance in the best parts of the magazine, and our readers are more likely to respond once they have become accustomed to the names and trust the services of our advertisers. So please be aware that one-off adverts, although often requested as "tasters" do not in fact reflect the quality of response you will receive from our readers.

Combining advertising and editorial

Our editorial team works hard at representing all areas of France, on a regular basis. Please ask us for a list of future articles. It may be that your region is coming up soon. If it isn't, why not create an advertorial of your own? That way, you present your region and your business in your own words, and it is published whenever you are ready. For examples of advertorials, please contact us.

Click [HERE](#) for Display Rates (“Property for sale” and “New build” sections)

Click [HERE](#) for Display Rates (all other sections)

Private Sale (in “Private Homes” section)

The small format includes free design service to show one colour picture + 40 words • measures 4.3cm x approx. 7cm • costs £160 + VAT for 3 issues • £130 + VAT for 2 issues • £100 + VAT for 1 issue • Click [here](#) to view an example.

The large format includes free design service to show up to 3 colour pictures + 100 words • measures 9cm x 12cm • costs £252 + VAT for 2 issues or £333 + VAT for 3 issues • Click [here](#) to view an example.

Remember you can choose to pay monthly • You will receive a free copy of the magazine every time you place an advert.

Property for Rent (in “Private Homes” section)

The small format includes one colour picture + 40 words • measures 4.3cm x approx. 7cm • costs £319 for 12 issues • £169 for 6 issues • £120 + VAT for 3 issues • Click [here](#) to view an example.

The large format includes up to 3 colour pictures + 100 words • measures 9cm x 12cm • costs £800 for 12 issues • £450 for 6 issues • £300 + VAT for 3 issues • Click [here](#) to view an example.

Remember you can choose to pay monthly • You will receive a free copy of the magazine every time you place an advert.

Classified Adverts (in “A votre Service” section)

The cost of a classified advertisement starts from just £48+VAT per edition. Colour and size will define the price. Please contact us for a specific quote. Click [here](#) to view an example.