

EDGAR



MEDIA KIT 2021-2022

A WORLD OF LUXURY FOR MEN



MISSION

A totally revised masculine universe, articles devoted to those who assume and above all assume their clothing and aesthetic choices, but also musical and food: Fashion, Automotive, Yachting, Watchmaking, Airplanes and Helicopters, Tourism, Shoes, Leather Goods, Adventure, Domestic Technology, Cigars, Wine & Spirits, Motorcycles, Portraits, Successes, Corporate Sagas ...



THE WORLD OF LUXURY FOR MEN SINCE 2000

The first generalist luxury magazine for men, Edgar has been revisiting the world of luxury every three months since 2000. Because the trendy man takes more and more care of his look and is far from indifferent to his aesthetic. Indeed, he himself buys his clothes and his beauty products. He also learns about new fashion, beauty and high tech trends.

At the forefront of all the best, it is hunted by the big brands. This is why Edgar, who takes it in all its diversity, devotes more than twenty columns to it.

KEY FIGURES

52K

SOLD COPIES

(networks of 4 & 5 * hotels partner and coverage of more than 30 annual national events)

— READERS PROFILE —

95%

OF READERS
ARE MALE

37

AVERAGE
READER'S AGE

81%

OF READERS
ARE 25-54

WATCHES

82%

own a valuable watch



TRAVEL

81%

take one non-professional trip abroad per year

INTERIOR DESIGN

35%

have at least one second home



CINEMA

37.8%

have a Home Cinema

ALCOHOL

56%

have their wine cellar



AUTOMOBILES

26.9%

bought a car in the past six months



YACHTING

9%

own a boat



51.2%

have an airline loyalty card

74%

are owners of their main residence

75%

earn more than 55K per year of which 56% more than 75K

EDITORIAL CALENDAR

— 2021 —

Issue 104

DECEMBER

Technical deadline : **novembre 23**

Publication : **december 9**

— 2022 —

Issue 105

MARCH

Technical deadline : **march 4**

Publication : **march 18**

Issue 107

SEPTEMBER

Technical deadline : **september 14**

Publication : **september 27**

Issue 106

JUNE

Technical deadline : **june 3**

Publication : **june 17**

Issue 108

DECEMBER

Technical deadline : **december 2**

Publication : **december 16**



READERS' CENTER OF INTERESTS



WATCHES



FASHION & ACCESSORIES



YACHTING



CARS



MOTOCYCLES



PERFUMS



MOVIES



WINES & SPIRITS



TRAVEL

PRINT RATES 2021-2022*

PREMIUM

4 ^{ème} de Couverture	FOURTH COVER	20.500 €
2 ^{ème} de Couverture	SECOND COVER	16.400 €
3 ^{ème} de Couverture	THIRD COVER	14.500 €
Double page d'ouverture	FULL DOUBLE PAGE OPENING	32.500 €
Double page d'ouverture bis	FULL DOUBLE PAGE OPENING bis	32.300 €
Double page d'ouverture ter	FULL DOUBLE PAGE OPENING ter	32.100 €

PRÉFÉRENTIELS

1 ^{ère} double page	FIRST DOUBLE PAGE	29.900 €
2 ^{ème} double page	SECOND DOUBLE PAGE	27.100 €
3 ^{ème} double page	THIRD DOUBLE PAGE	25.600 €
Double page 1 ^{er} cahier	FIRST SECTION CONTENT DOUBLE PAGE	23.300 €
Face édito	OPPOSITE EDITOR'S LETTER	14.700 €
Face sommaire	OPPOSITE TABLE OF CONTENTS	14.400 €
1 ^{er} recto	FIRST DOUBLE PAGE RECTO	13.800 €

STANDARD

Double page intérieure	FULL DOUBLE PAGE	21.000 €
Page simple intérieure	FULL PAGE	10.600 €
1/2 page (largeur ou hauteur)	1/2 PAGE	5.400 €
1/3 page	1/3 PAGE	3.800 €
1/4 page	1/4 PAGE	2.800 €

AVAILABLE FORMATS

DOUBLE PAGE * full format 440 x 288 mm

PAGE ** full format 220 x 288 mm

½ PAGE HEIGHT ** full height format 105 x 288 mm

½ PAGE WIDTH ** full width format 220 x 138 mm

⅓ PAGE HEIGHT ** full height format 75 x 288 mm

¼ PAGE half height half width format 85 x 122 mm

* The double page elements must be delivered as 2 separate HD PDFs. When it comes to the double opening, allow 4mm of gaskets on each page (left and right).

** For full page formats as well as for outer edge advertisements, provide a 5 mm overhang in the model (rotating overhang for the double-page and the page; top, bottom and outer side overhang for 1/2 p and 1/3 p).

TECHNICAL SPECIFICATIONS

FILES PRODUCTION

Format: magazine format is 220 x 288 mm.

Specification: The 5mm overhang requested for full pages (or ad with outside edge) refers to the mockup block size level and not to the ad file format level.

The crop marks will be generated during the production of the certified PDF. Precision: no color range in the overhang.

IMAGES

Resolution: 300 dpi

CMYK profile COATED FOGRA 39 L or equivalent. We do not accept RGB images.

Maximum ink rate 300% with the FOGRA 39 L profile according to the ISO 12647-2 standard.

FILES: STANDARDS AND CERTIFICATION

Certified PDF: PDF / X-1a: 2001 (with transparency flattening).

Other supported PDF versions: 1.3, 1.4, 1.5 and 1.6 (always with transparency flattening).

Color space: CMYK.

No Pantone color or spot color, except with specific agreement from the publisher and prior testing.

To optimize the impression of your advertisement, a color proof is

recommended.

Profile of events / cromalins: foGRA 39 L.

Otherwise, the publisher cannot be held liable.

SENDING FILES

By CD-Rom (Mac formatting), WeTransfer or equivalent.

We do not touch client PDFs.

Color proof IMPERATIVE for new advertisements (we decline all responsibility in the event of non-receipt).

In case of non-compliance of the file with the technical specifications, Edgar cannot be held responsible after printing.

ADVERTISING OPPORTUNITIES



Display print + digital
Editorial partnership



— YOUR GOAL —
to be seen
— OUR COMMITMENT —
to maximize your visibility

Newsletters
Contests & quizzes



— CUSTOM SOLUTIONS —



SPECIAL OPERATIONS

— PRODUCT PLACEMENT —
— BRAND CONTENT —

The editorial, artistic and commercial teams use their know-how to optimize, personalize and increase your communication. This speaking strategy makes it possible to bring added value, a tailor-made solution and to position your brand skilfully within our titles for optimal results.



Licensing & co-branding

Our mission: to design with you projects supported by our brand and to make you benefit from our notoriety. Several actions are proposed: co-creation of a range of products, co-branding on targeted products, use of our brand as a guarantee on the selected products.

DIGITAL OFFER

— EVERY DAY, NEWS TO DISCOVER —

on our Instagram and Facebook pages and on www.edgarmagazine.com.
Watches, fashion, cars, travel, beauty ... so you don't miss a thing and keep abreast of the latest trends.

Themes

Fashion
Motorcycles
Cars
Watchmaking
Travel
Cinema
Art
Design
Beauty
Good Tables
Wines & Spirits

Digital opportunities & social media

Editorial sponsorship of the newsletter
Newsletter wrapping
Homepage skin
Editorial content
Display
Quizzes
Publications on our social networks

— NEW TOPICS & THEMES —



Publi editorials

please inquire

Product shop

very soon

Tablet editions

the opportunity to add sound, video and interaction to campaigns on Apple kiosks and Google Play

> 11.400

SOCIAL MEDIA

32.000

NEWSLETTER SUBSCRIBERS

72.000

DIGITAL (PAGES VIEWS)

274.000

PRINT (READERSHIP)

DIGITAL RATES 2021 - 2022

Homepage Wrapping

dimensions 1400 x 900
(e-package)

1st BANNER TOP OF THE PAGE

maximum dimensions 1200 x 400
700 € per month

2nd BANNER

maximum dimensions 1200x300
520 € per month

3rd BANNER

maximum dimensions 1200x600
650 € per month

— E-PACKAGE EVERGREEN —

1 Custom creation

editorial content for our “News” section

3 days on our homepage

then on an internal page of the site
(content maintained on the site indefinitely)

+

1 banner

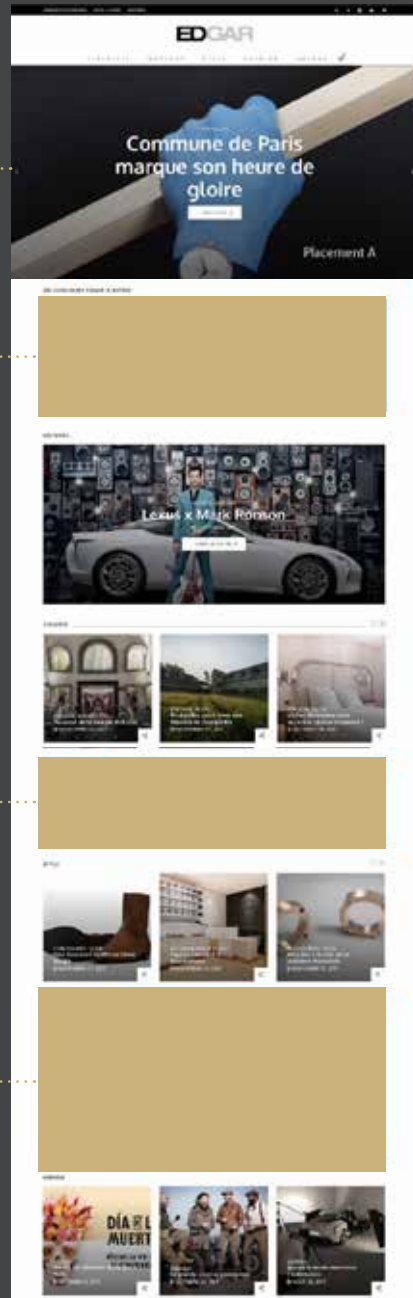
in our newsletter

+

1 banner at the top of Homepage

1 week on Homepage then 3 weeks
in general rotation on the site.

800 €



— E-PACKAGE SUPER EVERGREEN —

PACKAGE EVERGREEN + 7 days on our Homepage
then on an internal page of the site (content
maintained on the site indefinitely)

+

1 Homepage Wrapping

for a week

1 250 €

— **VIDEO NEWSLETTER + FACEBOOK POST
+ INSTAGRAM POST** — (please inquire)

CONTACT

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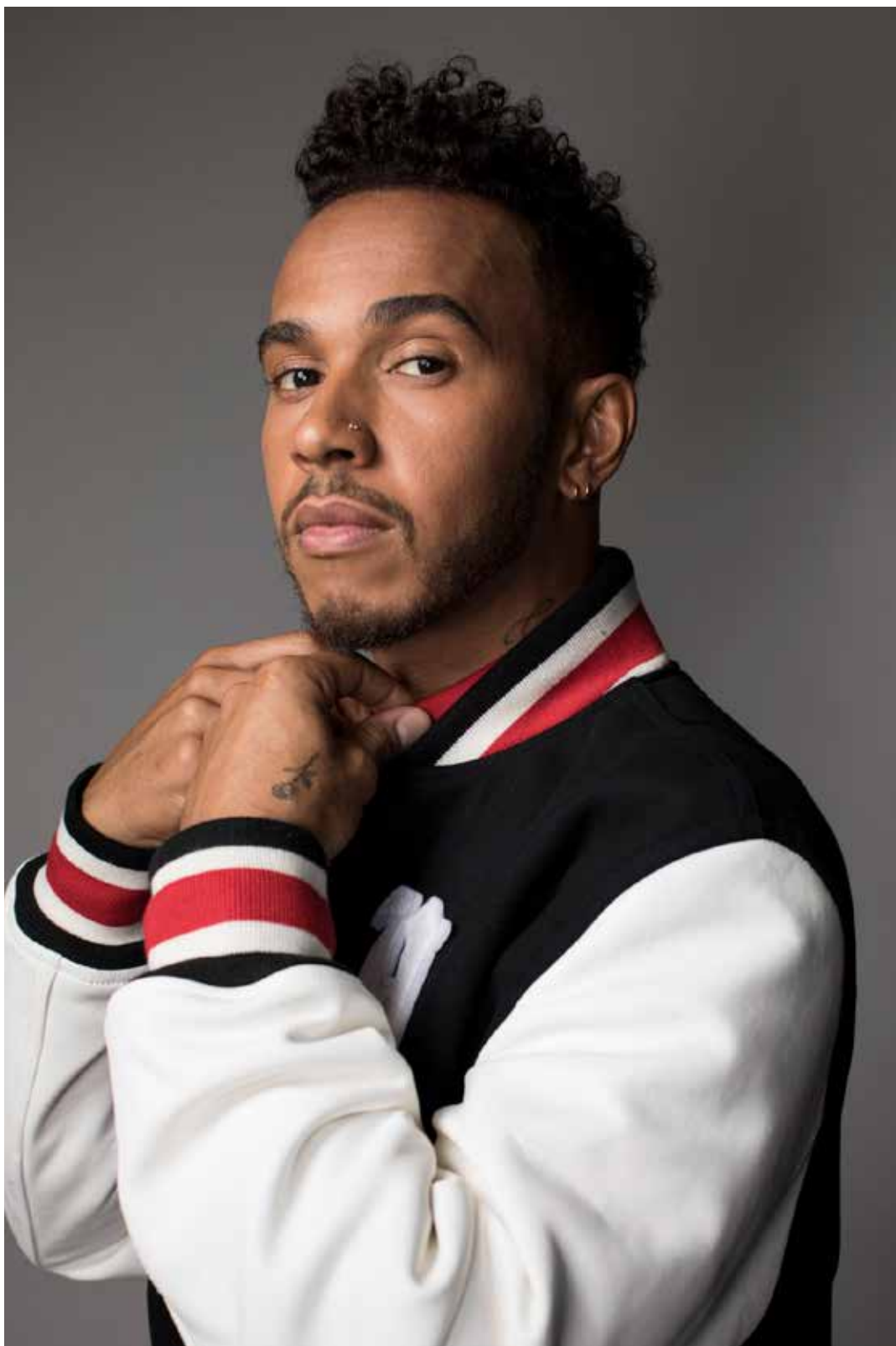
ADVERTISING

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